

CSBA 2013–2016 Strategic Plan

April 1, 2013

	DESIRED OUTCOME		ACTION ITEM	RESP	COMPLETE
STRATEGIC OBJECTIVE A					
To advocate the collective interests of member school boards					
A1	CSBA advocates on a national level on issues of importance.	A1.1	Confirm CSBA key priorities (Aboriginal Education, C21 and Student Health), form committees, state the CSBA position, identify the mission, mandate and provide action plans and regular reports to the board	Committees	Sept 1 2013
			Extend CSBA presence to other pertinent federal level committees	Committees	Ongoing
			Publish CSBA position statements and recommendations on chosen key priorities	MD	Oct 31 2013
STRATEGIC OBJECTIVE B					
To support member school board associations.					
B1	CSBA provides a national network for jurisdictional discussion	B1.1	Provide opportunities for information sharing and discussion of best practices among board members (on select topics; at board meetings, Adhoc mtgs or scheduled conference calls)	Executive	Ongoing
		B1.2	Provide opportunities for like-groups to meet	MD	Ongoing
B2	CSBA provides access to professional development for its members.	B2.1	Provide PD at CSBA Congress	Board	Each July
		B2.2	Provide links (supplied by members) to PD developed by provincial associations on the CSBA website.	MD	Ongoing
		B2.3	Provide links to externally developed PD from educational partners on the CSBA website (and notify)	MD	Ongoing
		B2.4	Develop a "Trustee's Frequently Asked Questions" section on the CSBA website	MD	Dec 1, 2013
B3	CSBA maintains strong ties with internal and external partners in education.	B3.1	Facilitate regular meetings with identified partners) CMEC <input type="checkbox"/> Aboriginal Affairs and Northern Development <input type="checkbox"/> CEA <input type="checkbox"/> CTF <input type="checkbox"/> NSBA <input type="checkbox"/> Other <input type="checkbox"/>	Executive	Annually
		B3.2	Develop a communication strategy to support publicly elected school boards Informs the education communities of CSBA activities (internal) <input type="checkbox"/> Informs the education community of national (external) activities in Key Priorities <input type="checkbox"/> Informs the education community of provincial (external) activities in Key Priorities <input type="checkbox"/>	MD	Quarterly
		B3.2	Informs the education community of national (external) activities in Key Priorities <input type="checkbox"/>	MD	Quarterly
		B3.2	Informs the education community of provincial (external) activities in Key Priorities <input type="checkbox"/>	MD	Quarterly
		B3.3	Member jurisdictions to lead and to provide support for CSBA Strategic Plan Actions	Board	Ongoing
B3.4	Explore strategies to increase membership by contacting PEI, NB and territories.		2013		
B4	CSBA maintains a relevant, national profile.	B4.1	Develop and publish core values of the association	Executive	Apr 1, 2013
		B4.2	Assume a role (in person or via video) at provincial AGMs	Executive	Ongoing
		B4.3	Take part in discussions at the national level on topics of shared concern in order to inform members of national developments (ex regarding 21 Century learning)	Committees	Ongoing



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STRATEGIC OBJECTIVE C					
To promote the value of democratically elected local school boards					
C1	CSBA demonstrates the value of democratically elected school boards.	C1.1	Develop and publish promotional materials (similar to NSBA) for the CSBA website	Executive	2013–14
		C1.2	Regularly distribute promotional materials to the CSBA network using social media (Facebook, twitter, e-blast, newsletter) etc.	MD	Ongoing
		C1.3	Develop a communication strategy to promote the value of elected school boards to the public at large	MD	2014–15
		C1.4	Compliment provincial efforts to engage Canadians on the importance of voting or participating on school boards, with an emphasis on youth.	Board	2014–15
		C1.5	Provincial boards to supply MD with examples of innovations to be highlighted for recognition	Board	Ongoing
STRATEGIC OBJECTIVE D					
To develop administrative strategies to ensure that the activities of the CSBA are consistent with the values of its members					
D1	CSBA has a clear purpose which reflects the its' core values	D1.1	Create clear vision/mission/value statements.	Executive, Board	April 1 2013
D2	CSBA demonstrates clear direction in its activities	D2.1	Provide a 3–year a strategic plan beginning April 1, 2013 and reviewed annually	Executive, Board	April 1 2013
D3	CSBA activities are executed with consistency and structure.	D3.1	Produce a Policy and Procedure Manual is made available to all members, which will include: <ul style="list-style-type: none"> - A recently reviewed constitution which serves the needs of the board <input type="checkbox"/> - An evidence–based process for choosing and addressing the CSBA Key Priorities <input type="checkbox"/> - A process to determine when, who and how CSBA responds to media requests <input type="checkbox"/> - A definition of the roles of MD, President, Vice President, members and committees <input type="checkbox"/> 	Committees	Jul 1, 2013
				Board	Apr 1, 2013
				Board	Apr 1, 2013
				Committees	Jul 1, 2013
D4	CSBA activities meet the needs and expectations of its members	D4.1	Develop tools to evaluate board performance (SP, mtgs, AGM and CSBA Congress, etc.)	Executive	Jul 1, 2013
		D4.2	Provide an Annual General Report to be submitted and discussed at the AGM	Executive	Each July

Thanks to the CSBA Board of Directors, Valerie McLeod, Managing Director and Caitlin Bibbs, student of the John Molson School of Business MBA program at Concordia University, MTL



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