



# STRATEGIC PLAN 2016 - 2019

GOALS	ACTIONS	RESPONSIBLE
<b>STRATEGIC OBJECTIVE A: Provide a national voice for school boards</b>		
<b>DESIRED OUTCOME A: CSBA has a significant influence on national issues in education</b>		
<b>A1 Represent school board's interests in the development of educational policy</b>	A1.1 Identify / monitor trends and the provincial implications of federal and provincial legislation and policy	<i>Board</i>
	A1.2 Leverage our external partner's network to address national issues in our jurisdictions	<i>Board</i>
	A1.3 Leverage our member's network to address national issues in our jurisdictions	<i>Board</i>
<b>A2 Share and collaborate on national issues with internal and external partners</b>	A2.1 Assess the opportunities in current and potential external partnerships (e.g. CMEC, AANDC, CEA, CTF, NSBA, CASSA, all levels of government, ACDE, ACBO)	<i>Board</i>
	A2.2 Establish connections with national groups through CSBA Executive and Committee structures	<i>Executive &amp; Committee Chairs</i>
<b>A3 Promote the positive work of school boards and the importance of community engagement (audience: media, government, members, education partners)</b>	A3.1 Explore a joint magazine possibility with partners	<i>ED with OPSBA</i>
	A3.2 Produce a promotional video on the role of school boards / trustees (e.g. OPSBA)	<i>ED and Communications</i>
	A3.3 Examine new subjects to profile through CEA magazine or FOE	<i>ED and Communications</i>
	A3.4 Present articles in education publications	<i>ED and Communications</i>
	A3.5 Utilize social media (website, Facebook, Twitter)	<i>ED and Communications</i>
	A3.6 Create info graphics and news releases / media events	<i>ED and Communications</i>
<b>A4 Grow CSBA membership</b>	A4.1 Profile potential and current members to determine the target list	<i>Executive (with MSBA)</i>
	A4.2 Establish a fee structure	<i>Executive and Finance Chair</i>
	A4.3 Solicit new members	<i>Executive and Board</i>
<b>STRATEGIC OBJECTIVE B: To identify and advocate on shared national issues in education</b>		
<b>DESIRED OUTCOME B: CSBA takes action on all significant, national issues in education</b>		
<b>B1 Advocate for FNMI Education (Key Issue)</b>	B1.1 Advocate for funding at federal level for aboriginal students (Advocacy letter to federal and provincial governments)	<i>ED (lead by FNMI Chair)</i>
	B1.2 Identify area of potential collaboration in FNMI education for CSBA and CMEC	<i>ED (lead by FNMI Chair)</i>
	B1.3 Provide accessible information on general and best practices in FNMI education	<i>ED (lead by FNMI Chair)</i>
<b>B2 Advocate for Student Health and Wellness (Key Issue)</b>	B2.1 Complete the charter on Student Health	<i>CSBA SHWC Chair (lead by ASBA)</i>
	B2.2 Publish an advocacy strategy	<i>CSBA SHWC Chair (lead by ASBA)</i>
<b>B3 Advocate for 21st Century Learning Skills</b>	B3.1 Focus on concluding our final advocacy efforts for provision of adequate bandwidth for all Canadian students	<i>CSBA C21 Chair (lead by BCSTA)</i>
<b>B4 Advocate for Refugee Students</b>	B4.1 Produce an advocacy letter to both provincial and federal governments for adequate funding	<i>ED and Board</i>
<b>B5 Advocate for Minority Language Rights</b>	B5.1 Produce an advocacy letter for respect of minority rights to both provincial and federal governments	<i>Board (lead by QESBA)</i>
<b>B6 Highlight the importance of democracy in education (Audience: media, government, members, education partners, parents)</b>	B6.1 Present research and provide expertise at educational events	<i>ED and Communications</i>
	B6.2 Present research and provide expertise at AGM events	<i>ED and Communications</i>
	B6.3 Collect, collate and share current member resources and products (e.g. to post in schools, etc.)	<i>ED and Communications</i>
	B6.4 Implement a social media plan	<i>ED and Communications</i>
	B6.5 CSBA president to speak in jurisdictions of the importance of democracy and voting (pre-election)	<i>Executive and Communications</i>
<b>B7 Communicate implications of Child Care and Early Learning</b>	B7.1 Examine implications across the country and share information with members	<i>Board (lead by OPSBA on issue/implications)</i>
<b>STRATEGIC OBJECTIVE C: To support member school boards associations in achieving their missions to provide quality education to Canadian children</b>		
<b>DESIRED OUTCOME C: School boards are strengthened and empowered by CSBA support</b>		
<b>C1 Provide leadership on governance</b>	C1.1 Share activities relative to good governance on fundamentals / policy in relation to operations and administration and professional development	<i>Board</i>
	C1.2 Provide best practices information and models of good governance	<i>ED and Board</i>
<b>C2 Provide strategic support to jurisdictions on national issues</b>	C2.1 Leveraging communications network to address emerging issues (e.g. Crisis communications - develop a process for providing a national voice on crisis situations)	<i>ED and Board</i>
	C2.2 Inform all members of provincial activities on key issues	<i>ED and Board</i>
<b>C3 Share resources with boards</b>	C3.1 Ensure adequate time for discussion of emerging issues at board meetings	<i>ED and Board</i>
	C3.2 Collect, collate and post relevant information on the CSBA website	<i>ED</i>
	C3.3 Regularly communicate to / with member boards on news, programs, reports, research, emerging issues in other jurisdictions	<i>ED and Communications</i>

**Definitions:**

**Strategic Objective:** The objective that aligns with the CSBA mission

**Desired Outcome:** the larger goals of the association

**Goal:** details/specific goals that provide a path to the desired outcomes

**Actions:** specifics to be accomplished to reach the goals defined

**Responsible:** the primary group(s) responsible for the actions

**Key Issues:** issues chosen by the BOD as of primary importance and national scope

**Executive:** President, VP, ED and Finance Chair