

Evaluation and Planning: Setting Direction for Associations

**Presentation to the Idaho School Boards Association
November 2009**

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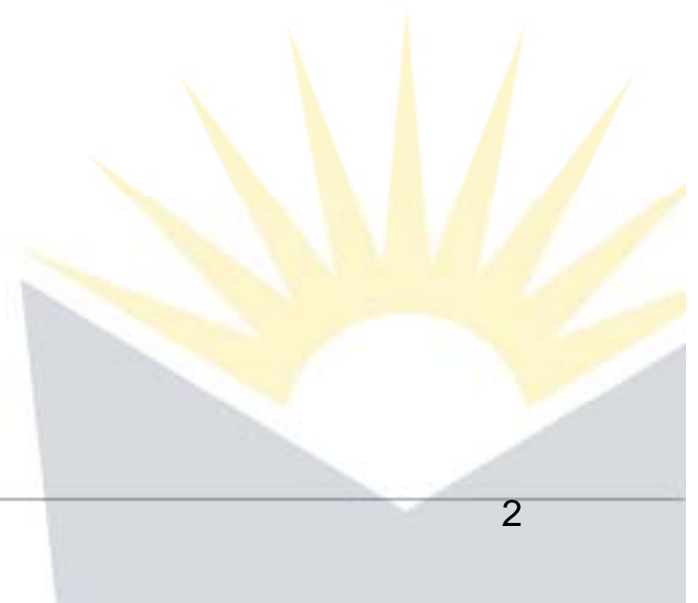
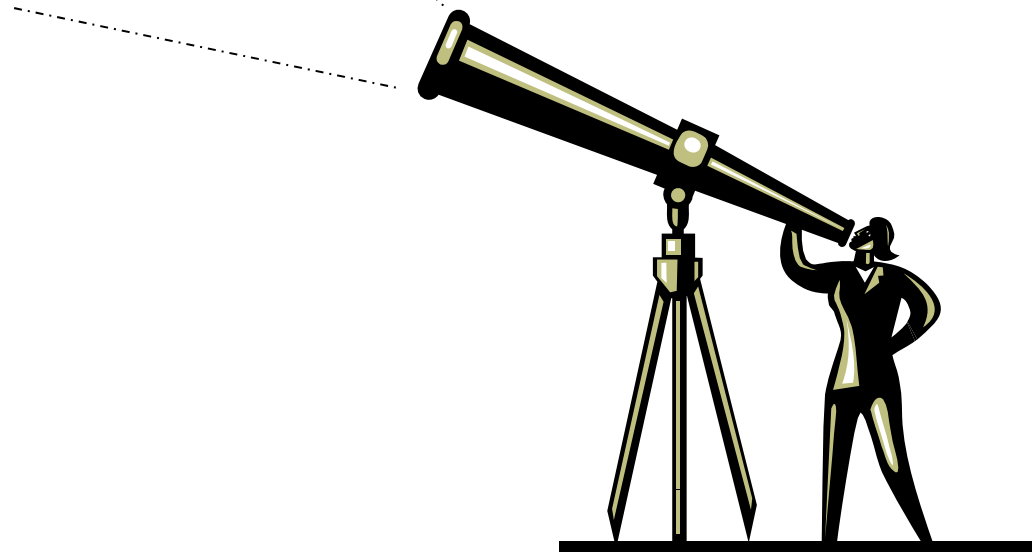


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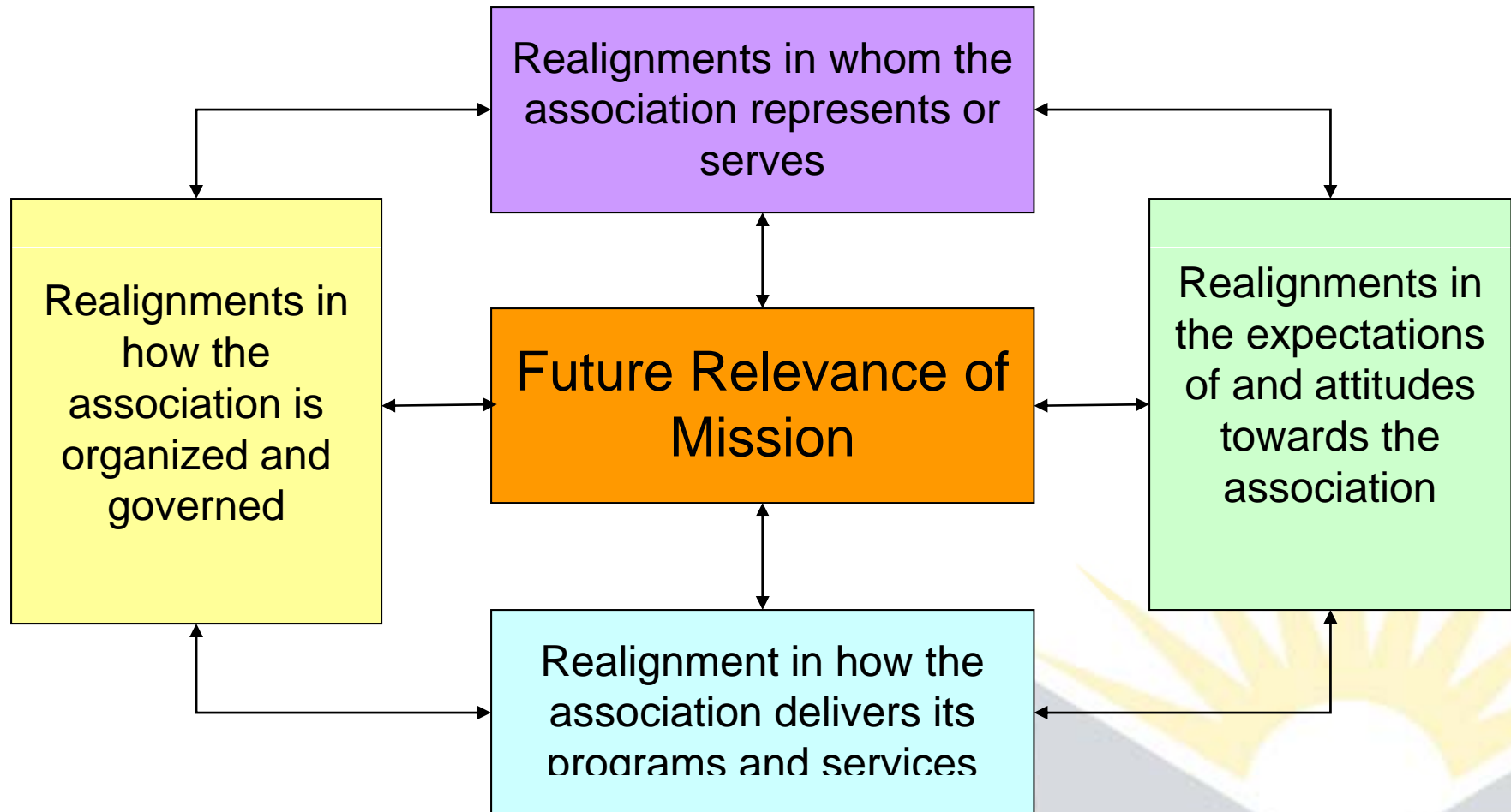
ASAE 1999 - Facing the Future: A Report on the Major Trends and Issues Affecting Associations

What are the implications for State School Boards Associations?



What is the Future Relevancy of Your Mission?

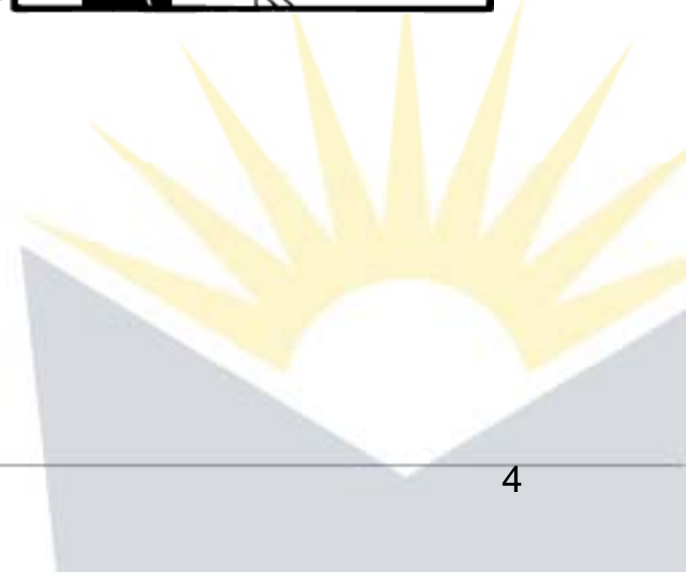
Where the shifts will occur:





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What is the Future Relevancy of Your Mission?

Realignments
in whom the
association
represents or
serves

FROM	TO
Little diversity	Multicultural diversity
Pre-War and Boomers	Gen X and Millennials
Few members “E - capable”	Majority “E-capable”
Attention on dues-paying members	Focus includes members, customers and stakeholders

What is the Future Relevancy of Your Mission?

Realignments in the expectations of and attitudes towards the association

FROM	TO
Gathering lots of information	Seeking key insights and wisdom
Buy publications and services off the shelf	Tailored to my specific needs (i.e. one-to-one marketing, mass customization)
Represent my interest via voting privileges, committees, board structure.	Meet my needs by researching my special needs
Keep me current with today's events	Get me ready for five years out.

What is the Future Relevancy of Your Mission?

Realignment in how the association delivers its programs and services

FROM	TO
Reliance on meetings, print publications, and mail	Wide range of options for publishing, communications, and interactivity
Education delivered at meetings	Education anytime, anywhere, via online, CD-Rom, etc.
Member-to-member interaction limited to face-to-face venues	Interaction as “anytime, anyplace experiences” via Internet and videoconferencing

What is the Future Relevancy of Your Mission?

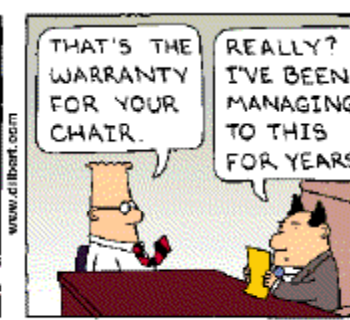
Realignment
in how the
association is
organized and
governed

FROM	TO
Management	Leadership
Governance	Visioning
Managing financial reserves	Making strategic Investments
Standing committees	Ad hoc task forces
Risk Containment	Taking risks and learning from failures



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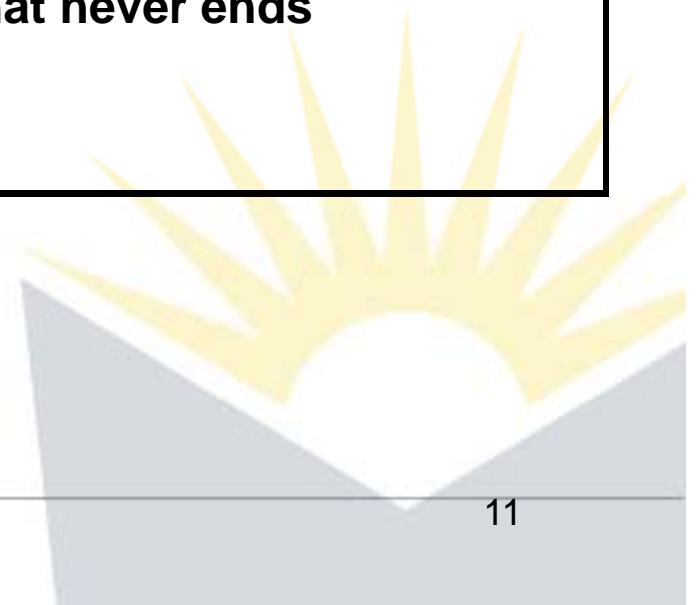
“New Rules” for Strategic Planning

**In the face of these
realignments, mastering
“new rules” for strategic
planning is a requirement
for creating the future.**



“New Rules” for Strategic Planning

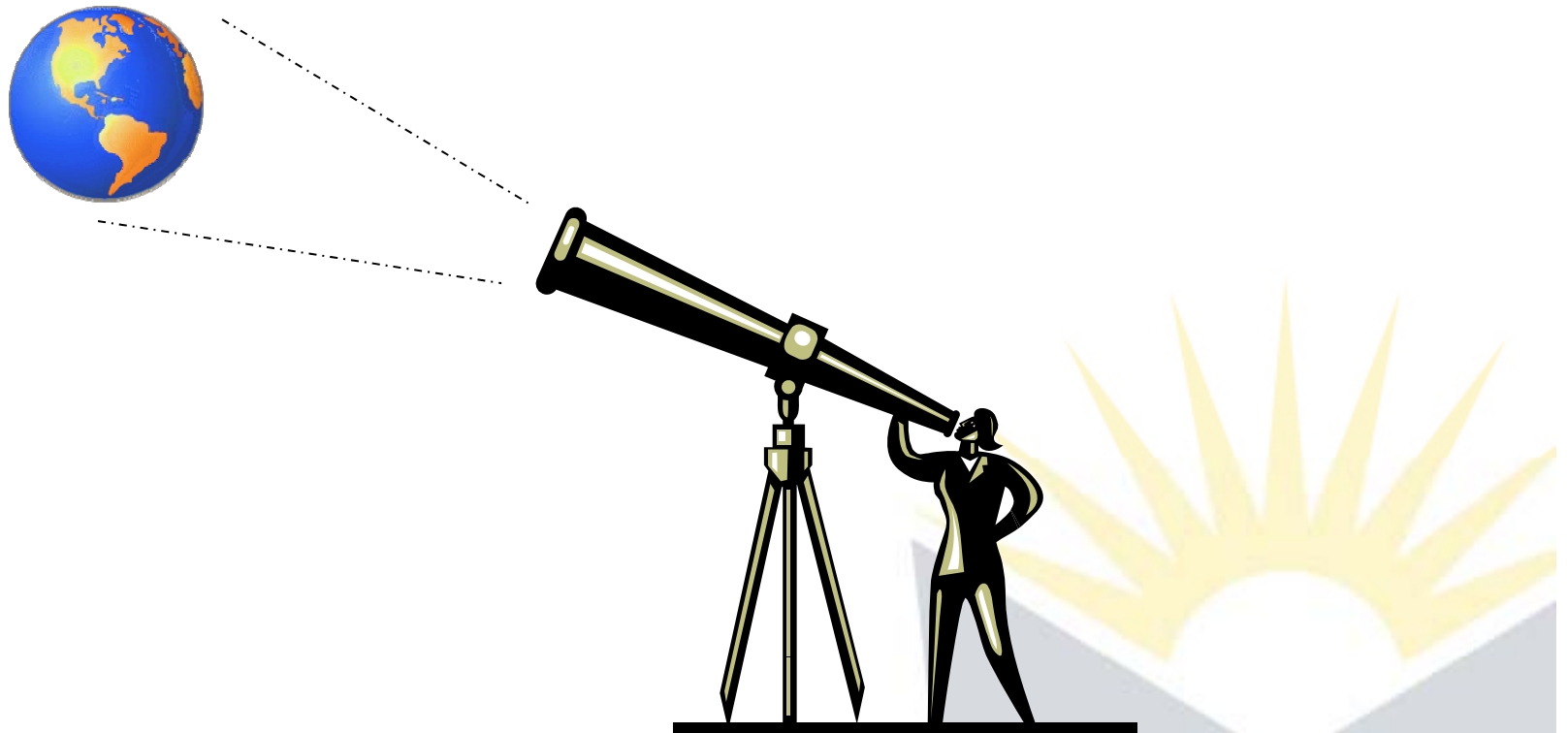
OLD RULES	NEW RULES
Emphasis is on producing a strategic planning document	The art of strategic dialogue and collaboration is practiced
Planning is done at regular intervals – usually on a five year basis.	Planning is an on-going learning process that never ends



“New Rules” for Strategic Planning

OLD RULES	NEW RULES
Board and staff engage infrequently in strategic dialogues about the future	Board and staff are highly collaborative and continuously engage in a dialogue about an uncertain future
Scanning the environment is sporadic	Environmental scanning is given the highest priority; adjustments are made as needed, on an on-going basis

External Scan

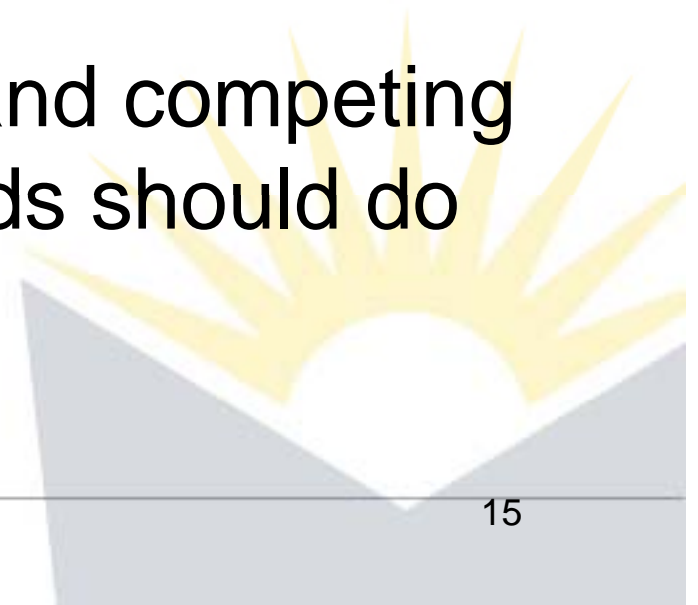


Current Landscape

- Traditional educational organizations are losing influence in shaping educational policy.
- Those gaining influence are promoting educational agendas that may be detrimental to public education.

Current Landscape

- School boards are increasingly viewed as irrelevant, ineffective, or as obstacles in driving reforms.
- There are many different and competing views of what school boards should do and how.



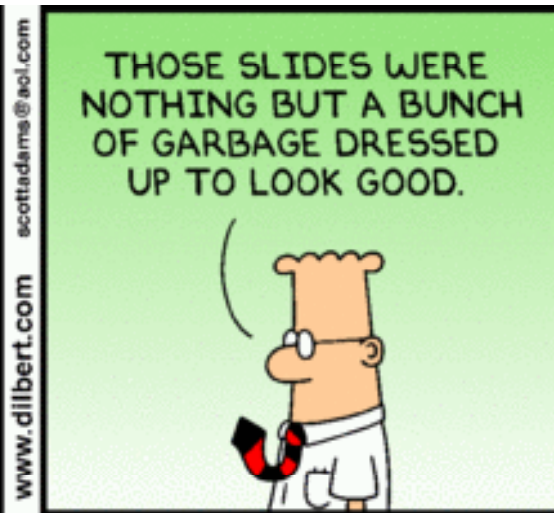
Future Landscape

- Reauthorization of ESEA/NCLB.
- Implementation and impact of ARRA, especially Race To The Top.
- Proposed changes to Title I and other federal programs.
- Federal government advocating for national standards.
- Is a national assessment next?

Internal Scan

- Declining revenues for local districts will mean declining revenues for Associations.
- Ongoing planning for a changing future.
- Commitments to on-going initiatives will have impact on budget and capacity.
- Staff has to do more with less.





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