

ISBA STRATEGIC PLAN REPORT

NOVEMBER 2024



A MESSAGE FROM THE ISBA PRESIDENT, BRIAN PYPER



I am honored to serve as your 2024-2025 ISBA President. In 2022, the ISBA Executive Board and staff created a three-year ISBA Strategic Plan. Focused on board member needs and the long-term health of the association, the plan is designed to guide ISBA now and into the future as it works to support Idaho's public school boards. This strategic plan helps ISBA's position as the forward-looking voice of public education in supporting its mission of empowering local school boards for student success. The plan is based on the association's mission, vision, and goals. As your ISBA President, I look forward to continuing our work in this vital area. I welcome new and returning board members to embrace the multiple benefits and services that ISBA membership offers.

GOAL 1: MEMBERSHIP ENGAGEMENT



New this year, ISBA started tracking the Net Promoter Score (NPS) for ISBA events. Our score for Convention is 71, which is considered outstanding for business-to-consumer events. The

NPS provides a simple, effective way to gauge attendee satisfaction, track customer loyalty, and identify areas for improvement, making it a valuable metric for predicting growth and enhancing customer retention.



One of the new opportunities we provided to our members this year, thanks to a generous grant, was a night owl learning opportunity with Dr. Christine Porath. Christine joined us for an evening of discussing Mastering Community and offered our members the opportunity to ask her questions. Over 100 people attended.



This year, in order to provide more learning opportunities for our members, we changed up our Early Bird sessions at Convention. This year we offered A and B Early Bird sessions so members had the opportunity to

jam pack their schedule with learning opportunities. Over 160 members attended early bird workshops.

Members of ISBA's Policy and Board and Leadership Departments met in November to revamp the Code of Ethics ISBA provides to members in hopes it will resonate more with board members. You will see a re-vamped version in an upcoming policy release. We are also working on revamping several policies to help boards use them to articulate their priorities and values and use them to shape the rest of their policies.



Every year, we look at new ways to improve our Annual Convention. This year, our staff worked to provide the most beneficial workshops at Convention. In order to do this, we invited fewer presenters to Convention but focused more on the topics and learning opportunities they provide. Our hope was that this provided our members with the most beneficial learning opportunities.



With one event wrapping up in November, it is officially time for us to start planning for our next event, Day on the Hill. ISBA staff members met in late November to start working on the schedule and learning opportunities for members during the 2025 Day on the Hill. Save the date

for February 17 and 18 for this years Day on the Hill event. More details will be available soon.



ISBA quickly released a new model policy in response to the Governor's executive order on cell phones at school. This model policy aligns with the executive order and with State Department of Education requirements while also providing flexibility to reflect how the Board wishes to address the topic.

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GOAL 2: ADVOCACY



The Government Affairs team anticipates the topic of school privatization (e.g. vouchers) to be one of the major topics of the 2025 Legislative Session. To prepare for this conversation and support our members opposition to public funds supporting private institutions, our team has been meeting regularly to start working on strategy to fight pro-privatization talking points.

During the 2024 ISBA Annual Convention, members met for short region meetings to network and discuss hot topics in their region. Many also voted on new bylaws. The new bylaws changed the region election voting structure. To view the updated bylaws, [click here](#).



Each year during the ISBA Convention, ISBA members meet during the Annual Business Session to discuss and vote on ISBA's upcoming legislative priorities. Of the 15 resolutions introduced, 13 passed, and two failed. To view ISBA's 2025 Legislative Platform, [click here](#).



In November, Quinn Perry met with the Idaho Education Association Associate Executive Director, Matt Compton and Policy Director, Chris Parri to share legislative priorities and discuss how we can combine our efforts during the upcoming legislative session.



ISBA's Executive Director, Misty Swanson has been working with her daughter's classroom, in the Boise School District, to plan mystery speakers to visit their classroom and share about their roles in our community. Their November mystery speaker was Boise's Mayor McLean. The students were excited to have her join their classroom and share more about her role as the Mayor of Boise.

GOAL 3: COMMUNICATION



As part of a new learning opportunity provided to our staff members, we have been participating in Monthly Mastery lessons where we learn about hot issues that our members ask about in order to help our staff serve our members better. One of the first topics we discussed was school board vacancies. From the discussion, staff members worked to create a toolkit that will be available to members in December that provides them with the resources they need to manage a vacancy on their school board.



ISBA's Deputy Director, joined the Idaho School Public Relations Association to share more about ISBA's plans for the 2025 Legislative Session and discussed with its members how they can advocate and educate their district/charters on how to advocate for Idaho's public education.



We are continually hoping to improve ISBA Events. After Convention this year, we sent a survey out to attendees to gauge their thoughts on each of our events and look to how we can continue to improve the event in years to come. Here are some of the things we learned: Our members loved having the daily agenda on the back of their name badges. They also missed having a free night to enjoy a meal with their board - we hope to make space in next years agenda to do so. The most popular breakout sessions were Twin Fall's Cell Phone Policy presentation, Hot Topics on School Policy, and the Save our Schools Arizona presentation.

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GOAL 4: ALLIES & PARTNERSHIPS



Every year, we look forward to bringing exhibitors to our Annual Convention to share their services with members in hopes you might find new services that benefit your students, staff, and community. This year we had 82 exhibitors and gave Convention attendees two uninterrupted hours of time to visit with them. We also hosted an Ice Cream Social in the Exhibit Hall to bring more foot traffic into the room.



We would not be able to provide the same opportunities to members during Convention without the support of our wonderful sponsors. To view the list of 2024 Annual Convention Sponsors, [click here](#).



impact school districts and charter schools.

Misty Swanson & Quinn Perry met with Rick Ferguson of the SIF, Idaho's Workers' Compensation to discuss anticipated legislative topics that could impact school districts and charter schools.



Misty Swanson met with the Idaho Digital Learning Alliance's Executive Director Jeff Simmons in November to discuss potential legislation for the upcoming legislative session and how we can continue partnering together on various topics.



Misty Swanson was asked to chair the Consortium of State School Boards Associations Executive Director Search Committee. She has been meeting periodically with the committee to help ensure they have a smooth process for hiring COSSBA's newest Executive Director.



In October, Superintendent Critchfield released an op-ed discussing the importance of preparing educators for administrative roles. In November, she convened a committee to discuss ways to assist school leaders with preparing their teachers. Misty and Quinn were asked to sit in on the committee. The first meeting was held in November.



Misty Swanson, Quinn Perry, and Phil Gore met with members from the State Department of Education and State Board of Education teams to discuss the work of Idaho school boards.



Misty Swanson serves on the Idaho Coalition for Community Schools Steering Committee. At this month's meeting, they discussed the Coalition's key messaging for the year, success stories, federal funding and sustainability, and more.



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2024 ISBA ANNUAL CONVENTION HIGHLIGHTS



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