

# ISBA STRATEGIC PLAN REPORT

JANUARY 2025



## A MESSAGE FROM THE ISBA EXECUTIVE DIRECTOR

"Whether we want them or not, the new year will bring new challenges; whether we seize them or not, the new year will bring new opportunities." – Michael Josephson

As we welcome the start of 2025, the ISBA team have continued their work and progress on the Strategic Plan goals. This is the final year of the long-range Strategic Plan, and we are committed to focusing on completing as much of it as possible. We are happy to share a few examples of this month's work.

## GOAL 1: MEMBERSHIP ENGAGE-



In January, April hosted the final 2024 Policy Update webinar for ISBA Policy Subscribers. If your board is not currently subscribed to policy updates, reach out to an ISBA staff member for more information.

Phil and Jayson have been busy traveling the state to provide board development workshops to our members. In January they provided five workshops from Northern Idaho to Eastern Idaho. They also facilitated a Communicating as Leaders and Trust-building Workshop for the West Bonner Board and Community.



In January, Quinn and Misty joined Boise School District's school board meeting to discuss the 2025 legislative session and share more about the work ISBA is doing for our members. Quinn focused the conversation around educating board members on the impacts of school vouchers in Idaho.



### GET ON BOARD

Our first Get On Board Webinar of 2025 took place in January. If you have new board members or board members who are looking for a refresher on roles of a school board, members are welcome to register for the remaining five webinars.

## GOAL 2: ADVOCACY



Quinn has been joining multiple city chambers and organization meetings to share updates on the impacts school vouchers will have on Idaho communities.

In January, we hosted an anti-voucher lobby day to get our members and some community members in front of their legislators to share with them how vouchers will impact their school communities. During the lobby day, we participated in a joint press event with the Idaho Education Association, the Idaho Rural Schools Association, and the Idaho Association of School Administrators to bring attention to how vouchers will impact Idahoans.

[Read about it here.](#)



The official website of the

**Idaho Legislature**

In January, Katie joined the Monthly Clerks meeting to review the Idaho Legislature website with clerks and show them where they can find committee meeting agendas, bills, and legislator's contact information.



A few members of our Government Affairs team joined the Boise Education Association's legislative reception. We always enjoy having the opportunity to meet with our members and their constituents.

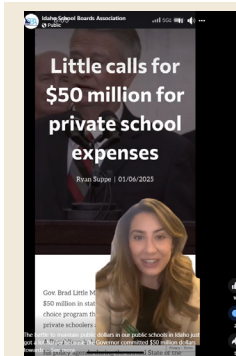
In January, we hosted a Zoom call for rural school districts to assist them with talking points and strategies for fighting vouchers in their communities. Rural school districts will get hit the hardest by any voucher legislation, so we wanted to ensure they had the resources they needed to help educate their community members and legislators.

**MISSION:** The Idaho School Boards Association advocates for Idaho students and public education with leadership and service for local school boards.

**VISION:** Empower Local Boards for Student Success



## GOAL 3: COMMUNICATION



In January, we started a social media campaign loosely based on Capitol Notes to put out short videos that educate our members AND the community on hot topics happening in the session. In January we posted 3 videos. We gained 23 new follows from those videos and they were viewed over 7.5 hours.

### Public Dollars for Public Schools: Protect Our Kids, Protect Our Future!

We have created a voucher advocacy campaign that allows advocates of public schools, regardless of whether they are members of ISBA or not, to sign up for email updates from ISBA. In January, 87 people signed up for this list, and we sent out one email per week updating them on important movement on any voucher legislation.

## GOAL 4: ALLIES & PARTNERSHIPS

During the Session, members of our Government Affairs team attend weekly meetings with education and local government stakeholders to ensure we are on the same page about legislation and to work together on problems that may impact our members.



Misty continued her work as Chair of COSSBA's Executive Director Search Committee. In

January, they interviewed candidates, and she will head to Atlanta in February to assist with interviews.



Misty and Morgan met with Simbli in January for their annual check in partner meeting. Simbli shared the annual report, updates to the system, and how subscribers are increasing.



A few staff members were able to join FFA students from across our state in February for the FFA Luncheon. We love having the opportunity to meet with students and talk about issues important to them.



Foundation  
for Health, Inc.

Morgan attended the Blue Cross of Idaho Foundation for Health presentation on their behavioral health report. [View the report, here.](#)

Misty attended the ISBA Education Foundation meeting. The Board discussed opportunities for grants, developing a mission and vision, and next steps for the Foundation.

## ISBA STAFF CORNER

Many of our staff have been enjoying the fun that winter snow brings! Check out some of their January highlights.

