

ISBA STRATEGIC PLAN REPORT

FEBRUARY 2025



A MESSAGE FROM THE ISBA EXECUTIVE DIRECTOR



It was wonderful to see members at ISBA's Day on the Hill event and Executive Board Meeting. We are always re-energized when members join us to engage with legislators promoting their local K-12 schools. Thank you for your participation in both the event and the meeting.

GOAL 1: MEMBERSHIP ENGAGEMENT



In February, we hosted our 2025 ISBA Day on the Hill. We had 222 attendees and heard wonderful feedback about the event. It is always exciting when we have our members in town advocating for public education and their schools and students.



In February, members of our Board and Leadership Development team joined the Council School District for a Communicating as Leaders workshop. The district involved the community and was able to get some great feedback from their community members.



Registration for the 2025 Leadership Institute is now open. This year, we are excited to partner with the Idaho Out-of-School Network and other community partners to host a practice community engagement session. [To find a Leadership Institute near you, visit our website.](#)



Kuna School District
Future Ready

In February, Phil and Jayson joined the Kuna School Board for a workshop on Continuous Improvement - Literacy. Our Board and Leadership Development team always enjoys the opportunities they have to visit our members. If you would like to schedule a workshop with ISBA, email us at info@idsba.org.

GOAL 2: ADVOCACY



Dear Governor Little,
On behalf of the Idaho School Boards Association and over 800 school board members, we ask that you veto House Bill 93.
Last week, Idaho's Legislature sent House Bill 93 to you. This bill will allocate public funds to private schools without meeting the criteria you outlined in your State of the State address. Specifically, you indicated you required the bill to be fair, accountable, responsible, and transparent. House Bill 93 does not provide for these things.
House Bill 93 lacks transparency and accountability necessary to ensure that taxpayer dollars are being spent efficiently and in the best interests of our children. Many legislators across the state, recognizing these shortcomings, testified against the bill and many voted against the bill, understanding that public resources must be used in a manner that ensures public benefit and oversight.

In February, ISBA and many other education stakeholders and supporters of public education across the state wrote letters to Governor Brad Little in opposition to House Bill 93, the Parental Choice Tax Credit bill. Read ISBA's letter by [clicking here](#).



Each year during Day on the Hill, we host a Legislative Luncheon where we invite all of Idaho's legislators to join their constituents for a meal. This year we had a total of 57 legislators attend. 43 Representatives and 14 Senators.



On February 27, Quinn joined the College of Idaho and past Boise School District Superintendent, Don Coberly and past Idaho Representative Julie Yamamoto for a policy forum on education.

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

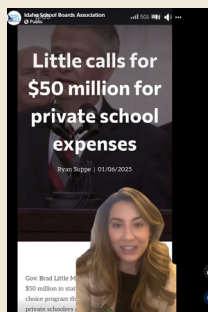


VISION: Empower Local Boards for Student Success

GOAL 3: COMMUNICATION



In February, Katie traveled to Phoenix, AZ, for the National School Public Relations Association's (NSPRA) President's Summit. This event hosted President's and Vice Presidents/President-Elects for NSPRA state chapters from across the country. The event hosted workshops on leadership and improving local chapters. It was a wonderful conference and much was brought back to implement in Idaho. Katie currently serves as IDSPRA's Vice President/President-Elect.



The Government Affairs team had a goal this legislative session of posting weekly and/or timely social media "Capitol Notes" videos. These videos would be short and informative on items impacting public schools in Idaho. Since beginning this campaign, ISBA's social media platforms have had the following successes: Our videos and posts have garnered over 15 hours of "watch time", over 15,000 views, and many new followers. In the HB93 email campaign, we had over 500 emails go out to legislators through our platform alone.



Each year after Day on the Hill, we send attendees a survey to gain their feedback on the event, learn how we can improve next year, and track our Net Promoter Score (NPS). This year's Net Promoter Score was 69. While in a school setting this score may not seem great, on the NPS scale this is an amazing accomplishment. Most NPS scores average around 30-40!

GOAL 4: ALLIES & PARTNERSHIPS



Each year, staff members help with IETA's Annual Conference. This year, Ashley, Morgan, and Mika volunteered. We appreciate the opportunity to join their

conference and learn from them. They also, in return, volunteer to assist us with tech needs at our Annual Conference in November.



In February, Misty traveled to Atlanta to conduct interviews for COSSBA's

Executive Director. The committee will bring their recommendations to COSSBA's Board of Directors during their Annual Conference in March.



Foundation
for Health, Inc.

In February, Misty and Phil attended a Boise Chamber breakfast as guests of BCIFH. The topic was Idaho public education, with superintendent Critchfield as the main speaker. Lt. Gov. Bedke and Secretary of State Phil McGrane, along with numerous other elected officials were present.



Misty attended the Idaho Coalition for Community Schools Steering Committee meeting. The Committee discussed federal funding and potential impacts due to federal changes, rural expansion goals for community schools, and upcoming engagement opportunities.

ISBA STAFF CORNER



During the 2025 Day on the Hill, Executive Director Misty Swanson and ISBA President, Brian Pyper, pulled off a major surprise. Right before Quinn Perry's Legislative Briefing, the ISBA Executive Committee presented Quinn with the Friend of Public Education Award. This year, Quinn has played a pivotal role in the fight against school vouchers, often dedicating evenings and weekends to educate communities and fellow advocates on the potential impacts of a voucher program in Idaho. We are deeply grateful for Quinn's unwavering dedication to ensuring Idaho's public schools continue to thrive.

2025 DAY ON THE HILL HIGHLIGHTS

