

ISBA STRATEGIC PLAN REPORT

JUNE 2025



A MESSAGE FROM THE ISBA EXECUTIVE DIRECTOR



I'm pleased to share that we have completed our three-year Strategic Plan, with the majority of the goals addressed at least once—and many revisited and advanced multiple times throughout the Plan's duration. This accomplishment reflects the dedication and hard work of both our staff and the ISBA Executive Board, and I want to extend my sincere thanks for their continued support and collaboration.

We are now turning our attention to developing the final components of the next Strategic Plan, and I look forward to providing an update on our progress at the August Board meeting.

GOAL 1: MEMBERSHIP ENGAGEMENT



In June, ISBA completed our two-part budget webinar series. We had 45 members attend live and received fantastic reviews from attendees.



Our Board Development team conducted six workshops in June across the state. One attendee said:

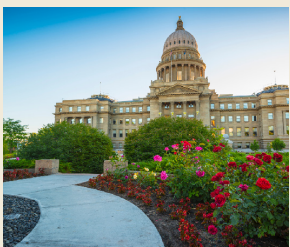
"We are starting each meeting with a value-based insight including an example of how our mission is being seen through student successes."

This summer, we are scheduling summer board retreats. If you would like to schedule one in your district or charter, contact us today.



Our team was excited to host the 2025 Clerks Retreat in Boise again this year. We had 44 attendees join us from across the state. Clerks spent the day learning about ethics and confidentiality, election procedures, the legislative session and the policies that are coming from them, and they also had the opportunity to learn from other clerks in attendance. We appreciate all school board clerks in Idaho and love hosting development opportunities for them.

GOAL 2: ADVOCACY



hope to continue offering this each year during the call for resolutions.

This year, members of our Government Affairs team offered an opportunity for members to join us for resolutions office hours. The goal of this meeting was to allow any members who are interested in drafting a resolution an opportunity to meet with ISBA staff and talk through their resolution. We

In June, staff members had multiple meetings with education stakeholders like the State Department of Education and the State Board of Education to discuss policy roll-outs based on this year's legislative session, such as HB41, the flags and banners bill and what items we are hoping to start focusing on for the 2026 session.



MISSION: Empower and champion school boards to foster student success.

VISION: Every school board is inspired and equipped to govern effectively. We are the trusted and reliable voice in education advocacy. Each student in Idaho has the opportunity to thrive.

GOAL 3: COMMUNICATION



Throughout the month of June, ISBA celebrated Idaho's School Board Appreciation Month. Our communications team posted daily on social media highlighting school boards across the state, our executive board, and our President Art Contest; and an op-ed was shared with news sources and in our SLATE magazine.



In June, we unveiled our new social media campaign, #MyAmericanStory, in support of America250. From July 2025 through July 2026 we are excited to collect stories from our members and their families, students, and any other Idahoans who'd like to participate and share their story on social media, in our newsletters and in publications. If you would like to submit your story, [click here](#).

GOAL 4: ALLIES & PARTNERSHIPS



At the end of June, Quinn wrapped up a slew of post legislative presentations at the IASBO conference when she presented her "Legislative Session by the Numbers".



This month, Misty had the opportunity to join a work group created by the Idaho Department of Education to make recommendations for the new school boards being formed due to the Mountain View School District deconsolidation. The workgroup identified five board members for each board. The State Board of Education will review and approve the recommendations at a July meeting.

In June, multiple staff members joined their respective work-alike conference to build on their skills and network with like-minded peers. April traveled to Portland to attend the American Association of State Policy Services conference, Phil and Jayson traveled to Florida for the annual Trainers Conference, and Quinn, Morgan, and Katie traveled to Pocatello for the Idaho School Public Relations Association's conference.

ISBA STRATEGIC PLANNING AND LOOKING AHEAD MEETING

In early June, our staff had the opportunity to spend a day working on our upcoming strategic plan. We looked at the work of our organization and focused on what would be the best new goal areas. At the end of the meeting, our team was broken up into smaller groups that met later in the month to discuss objective for the goal areas. We also spent some time, looking forward over the next year to focus on how we can continue to serve our members best.

