

Strategic Plan Report

September - November 2025

A message from the ISBA Executive Director



As we complete the first quarter of implementing our new three-year strategic plan, I am pleased to share an update on our progress. The staff and I have worked diligently across all areas of the plan, advancing several key strategies within each of the three overarching goals. While we achieved meaningful progress on multiple fronts, this report highlights some of the most significant accomplishments from the past quarter and reflects our continued commitment to moving this work forward.

Quarterly Highlights

This quarter, we are excited to share more about the success of the 2025 ISBA Annual Convention. Staff delivered a meaningful, high-quality event for our membership, with 568 paid attendees participating in workshops, general sessions, and networking opportunities.

The post-convention survey feedback confirms members found value in this year's Convention. Over 85% of attendees recommend that board members attend convention. Our keynote speakers were also well received, averaging a 4.3 rating on a scale of 1-5 between the two presentations.

Staff worked diligently to ensure that all workshops and learning opportunities provided relevant content for board members and administrators.

In order to provide members with useful information so they may govern effectively, staff offered attendees the option to request presentation slides after Convention. We hope this encourages board members to bring these resources back to their districts for discussion or sparks interest in scheduling additional training.

Additionally, to keep our member aware of ISBA services, staff highlighted ISBA's services throughout the Convention. ISBA service-related slides were displayed during each general session, brochures and flyers were shared at the ISBA services table, and services were mentioned throughout the Convention Book.

Celebrations!

Each year, ISBA tracks the Net Promoter Score (NPS) for all of our events to help us understand how we're doing and set goals for the future. After closing this year's Annual Convention Survey, we are excited to share that our **2025 Annual Convention earned an NPS of 83!**

This score surpasses our three-year strategic plan goal—in just the first year.

While we're celebrating this accomplishment, we remain focused on maintaining (or even improving) this score as we begin planning for next year's Annual Convention. Thank you to everyone who shared feedback and continues to help us make this event better every



GOAL 1: *Board Services*

OVERVIEW: ISBA continues to focus on providing exceptional services to our members. While much of this quarter was dedicated to planning and executing the 2025 Annual Convention, staff also visited local board meetings, supported board development opportunities, and assisted districts and charters with policy updates and rewrites. We are also proud to have advanced work in each of the five objective areas under Goal One this quarter.

Highlights

To date, 100 school districts and 45 charter schools subscribe to ISBA's policy update service. 13 boards are currently undergoing policy rewrites, and two new rewrites have started this calendar year.

This quarter, ISBA provided 15 in-district and charter workshops and promoted board and leadership development services at all nine Region Meetings. Staff also attended three additional local board meetings to support good governance practices and share information about ISBA's services.

This quarter, ISBA continued member communication through regular federal update emails and ISBA newsletters. From Sept. 1 to Nov. 30, ISBA's social media saw significant growth, with 78.3K views on Instagram and Facebook (a 36.1% increase from the previous quarter) and 2.6K content interactions, up 85.1% from June 2–August 31.

GOAL 2: *Advocacy*

OVERVIEW: The staff have been working diligently to prepare a rollout of the ISBA Legislative Representative – or Leg Rep – program for the 2026 Legislative Session to fulfill goals 2.2, 2.4, and 2.5. This program will ask school boards to nominate one individual to serve as their Leg Rep for 2026, who will be invited to participate in “The Bench”, our bi-weekly webinar designed to equip the leg rep with the most pertinent information to be able to report back to their board and engage their local advocacy plans.

Highlights

During the federal government shutdown, ISBA kept members informed by sending three federal updates with relevant information to school boards on public school matters. Members were also encouraged to attend COSSBA's webinar sharing changes to the US Department of Education.

This quarter, staff created the 40 by 50 Special Education Campaign, designed to educate school board members and the public about Congress failing to fulfill its 40% average per-pupil spending commitment on students with disabilities. Rep. Fuhrman has agreed to sponsor a resolution to pair with our campaign in the 2026 Session.

This year, 76 school districts and Region 9 participated in the 2025 ISBA Business Session. Survey results reflect a strong member experience:
96.4% of participants felt their voices were heard
98.5% reported they understood the proceedings
96.5% felt prepared to participate

GOAL 3: *Sustainability*

OVERVIEW: Staff successfully planned and executed a national conference for school board association government relations staff members, which we hosted in Boise in October. The event brought more than 35 attendees from 21 states. Attendees had ample opportunities for collaboration and discussion around education policy issues. Staff were successful in keeping the cost of hosting the conference within budget. In addition, staff were offered the opportunity for internal professional development. In September, team members participated in a Midweek Mastery session focused on superintendent searches.

Highlights

In September and October, ISBA hosted in-person Region Meetings for Regions 1–6 and 8 and virtual meetings for Regions 7 and 9, with 165 total attendees. Participants learned about ISBA services, discussed regional hot topics, and connected with fellow members over a shared meal.

Following the November trustee elections, many school boards will welcome new members in January. In preparation, ISBA staff worked to share information about our Get on Board Webinar Series. To date, we have 19 new trustees registered. Additionally, we provided resources to help districts successfully onboard new trustees.

This quarter, we are excited to share that the Sponsorship income and Business Partner Program income have already exceeded the income goals for the year.