

Strategic Plan Report

December 2025 - February 2026



A Message from the ISBA Executive Director

As we conclude the second quarter of implementing ISBA's new three-year strategic plan, I'm pleased to share an update on the progress made over the past several months. Our staff has been actively advancing initiatives across all three strategic goals while continuing to support members through our core programs and services.

This report highlights key accomplishments and reflects the meaningful work underway to strengthen support for ISBA members. While not exhaustive, these highlights demonstrate the steady progress being made as we continue implementing the strategic priorities identified by our members. Thank you for your continued engagement and partnership as we move this important work forward.

Quarterly Highlights

The following highlights summarize key progress made on ISBA's three strategic goals during the December-February quarter.



GOAL 1: *Board Services*

Overview: ISBA delivered 24 in-district/charter trainings and consultations during the quarter. Staff also provided two workshops during Day on the Hill, planned the Spring Leadership Institute, and planned eight online CIP/Literacy training classes scheduled for March. We look forward to providing these innovative offerings and seeing how members respond to a one-hour online learning format. We're also excited that the Spring Leadership Institute is underway and being held in the evenings. Staff made progress in all ten primary member service areas, and we have 11 superintendent searches underway.

Highlights

Members continue to respond positively to Bite-Size Governance, a series of mini-webinars and tip sheets providing members with a quick overview of essential topics. This quarter, we covered onboarding new members, the Open Meeting Law, and educate vs. advocate.

Staff completed the annual Salary Schedule and posted it on our website. We added a search feature to the Master Agreement Database, so members can research any topic. These tools provide members with thorough, useful information when entering negotiations.

ISBA released a mini policy update this quarter and is preparing a more significant set of policy revisions. Staff are also developing a pilot service to assist districts and charters with updating their policy manuals, along with a video series designed to guide boards that wish to review or revise their policies independently.



GOAL 2: *Advocacy*

Overview: ISBA continued to support member engagement in the legislative process through multiple communication channels, including Capitol Notes, weekly informational videos, the Legislative Representative (Leg Rep) program, and Day on the Hill. These efforts ensure members remain informed and equipped to advocate for their schools and communities.



Highlights

Day on the Hill saw record attendance, with more than 220 participants. The event received a Net Promoter Score (NPS) of 71, an increase from 69 last year. Attendees provided positive feedback and appreciated the changes we made to the event this year.

The Legislative Representative (Leg Rep) program continues to see strong engagement, with members reporting that the program helps them stay informed and feel better prepared to advocate for their schools and communities. 61 people registered for Leg Rep with 30-50 attending every other week.

Capitol Notes remains a highly valued member resource. Members particularly appreciate the short video updates included in the weekly emails, which provide quick summaries of key legislative developments.

ISBA demonstrated strong advocacy in support of Community Schools, particularly in December when federal grant funding faced potential cancellation. Member engagement and outreach are at record levels:

- 135+ individual users of the ISBA comms widget (the most calls to action we've ever garnered!)
- 114,574 social media views
- 2,366 social media link clicks
- 900+ social media reactions (likes)
- 230+ social media post comments
- 469 social media post shares
- 85 new followers gained on ISBA's Facebook page



GOAL 3: *Sustainability*

Overview: ISBA continued efforts to strengthen organizational sustainability by enhancing member engagement, increasing event revenue opportunities, and reviewing operational costs. Day on the Hill provided additional opportunities to highlight member services while also generating revenue through registrations, workshops, and sponsorships. Staff also identified areas for potential expense reductions.



Highlights

Business Partners:

ISBA increased its number of Business Partners to 36. To ensure partners experience strong return on investment, ISBA highlights their services through SLATE magazine articles and advertisements, email promotions, and other member communications.

Operational Efficiencies:

Staff are currently developing Requests for Proposals (RFPs) for managed IT services and HVAC services to ensure ISBA receives competitive pricing from qualified vendors.

Promoting Member Services:

During Day on the Hill, ISBA incorporated general session slides highlighting member benefits and services. In addition, both SLATE magazine and the monthly newsletter included "Service Spotlights" featuring one complimentary service and one fee-based service available to members.

Employee Spotlight



ASHLEY SLUSHER

ISBA Member Services Associate

Congratulations to Ashley for her outstanding efforts to increase visibility for the ISBA Job Center. Ashley's ideas and hard work have helped school districts and charter schools fill many key positions throughout the state while helping ISBA generate increased revenue. The Job Center is a benefit of ISBA membership and available to all its members.

Business Partner Spotlight



St. Luke's Health Plan

Representatives Jeremy Battershell and Tiffany Paine connect with attendees at their exhibit booth during ISBA's Day on the Hill. As a valued ISBA partner and sponsor, their ongoing support helps strengthen engagement and collaboration with Idaho school boards.