

**Strategic Planning**

**Officer Survey  
October 21 – 22, 2010**

<b>Why does MASBO Exist?</b>	
√√√√√√√√	Provide the best possible professional development opportunities for school business personnel to understand all the requirements, standards and best practices
√√	Pro-active in school business activities
√√√	Find and share practicable ways to improve the efficient school operations with available resources
√√√√	The mechanism used for school business officials to network and provide support to each other
√	Serve as the voice for school business in legislative matters
√	Grow members

<b>What are the 5 most important things MASBO has done in the last 3 years?</b>	
√√√√√√√√√√	Implement MASBO Academy
√√	Pre Conference Workshop
√	Provide on-line registration
√	Conference handouts on website
√	Scholarship opportunity
√	Attempted expanded professional development for members – Hot Topics sessions
√	Established a vendor committee
√	Began the strategic planning process
√√	Develop relationships/alliances with other related organization such as MASA, MSBA, etc.
√√√	Annual conference
√√√	Paul Franklin Scholarship
√√	Assisted with needed changes with laws, standards and reporting
√√√	Started development of license for School Business Administrator thru MDE
√	Partnered with MS School Board Association
√	Establishment of the MASBO website
√√	Put more teeth in the Outstanding Business Official Award
√	Strengthen the MASBO Research Committee
√√	Continue to keep a good working relationship with the SDE/MDE
√	The continued work of the research committee
√	Keep organization/conference costs to a minimum

<b>What are the 5 most important things MASBO can do or become in the next 3 years?</b>	
√√√√	Full potential of website
√√√√√√√√	Guide the implementation of school business administrator license certification
√√√√	Leader in professional development
√√√	Become more active in lobbying efforts
√	Utilize more members and recognize significant achievements of members

√√	Better utilize vendor partnerships
√√√	Develop reports and promote unity and transparency in our reporting requirements, such as board reports, financials, etc.
√√	Develop a strategic plan to grow the organization in the best direction
√√√√	Hire a director to work on a daily basis to meet our goals
√√√√√	Develop educational opportunities for other areas of school business administration
√√√	Develop vehicle for communication between district for questions/sharing
√	Continued support of the Paul Franklin Scholarship
√	Look at changing venue for future conferences
√	Continue strong relationship with MDE
√	Remain a respected organization
√	Reduce the cost of MASBO Academy so more school officials can get training

<b>What are MASBO's assets or strengths?</b>	
√	Current and updated information on website
√√√	Full-time advocate
√√√	Large number of members/networking
√√√√√√	Strong board/finances
√√√√√	Well organized annual conference/training
√√√√√	Good relationship with the state dept. of education
√	Opportunities for leadership positions
√√√	Solid reputation of providing meaningful guidance to school districts

<b>What are MASBO's weaknesses?</b>	
√√√	Current and updated information on website
√	Full-time advocate
√	Leadership is all voluntary
√√√	No consistency in leadership
√√	Ineffective communication
√	No voice in state legislation
√√√√	With the exception of Billie Arnold, the board is made up of volunteers. We are limited in what we can accomplish. The pool of candidates for replacement is not a large pool. We currently do not have the funds to expand to hire full time staff.
√	Marketing MASBO is minimal
√	Not fully utilized its vendors
√√√	Relies heavily on board members for operations

<b>What threats or challenges does MASBO have?</b>	
√	Technology savvy
√√√	Information to members
√	Maximizing vendors
√√	Conference space / vendor space
√	Accepting that change may be needed to support the strategic plan and any actions that must be taken
√	Strong, consistent, leadership provided by someone serving in a paid

	executive director's role
√	Funding to support the employment of an executive director
√	In order to be successful in many areas like state board policy decisions and state legislative activities, MASBO must work with the State of Mississippi Department of Education. Although a very good relationship is in place between these two entities, limited staff and resources available to the department of education slows effective action.
√√	Funding for our goals
√	Maintaining a board that will continue the strategic plan when completed
√√	Communication barriers
√	Lack of interest (apathy)

**Strategic Planning**  
**Strengths/Weaknesses/Opportunities/Threats**  
**October 21 – 22, 2010**

**Strengths – Opportunities**

MASBO Academy  
Strong Board  
Strong Annual Conference  
Good Relationship with MDE  
Large Membership  
Strong Finances  
Diversified Membership  
Strategic Planning

**Strengths – Threats**

Travel budget can limit participation  
Not meeting diversity in membership  
MDE Relations  
Finances

**Weaknesses – Opportunities**

Website not updated & not communicated with members  
Communications with members  
Not having a full time director  
Vendor participation & lack of growth  
Define and strengthen relationships with MDE, Legislature etc.  
Need more Professional Development

**Weaknesses – Threats**

Voluntary Leadership  
Ineffective Communication  
Lack of Legislative Voice  
Funding/Finance  
Limited Conference Space  
Topic of Interest-Membership  
Web Site  
Limited Staff  
Board Driven Operations  
Competition with other Organizations  
No Succession Plan

**Strategic Planning  
Action Plans  
October 21 – 22, 2010**

**PROVIDE NETWORKING OPPORTUNITIES**

Earl	Find alternative web site design method and on going maintenance	January 2011	Use committee. Looking for long term solution.
	Develop a quarterly Newsletter	On Hold	
Stacey	Evaluate and develop additional networking opportunities at the Annual Conference	November 2010	Possibly change meeting site to accommodate more vendors and more sessions
Kathy	Determine feasibility of regional meetings and possible format	November 2010	Determine if there are existing groups. Survey will determine interest in meeting and topics
Earl	Explore how to use other technology avenues for MASBO communication	January 2011	Check out online registration

**STRUCTURAL, ORGANIZATIONAL, MANAGERIAL**

Jana	Explore the feasibility of hiring an Executive Director	January 2011	Job description, budget, part time vs full time, Comparative data from other Associations
Sheryle	Evaluate how to improve/enhance Vendor contributions	January 2011	For 2012 Conference. Across the board support.
Charles	Maximize current revenue streams and explore new stream possibilities	January 2011	Analyze present revenue streams. Dues Structure
Sandy	Clarify the role/expectations of Board member and Board Committees	March 2011	How to get board members engaged and stay involved longer.

**BE A PROACTIVE INFLUENCE**

Earl	Develop a plan for establishing MASBO as the voice of school business in the minds of MDE and other State Agencies	January 2011	Request position or at least access to boards such as PERS, DFA (Insurance Board), etc
Shane	Establish a Legislative agenda and lobby for it. Determine what we can do this year and agenda for next year.	December 2010	If nothing else, we can support the agenda of another organization
Jana	Collaborate with other organizations such as MASS, MSBA, etc, to promote our purpose and agenda	January 2011	Contact – how do we get involved, develop strategy

**PROVIDE PROFESSIONAL DEVELOPMENT**

Sheryle	Expand masbo academy to next level (intermediate/advanced), and offer more diversity (a/p, p/r, purchasing)	December 2010	First step – survey to determine needs then put together a committee to make recommendations.
David	Ideas for promoting the Paul Franklin scholarship	November 2010	
Board	Include related school personnel in professional development opportunities (sped/federal programs, supt...)	On going	As opportunities arise we will include them in the communication
Sheryle	Explore interest in quarterly sessions	December 2010	Include on suvey
Earl	Explore interest in leadership training/conference for school business administrators – will also help identify potential MASBO leaders	December 2010	Contact IHL and colleges about a program
Earl	Support and help develop a school business certification program	November 2010	
David	Establish/sponsor a mentoring program for new school business administrators	January 2011	Get list of new business administrators and find someone near them to do it