

**Key Work**

- Boards (trustees) become active participants in the corporate/employment (business), social, and service communities
- Boards will explore new means to create and resolve solutions to meet local needs
- Boards will increase local capacity while provincial government involvement diminishes

**Key Leaders**

- Local Boards
- Local Boards
- Local Boards

**Timelines**

- April 2008 – PSBC Representatives join local organizations (i.e. Chamber of Commerce)
- Oct./Nov. 2008 – Local organizational meetings include community service appointments

**Measures of Success**

Cooperative initiatives will be undertaken locally. Inter-departmental and inter-organizational problem solving and joint ventures at the local level will be actively solving local problems without provincial government intervention or interference.

**Priority Two: Support and Improve Local Governance****Goal # 1**

We will provide information to assist trustees in promoting local government and reasonable local autonomy.

**Key Work**

- Expand Trustees expertise and confidence
- Expand the storytelling network to increase public awareness

**Key Leaders**

- Association Staff, PSBC Reps deliver at home
- PSBC and Local Boards

**Timelines**

- April 2008 - PSBC Representatives receive briefing packages

**Measures of Success**

There will be increased public awareness that a community needs to have the ability and authority to make important decisions closer to where the need is.

**Goal #2**

We will build political contacts provincially and assist in building relationships at the local level.

**Key Work**

- Association will develop a strategic communication plan for enhancing political relationships with provincial and local governments
- Incorporate political events (business and social) into PSBC and general meeting agendas

**Key Leaders**

- Association Staff
- PSBC and M & O Committee

**Timelines**

- April 2008 – draft plan to PSBC
- May 2008 – Spring Assembly hosts first political leaders event

**Measures of Success**

Member boards will be able to measure the frequency and effectiveness of their contact with provincial and local governments.

**Goal #3**

We will work to influence legislative changes that will strengthen local government and the role of trustees.

**Key Work**

**Key Leaders**

- |   |   |
|---|---|
| <input type="checkbox"/> Engage influentials to advocate for more local autonomy  | <input type="checkbox"/> PSBC Reps, Local Boards                  |
| <input type="checkbox"/> Build political alliances to advance legislative changes | <input type="checkbox"/> PSBC Reps, Local Boards                  |
| <input type="checkbox"/> Advance Local Government Charter                         | <input type="checkbox"/> M & O Committee, PSBC Reps, Local Boards |

**Timelines**

- Selected changes will be made in 2009

**Measures of Success**

Legislative changes will be less prescriptive. The School Act will reduce the Minister’s authority, and the ALBERTA ACT will be amended to ensure a meaningful, long lasting role for local governments (school boards and municipal councils).

- June 2010 – Foundation program description completed and adopted

**Measures of Success**

Foundation program description acknowledged and accepted provincially.

**Goal # 2**

We will address the funding issue by determining the needs that are not being met and offer solutions.

**Key Work**

**Key Leaders**

- |   |  |
|---|--|
| <input type="checkbox"/> Association develops resource materials and contacts | <input type="checkbox"/> Association Staff             |
| <input type="checkbox"/> Engaging communities sessions – U-2                  | <input type="checkbox"/> U-2- Membership Participation |
| <input type="checkbox"/> Local boards consult with their publics              | <input type="checkbox"/> Local Boards                  |

**Timelines**

- August 2008 – Resources distributed to PSBC Representatives
- October 2008 – U-2 community engagement sessions
- June 2009 – PSBC Representatives present needs assessments

**Measures of Success**

Needs assessments produced as support for Foundation Program and funding alignments.

**Goal # 3**

Public School Boards will expand their circles of influence to increase the levels of local control of educational resources.

**Priority One: Support and Improve Public School Education**

**Goal # 1**

The PSBAA will describe the appropriate school foundation program \* for students across the province. (\* what every student has a right to be exposed to in the course of public school education in Alberta).

**Key Work**

**Key Leaders**

- |   |  |
|---|--|
| <input type="checkbox"/> Association develops implementation process ,                          | <input type="checkbox"/> PSBC approves key elements Staff develops process       |
| <input type="checkbox"/> Standing Committee formed  | <input type="checkbox"/> PSBC deals with recommendations from M&O                |
| <input type="checkbox"/> Local leaders training program implemented                             | <input type="checkbox"/> Staff develops program, PSBC ratifies, Reps participate |
| <input type="checkbox"/> Draft program is developed and revised, drawing on input from members, | <input type="checkbox"/> Staff drafts program, PSBC advises                      |
| <input type="checkbox"/> Final program presented to the membership                              | <input type="checkbox"/> Membership approves final program                       |

**Timelines**

- April 2008 – Standing Committee formed
- May – Oct. 2008- Committee training & orientation
- Feb. 2009 - Standing Committee presents action plan and handbook to PSBC
- April – June 2009 -Local Board Progress Reports
- Oct. 2009 - Final input from local Boards
- Feb. 2010- Draft foundation program description presented to PSBC

**Priority Three: Support and Improve the Association’s Health and Well Being**

**Goal # 1**

We will work to grow the membership.

**Key Work**

**Key Leaders**

- |   |   |
|---|---|
| <input type="checkbox"/> Fee free trials offered to non-member boards | <input type="checkbox"/> PSBC               |
| <input type="checkbox"/> Personal contact with non-members            | <input type="checkbox"/> PSBC Reps.         |
| <input type="checkbox"/> Associate membership considered              | <input type="checkbox"/> Association Staff  |
| <input type="checkbox"/> See attached addendum                        | <input type="checkbox"/> PSBC consideration |

**Timelines**

- Dec. 2007 - Fee free trial offered
- April 2008 - All non-member boards will have been contacted personally
- June 2008 - PSBC Representatives will make follow – up contacts

**Measures of Success**

The Association will represent (through new memberships) 50% of the currently non-member boards at the AGM in 2008.

**Goal # 2**

We will become more active so as to raise the profile of the PSBC and the Association.

### Key Work

- Provincial branding of FirstChoice
- Management & Operations Committee members expand their network (Jurisdiction visitations)
- Improve fraternal organizational interaction (\* below)

### Key Leaders

- Association Staff
- M & O Committee, Executive Staff
- M & O Committee, PSBC Reps, Association Staff

### Timelines

- April 2008 – Fraternal invited to PSBC Meeting
- June 2008 – FirstChoice marketing launch
- Oct. 2008 – Fraternal delegates attend AGM
- 2009 – Association is called upon to speak for Public Education

### Measures of Success

The Association will be called upon as the first choice to speak on behalf of public school boards and educational issues. Public Schools offering public education will become universally recognized as Alberta's First Choice, distinguishing themselves from those offering separate education, private education and charter school education.

\* Fraternal include but are not limited to ASBA, ACSTA, ASBOA, AHSCA, CASS, 1<sup>ST</sup> NATIONS, ATA, AUMA, AAMD&C

### Goal # 3

We will increase the PSBC decision-making role.

The Management and Operations Committee has identified three priorities that represent the Mission, the Goal, and the Beliefs of the Association. The Committee recommends these priorities to the PSBC.

**Priority One: Support and Improve Public School Education**

**Priority Two: Support and Improve Local Governance**

**Priority Three: Support and Improve the Association's Health and Well-Being**

### Strategies:

- 1) Developing the story of public school education.**  
We will continue to elaborate the story of public school education including its connection to community, local democracy, and citizenship.
- 2) Relationship building.**  
We will work together with all members, and at all levels of the community, school boards and the Association will be acknowledged as vital and effective.
- 3) Building trust and confidence.**  
We work collaboratively, gathering relevant data, sharing good information and resources to build trust and confidence.
- 4) Organizational excellence.**  
We will be consistently responsive to our members' needs and requests, and be accountable for our actions.
- 5) Leadership.**  
We will maximize our members' potential through training and development. We will draw upon the strengths of the members to maintain the organization's well being, and create a stronger and more responsive educational support team.

- member driven and shared decision-making;
- determined advocacy;
- excellent leadership development; and
- effective support for members.

**Current Issues and Strategies:**

The Association has developed a reputation for providing positive learning experiences for its members. It provides timely, in-depth analysis of current issues and events as they relate to local jurisdictions. The Association is a model of democracy in action and the members feel a strong connection to initiatives and positions taken by the Association.

There is a strong bond between member boards through their commitment to the shared values and foundation statement and beliefs about public school education.

At the same time, there is awareness among members that public school education and trusteeship is at a pivotal point. It is imperative that we expand our reach and strengthen our position within the provincial community. To increase our credibility, school boards need to speak more often and more effectively. Both school boards and the Association need to be more active in the political arena.

Some of our trustees express uneasiness about the future of locally elected boards, and about their ability to offer the level of service necessary to ensure our young people are well educated and prepared to make a contribution to society. The Association should provide impetus for public school boards to respond and develop public school systems that meet communities' needs, hopes, and dreams. As an Association, we want to ensure that our members can make a positive difference for all youth in the classroom.

The Management and Operations Committee did a review of some of the internal operations of the Association, analyzing office procedures and practices. The Committee also reviewed membership surveys and evaluations, and the commencement report of the Executive Director. Finally, they considered the implications of staffing changes, including the retirement of the executive director, that are upcoming in the next 3 to 5 years.

**Key Work**

- Provide informational resources to assist PSBC Reps with the practical work in their local jurisdictions
- Provide training and development for PSBC members to enhance their skills
- Management & Operations Committee will solicit agenda items from Council

**Key Leaders**

- Association Staff
- Association Staff
- PSBC Reps, M & O Committee

**Timelines**

- April 2008 -Communication packages distributed
- Spring / Fall 2008 – Professional development sessions
- April 2008 – PSBC Representatives consulted for agendas

**Measures of Success**

The business of the Association will be more membership driven. A broad based network will undertake the work of the PSBAA. There will be many voices and many hands doing the work and the Association's voice will be heard throughout the province.

**Goal # 4**

We will create an archival system to record the history of the organization.

**Key Work**

- Document the history of Public Education through resource packages so that all Members will be able to tell our story throughout the province

**Key Leaders**

- Association Staff

### **Key Work**

Create templates to record our membership's history (Board profiles)

Spread the work of the Association throughout the membership to broaden the network of historians

### **Key Leaders**

Association Staff

PSBC Reps, Local Boards

### **Timelines**

Jan. 2008 – basic jurisdiction profiles created

April 2008 – template developed for board profiles

June 2008 – Association distributes profiles submitted by members

Jan. 2008 – Management and Operations Committee expanding role

Feb. 2008 – PSBC Representatives more actively engaged

### **Measures of Success**

There will be formal records (archives) within the Association office and our story will be familiar to the majority of our members. Historical information as well as current events and initiatives will be well documented and well known throughout all levels of the organization.

### **Values – As a council we:**

- strive to achieve the highest level of member service;
- provide opportunities for learning, innovation and continuous improvement;
- believe all people should be valued as individuals and respected as important members of our community;
- achieve success, through involvement, teamwork, and recognition;
- communicate in an open, respectful, and timely manner;
- conduct ourselves with integrity, and in a responsible manner, so as to build trust and confidence; and
- will be accountable.

### **Association Profile**

The Public School Boards' Association of Alberta is entering its 18<sup>th</sup> year of operations.

The PSBAA operates on the basis of “one member, one vote”. The PSBAA is dedicated to improving the condition of public school education everywhere, so that our youth have comparable opportunities and all communities have excellent public school education.

The PSBAA serves everyone involved with the jurisdiction – trustees, senior executive staff, school-based leaders, and everyone in the community concerned about public school education.

The PSBAA believes that the community must be extensively involved in the day-to-day decisions about public school education. The Association believes that locally elected trustees should be accountable to the community. The PSBAA believes in reasonable local autonomy and a respectful partnership between the provincial government and the community.

The Association's success and growth has been accomplished through:

- a clear vision;
- a forward-looking and pro-active outlook;

### ***Introduction***

The Public School Boards' Association is the servant of 34 Public School Boards in Alberta. Every two years the members elect officers - the President, First Vice-President and Second Vice-President - to form a leadership team. This leadership team is also the Management and Operations Committee.

The mandate of the Management and Operations Committee is to:

- (a) conduct the affairs of the Association, including, but not limited to, the responsibility to hire, remunerate, direct, evaluate the performance of, and discharge the Executive Director; and
- (b) represent the Association and delegate individuals to represent the Association.

Following the election of the Committee at the AGM, November 18<sup>th</sup>, 2007, the Committee undertook a two-day planning session to develop a leadership plan that could be recommended to the Public School Boards Council as a guide for governance throughout 2007 - 10.

The Public School Boards' Association of Alberta is the one organization which represents the unique interests of public school jurisdictions in the province. "We champion public school education."

### ***Our Mission is:***

To ensure the continuation and constant improvement of a universally accessible system of public education, which is locally governed, student centered, and challenging.

### ***Our Goal is:***

To provide constructive leadership - represented by effective strategies, advocacy, and communication - and to work with others, wherever possible, for the good of public education.

### ***We believe:***

Public schools are the first choice of our communities, where all our children learn and live the values of democracy together, reflecting our hope and shaping the future of our communities.