

MONTANA ASSOCIATION OF SCHOOL BUSINESS OFFICIALS

Mission and Strategic Plan - February 2022

<p>Purpose MASBO is dedicated to training and supporting the people responsible for business operations in Montana schools, enabling members to manage the business operations that enable the education of our children.</p> <p>Mission Empower School Business Leaders Through Education</p>		
Strategic Directions and Goals		
Category	Goals	Objectives
<p>Programs and Services</p> <p>Professional development opportunities and services are relevant, affordable and accessible.</p>	1. Maintain a strong and vibrant mentor program.	1a. Develop a mentor orientation 1b. Facilitate opportunities for mentors to communicate and share ideas
	2. Continue and enhance the certification program.	2a. Expand opportunities for online training and testing. 2b. Review and update certification test questions every other year
	3. Facilitate a range of relevant professional development opportunities, both live and through distance learning.	3a. Supplement current training opportunities with interactive webinars.
	4. Offer opportunities for members to utilize MASBO's knowledge and expertise.	4a. Provide current and up to date information on MASBO's website. 4b. Facilitate opportunities to learn from veteran clerks.
	5. Survey members to receive feedback on programs and services.	5a. Administer electronic member survey every two years.

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<p>Partnerships</p> <p>MASBO has strong partnerships with key stakeholders including OPI, SAM, MTSBA, county officials and higher education.</p>	1. Maintain relationships with key partners including OPI	1a. Maintain ongoing communication with OPI and develop new contacts after personnel transitions
	2. Engage partners in trainings when appropriate.	2a. Work with high school business classes to promote the Business Manager Position 2b. Develop a MASBO brochure for high school counselors' offices
	3. Leverage partnerships to provide additional professional development opportunities and resources for MASBO members.	3a. Work with OPI to update manual and online resources. This includes the accounting manual, elections manual, guidance related to legislative sessions 3b. Develop joint trainings beyond MCEL with SAM (i.e. roles w/superintendent, business manager in relation to training for TEAMS and civil rights report and e-grants reports).
<p>Advocacy</p> <p>MASBO advocates for its members to the legislature and other government entities.</p>	1. Inform membership of MASBO's legislative efforts in partnership with MT-PEC.	1a. Provide legislative update emails, include legislative information in the monthly newsletter, and offer legislative presentations at workshops, conferences, and regional meetings 1b. Share the Great Works of MT's Public Schools publication
	2. Represent key issues for MASBO's members during legislative sessions.	2a. Continue participation in MT-PEC

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<p>Leadership</p> <p>MASBO is led by a strong board of directors and dedicated staff. Our organizational structure and staffing levels support our vision for the future.</p>	1. Maintain committee charters that are clear, relevant and include board and non-board representatives.	1a. Evaluate and redefine the committee structure 1b. Invite non-board members to participate in committees.
	2. Ensure adequate staffing.	2a. Regularly review staffing needs. 2b. Continue ongoing conversations with outside consultants to support schools' expressed needs.
	3. Assure relevant training is provided to board and staff.	3a. Board review marketing plan annually 3b. Continue leadership training for board and staff.
	4. Develop a plan for board and staff leadership succession.	4a. Create and maintain succession procedure manual
	5. Maintain an updated the strategic plan.	5. Board conducts strategic plan review every two years with change of board president.
<p>Marketing and Awareness</p> <p>MASBO is well known. There is good awareness of the benefits MASBO offers its members and school districts around the state.</p>	1. Market MASBO to general audiences, new members, superintendents and the legislature.	1a. Develop and distributed targeted marketing materials
	2. Review and adapt an annual marketing plan.	2a. Develop a marketing and communication plan that includes social media. 2b. Maintain social media presence with regular updates for followers
	3. Assure superintendents, boards and county officials understand MASBO's benefits.	3a. Implement trainings and other communication strategies to build awareness among these groups of the role and importance of business officials.

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<p>Membership</p> <p>Our membership program has grown and expanded. All are invited to volunteer and support our mission.</p>	<p>1. Identify and reach out to nonmembers consistently.</p>	<p>1a. Executive director reaches out to nonmembers to understand why they haven't joined and to explain MASBO benefits.</p> <p>1b. Mail brochure with benefits of membership to business manager and superintendent.</p>
	<p>2. Assure new members feel welcome.</p>	<p>2a. Regional directors follow up with new members with a personal call or email.</p>
	<p>3. Provide opportunities for member involvement help assure leadership succession.</p>	<p>3a. Utilize member survey to identify opportunities for involvement.</p> <p>3b. Utilize members to co-present or facilitate meetings at the annual conference.</p> <p>3c. Include members in committee work.</p>
	<p>4. Maintain current scholarships to attend conferences and trainings.</p>	<p>4a. Providing scholarships and travelships as give-aways at conferences.</p>