



**Mission, Vision, Goals, and Strategies
As Approved by the NSBA Board of Directors
December 14, 2007**

MISSION

Excellence and Equity in Public Education through School Board Leadership

VISION

Every school board demonstrates excellent leadership and advocacy to support outstanding student achievement.

GOALS

As a partnership of Federation Members, NSBA has embraced four fundamental goals:

GOAL 1

Every school board will lead its community in preparing each student to succeed in a rapidly changing global society.

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| A. | Provide all state associations and their member school boards — rural, urban, and suburban — with the research, data, skills, strategies, and motivation for school boards to lead their communities and govern through effective policies to raise student achievement and to work to eliminate achievement gaps affecting different racial and socioeconomic groups. |
| B. | Partner with state associations to build the capacity of local school boards to ensure they are ready to meet 21 st century challenges. |
| C. | Establish and promote collaborative partnerships with other associations, the business community, government agencies, community organizations, and educational service providers to advance student learning and success. |
| D. | Build the capacity of urban school district governance to address the needs of large and diverse student populations. |

GOAL 2

Congress, federal agencies, state legislatures, and the courts will actively support policies and increased funding to strengthen public education and local school board governance.

A.	Increase NSBA’s federal lobbying efforts to promote our key policy positions and our legislative agenda to ensure equity and excellence in public education.
B.	<p>Raise the overall profile, presence and impact of NSBA on Capitol Hill, in the courts, and nationally through legislative, legal, and policy briefings, seminars, publications, media outreach, sponsored research and studies, and strategic partnerships.</p> <p><i>(Note: This strategy is aimed at the larger image and presence of NSBA as distinguished from strategy A [above] which is focused on specific legislation.)</i></p>
C.	Expand our grassroots lobbying network through and with state associations, the Federal Relations Network (FRN), the expansion of the National Affiliate (NA) Program, Council of Urban Boards of Education, special interest committees, and selected local school board members to effectively lobby for NSBA’s legislative agenda.
D.	Continue to build strong relationships with Congress, federal agencies, state and local governments, national organizations, and the private sector to advance the quality of public education to meet the demands of the 21 st Century global economy.
E.	Operate Web clearing houses of information to assist state associations and local school boards to effectively address significant legislative and legal issues, including those at the state and local levels.
F.	Promote NSBA’s “Education Agenda” for the 2008 election year debate to elevate high-quality public education as a national priority.
G.	Expand the breadth and influence of NSBA’s <i>amicus</i> work in cases of national importance through strategic case selection, high-quality briefs and effective collaboration with state associations, the Council of School Attorneys, national organizations and the larger legal community engaged in appellate advocacy.

GOAL 3

Americans will value public education as the cornerstone of democracy and will invest in public education, actively support the public schools, and recognize the role of school boards as the community’s voice in this vital institution.

A.	Work closely with the media to create and reinforce a positive public opinion of public education and the essential role of school boards.
B.	Empower Federation Members and local Boards to be effective advocates for public education.
C.	Operate the Center for Public Education to promote key principles about the institution of public education and the role of the local school boards in strengthening public schools, and maintain and enhance the Center’s focus on raising achievement for all students and closing achievement gaps among racial, ethnic, and socioeconomic groups.
D.	Continue the Center’s efforts to build a credible and trusted clearinghouse of research, real-world examples, community engagement tools and strategies, and other resources that illustrate the successful transfer of research and policy into practice and that emphasize the role of school boards and communities in creating schools that work for all students.
E.	Expand the Center’s reach to new audiences through partnerships and outreach to non-English-speaking audiences; raise its profile with the media; and market its resources more effectively to the broadest possible audience including parents, policymakers, media, and the public at large.
F.	Expand opportunities for audiences to discuss issues, exchange ideas, and connect with experts through the Center for Public Education.

GOAL 4

NSBA will be a creative organization that maintains a sound infrastructure, serves its members and customers in a fast and flexible manner, supports continuous improvement in its services and operations, and generates resources to support its mission through NSBA programs and activities.

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| A. | Continuously scan the environment to ensure that programs, products, and services are relevant and responsive to state associations and their member school boards' needs. |
| B. | Support 21 st century learning environments and technology needs of students throughout the nation by ensuring that the Technology Leadership Network and the T+L Conference are relevant and self-sustaining. |
| C. | Grow and ensure the viability of the National Affiliate program and Annual Conference to provide professional/board development resources and information to allow for informed decision making. |
| D. | Expand the National Affiliate program to support increased Advocacy activities, including grass roots development, lobbying, and the communication of how national legislation affects local school districts. |
| E. | Generate entrepreneurial net revenues, strengthen operating practices, and build a reserve fund to make NSBA financially stable through continuous improvement that includes individual and organizational development and sound management practices. |