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## STRATEGIC PLAN 2016-2017

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**VISION:** The Association of School Business Officials, Maryland and the District of Columbia, is a professional development organization that provides programs and services to promote the highest standards of school business practices through professional development, professional certification, and the effective management of available resources to improve student performance.

**MISSION:** The Association of School Business Officials, Maryland and the District of Columbia:

- Prepares school business professionals to deliver the highest quality support services to the education community by affording those professionals the opportunity to share business solutions with colleagues,
- Improves school business practices through rigorous, affordable professional development activities, and
- Provides access to best practices and scholarly research.

**MOTTO:** Professional Development Is Our Business

**GOALS:** ASBO MD&DC has three primary goals:

**Goal I:** To be the premier professional development organization for the improvement of school business management by fostering the expertise and ethical professional development of its school business official members.

**Goal II:** To grow the number of ASBO MD&DC members and foster their leadership and involvement in the work of the organization.

**Goal III:** To build an effective organization noted for the value it provides to its members, and its agility and innovativeness in responding to its members' needs.

**STRATEGIES:** Strategies are a general means to achieve a goal and may be applicable to more than one goal. Objectives are specific and tangible means to advance a strategy.

**Goal I Strategies:**

- Ensure that ASBO MD&DC professional certification is recognized statewide as the premier mark of achievement in the continuing education of school business officials.
- Foster member involvement in delivering professional development training and develop a committed cadre of trainers.
- Provide easy member access to professional development opportunities.
- Provide ongoing communication between the organization and its members, and between the members themselves.

**Goal I Objectives:**

- Collaborate with other professional organizations to develop and deliver high quality learning opportunities.
- Develop alternate means of delivering professional development to members, such as webinars, video conferencing, and pre-recorded presentations available on-line.
- Acquire the authority to grant continuing education credits to members attending professional development events.
- Increase member networking opportunities both in person and through technology.
- Promote the value of ASBO's professional certification program and encourage members to pursue this certification.
- Encourage matriculation from Wilkes University's Master of Science degree program with a concentration in School Business Leadership.
- Increase the number of workshops presented each year.
- Create a cadre of experienced presenters to ensure that training is of a consistently high quality.
- Build the second tier of the Foundations of School Business Management curriculum.

**Goal II Strategies:**

- Identify and reach out to prospective new members through peer-to-peer contacts and effective marketing.
- Continually build the value of being an ASBO member.
- Foster member involvement in the organization by providing the opportunity to participate as a volunteer and engage in leadership.

**Goal II Objectives:**

- Identify and reach out to prospective members through peer-to-peer contact, the liaisons, and effective marketing.
- Communicate regularly with our membership to determine what their interests are and whether or not ASBO is successfully addressing them.
- Develop a membership plan that includes a marketing plan and annually review the effectiveness of that plan.
- Continue to build value in being an ASBO member through professional development programs and recognition, and outreach to school boards, governing bodies, and other professional organizations to build awareness of ASBO's mission.
- Annually review the role of the Liaison to determine how best to support the vital role they play in the continued growth and success of ASBO.
- Foster member involvement in the organization by providing the opportunity to engage in leadership, participate as a volunteer through committee work, present education classes, etc.

**Goal III Strategies:**

- Build organization leadership capacity and create a climate of innovation.
- Provide effective mechanisms for member communication (including feedback about the effectiveness and relevance of the organization).
- Develop meaningful partnerships with other stakeholder organizations.
- Enhance the visibility and relevance of ASBO among education professionals, state and local governing bodies, and the community.

**Goal III Objectives:**

- Annually provide training to Board members on governance and the responsibilities of not for profit boards.
- Annually review and analyze ASBO's success in implementing its Strategic Plan (perhaps with the assistance of an outside agent) and make changes as needed.
- Research best practices in association management and create organization stability and leadership continuity.
- Communicate regularly with membership using ASBO and LEA publications, and the internet (including social media), and encourage member-to-member communication by providing the means to accomplish that.
- Regularly contact ASBO members to determine their perceived value of ASBO membership and react accordingly.
- Continually review the structure and effectiveness of committees, and the evolving role of the Liaison vis a vis the overall success of ASBO in pursuing its Vision, Mission and Goals.