

BELIEFS

...An expression of fundamental values: ethical code, overriding convictions, inviolable principles.

WE BELIEVE THAT CASBO thrives on member participation and contribution.

WE BELIEVE THAT lifelong learning promotes achievement of individual aspirations and organizational excellence.

WE BELIEVE THAT to be effective, it is vital to anticipate and embrace change.

WE BELIEVE THAT acting with integrity and honesty inspires trust and confidence.

WE BELIEVE THAT collaboration leads to informed decisions.

WE BELIEVE THAT we are responsible for our words, decisions and actions because they will impact others tomorrow.

WE BELIEVE THAT sound public policy is essential to quality public education.

WE BELIEVE THAT we have a responsibility to provide advocacy and support for public school students.

WE BELIEVE THAT public education is essential to a free and informed society.

WE BELIEVE THAT passion is a requirement for achieving greatness.

WE BELIEVE THAT embracing diversity enriches an organization and is essential to its continued success.

MISSION

...A declaration of the unique identity to which the organization aspires; its specific purpose; and the means by which it will achieve its purpose.

The mission of CASBO, the leader in school business management, is to set the standard for best business practices and policies that support public education through high-quality professional development and effective advocacy, communication and collaboration.

OBJECTIVES

...An uncompromising commitment to achieve specific, measurable, observable, or demonstrable results that exceed its present capability.

- CASBO is the premier resource for business practices and policies in the education community.
- The governance, structure, and organization are aligned to the mission of CASBO.
- One hundred percent (100%) of CASBO members support the mission.
- CASBO has the resources necessary to fulfill its mission.

PARAMETERS

...Boundaries within which the organization will accomplish its mission; self-imposed limitations.

- We will never lose sight of our membership base.
- We will not fear change.
- We will never compromise quality.
- We will not tolerate prejudice.
- Individual agendas will not override the common goal.

STRATEGIES

...Bold resolutions that dedicate the organization's resources and energies toward the continuous creation of systems to achieve the extraordinary as expressed in the mission and objectives.

- I) ADMINISTRATION & GOVERNANCE
We will evaluate and re-engineer the formal and informal documents, practices and processes that govern the structure of the organization to accomplish our mission and objectives.
- II) PROFESSIONAL DEVELOPMENT
We will provide relevant high quality professional development and technical services including regional workshops, annual conference, certification training, and other services to accomplish our mission and objectives.
- III) ADVOCACY & POLICY
We will advocate for sound public school business policy and practices, and collaborate on behalf of CASBO's constituency to accomplish our mission and objectives.
- IV) COMMUNICATIONS & MARKETING
We will create communication and marketing plans to consistently promote the value of CASBO's membership, products, and services to its internal and external current and future customers to accomplish our mission and objectives.
- V) MEMBERSHIP & PARTNERSHIPS
We will strengthen and broaden the recruitment, retention, and recognition of volunteers, members, partners, and other organizations to accomplish our mission and objectives.

Strategy I		Implemented				
		2006-07	2007-08	2008-09	2009-10	2010-11
ADMINISTRATION & GOVERNANCE We will evaluate and re-engineer the formal and informal documents, practices and processes that govern the structure of the organization to accomplish our mission and objectives.						
1	Establish/identify a rubric/tool acceptable to the Board for evaluating existing Organizational Subgroups (i.e., Board, Foundation, Committees, etc.) and Structure for alignment with contemporary Mission, Goals, Objectives and Strategies.					
2	Use rubric/tool approved in Action Plan 1 to evaluate and, where appropriate, re-engineer existing Organizational Subgroups for alignment with contemporary Mission, Goals, Objectives and Strategies.					
3	Establish/identify a rubric/tool acceptable to the Board for evaluating existing MOP, Budget and other "formal" documents for alignment with contemporary Mission, Goals, Objectives and Strategies. A key objective of this statement is increasing the reliance on "formal" documents and reducing the reliance on "informal" documents, traditions and practices in the CASBO governance structure and actions. [Note: This statement refers to the "formal" documents of the statewide organization, not the "formal" documents of each section.]					
4	Use rubric/tool approved in Action Plan 3 to evaluate and, where appropriate, re-engineer existing MOP, Budget and other "formal" documents for alignment with contemporary Mission, Goals, Objectives and Strategies. [Note: Upon completion of Action Plan 4, the Bylaws of individual sections must be reviewed for alignment with any revisions made to the statewide organization's Bylaws.]					
Strategy II		Implemented				
		2006-07	2007-08	2008-09	2009-10	2010-11
PROFESSIONAL DEVELOPMENT We will provide relevant high quality professional development and technical services including regional workshops, annual conference, certification training, and other services to accomplish our mission and objectives.						
1	Quality Control - Develop and implement processes and procedures for a quality control review of professional development materials and presenters to ensure that materials are current and relevant, delivered in a professional manner, and meet CASBO's high standards. Year 1					
2	Quality Control - Develop and implement processes and procedures for a quality control review of professional development materials and presenters to ensure that materials are current and relevant, delivered in a professional manner, and meet CASBO's high standards. Year 2					
3	Quality Control - Develop and implement processes and procedures for a quality control review of professional development materials and presenters to ensure that materials are current and relevant, delivered in a professional manner, and meet CASBO's high standards. Year 3					
4	Quality Control - Expand and enhance the process for the measurement of customer satisfaction of professional development activities to ensure that materials are current and relevant, delivered in a professional manner, and meet CASBO's high standards. Year 1					

5	Quality Control - Expand and enhance the process for the measurement of customer satisfaction of professional development activities to ensure that materials are current and relevant, delivered in a professional manner, and meet CASBO's high standard. Years 2 and 5					
6	Quality Control - Develop and implement guidelines and training opportunities for professional development speakers to ensure that materials are delivered in a professional manner that meets CASBO's high standards. Year 1 Develop and implement guidelines and training opportunities for professional development speakers. Year 1					
7	Quality Control - Develop and implement guidelines and training opportunities for professional development speakers to ensure that materials are delivered in a professional manner that meets CASBO's high standards. Year 2					
8	Avenues for Members to Share Expertise - Create a volunteer mentor partnership program whereby experienced CASBO members can share their expertise and provide mentoring support to members new to a school business discipline. Year 1					
9	Avenues for Members to Share Expertise - Create a volunteer mentor partnership program whereby experienced CASBO members can share their expertise and provide mentoring support to members new to a school business discipline. Years 2 through 5					
10	Avenues for Members to Share Expertise - Coordinate the availability of consultive teams to provide expertise to members/districts in specified CASBO disciplines. Year 2					
11	Avenues for Members to Share Expertise - Coordinate the availability of consultive teams to provide expertise to members/districts in specified CASBO disciplines. Years 3 through 5					
12	Avenues for Members to Share Expertise - Provide a communication forum for members to share their expertise through the use of technology such as "list serves". Year 1					
13	Avenues for Members to Share Expertise - Provide a communication forum for members to share their expertise through the use of technology such as "list serves". Years 2 through 5					
14	Avenues for members to share expertise: Provide opportunities for members to participate in and share their expertise through various channels including at annual conference or section meetings.					
15	Access Current Relevant Information and/or Services - Provide members with easy access to current and relevant information and services by providing members with access to a listing of professional development offerings within their discipline. Year 1					
16	Access Current Relevant Information and/or Services - Provide members with easy access to current and relevant information and services by providing members with access to CASBO materials in an electronic or other appropriate format. Year 3					
17	Customized Professional Development - Expand customized professional development opportunities by developing the necessary curriculum to increase certification opportunities in other disciplines through a combination of CASBO and other organizations professional development offerings. Year 1					
18	Customized Professional Development - Expand customized professional development opportunities by developing the necessary curriculum to increase certification opportunities in other disciplines through a combination of CASBO and other organizations professional development offerings. Year 2					
19	Customized Professional Development - Expand customized professional development opportunities by developing the necessary curriculum to increase certification opportunities in other disciplines through a combination of CASBO and other organizations professional development offerings. Years 3 through 5					
20	Customized Professional Development - Expand customized professional development opportunities by creating a program of offerings to assist CASBO members in the development of their leadership skills. Year 1					

21	Customized Professional Development - Expand customized professional development opportunities by creating a program of offerings to assist CASBO members in the development of their leadership skills. Years 2 through 5					
22	Curriculum Aligned to Certifications - Provide professional development opportunities that meet the requirements for the current CBO certification program. Year 1					
23	Curriculum Aligned to Certifications - Provide professional development opportunities that meet the requirements for the current CBO certification program. Year 2					
24	Curriculum Aligned to Certifications - Provide professional development offerings in support of CASBO supported certification programs in other areas of school business. Years 3 through 5					
25	Expand Professional Development Opportunities - Ensure greater access to professional development opportunities to reach all members throughout the state by the establishment of a presenter training program. Year 1					
26	Expand Professional Development Opportunities - Ensure greater access to professional development opportunities to reach all members throughout the state by the establishment of a presenter training program. Year 2					
27	Expand Professional Development Opportunities - Ensure greater access to professional development opportunities to reach all members throughout the state by creating on-line, interactive professional development programs. Year 1					
28	Expand Professional Development Opportunities - Ensure greater access to professional development opportunities to reach all members throughout the state by increasing participation in the Research and Development Committees. Year 2					
29	Expand Professional Development Opportunities - Ensure greater access to professional development opportunities to reach all members throughout the state by increasing participation in the Research and Development Committees. Year 3					
30	Expand Professional Development Opportunities - Ensure greater access to professional development opportunities to reach all members throughout the state by creating on-line, interactive professional development programs. Year 2					
31	Expand Professional Development Opportunities - Ensure greater access to professional development opportunities to reach all members throughout the state by creating on-line, interactive professional development programs. Years 3 through 5					
Strategy III		Implemented				
ADVOCACY & POLICY We will advocate for sound public school business policy and practices, and collaborate on behalf of CASBO's constituency to accomplish our mission and objectives.		2006-07	2007-08	2008-09	2009-10	2010-11
1	Position CASBO among superintendents, board members, CBO's, legislators and other governmental policymakers as California's key source in school business advocacy at the state and federal levels.					
2	Develop a process for use in identifying and targeting key advocacy issues.					
3	Increase member awareness of, and involvement in, CASBO's advocacy program.					
4	Provide an organizational structure for quickly and efficiently gathering data to respond to targeted key advocacy issues.					
5	Provide quality information and workshops on effective advocacy.					
Strategy IV		Implemented				
COMMUNICATIONS & MARKETING We will create communication and marketing plans to consistently promote the value of CASBO's membership, products, and services to its internal and external current and future customers to accomplish our mission and objectives.		2006-07	2007-08	2008-09	2009-10	2010-11

1	Establish protocols to maintain web site content that is current, accurate and serves user needs.					
2	Imbed in the way CASBO does business the use of emerging technology to expand and facilitate communication.					
3	Implement policies and procedures to ensure a uniform look for all communication media.					
4	Implement communications activities to strengthen the image and reputation of CASBO in the field of public education.					
5	Expand communication and marketing efforts to promote the value of CASBO to members.					
Strategy V		Implemented				
MEMBERSHIP & PARTNERSHIPS We will strengthen and broaden the recruitment, retention, and recognition of volunteers, members, partners, and other organizations to accomplish our mission and objectives.		2006-07	2007-08	2008-09	2009-10	2010-11
1	Develop and implement a comprehensive and relevant recognition program that communicates association appreciation for participation and contributions.					
2	Establish an outreach ambassador program to promote membership to non-members, welcome new members and encourage long-term participation in and support of CASBO on the local level.					
3	Expand the use of technology to deliver CASBO member services and benefits.					
4	Develop and implement targeted membership recruitment activities.					
5	Create multiple avenues of involvement that encourage and value participation by all members.					