

# Framework for the Future

## NJSBA Strategic Plan

2022 – 2024



### New Jersey School Boards Association

**MISSION STATEMENT:** The New Jersey School Boards Association, a federation of boards of education, provides training, advocacy and support to advance public education and promote the achievement of all students through effective governance.

## Framework for the Future: Developing the Strategic Plan

To develop NJSBA's 2022-2024 Strategic Plan, we assessed the attitudes of the general membership and NJSBA staff through surveys.

On Oct. 2, board members and staff members participated in the first virtual strategic planning forum. During the meeting, the assembly broke into smaller working groups and identified the Association's strengths and challenges in the core areas of its mission: student achievement, advocacy, training and professional learning and direct and support services.

On Oct. 16, the group met again virtually, to develop goal statements and objectives for the 2022-2024 Strategic Plan in five areas.

### 2022-2024 Strategic Plan Goals

Approved by the NJSBA Board of Directors on Nov. 19, 2021.

#### GOAL AREA 1

##### Impacting Opportunities for Student Growth

**GOAL STATEMENT:** NJSBA will support boards of education in their work to enable all students to be successful in the pursuit of individual goals while developing social-emotional wellness; and will continue to advocate for equity and inclusion statewide.

##### OBJECTIVES:

1. Facilitate the sharing of information between boards regarding successful strategies for student achievement.
2. Develop resources and opportunities for boards to be able to analyze and effectively use data to promote student success.
3. Assist boards in highlighting the wide range of student talents and abilities in all disciplines, demonstrating that all children can achieve.
4. Strengthen parent-school district partnerships to promote and develop student achievement.

#### GOAL AREA 2

##### Services for Tomorrow's World

**GOAL STATEMENT:** NJSBA will proactively reach a broader base of Association members with resources and services for all.

##### OBJECTIVES:

1. Provide services and information to build understanding and awareness of board member roles and responsibilities, and equip members to handle a range of situations and scenarios.
2. Identify how the Association can best serve board leaders, and develop stronger relationships between NJSBA staff and members.
3. Reach out to new board members with resources, support and guidance to assist in the new members' acclimation and development.
4. Increase board members' knowledge of grants, and cost-saving opportunities and resources offered by NJSBA.
5. Develop professional learning opportunities for a range of educational stakeholders.

### GOAL AREA 3

#### Professional Learning for Effective Governance

**GOAL STATEMENT:** NJSBA will encourage wide participation in professional learning and deliver training through a variety of methods to ensure all board members have the tools and knowledge to serve their communities effectively.

##### OBJECTIVES:

1. Encourage the sharing of ideas and best practices between members; e.g. through small group and interactive participation.
2. Provide targeted training sessions that strengthen the knowledge base of members at all stages of their school board service.
3. Strengthen board and community relationships by providing the public with a better understanding of the role of the local board of education.
4. Meet the diverse needs of districts throughout the state with an expansion of professional learning program offerings.

### GOAL AREA 4

#### Partnering in Public Education Advocacy

**GOAL STATEMENT:** Enhance NJSBA's leadership position in advocating for local boards of education and supporting them in their advocacy efforts.

##### OBJECTIVES:

1. Inform and motivate board members throughout New Jersey to become more engaged in advocacy.
2. Develop local advocacy expertise through training to empower members to advocate for public education.
3. Provide timely and useful resources in legislative and advocacy issues, and strategies to take action.
4. Strengthen existing partnerships with stakeholders to build advocacy efforts.

### GOAL AREA 5

#### Future Innovations and Advancements in Technology

**GOAL STATEMENT:** NJSBA will increase member awareness, engagement and participation through future technology and innovation.

##### OBJECTIVES:

1. Employ the use of technology, where needed, to make NJSBA resources and training easily accessible for all members.
2. Develop and maintain NJSBA's capability to conduct both in-person and virtual programs, meetings and events to continue to increase involvement in Association programs.
3. Identify emerging member needs and develop resources to address those needs.
4. Assist school districts in assessing technology needs and advancing the effective use of technology.
5. Use data-driven decision making to evaluate the effectiveness of NJSBA services.

These goals and objectives illustrate the hard work and creativity of the board members and staff members who participated in the strategic planning process, and they reflect the vision of our members.

Each year, NJSBA senior staff will identify activities to attain the plan's goals and meet its objectives over the course of the year.

## 2022 – 2024 Strategic Plan Participants

### EXECUTIVE COMMITTEE

Irene LeFebvre	President
Bruce R. Young	Vice President for County Activities
Tammeisha D. Smith	Vice President for Finance
Karen Cortellino, M.D.	Vice President for Legislation and Resolutions
Michael R. McClure	Immediate Past President
Dr. Lawrence S. Feinsod	Executive Director

### NJSBA BOARD MEMBERS

George Babula	Harmony Twp. BOE
Tim Bart	Flemington-Raritan Reg. BOE
Michael Bertram	Morris Hills Reg. BOE
Charles Caraballo	Bloomingtondale BOE
Marian Castner	Colts Neck BOE
Susy Golderer	Parsippany-Troy Hills BOE
Yuenge Groce	Salem City BOE
Alix Hayes	Township of Ocean BOE
Nancy Helbourg	Rockaway Twp. BOE
Kellie Hinkle	Haddon Twp. BOE
Michael Jacobs	Ridgefield BOE
Diane Johnson	Pennsauken BOE
Thair Joshua	South Orange-Maplewood BOE
Carolyn Kegler	Logan Twp. BOE
Diane Knox	Highlands Boro BOE
Deborah Linthorst	Hopewell Valley Reg. BOE
Lisa Mezik	Rockaway Twp. BOE
Albert Miller	Howell Twp. BOE
Dylan O'Byrne	Wood-Ridge BOE
Mary Orendorff-Gassman	West Long Branch BOE
Eileen Pabon	Sayreville BOE

### NJSBA BOARD MEMBERS continued

Michele Ricci	Glassboro BOE
Rosemarie Person	Phillipsburg BOE
Mattia Scharfstein	Stanhope BOE
Ardaman Singh	Franklin Twp. BOE (Somerset County)
Joan Speroni	Point Pleasant Boro BOE
Melissa Spiotta	Morris BOE
Jean Trujillo	Hillsborough BOE
Barry R. Walker	Bridgewater Raritan Regional BOE
Stephanie Wohlrab	Brick Twp. BOE

### NJSBA STAFF

Patrice Maillot	Acting Deputy Executive Director
Janet Bamford	Chief Public Affairs Officer
Maja Klysinski	Director, Human Resources
Ray Pinney	Director, County Activities & Member Engagement
Kathleen Asher	Senior Manager, Legal & Labor Relations
Marcia Lavigne	Senior Manager, Member Professional Training
Adriana DiGiacomantonio	Graphics Manager
Michael Kvidahl	Manager, Digital Communications & Marketing
Kurt Rebovich	Manager, Labor Relations
Jennifer Siehl	Manager, STEAM Tank
Robin Kampf	Digital Media Producer

### FACILITATORS

Kathy Helewa	Senior Manager, Field Services
Charlene Peterson	Field Service Representative

