

Meeting Memory for VISA Team Planning Meeting

Date: Saturday, February 23, 2008

Time: 10:00am – 5:00pm

Place: OSBA offices

Purpose of the meeting

- *To review and refine the Vision Priorities*
- *To generate draft goals to support each Vision Priority.*
- *To review the OSBA infrastructure to ensure it supports the Vision Priorities.*
- *To agree on the Guiding Principles for OSBA.*

Desired Outcomes of the meeting:

- *A list of Goals to send out to staff to continue to work on.*
- *Actions generated to address any infrastructure upgrades.*
- *A list of Guiding Principles to send out to staff to understand and agree on.*

Pre work for Meeting:

Please read the meeting memory from our 11-30-07 & 12-1-07 meeting paying special attention to the Action Register and anything you were assigned to do; Phase 4 Tab in your Organizational Planning© manual.

OSBA Mission

OSBA leads the way to educational excellence by serving Ohio's public school board members and the diverse districts they represent through superior service and creative solutions.

OSBA Vision

OSBA is the recognized and respected voice of public education leading through demonstrated expertise, active and engaged membership, and superior service in a competitive, global environment.

Meeting Topics	Desired Outcome	Time
Meeting Opening: 1. Review agenda, ground rules, issues bin, action register, consensus 2. Where are we in the planning process?	Everyone understands why we're here and how we will proceed for the meeting.	10:00
Sue opened the meeting by reviewing the agenda, ground rules, emptying the Issues Bin and reviewing the progress on the Action Register. We revisited the definition of consensus decision-making. We reviewed where we are in the process of planning: basically between Phase 3 and 4 out of 5 Phases. One more day-long meeting should finish the process.		
Revisit and get final agreement on the Vision Priorities	Agreement on the Vision Priorities.	10:15

We picked up where we left off in the last meeting by further defining and refining the Vision Priorities. We agreed to the following list:

- **Our infrastructure, processes and resources are sustainable, flexible, and dynamic to support mass customization.**
- **Our outreach efforts ensure collaboration and participation with any individual or organization that shapes the future of education.**
- **Our members receive superior services optimizing the value of their membership.**
- **We effectively communicate with staff, members and stakeholders for the exchange of ideas and sharing of information.**
- **Our members want to participate in OSBA programs, activities, governance and actively advocate for public education.**
- **We are a pivotal player in the political and educational arenas.**

The strategic question asked of this list is, “If we accomplish all the work around each of these vision priorities, will we have achieved our vision?” The answer from the VISA Team was yes.

Brainstorm a beginning list of Goals under each Vision Priority	Agreement on the Goals and process to send out to staff for further work and buy-in	11:00
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Once we had agreement on the Vision Priorities, we did a “check” on them by doing an initial brainstorming of possible goals under each one. Here was the product of the VISA Team:

Our infrastructure, processes and resources are sustainable, flexible, and dynamic to support mass customization.

- Advance our use of technology by putting training and information online, as appropriate.
- Create a new relationship map to [assess staff configuration and help determine staffing needs.]
- Change the ways and locations that staff interacts with members. [can be discussed in the relationship map.]
- Develop techniques to engage our membership.
- Build expertise and information-based research banks (think tank).
- Draft updated job descriptions for staff.
- Explore realignment of professional staff and support staff. [can also be discussed in the relationship map.]
- Define new roles of OSBA boardmanship
 1. Terms of office, job descriptions, governance and committee structure.
 2. Board training
 3. Board self-assessment

[originally we moved this one to “Our members receive superior service...” but I think it also still belongs here since it is specific to OSBA’s board.]

Our outreach efforts ensure collaboration and participation with any individual or organization that shapes the future of education.

- Identify and evaluate current and potential collaborations with individuals and organizations that shape the future of education.
 - Plan strategies to develop relevant new collaborations and support ongoing collaborations.
 - Increase the visibility of OSBA through
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- State and Federal advocacy for public education policy
 - Representation on state education committees
 - Participation in all discussions of education reform including government, foundations, parent groups, business roundtables, etc.
 - Reach out to educate members for engagement with families and communities.

Our members receive superior services optimizing the value of their membership.

- Improve expertise and development of staff.
- Evaluate existing programs.
- Evaluate “core services” of membership.
- Develop method to accurately assess member needs.
- Consider implementing “logic models” for measuring outcomes.
- Create mechanism to solicit and evaluate ideas from members and staff.
- Look at the competition for ideas for improvement.
- Communicate the array of services we offer in a consistent and effective manner.
- [Conduct] performance benchmarking.
- Establish and use formal criteria for selecting endorsed programs.
- Integrate technology as needed to implement superior services.
- Explore subcontracting programs and services where we need to.
- Eliminate programs that no longer advance our mission. [this might go under or with “Evaluate our programs”]
- Think strategically about staff with regard to supply/demand of services.
- Define new roles of OSBA boardsmanship
 4. Terms of office, job descriptions, governance and committee structure.
 5. Board training
 6. Board self-assessment
- Define to whom we provide service. Who is eligible for services?

We effectively communicate with staff, members and stakeholders for the exchange of ideas and sharing of information.

- Periodically conduct a communications audit and implement changes.
- Identify and fill communication gaps within staff. (comment: internal communication is the foundation on which to build external communication)
- Create clarity by identifying and prioritizing stakeholders and members and in what order they will be served by us.
- Formalize channels to receive information as well as relay the information.
- Consider a “members-only” part of our website.

Our members want to participate in OSBA programs, activities, governance and actively advocate for public educational excellence.

- Develop and use an evaluation of our marketing plan (selling and informing).
 - In our marketing target, the apathetic/un-engaged members.
 - Use the “monster base.”
 - Create an incentive program to improve conference attendance. (be sure include fun and work
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and networking)

- Provide continuing peer-to-peer contact.
- Expand member training programs for a full-range of educational activities.
- Educate members how to become involved in OSBA governance and committees.
- Educate members how to advocate for public education.

We are a pivotal player in the political and educational arenas in a competitive, global environment.

- [As we create or change programming/services,] consider staffing needs.
- Establish a Think Tank.
- Expand OSBA representation on various state organizations/committees.
- Cultivate relationships with other pivotal players/key communicators.
- Expand lobbying efforts from the grassroots level up.
- Help boards with long-range planning.
- Effectively support [?] using 21st technology.
- Effectively link the importance of education to a strong economy.

The next step for this part of planning belongs to the staff. The board has been well-represented in setting the Mission, Vision and Vision Priorities. The staff now will refine, change, add-to these goals, prioritize them and then create actions under the prioritized goals. This will be presented back to the board at the April 11th meeting.

Lunch		12:00
Create OSBA Guiding Principles	Agreement on the Guiding Principles and how they will be used and measured. Plans for how to take out to staff for agreement and buy-in.	1:20

Staff will create input to the Guiding Principles and the VISA Team will complete them in the next meeting (April 11th).

Break		2:30
Review OSBA's infrastructure to ensure it supports the new vision and strategy	Actions recorded to make any changes necessary. Awareness of the whole picture of the Association and how work flows.	2:40

We split up into two groups (staff and board) to review our existing relationship maps for how our current infrastructure will or will not support the vision priorities. The discussion led to some “disconnects” for staff and the board members (with Rick) created an action to plan time to explore re-structuring the OSBA board and committees. The disconnects for staff were:

- We have the right expertise for the most part to address all the vision priorities. (the exception is treasurer and HR position)
 - We do not have enough capacity.
 - Everything seems like a priority now.
 - Everyone (staff) is trying to just complete the basic job responsibilities.
 - We need to clear our plates of current work in order to work on vision priorities in the strategic plan.
 - We are consultants and need to get our own house in order.
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- No down time – always extremely busy.
- We need to re-evaluate our positions!! (looking at qualification and job descriptions)
- There is a disconnect between needs and some staff positions.
- We have diverse divisions and there seems to be division preference.
- We need buy-in from staff on decisions.

These disconnects will be shared at the staff meeting on April 10th when we continue in the planning process.

Meeting Wrap Up: <ul style="list-style-type: none"> • Next steps in planning • Complete the Action Register • Empty the Issue Bin • Evaluate the Meeting 	Meeting concluded.	4:15
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Next steps in planning:

Thursday, April 10th: Sue will facilitate all day staff meeting to complete the goals, prioritize them, generate actions under the prioritized goals and begin work on the Guiding Principles.

Friday, April 11th: Sue will facilitate the VISA Team meeting including review of the staff work on the plan, completion of the Guiding Principles, creation of the Monitoring Process for keeping the plan alive and driving the work, creating a planning calendar for the future and evaluating the planning process as a whole.

Issues Bin:

Vision statement change: voice “of” or “for” public education?

~~Define to whom we provide service. Who is eligible for services?~~ [I moved this one to the vision priority about members.]

Action Register		
What will be done?	By Whom?	By When?
Hand off “better process for member feedback”, review the whole system of feedback and redesign the external partner survey to C&I	C&I and Legistative	Report to Trustees by end of August
Create an ongoing process or committee to serve as an “innovation” group for raw ideas. Charter the group	CIC Committee (select a chair)	Initial discussion at 3-13-08 meeting
Post historical synopsis on Website	Gary/Drew	3-15-08
Directors discuss relationship map (see goals that might relate under vision priorities)	Rick	Determine date
Plan a meeting of board plus others to discuss board reorganization	Rick (Ed)	Ed will call Rick
Send Visio/PDF files of relationship maps	Sue W	Done
Plan room arrangement before April meetings with staff and VISA Team.	Sue and Janice	3-24-08

Meeting Evaluation:

What went well...	What could we do differently...
<p>The OJ was delicious</p> <p>We were most productive when we sat close up front.</p> <p>The meeting was comfortable – able to speak freely.</p> <p>Thanks for the vegetarian lunch option.</p> <p>Meeting memory was helpful and a good springboard for today’s meeting.</p> <p>Sue kept us moving.</p>	<p>We will consider a better seating arrangement for the next meeting.</p>

saw 2-25-08