

EDMONTON PUBLIC SCHOOLS

December 11, 2007

TO: Board of Trustees

FROM: Trustee B. Esslinger, ASBA Issues and Resolutions Committee  
Trustee D. Fleming, ASBA Issues and Resolutions Committee  
Trustee G. Gibeault, ASBA Issues and Resolutions Committee

SUBJECT: Request for Input on the ASBA 2008/2009 Budget

RESOURCE

STAFF: Anne Sherwood

INFORMATION

As a part of the ASBA's annual budget planning process, President Maureen Kubinec wrote on behalf of the Board of Directors to all Board Chairs on November 14, 2007 requesting input on the 2008/2009 budget by identifying strategic priorities or initiatives that warrant expenditure of association dollars (Attachment 1). She requested the board review the ASBA Strategic Plan (Attachment 2) to see if there are items that are missing or that we believe should be given priority.

Trustees were provided a copy of the strategic plan and asked to forward any comments or concerns for consideration by the the board's ASBA Issues and Resolutions Committee comprised of Trustees Esslinger, Fleming and Gibeault. The committee reviewed the ASBA Strategic Plan. The primary benefits of board membership in the association is access to the Alberta School Boards Employee Benefit Plan and the opportunity for advocacy on a provincial scale. The three advocacy issues identified in the strategic plan are: high school completion, transportation, and infrastructure. These issues are in keeping with areas of emphasis for our board and the district.

The ASBA Issues and Resolution Committee suggests that the board chair respond on behalf of the board by:

- affirming the importance of high school completion, transportation and infrastructure as priority areas for ASBA advocacy.

AS:mmf

Attachment #1 – November 14, 2007 Letter from Maureen Kubinec, President ASBA  
Attachment #2 – ASBA Strategic Plan September 2007 – August 2010



Via e-mail

November 14, 2007

Dear Board Chairs:

On behalf of the ASBA Board of Directors, I would like to get your input on the 2008/2009 budget by identifying strategic priorities or initiatives that warrant expenditure of association dollars.

Because the ASBA strategic plan drives the budget process, what we are asking boards to do is review the strategic plan to see if there are items that are missing, that you would propose we move up the agenda.

The board of directors will consider this advice at our January 2008 strategic planning meeting.

The current 2007-2010 strategic plan is available at:

[http://www.asba.ab.ca/policy\\_framework/downloads/pdf/strategic\\_plan\\_07\\_10.pdf](http://www.asba.ab.ca/policy_framework/downloads/pdf/strategic_plan_07_10.pdf)

Strategies for 2007-2010 are organized under the various mandate areas outlined below:

- Mandate: Governance - The overall leadership mandate of ASBA.
- Mandate: Advocacy - ASBA advocates provincially and nationally on public education issues, with a strong voice, on behalf of locally elected school boards.
- Mandate: Research - ASBA provides timely, well-researched information on public education issues to school boards.
- Mandate: Services to Boards - ASBA provides services to school boards.

What ASBA is asking school boards?

After reviewing the plan, do you see initiatives beyond those highlighted in the current strategic plan, that should be made a priority in the 2008/2009 budget? Let the office know and provide detail.

What ASBA will do with this information.

1. ASBA staff will prepare a report outlining suggested initiatives and the costs associated with implementing these initiatives.
2. At the January 2008 strategic planning meeting the Board of Directors will consider these board proposals and decide whether or not the initiative should be incorporated into the 2008-2011 strategic plan and 2008/2009 budget.

We will also explore three alternatives to support any emergent proposals:

1. An existing initiative will be dropped in order to accommodate the new initiative into the 2008/2009 budget.  
or
2. The board of directors could recommend an increase in the membership fee to accommodate the new initiative (this would ultimately require approval by the membership)  
or
3. The board of directors could recommend that the membership support a special levy to support a new initiative.

Getting input from school boards before we set the strategic priorities is an important step in the ASBA annual budget process (see attached) and your input is integral to the budget process.

Please return your board's suggestions to Heather Rogers, Director Finance and Administration [hrogers@asba.ab.ca](mailto:hrogers@asba.ab.ca) or mail to: 1200, 9925-109<sup>th</sup> Street, Edmonton, AB T5K 2J8 **by January 7, 2008.**

If you have any questions at this time, please call me at 1.780.451.7111.

Sincerely,  
Maureen Kubinec,  
President

### The ASBA Budget Process for 2008-2009

1. In November 2008, a request for input into the September 2008– August 2011 strategic plan is sent to board chairs.
2. The ASBA Board of Directors holds their strategic planning session in January 2008 and will consider all advice received from boards.
3. Strategic initiatives are incorporated into various budget options.
4. At the March board meeting, budget options for the 2008/2009 fiscal period are presented to the ASBA Board of Directors for their consideration.
5. The Board of Directors debates the merits of the various budget alternatives.
6. After debating the alternatives, the Board passes a motion to recommend a particular budget for presentation to the membership at the Spring General Meeting in June.
7. The recommended budget and an updated membership fee schedule is sent out to board chairs in the Issues, Budget and Bylaws Bulletin 60 days prior to the commencement of the Spring General Meeting.
8. The recommended budget is then presented at each zone prior to the Spring General Meeting. Questions and concerns are addressed during the zone presentations.
9. At the Spring General Meeting in June the budget is presented to the membership.
10. The membership either adopts the budget as presented or amends the budget and adopts the amended budget. A budget must be adopted at the Spring General Meeting each year.



# **ASBA STRATEGIC PLAN**

**SEPTEMBER 2007 – AUGUST 2010**

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March 2007

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## STRATEGY AT A GLANCE

| KEY RESULTS  | STRATEGIES  |
|--|---|
| <b>Mandate: Governance – The overall leadership mandate of ASBA</b>  |   |
| A1 ASBA membership accepts the proposed Governance Model emerging from the Governance Review.  | A1.1 Complete the Governance Review.<br>A1.2 Address each “Parking Lot” issue brought forward during the review.<br>A1.3 Consolidate the governing documents of the ASBA Board of Directors.<br>A1.4 Communicate the roles, work and documents of the ASBA Board of Directors.                                    |
| <b>Mandate: Advocacy – ASBA advocates provincially and nationally on public education issues, with a strong voice, on behalf of locally elected school boards</b>                              |   |
| B1 Three key advocacy priorities of the Board for 2007-2010 – High School Completion, Transportation, and Infrastructure are addressed.  | B1.1 Develop an advocacy plan for each of the three priorities.<br>B1.2 Execute the advocacy plan for each of the three priorities.   |
| B2 ASBA provides and makes available resources to raise public awareness of and support for the role of the trustee and school boards in public education for provincial and school board use. | B2.1 Develop and execute a province wide public awareness communications campaign.<br>B2.2 (To be determined)   |
| <b>Mandate: Research – ASBA provides timely, well-researched information on public education issues to school boards</b>   |   |
| C1 Boards in Alberta come to a shared understanding of how choice is/might be delivered in Alberta, keeping education of children as the first priority.                                       | C1.1 Complete a research project on the topic of how choice is/might be delivered in Alberta.<br>C1.2 Facilitate board discussion of the research results to increase board understanding of the topic.   |
| <b>Mandate: Services to Boards – ASBA provides services to school boards</b>   |   |
| D1 School boards fully understand and appreciate their responsibilities around all financial areas.  | D1.1 Develop and provide orientation material on how boards work with audited financial statements.<br>D1.2 Prepare and disseminate material for boards on what questions to consider during financial presentations.<br>D1.3 Prepare material for boards to help them understand and explain provincial funding. |

## **INTRODUCTION**

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The ASBA exists by authority of an act of the Alberta Legislature known as the *ASBA Act (RSA 1980 Ch. A-37)*. Through this act, part of the authority vested in the Government of Alberta has been delegated to the Alberta School Boards Association (ASBA).

Operating within the authority of the ASBA Act and through the membership, the Board of Directors of the Alberta School Boards Association prepares a three-year strategic plan for the organization, updating the plan annually. This rolling, three-year strategic plan sets the strategic direction for ASBA and identifies the key results the board and management will achieve in the coming three years. This strategic plan will be in effect from September 2007 to August 2010.

In formulating this plan, the Board took into consideration:

- ◆ Written input from boards; all boards were invited to provide input, and seven boards responded by the time of the strategy session in January;
- ◆ Results of the ASBA survey of school boards (2005) conducted by ASBA;
- ◆ Recent government and education organization documents;
- ◆ Board of Directors Self-Evaluation report; and
- ◆ Input from ASBA management based on their experience during the year;

The strategic plan following represents the conclusions of the Board of Directors from its session of January 19<sup>th</sup> to 21<sup>st</sup>, 2007. It was approved in March 2007 and will be refined, detailed and executed beginning September 2007.



## **VISION OF THE ALBERTA SCHOOL BOARDS ASSOCIATION**

- ◆ ASBA is a respected and influential provincial association of locally elected school boards.
- ◆ ASBA supports publicly elected school boards in their efforts to ensure students in Alberta have the opportunity to reach their highest potential.
- ◆ ASBA is the leading voice advocating for public education in Alberta.
- ◆ ASBA is energized by the enthusiastic participation of its members.

(Confirmed: Spring General Meeting 2000)

## **MISSION OF THE ALBERTA SCHOOL BOARDS ASSOCIATION**

- ◆ Promoting Excellence In Public Education

(Confirmed: Spring General Meeting 2000)

## **MANDATE OF THE ALBERTA SCHOOL BOARDS ASSOCIATION**

The Alberta School Boards Association is a province-wide organization of locally elected school boards. Providing leadership focusing on continuous improvement of the public education system, the Alberta School Boards Association:

- ◆ Advocates provincially and nationally on public education issues, with a strong voice, on behalf of locally elected school boards.
- ◆ Provides timely, well-researched information on public education issues to school boards.
- ◆ Encourages networking and interaction among school boards and stakeholders on education issues.
- ◆ Works with other provincial organizations, national education organizations and governments to improve public education.
- ◆ Provides services to school boards.

(Confirmed: Spring General Meeting 2000)

## **KEY RESULTS AND STRATEGIES**

Key results and strategies for 2007-2010 are organized under the various mandate areas of ASBA in the tables following.

The Board of Directors' responsibility for the strategic plan is carried out by the Board of Directors itself, by an appointed board committee or by the executive committee. Administrative responsibility is detailed below.

### **MANDATE: GOVERNANCE**

The overall leadership mandate of ASBA

| <b>KEY RESULTS</b>  | <b>STRATEGIES</b>  | <b>ADMINISTRATIVE RESPONSIBILITY</b> |
|---|--|--------------------------------------|
| A1 ASBA membership accepts the proposed Governance Model emerging from the Governance Review. | A1.1 Complete the Governance Review.   | Executive Director                   |
|   | A1.2 Address each "Parking Lot" issue brought forward during the review.       | Executive Director                   |
|   | A1.3 Consolidate the governing documents of the ASBA Board of Directors.       | Executive Director                   |
|   | A1.4 Communicate the roles, work and documents of the ASBA Board of Directors. | Director, Communications             |

## **MANDATE: ADVOCACY**

ASBA advocates provincially and nationally on public education issues, with a strong voice, on behalf of locally elected school boards

| <b>KEY RESULTS</b>   | <b>STRATEGIES</b>   | <b>ADMINISTRATIVE RESPONSIBILITY</b> |
|--|---|--------------------------------------|
| B1 Three key advocacy priorities of the Board for 2007-2010 – High School Completion, Transportation, and Infrastructure are addressed.  | B1.1 Develop an advocacy plan for each of the three priorities.   | Executive Director                   |
|  | B1.2 Execute the advocacy plan for each of the three priorities.  | Executive Director                   |
| B2 ASBA provides and makes available resources to raise public awareness of and support for the role of the trustee and school boards in public education for provincial and school board use. | B2.1 Develop and execute a province wide public awareness communications campaign.<br>B2.2 (To be determined) | Director, Communications             |

## **MANDATE: RESEARCH**

ASBA provides timely, well-researched information on public education issues to school boards

| <b>KEY RESULTS</b>   | <b>STRATEGIES</b>  | <b>ADMINISTRATIVE RESPONSIBILITY</b> |
|--|--|--------------------------------------|
| C1 Boards in Alberta come to a shared understanding of how choice is/might be delivered in Alberta, keeping education of children as the first priority. | C1.1 Complete a research project on the topic of how choice is/might be delivered in Alberta.          | Executive Director                   |
|  | C1.2 Facilitate board discussion of the research results to increase board understanding of the topic. | Executive Director                   |

## **MANDATE: SERVICES TO BOARDS**

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ASBA provides services to school boards

| <b>KEY RESULTS</b>  | <b>STRATEGIES</b>  | <b>ADMINISTRATIVE RESPONSIBILITY</b> |
|---|--|--------------------------------------|
| D1 School boards fully understand and appreciate their responsibilities around all financial areas. | D1.1 Develop and provide orientation material on how boards work with audited financial statements.            | Manager, Finance & Administration    |
|   | D1.2 Prepare and disseminate material for boards on what questions to consider during financial presentations. | Manager, Finance & Administration    |
|   | D1.3 Prepare material for boards to help them understand and explain provincial funding.                       | Manager, Finance & Administration    |

## **EXECUTING THE STRATEGY**

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The Board of Directors has ultimate responsibility for the execution of the strategic plan.

Effective September 2007, the ASBA management team and staff will begin executing this Strategic Plan. Management will:

- ◆ Prepare action plans to accomplish each strategy;
- ◆ Prepare budget and resource estimates relative to each strategy;
- ◆ Identify operational issues relative to each strategy;
- ◆ Assign resources to each strategy within the approved budget of ASBA; and
- ◆ Identify implementation timing and evaluation methods for each strategy.

The Board will be presented with quarterly reviews of the progress of the Strategic Plan and will be provided with a year-end report.