



2023-24 WPSBA Annual Goals

Encourage increased engagement of school districts in our region:

- Ensure we are offering programs and services that support the diverse needs of our school districts and provide continuing education for board members.
- Focus outreach efforts on providing a hub for networking amongst school board members in the region.
- Identify key constituencies and methods of reaching out to boards who are less involved in WPSBA events/program.
- Identify and develop a broad group of potential WPSBA Directors who reflect the diversity of the districts we represent.
- Explore the potential for new program stream focused on school district finance.
- Offer affinity group options for our members, starting with Board Officers.

Enhance internal and external communications:

- Continue to evaluate internal communications and ensure our messages are timely, efficient and include clarity on when a response is necessary.
- Collaborate with regional and state organizations and provide a cohesive, targeted message through social media, effective print and online materials, video, special events, etc.
- Continue to provide program-specific communications to promote awareness of and participation in WPSBA programming.

Expand opportunities to address advocacy issues:

- Ensure advocacy efforts are proactive, flexible, and timely.
- Increase efforts to clearly represent, promote and convey regional needs to legislators, Governor's office, regulatory bodies, and constituent groups.
- Continue to collaborate with organizations that share similar goals and support executive director's participation in related meetings and activities.
- Actively work with the LHEC.