



## **2018-19 WPSBA Annual Goals**

Encourage increased participation of general membership:

- Ensure we are offering programs and services that support the diverse needs of our school districts, and assess our effectiveness in this regard.
- Increase outreach to our regional school boards.
- Assess effectiveness of new mini-programs offered between Board of Directors and Legislative Advocacy Meetings

Enhance internal and external communications:

- Continue to evaluate internal communications and ensure we are conveying information in a timely, efficient manner.
- Collaborate with regional and state organizations and provide a cohesive, targeted message through social media, effective print and online materials, video, special events, etc.

Expand opportunities to address advocacy issues:

- Ensure advocacy efforts are pro-active, flexible and timely.
- Increase efforts to clearly represent, promote and convey regional needs to legislatures 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 and assess the effectiveness of the LHEC.