

OFFICERS

Mark Harms, *President*
Tracie Sayre, *Vice President*
Simon Kampwerth Jr., *Immediate Past President*
Marc Tepper, *Treasurer*
Kimberly A. Small, J.D., *Executive Director*

Dr. Adam Brumbaugh, Superintendent
Geneseo CUSD 228
648 N. Chicago St
Geneseo, IL 61254

March 10, 2025

Dear Dr. Brumbaugh:

Thank you for your inquiry about the strategic planning and district goals workshops offered by our association. The initial step in this process is to schedule a Setting District Goals and Direction workshop. This interactive workshop can take various forms and may involve the board and superintendent team, district administrators or staff, or members of the school community. As part of the workshop, we'll review your mission and vision and start developing district goals that can be integrated into a strategic plan.

Depending on the number of participants and your district's needs, the workshop can be conducted in an evening or half-day format or as a full-day session. The cost for a half-day or evening workshop is \$600, while a full-day workshop is priced at \$1,000. Please feel free to reach out with any questions or concerns. Additionally, I am attaching a brochure with information on the workshop.

Sincerely,



Katie Bulava
Director, Outreach & Training
Illinois Association of School Boards

School boards, sitting in trust for the entire community, are responsible for clarifying the benefits the school district should deliver by providing the entire system with clarity of purpose and a clear direction.

Board direction includes four key components:



Values and Beliefs – What does the district care about regarding public education in our community?



Mission – What benefits are we trying to provide, to whom, and at what cost?



Vision – What does it look like when we provide those benefits?



Goals – What does the district need to achieve to get there?

Any time is a good time to start!
IASB Field Services can assist your board in this important work.

Contact your Field Services Director today!

Springfield office:
(217) 528-9688

Lombard office:
(630) 629-3776

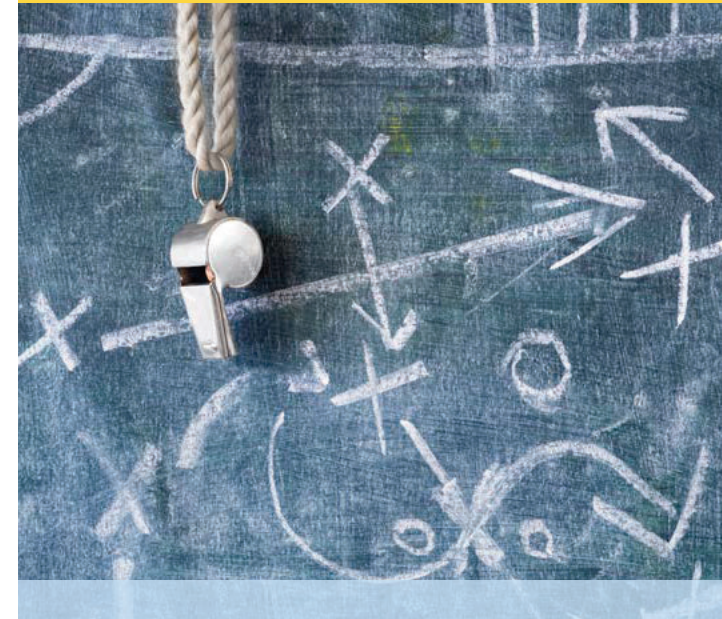


The vision of the Illinois Association of School Boards is excellence in local school board governance supporting quality public education.

www.iasb.com

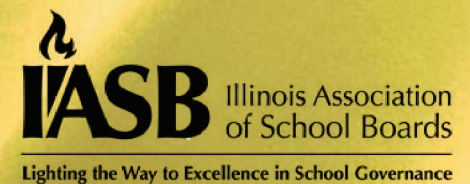
7/2023-FS

Setting District Goals and Direction



For school boards asking

- Where are we now?
- Where do we want to go?
- How are we going to get there?



How can our board do this important work?

IASB Field Services Directors will work with the governance team. This work, customized for your district, may include

- Review, revise and/or develop shared values and beliefs to support the district's work; mission statement (purpose); vision statement (direction); and district-level goals for accomplishing the mission and vision.
- Engage the community in the conversation so the board can listen and understand the community's educational aspirations for all students.

Once goals are identified by the board, district staff develop the strategic plan that will be implemented to achieve those goals.



How does the district benefit from doing this work?

Setting District Goals and Direction

- ✓ Solidifies board and superintendent relationships by clearly stating expectations.
- ✓ Drives the organization to pursue excellence.
- ✓ Empowers and energizes staff.
- ✓ Permits performance monitoring and evaluation.
- ✓ Ensures the board speaks for the community.
- ✓ Establishes alignment between community values and school district operations.

Details and Fees

This work is usually done in an all-day Saturday format, or spread over several evening meetings. Depending on your board's available time and resources, your Field Services Director can help you determine which format will work best.

The fee is then determined by the number of meetings that take place.

IASB staff will capture the work in report format that can set the stage for further strategic planning by district staff.

All materials and follow-up reporting are included.

Standard Fees

- Evening or Half-Day Workshop (four hours or less): \$600
- Full-Day Workshop (more than four hours): \$1,000

