



**Alaska Association of School Business Officials  
Summer Conference 2009  
Report**

July 25, 2009

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## **Participant List**

Yodean Armour  
Jim Farrington  
Luke Fulp  
Karen Goodwin  
Laura Hylton  
Eddy Jeans  
Amy Lujan  
Jenny Martens  
Robin Mullins  
Cindy Reilly  
Pam Roope  
Mark Vink

## **Executive Summary**

On July 25, 2009, members of ALASBO met at the Kodiak Fisheries Resource Center to review and update their strategic plan and to plan for their winter conference.

Review and update activities included revisiting the mission statement, establishing a vision statement, developing a list of values, and updating the strategic goals and objectives.

Summary outcomes of the day's activities are listed below.

### **Mission**

To promote the highest standards in school business practices.

### **Vision**

Educating stakeholders in the effective use of resources for the benefit of Alaska's children.

### **Values**

- Ethical standards
- Sharing knowledge and expertise
- Advancing the interests of all members
- Accurate, objective, consistent information
- Collegiality
- Efficiency
- Collaboration

**\*Note: The Mission, Vision, Values need to approved by the ALASBO Board.**

## **Strategic Goals/Objectives**

### **Goal 1**

**Provide quality program offerings that are relevant, timely, and applicable to members.**

- Develop targeted online courses
- Develop courses with the Alaska Staff Development Network (ASDN) that lead to a governmental accounting degree
- Develop a plan to grow our own school business officials
- Customize or create levels for school business academy

### **Goal 2**

**Encourage member involvement in state and national professional development related to school business.**

- Continue annual legislative fly-in
- Encourage members to take advantage of training by other organizations
- Continue providing power lunches with web-based evaluations
- Review and consider ASBO certification program
- Encourage member participation in school district and other organizations

### **Goal 3**

**Ensure sustainability of the association.**

- Update website monthly
- Seek grant funding to supplement association revenue
- Review, revise, and implement dues structure
- Partner with other organizations to maximize resources
- Maintain a long-term marketing plan
- Formulate a 3-year financial plan
- Market P-card program
- Seek corporate sponsorships
- Assign members to association committees

**\*Note: The goals were slightly modified and the objectives were rearranged based on discussion at the retreat but need to be reviewed and finalized by the ALASBO Board.**

## Meeting Notes

### SWOT Analysis

#### Group 1

##### **Strengths**

- Culture
- DEED relationship/support
- Common goals
- Willingness to help each other

##### **Threats**

- Revenue uncertainty
- Budget reductions
- Reduction in membership

#### Group 2

##### **Strengths**

- Collective expertise
- Diverse statewide experience of membership
- Support of ASBO, its affiliates and state partners (ACSA, AASB)
- Willingness to share information and expertise
- Support of districts and DEED
- Leadership transition structure

##### **Threats**

- Recession
- Competing professional development

##### **Weaknesses**

- Available volunteer time
- Burnout

##### **Opportunities**

- Projects in the state ALASBO could help with

##### **Weaknesses**

- Uneven levels of expertise
- Aging membership
- Lack of standards
- Lack of district transition planning
- Perceived exclusiveness (cliques)

##### **Opportunities**

- Electronic age - info sharing
- Online professional development
- Upcoming ASBO certification program
- Building on SBA and mentor programs

### **Group 3**

#### **Strengths**

- Working relationship with DEED
- Teamwork among members
- Knowledge sharing, willingness to learn
- Diversity

#### **Threats**

- Economy
- Loss of revenue sources- OASIS, vendor support
- District cost factor
- Consolidation of professional organizations

#### **Weaknesses**

- Communication
- Perception of being exclusive
- Geography
- Revenue vulnerability

#### **Opportunities**

- Certification through ASBO
- Develop additional education - opportunities
- Website, online registration
- SBA
- P-card revenue

#### **Strength/Opportunity Themes**

- ALASBO culture
- Relationship with DEED
- Willingness to help each other
- Professional certification
- School Business Academy
- Online information and professional development

**Action plans to be developed:**

- 2 year SBA as part of the regular conference
- Development of ALASBO standards

Action plans related to the school business academy were adapted from those developed during the 2008 summer leadership meeting. Following is an updated version of those actions.

**1. Conduct a school business academy as part of the upcoming annual conference.**

<b>Action Step</b>	<b>Responsibility</b>	<b>Completion Date</b>	<b>Evaluation</b>
1.1 Identify participants to be trained	DEED/ALASBO	September 30, 2009	Completed participant list
1.2 Develop outcome skills and knowledge for courses	ALASBO team appointed by Karen	September 30, 2009	Completion of program syllabus
1.3 Identify ALASBO best practices to include in courses	ALASBO team appointed by Karen	September 30, 2009	Best practices approved by Karen
1.4 Identify mentors	ALASBO team appointed by Karen	November 1, 2009	Mentor list approved by Karen
1.5 Determine the SBA training schedule	ALASBO team appointed by Karen		
1.6 Identify presenters for SBA	ALASBO Conference Committee		Agreement from presenters
1.7 Enlist others to assist with SBA	Duane		Commitments from vendors, affiliate organizations, etc.
1.8 Market the SBA	ALASBO Conference Committee	Aug - Nov 2009	Completed registrations
1.9 Evaluate the SBA	ALASBO Conference Committee	At conclusion of event	Completed participant evaluations
1.10 Hold follow-up power lunch session		January 2010	