

KASBO Strategic Planning
KASB Offices, Topeka

July 6, 2022

Present: John Hutchison, Michael Speer, Clint Schutte, Tracey Moerer, Matt Morford, Jimmy Hay, Jason Gilliam, John Regier, Stephainie Pope, Dale Nuckolls, Shane Hecox, Julie Stuckey, Debbie Walburn

Call to order at 9:05 am by President Michael Speer with introductions by all present. Michael shared what we were going to work on today.

Minutes - Lori will get minutes to Debbie. The minutes will be checked to see if all have been approved and then will be passed to John and updated on the website.

Treasurer Reports - up to date on all reports.

Transition - John and Rob have been working on this. All access has been moved over/passwords, etc all done. They are meeting weekly to work on the transition. Michael shared tha Rob did a tremendous job for KASBO.

Mentor Program - Matt has created a Google form. The committee met in April in Mulvane. Matt has been working on an application form. The group is still working on guidelines, etc. Applications will be for anyone needing assistance in 6 different areas and open to other areas as may be defined in future. There will be applications for a mentee and a mentor to complete.

Academy - discussion to come up today. The committee talked in Mulvane about possibly changing titles/focus of some classes.

Strategic Planning - who is our customer? What are their needs?

- What are our core values? John will take what we listed and pare down to 3 words
- What is our core focus? Why does our organization exist? What is its purpose, cause or passion?

Professional Development/Conference Committees - went over names on the current list and those that expressed interest in helping. John will forward names to committee heads to work on.

Fall conference -

1. One day of classes on Thursday, November 3rd with a board meeting on Wednesday, November 2nd. Keep Academy separate from conferences so we can get a set rotation but discussed the possibility of doing a Wednesday as a repeat of one or two if enough interest.

2. Topics: ESSER, Susan Lang, KASB Attorneys, building needs assessment, OOD student ruling, KSDE Craig Neuenswander, federal funds, MOE, building specific reports, transportation specific, transition to teaching program/licensing, school staffing shortage, Mark Tallman.

Possible class breakouts: Mark Tallman/Wage & Hour; FMLA/SPED Funding 101; ESSER roundtable; payroll roundtable.

3. Pricing will be discussed at our next meeting

2022.2023 Board meeting dates

- 11/2 in person, 4/18 in person; other monthly via zoom 2nd Wednesday of every month at 11 am - John will send out information; January 11 onsite in person at Overland Park Marriott

ASBO ACE travel/lodging - John will send an email to those attending; each will book their own and turn receipts into Jimmy; Tracey will send rotation/pay spreadsheet to John and he will send out to board. Early bird registration is August 3rd for ASBO.

Strategic planning:

- What is our 10 year focus? 1 member from each district in Kansas - from John
- What is our marketing strategy? What are our 3 uniques/our proven process/our guarantee?
- Who is our target market? School business office; district employees with budgetary authority; all non-curriculum.
- 1 year plan - John will reach out to KSDE/Craig Neuenswander to see what we as KASBO can take off their plate as far as finance questions. We need to target those that have left KASBO and explore district memberships; Quickbooks for our financials; social media-ramp up; budget timeline; who do members contact about KASBO; suggested including KASBO in your signature line of emails; communication calendar/strategy.
- 3 year plan - certification program in place; mentoring program in place; evaluate website; board/committee/staff structure & size; roundtable zoom on ancillary services (idea to grow out of our conference); bylaws/policy/procedures.

Adjourn 1:02 pm

Respectfully submitted,

Debbie Walburn
KASBO Secretary