



Lighting the Way to Excellence in School Governance

Illinois Association of School Boards Strategic Plan 2027-2032

IASB's Strategic Plan, adopted in August 2026, is the result of a months-long process in which IASB sought members' insights to analyze opportunities, evaluate needs, and prioritize the plan's major components. The result is a five-year plan, guided by IASB's vision and mission.

Each Strategic Plan component supports the others. Guided by the Mission and Vision, IASB will accomplish its Overarching Goal by achieving the Strategic Objectives. Key Performance Indicators enable IASB to monitor our progress toward accomplishing the Strategic Objectives, and the Strategic Initiatives describe the major IASB-wide projects supporting execution of the Plan.

Vision – what we want to achieve or accomplish in the future

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

Mission – why we exist

The mission of the Illinois Association of School Boards is to *Light the Way* for its members by developing their competence and confidence through a robust toolkit designed to build excellence in local school board governance, including

- Premier training experiences;
- Networking opportunities for mutual support;
- Valuable benefits, pooled services, information, and expertise;
- Advocacy on behalf of public education; and
- A platform for a strong collective voice on common interests and concerns.

Core Competencies – what makes IASB special

Advocacy – Training – Policy – Networking

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Overarching Goal

Increase member value by amplifying IASB's legislative voice and deepening member engagement, as indicated by:

- Annual number of positions passed into law
- Annual number of successful position executions
- Member engagement rates

Strategic Objectives – outcomes that will help achieve our goal

1. Improve electronic communications
2. Increase quality and quantity of offerings of support
3. Increase relevancy of trainings offered
4. Increase member engagement
5. Empower effective governance
6. Advance legislative advocacy
7. Strengthen financial stewardship

Key Performance Indicators – what will be measured over the next five years

Member logins to website	Division officer positions	Training feedback	New member training effectiveness	Resources & training usage	Member advocacy engagement	Financial stewardship
Participation and response	Access points (geographic locations)	Training offerings	Division Meeting attendance	Member confidence and board effectiveness feedback	Positions introduced, enacted, or defended	

Strategic Initiatives

IASB will execute a multi-phase approach to carry out the following endeavors within the five-year Plan.

Member Engagement

Establish an ongoing relationship with the membership resulting in high levels of member satisfaction.

Technology / Digital Experience

Streamline information flow and access to training and resources.

Legislative & Advocacy

Create an annual legislative agenda and modernize member advocacy to pass priority items.