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ASBO INTERNATIONAL VISION 35 TASK FORCE RECOMMENDATIONS

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Introduction

In October of 2004, The Association of School Business Officials International’s Board of Directors established the Future’s Task Force with a purpose of reviewing ASBO International’s direction and programs for the next five to ten years. One key element to be discussed was the changing of member demographics in the years ahead, and how ASBO International must meet the challenges of the future. The task force was asked to complete their work and provide a report by the 2006 ASBO International Leadership Conference in Pittsburgh.

The Futures Task Force disbanded after the 2006 ASBO International Leadership Conference but recommended that ASBO International create a strategy to continue the review of its future. As a result, on January 18, 2024, the ASBO International Board of Directors approved the creation of the 2024 Futures Task Force called “Vision 35.”

The purpose of the Vision 35 Task Force was to review and reflect on the recommendations and actions that resulted from the 2005 report and to conduct an environmental scan of what ASBO International needs to consider over the next 5-10 years to ensure it stays relevant to meet the needs of today’s and tomorrow’s SBOs.

As a result of the call to action, we had over 60 School Business Officials step forward to serve on the Vision 35 Task Force. Below is a list of ASBO Members that gave countless hours to this project.

<u>Name</u>	<u>Organization</u>	<u>State</u>	
John Hutchison	ASBO Immediate Past President	KS	(Chair)
Denny Costerison	Indiana ASBO	IN	(Historian)
Melody Douglas	Alaska ASBO	AK	(Historian)
Jim Rowan	ASBO International	VA	(Staff)
Siobhán McMahon	ASBO International	VA	(Staff)
Chad Green	Gulf Shores City Schools	AL	
Sharon Chuculate	Arkansas ASBO	AR	
Dale Ponder	Crane ESD 13	AZ	
Kerry Duskin	Roosevelt SD	AZ	
Brian Mee	AZ ASBO	AZ	
Nancy Parrish	IGSA	CA	
Sharon Bruce	Connecticut ASBO	CT	
Sara Meinders	Forest City CSD	IA	
Sarah Enfield	Waukee CSD	IA	
Shashank Aurora	Des Moines PS	IA	

Mike Vargas	Township HSD 214	IL
Tamara Mitchell	District 65	IL
Jackie Bogan	Kaneland CUSD 302	IL
Anton Inglese	Batavia USD 101	IL
Melissa Morgese	Addison SD 4	IL
Matt Bubness	Baker Tilly	IL
Ann Williams	School District U-46	IL
Angie Smith	West Aurora SD	IL
Brian Tomamichel	Westfield Washington Schools	IN
Chuck Luchen	Staples	KS
Joshua Peach	OperationsHERO	MA
Brian Allen	Worcester PS	MA
Richard Weeks	Retired	MA
Margaret Driscoll	Massachusetts ASBO	MA
Candice Halifax	Huron ISD	MI
Jason Helsen	Michigan SBO	MI
John Morstad	ISD 279 - Osseo Area Schools	MN
Molly Lopez	ISD 112	MN
Cindy Reilmann	Ferguson-Florissant SD	MO
Mario Chiasson	District Scolaire Francophone SUD	NB
Aubrey Kirkpatrick	Anglophone East SD	NB
Mike Linehan	Equitable	NC
Corey Lowell	West Long Branch SD	NJ
James Cummings	Retired	NJ
Anthony Dragona	Union City BOE	NJ
Martin Romine	Zuni PS	NM
John Brucato	Briarcliff Manor UFSD	NY
Jack Mitchell	Valley Stream UFSD 24	NY
Patrick Pizzo	East Meadow SD	NY
Cajon Keeton	Benton Carroll Salem Local SD	OH

Chad Welker	Ohio Schools Council	OH
Erik Roush	Columbus City Schools	OH
Mark Pepera	Brunswick City SD	OH
Satya Yarramsetty	Columbus City Schools	OH
Todd Puster	Orange City SD	OH
Randy Drewyor	Perrysburg Exempted Village SD	OH
Daniel Romano III	West Clermont Local SD	OH
Jeanise Wynn	Epic Charter School	OK
Tamatha Luebke	Jenks PS	OK
Jordan Ely	NW Regional ESD	OR
Angie Peterman	Retired/Consultant	OR
Ryan Baker	Commonwealth Charter Academy	PA
Brandy Smith	Montoursville Area SD	PA
Wanda Erb	Williamsport ASD	PA
Arthur McDonnell	Tredyffrin Easttown SD	PA
Tracy Ginsburg	Texas ASBO	TX
Nathan Glassey	American Retirement Association	VA
Alison Goodman	Richland SD	WA
John Gahan	Pewaukee SD	WI

A note from ASBO International Immediate Past President, John Hutchison:

On behalf of the ASBO International Board of Directors, I would like to thank all the members of the Vision 35 Task Force for their time spent developing these recommendations and their commitment to improving ASBO International. It has been an absolute honor to chair this committee as ASBO International's Immediate Past-President. While my tenure on the Board is drawing to a close, the work of the over 60 Task Force members will live on, strengthening our association and the members we serve. I'd also like to extend a special thanks to Jim Rowan, ASBO International's Executive Director, for his vision and leadership on this project. Through his leadership and the task force's efforts, ASBO International's course for the future has been set and an exciting journey is about to begin!

A note from ASBO International CEO, Jim Rowan:

The Vision 35 Task Force believes that the recommendations in this report will provide direction for ASBO International's Board of Directors, staff, and the larger ASBO International community.

Please note that the recommendations are not in priority order. The process of drafting, revising, and focusing the final recommendations presented has left what the task force believes are each substantial directional efforts to take ASBO forward in the coming years. The task force members respectfully believe that the next step is for the ASBO International Board of Directors to review the recommendations, and then determine what areas to approve and implement. The 'how' of implementation will be drafted subsequent to Board approval of the final recommendations.

I would like to thank the members of the task force for their honesty, time and efforts during this project. It was my pleasure to work with such a dynamic group of school business officials.

Governance

Ensuring the effective and efficient management of ASBO International, including the composition and responsibilities of the board of directors, committee structure, and decision-making processes, to serve the needs of its members and advance the school business profession.

- Review the structure of ASBO International's Board of Directors including its regionalization, any role for corporate partners, and depending on the international identity of the organization going forward, how that perspective is represented on the Board.
- Review and design a process of leadership selection for the Board based on the strategic competencies needed for the priorities of the organization balanced by diverse representation. Ensure that running for the Board is equitable in structure regardless of the location from where the candidate emerges.
- There will be a clear definition of the international intentions of the organization that will shape how ASBO International focuses resources and value creation to serve its primary audience(s).
- Clarify the critical role past presidents can play in contributing their experience and expertise to support the future strategy and efforts of the organization.
- Create ad hoc advisory groups as needed based on industry and organizational priorities that the executive director and board officers meet with several times a year.
- At least every five years, ASBO International will convene a diverse committee of thought leaders to explore what is on the horizon and where this set of recommendations continues to describe the desired future.

ASBO/Affiliate Partnership

Building and maintaining strong relationships between ASBO International and its affiliate organizations to promote collaboration, sharing of best practices, and support for the school business profession, while also advancing the organization's mission and goals.

- ASBO International and its affiliates act as partners who recognize the unique role they each play and how they can best collaborate for mutual support and benefit.
- ASBO International recognizes affiliates that are without executive directors or encounter resource challenges and strives to share models, resources, and even mentorship to support the strengthening of their organization.
- ASBO International has a proactive system in place that gives early warning to members on upcoming challenges and threats as well as how to prepare to be in the best position to thrive.
- Partner with affiliates that have on-demand courses to make them easily accessible to members for access to on-demand course content.
- Provide resources and training to interested international affiliates for grassroots efforts on how they could elevate their local advocacy efforts.

Member Benefits/Value

Enhancing and expanding the benefits and services offered to ASBO International members to provide them with valuable resources, tools, and support, and demonstrate the organization's commitment to their professional development and success.

- Create opportunities for micro-communities within ASBO International where members can find like-minded colleagues based on specific areas of interest. The Global School Business Network is a primary platform opportunity.
- ASBO International will explore stepping into the space of being a leader in research for school business officials.
- Develop a mentorship program to recruit and support members who would like to be mentored by a colleague in the community. There is the opportunity to explore an affiliate partnership with this recommendation so mentors/mentees would be in the same state/province.
- Develop strategies to increase ASBO International's relevance for both current members and future members with changing demographics.

Professional Learning

Providing ASBO International members with access to high-quality, relevant, and engaging professional development opportunities to enhance their skills, knowledge, and expertise in school business management.

- Construct and execute a content learning strategy that guides the learning opportunities ASBO International produces based on the current and future needs of members.
- Assess the effectiveness/cost of the SFO Certification. If value and resource return to the organization determines that a different path would better align, explore a shift to a more affordable micro-credentialing program.

- Prioritize business office staff as a key audience to develop the needed skills for their success and to fill the SBO pipeline.

Conferences

Planning, organization, and execution of ASBO International's annual conferences, including the selection of venues, speakers, and educational content, to provide members with opportunities for professional development, networking, and knowledge sharing.

- Conduct continual member listening and assessment efforts to align conference content and learning experiences to the needs of the member and what will create unique and memorable learning experiences.
- Explore and design the pacing for the current annual ASBO International conference and regional conferences to best support member engagement and operational realities.
- Create the opportunity during each conference to find a local community service opportunity as another effort to engage and provide a meaningful experience to interested members.

Communication and Awareness of ASBO International and the SBO Profession

Enhance the visibility and reputation of ASBO International and the school business profession to those outside the membership (i.e. regulators, legislators, media, the public, etc.).

- Author and amplify a strong narrative of the distinct value that ASBO International brings, that affiliates provide, and how they work in partnership to create a unified member experience.
- Create a career site accessible by the public to gain access to information that defines the roles/responsibilities of the SBO.
- Create awareness for the profession by integrating school business training and practices into the education provided at universities, such as in Schools of Education and Government Affairs programs.
- Develop strategies to increase ASBO International's relevance, especially for future members with changing demographics.
- Ensure ASBO International Professional Standards reflect and incorporate emerging technologies, the increasing demands of cybersecurity, environmental sustainability and changing demographic needs.

Innovation and the Evolution of Technology

Staying ahead of the curve in terms of technological advancements and innovations that can improve the efficiency, effectiveness, and sustainability of school business operations, and providing ASBO International members with the knowledge, tools, and resources they need to adapt and thrive in a rapidly changing landscape.

- Invest in relevant research and develop tools on how emerging technologies can be used safely and effectively to create efficiencies in school finance and operations. Communicate discoveries that emerge and align resources broadly.

Corporate/Association Partnerships

Building and maintaining strong partnerships with corporations and associations that share ASBO International's mission and goals, to promote collaboration, innovation, and support for the school business profession, while also generating revenue and resources for the organization.

- Prioritize, over the coming decade, the critical role that both organizational and corporate partners play in supporting and advancing the ASBO International community.
- Highlight and elevate the need for joint association and corporate partnership in effective federal and state advocacy efforts in the coming decade to bring to the table a stronger voice with decision-makers.
- Promote sharing of knowledge and tools, particularly those enabled by corporate partners, used by school districts with other school districts.

Drafted recommendations that emerged for the following fit better into the above, established categories and, as such, these (with no recommendations) have been removed as distinct categories:

- *Demographics and Design of Membership: Understanding the demographics and needs of ASBO International's members and designing the organization's membership structure accordingly to ensure the organization meets the diverse needs of the school business community.*
- *Advocacy: Legislative and Regulatory Policy Awareness: Monitoring and advocating for legislative and regulatory policies that impact the school business profession and providing ASBO International members with the information and resources they need to effectively navigate and comply with these policies while also promoting the organization's position on key issues.*
- *Marketing to the ASBO Community: Promoting the value and benefits of ASBO International and its members to the broader school business community through targeted marketing efforts, public relations initiatives, and outreach programs to increase awareness and engagement with the organization and its mission.*
- *International/Global: Expanding ASBO International's reach and impact beyond its current footprint to promote the mission and vision and build the organization's community on a worldwide scale.*