ASBOA

STRATEGIC PLAN 2024-2030

Building capacity and excellence in school business.

ASBOA
ASSOCIATION OF SCHOOL BUSINESS OFFICIALS OF ALBERTA

Founded in 1939, ASBOA is Alberta's professional association serving as the voice for those working in corporate service roles in Alberta's K-21 Education sector.

We support our members by connecting them to information, networks, tools, and professional expertise to excel in their roles throughout their careers in education.

As an association, we raise awareness and champion the critical role school business officials play in K-12 education. We recognize and celebrate the incredible work our members undertake every day in helping create the conditions for student and staff success.

ASBOA enables members to accomplish collectively what could not be done individually.

OUR PURPOSE

ASBOA builds capacity in K-12 education by strengthening professional practices in school business, championing the value of school business officials, and being a key advisor to policy-makers.

OUR VISION

All school business officials are valued fully for the crucial role they play and are recognized as equals in the education system working for students.

OUR VALUES

Integrity	We serve in the best interest of the public and students.
Professionalism	We strive to meet the highest standards of practice and seek to continually improve.
Relationships	We are open to collaboration with a spirit of service and inclusion.
Resourcefulness	We consider new ideas and new ways to move forward to meet both the organization's and our members' needs.

STRATEGIC PRIORITIES

1. MEMBER ENGAGEMENT

Strategic objective: Deliver relevant programs, services, and information our members value.

Strategic goals:

i. Provide and promote quality professional development opportunities.
ii. Offer opportunities for network building, idea-sharing, and peer support.
iii. Inform members of current issues, resources, and association activities.
iv. Incorporate opportunities for member feedback and engagement to inform direction.

Primary outcome: Members have access to resources, tools, and support needed to enhance their professional practice throughout their career.

2. ORGANIZATIONAL RESILIENCE

Strategic objective: Sustain continuity and stability through adequate resourcing and leadership.

Strategic goals:

i. Seek solutions to improve organizational efficiency and effectiveness.
ii. Diversify revenues to support strategic goals.
iii. Ensure governance infrastructure and volunteer resources meet current and future needs.

Primary outcome: A strong and vibrant association positioned for long-term sustainability.

3. LEADERSHIP DEVELOPMENT

Strategic objective: Develop leadership abilities and build capacity in school business.

Strategic goals:

i. Offer focused opportunities for school business officials to strengthen their leadership practice.
ii. Assist members in obtaining their CSBO designation.

Primary outcome: More highly qualified and competent leaders in the K-12 education sector.

4. AWARENESS & INFLUENCE

Strategic objective: Increase awareness and relevance by promoting ASBOA's unique position in the education sector.

Strategic goals:

i. Foster value-added relationships with education partners, key stakeholders, and sponsors.
ii. Maximize opportunities for collaboration and problem-solving between the needs of members, stakeholders, the public, and government related to school business.
iii. Increase awareness and understanding of the importance of the CSBO designation.

Primary outcome: Greater influence, increased recognition, and greater appreciation of the value of school business officials.

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