

# 2017 LAUREL AWARD APPLICATION

## PASBO Strategic Planning Process

### Synopsis

Strategic planning is tedious and time-consuming, and the result can be a document that gathers dust. After more than ten years without major revisions to PASBO's strategic plan, it was time for a change, and we committed to ensuring a thoughtful—and maybe even fun—strategic planning experience for all. Most importantly, we committed to ensuring that the final result reflected our members' needs and moved us in a positive direction.

We dedicated an entire year to building a new plan and charting a new course for PASBO. After forming a strategic planning committee and seeking input from members across the state, we set to work answering the big question—what is PASBO's mission?

After many committee meetings, convening focus groups of PASBO members across the state and additional input from members at every opportunity, we took a giant step forward. Our mission became clear, and we set forth down the pathway to define the strategies and priorities to advance us towards our new and refocused purpose.

With constant discussion, evaluation, focusing and refocusing, things fell into place, and a new PASBO strategic plan was born—one that looked very different from past efforts, and one that was completely responsive to our members.

Because of our thoughtful and deliberate process, we're confident the end result is a new strategic plan that will move our association in a new direction rather than one that will simply gather dust. Our members embraced the plan because it reflects their feedback and their needs. At the same time, staff embraced the plan because it gives them a clear, defined roadmap for meeting our members' needs and moving the association into the future.

Overall, the process was time-consuming and tedious—just as strategic planning should be—but it was also enlightening and exciting. The opportunity to involve so many of our members by soliciting and listening to their feedback and ideas was invaluable, and we are confident that the interest, engagement and enthusiasm that was generated through the strategic planning process will continue as we move into the implementation phase of this project.