



Iowa Association of School Boards

Strategic Plan 2027-2029

Mission

Educating and supporting Iowa's public school districts to govern effectively for student success.

Vision

Strong world-class public school districts led by effective, informed, and accountable school boards.

Values

Service | Innovation | Accountability

Strategic Priority 1: Empower

Strengthen the leadership, governance, and impact of Iowa's public school districts through targeted board member support, professional development, and accessible resources that improve district-level outcomes.

Goal: IASB will equip board members with the knowledge, resources, and support needed to govern their school districts at the highest level.

Strategies

- Deliver practical governance and professional development programs that emphasize real-world board leadership challenges and opportunities.
- Provide tiered learning opportunities aligned with the varying longevity and experience levels among our membership to ensure maximum relevance and value for members from IASB.
- Leverage innovative delivery modalities and expand member learning opportunities through the use of digital content, including the development of short and easily accessible digital training content.
- Strengthen school finance and financial stewardship education to support district board members in understanding complex funding systems and oversight responsibilities.
- Improve website navigation, resource organization, and content discoverability to ensure members can easily find, access, and utilize IASB resources.
- Expand outreach and engagement strategies to better connect with all members, including under-engaged and less-connected members, ensuring broader awareness, participation, and perceived value across the membership.
- Equip members with communication tools and resources to effectively engage their local communities, stakeholders, and policymakers with clear, relevant, and impactful messaging.
- Continue facilitating effective board and administrative team relationships.

Strategic Priority 2: Advocate

Serve as the leading voice for Iowa's public school districts through public policy, leadership, and stakeholder awareness.

Goal: IASB will strengthen its role as the trusted voice for Iowa's public school districts by deepening relationships with local, state, and national leaders while equipping members to be effective advocates for public education.

Strategies

- Provide members with clear, timely, and relevant legislative insights, paired with practical guidance and storytelling tools that help translate policy into meaningful impact for public school districts.
- Develop a robust advocacy roadmap centered on fostering relationships with elected and appointed leaders, establishing IASB as their trusted resource and partner on education-related issues.
- Expand resources that help board members understand legislative processes, timelines, and policy implications.
- Strengthen member confidence and effectiveness in advocacy by providing guidance, support, and practical approaches that help members navigate challenges, sustain engagement, and influence outcomes over time.
- Reinforce advocacy as a year-round responsibility by increasing member engagement, participation, and accountability in ongoing legislative and relationship-building efforts.
- Strengthen alignment between policy priorities, advocacy messaging, and member communication.
- Enhance member awareness of the full breadth and scope of IASB advocacy efforts, including the vast policy implications beyond funding issues.

Strategic Priority 3: Excel

Operate IASB with a focus on organizational excellence, fiscal discipline, operational alignment and effectiveness, and streamlined collaboration.

Goal: IASB will continuously strengthen its internal systems, staff capacity, and operational effectiveness to deliver consistent, sustainable, high-impact value to members.

Strategies

- Establish consistent internal communication rhythms, proactive planning processes, and cross-functional accountability to reduce silos, improve coordination, and sustain organizational effectiveness.
- Modernize technology systems and digital platforms to improve efficiency and service delivery.
- Enhance internal operational processes to maximize staff capacity and organizational effectiveness.
- Invest in staff professional development and leadership growth to support long-term organizational success.
- Evaluate and develop strategic partnerships that expand organizational capacity, enhance member value, and generate diversified revenue streams aligned with IASB's mission.
- Optimize cross-team alignment between policy, advocacy, finance, and member services messaging.
- Continuously evaluate programs and services to ensure IASB delivers high-impact value to school district members statewide.