VISION: The Association of School Business Officials, Maryland and the District of Columbia, is a professional development organization that provides programs and services to promote the highest standards of school business practices through professional development, professional certification, and the effective management of available resources to improve student performance.

MISSION: The Association of School Business Officials, Maryland and the District of Columbia:

- Prepares school business professionals to deliver the highest quality support services to the education community by affording those professionals the opportunity to share business solutions with colleagues
- Improve school business practices through rigorous, affordable professional development activities
- Provide access to best practices and scholarly research

MOTTO: Leadership and Professional Development Is Our Business

GOALS: ASBO MD has three primary goals:

**Goal I:** To utilize the unlimited membership option provided to our member districts to grow membership and increase engagement of active members

**Goal II:** To provide Leadership and Professional Development opportunities that are both timely and relevant by better understanding the needs of our members

**Goal III:** To ensure all Board members better understand the role that they play within our organization and are engaged, which will then translate to a stronger leadership pipeline for ASBO

STRATEGIES: Strategies are the specific steps that we will be following to achieve the goals as stated above
Goal I Strategies:

- Assist the Membership and Outreach Committee in developing specific tactics to better promote the value ASBO can provide members regardless of what area they work
- Ensure that branding is consistent with who our members are and is inclusive no matter what your title is with your district
- Reach out to underutilized groups that are not currently members of ASBO
- Promote our committees and leadership positions better so that members know how they can be more involved
- Utilize and provide Liaisons with all tools required to allow them to easily reach out and obtain new members
- Work towards building a brand that school system leaders trust in developing their employees into effective future leaders

Goal II Strategies:

- Provide multiple options for members to give us feedback on their professional needs. This could be online surveys, data collections at our in-person events, and/or any other solution that is easy for our members to reach out to us
- Fully staff the Professional Development Committee with a wide range of individuals from different sectors so that there is diversity of members to provide ideas that are relevant to all
- Provide more leadership development opportunities
- Produce webinars on timely Professional Development sessions between our conferences
- Complete the process for obtaining CPE credits for our conferences and webinars

Goal III Strategies:

- Continue and expand the new Board member orientation
- Re-establish the commitment of our Gaddis participants in giving back to ASBO and serving in leadership roles as either Board or Committee members
- Provide training and guidance for our Committee Chairs/Co-chairs so that they can fulfill their roles and be effective in their position
- Review job descriptions and continue providing documents that highlight and summarize the Blue Book for our Board members
- Ensure that all Board members have the opportunity to speak at Board meetings