



2026-27 WPSBA Annual Goals

Encourage increased engagement of school districts in our region:

- Ensure we are offering programs and services that support the diverse needs of our school districts and provide continuing education for board members.
- Focus outreach efforts on providing a hub for networking amongst school board members in the region.
- Improve representativeness of WPSBA through:
 - Methods of increasing participation from boards who are less involved in WPSBA events/programs.
 - Identification of potential WPSBA directors who reflect the diversity of the districts we represent.

Expand opportunities to address advocacy issues:

- Ensure advocacy efforts are proactive, flexible, and timely.
- Increase efforts to clearly represent, promote and convey regional needs to legislators, Governor's office, regulatory bodies, and constituent groups.
- Continue to collaborate with organizations, particularly LHEC, that share similar goals and support executive director's participation in related meetings and activities.

Enhance internal and external communications:

- Continue to evaluate internal communications and ensure our messages are timely and efficient.
- Seek out opportunities to collaborate with regional and state organizations
- maintain and measure effectiveness of a cohesive, targeted message through website, social media presence, engaging materials, etc. that is also reflected in the programs and special events.
- Continue to provide program-specific communications to promote awareness of and participation in WPSBA programming.