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ACCT Professional Board Staff Network

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www.acct.org/membership/PBSN



# The Future Is Us: Building on Strength, Embracing Change

BY SHELBY FOSTER
PBSN PRESIDENT

Y COLLEGE RECENTLY DEVELOPED A CAMPAIGN BASED ON "strong foundations, bright futures." I reflected on how this would apply in our roles as professional board staff.

We have incredibly strong foundations, many of us weathering significant changes — technology updates, shifts in how education is administered, transitions in our leadership, budgetary changes. We are great problem-solvers.

So, what does our bright future look like?

There is no crystal ball — it's just us.

It's us, our colleges, and the understanding that we will need to use our strong foundations in administrative support to prepare ourselves for our bright future. Here are a few things to keep in mind:

Assess your role's needs and when technology can potentially assist. Is there a daily task that is using too much of your time? Do you feel like writing minutes takes, well, hours? Technology can help streamline some of your more mundane tasks, freeing up time for bigger projects. Not sure where to begin? Start with identifying which platforms your college uses for email and other administrative functions (i.e., Microsoft, Google). These platforms often have a wealth of additional programs that are worth exploring.

Choose the path of innovation rather than simply reacting to new technology. Artificial intelligence (AI), scheduling tools, project management platforms — there is an ever-changing world of technology available to us in our roles. Work with



your administration and information technology departments to consider investing in licenses or subscriptions that will enhance your productivity.

In addition to what your college offers, consider investing in your own professional development through training or an individual account with an AI platform. Don't be afraid to experiment to find the tools and platforms that are right for you. What you use for your minutes may not be the same technology you'd like to use to develop agendas.

Part of staying on the path of innovation is being mindful of your college's policies on the use of AI and technology, and the restrictions on personal or confidential information being shared. Perhaps your college still needs to create or review its policy; this would be a great time to do so.

Know that some of our role will never be filled by technology. At the end of the day, there will always be personal elements of our roles that can never be replaced by technology. Embrace the parts of your role that allow you to express your individuality, connect with others, and provide our students and communities with access to education.

It's finding the balance — acknowledging and taking control of the technology available to us, while still connecting on a personal level. Using ChatGPT to help draft meeting minutes, and yet still making the time to listen to a student's concerns to find them the help they need.

Our upcoming sessions at the ACCT Leadership Congress in New Orleans will provide opportunities to innovate and grow in our roles as professional board staff. We will feature customized sessions on artificial intelligence and building professional relationships with your trustees. PBSN will also be presenting a concurrent session on crisis communication. We will continue our tradition of holding roundtables, both on current topics of interest (Thursday) and by geographical regions (Friday).

In addition to our professional development session and business meeting, there will be a chance to network and enjoy time with one another at our annual meet-and-greet. These sessions will all be listed in the ACCT Leadership Congress program.

Looking to stay involved but not currently able to travel? PBSN holds virtual roundtables via Zoom and posts relevant information on ACCT Connect and our PBSN Facebook group. Collaborating virtually with one another is an excellent way to stay connected, seek advice, and grow professionally. Please consider joining the Professional Board Staff Network page on ACCT Connect (https://connect.acct.org.)

It's been a true honor to serve as your president this year. Professional Board Staff Network members share a passion, devotion, and dedication to educational service. We will continue to inspire, to lead, and to innovate the changing world ahead. Hope to see you in New Orleans this October!

