

Highlights 2015

Arizona School Boards Association

Quality leadership and advocacy for children in public schools



Workshops, Conferences and Webinars

ASBA conducted 23 conferences and workshops in 2015, which provided access to keynote speakers like Emily Bazelon, Alberto Carvalho, Dr. Cile Chavez, Clay Jenkinson, Shaun Martin, Claudio Sanchez and Arizona State Historian Marshall Trimble, as well as 95 breakout sessions on governance, leadership, legal, policy, communications and other topics.

Combined attendance was more than 3,400. The Law Conference again had more than 700 attendees and Summer Leadership Institute reached capacity.

We increased professional development opportunities in 2015 through three webinar series: a three-part series on legal topics; a four-part series on leadership topics for governing boards and superintendents; and a four-part series for administrative professionals.

We presented other hour-long webinars on topics including dollars in the classroom, do's and don'ts of bonds and overrides, AZMERIT, and the inflation funding lawsuit.

Four online learning modules were developed and made available on ASBA's website.

Customized Team Trainings and Facilitation

ASBA conducted more than 75 customized, on-site trainings for individual boards across Arizona on leadership, governance and legal issues.

We continued to expand our offering of training and facilitation services to include districtwide strategic planning, mediation services, offerings based on NSBA's The Key Work of School Boards, and facilitation support.

Inflation Funding Lawsuit

2015 saw litigation, mediation, negotiation of a settlement and, finally, a tentative agreement to settle the Prop. 301 inflation case (Cave Creek USD, et. al. v. DeWit, et. al.). ASBA led this seven-year effort from the beginning and worked with our plaintiff partners, Arizona Education Association and Arizona Association of School Business Officials, to accomplish a milestone achievement for Arizona public education. Because of our efforts, our members will receive billions of dollars more in badly needed funding than they would have without those efforts.

Other Legal Advocacy

ASBA was an amicus curiae party in Peoria USD v. McKee in which the main issues were 1) whether the school district provided timely disclosure of public records in a case involving complex litigation with literally thousands of documents; and 2) whether the judge in the case used the proper standard in overruling the school board's discretion involving teacher termination in the case. On both issues the district prevailed, with ASBA providing critical statewide perspective on the issues.

ASBA History

A history of the work of ASBA over the past 25 years (1990-2015) has been completed and is now available online at www.azsba.org/about-asba. A book chronicling the association's first 40 years (1949-1989) was published in 1989.

Policy Services

PolicyBridge launched in February 2015. Our commitment to provide an effective, cutting-edge technology program that provides district governance with powerful, interactive opportunities to address local policy needs remains firm, despite the considerable challenges faced during its introductory year. We have sought, documented and responded to input from our members and are working to address them to ensure that the PolicyBridge maintains the critical functionality for distribution/adoption of policy advisories and the policy review process.

Executive Searches

ASBA conducted 15 executive searches across the state on behalf of member boards.

Legislative and Grassroot Advocacy

ASBA led efforts to make session law changes to the definition of classroom expenses to include classroom instruction, student support and instructional support.

ASBA successfully passed SB1289 to allow a two-year transition in the school accountability system, as Arizona transitions to AzMERIT, as well as a more robust accountability system to honor the work in schools and districts.

ASBA was highly effective in curtailing district speech restrictions, efforts to undermine bonds and overrides, and other infringements on local control, with few new laws passed.

The executive committee of the ASBA Board of Directors led the delegation at the NSBA Advocacy Institute and met with nearly all Arizona's congressional members and staff.

Grassroots advocacy saw major growth. Over 13,600 emails were sent to legislators and the governor (up from 1,700 last year), and 3,700 individual actions were taken by members and public education supporters through ASBA's online advocacy tools (up from 700).

We more than doubled the number of sign ups by supporters of public education to comment on bills through the Legislature's "Request to Speak" system, with ASBA signing up approximately 600 persons (up from 225 last year).

Fifteen grassroots advocacy trainings were held.

Strategic Focus on Equity

The Equity Event, a first-of-its-kind ASBA event focused on strategies and promising practices for closing the opportunity and achievement gaps, attracted 275 leaders from public education, government and the private sector. The event was the impetus for the National School Boards Association to schedule an Equity Symposium in January 2016.

ASBA partnered with other organizations on equity-related efforts, including an "un-conference" on discipline disparities with MCESA, and the screening of the documentary "Paper Tigers" with Phoenix Children's Hospital and the ACE Consortium.

Communications

ASBA increased engagement levels on social media platforms by 50 percent.

AZEdNews now has over 14,500 Facebook and Twitter followers and has published more than 150 original articles.

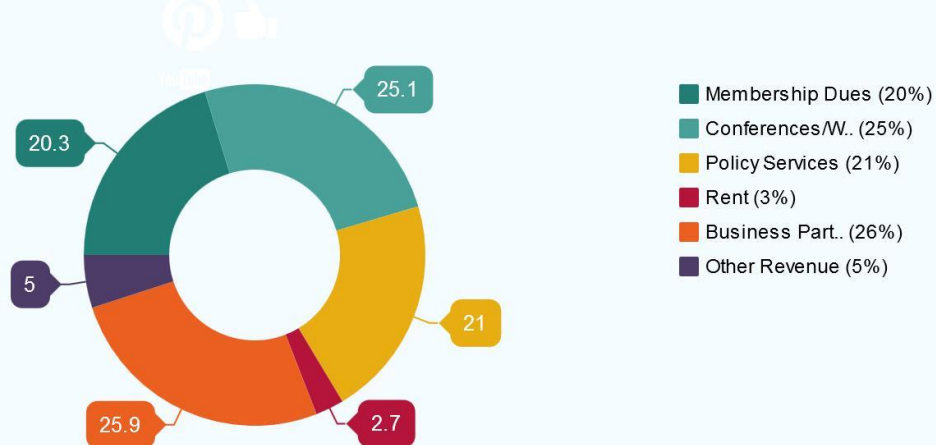
A new mobile-friendly and interactive website was launched.

Marketing efforts were increased through the use of infographics and videos.

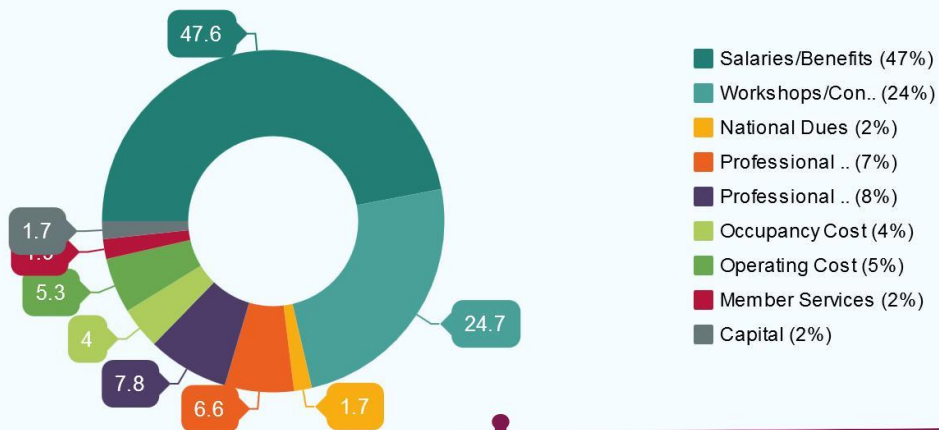
Financial Health

ASBA is in sound financial standing. Our auditors, Brett Backlund and Associates, presented a clean review with no findings to ASBA's Audit and Finance Committee in September 2015. The charts below illustrate the source of ASBA revenues and how dollars were spent in FY 2015

Actual Revenues for Fiscal Year 2015



Actual Expenses for Fiscal Year 2015



Business Partners

ASBA enjoyed support from its long-term relationships with ASBAIT and The Trust, a new year-long partnership with the Breakfast in the Classroom initiative, and the addition of Cost Control Associates as a gold-level sponsor in our new VIP (Very Important Partner) annual sponsorship program.