

Leadership Development, Member Services and Board Support



We develop and support individual board members, whole governing boards and board-superintendent teams in effective governance, leadership and teamwork so that every Arizona student can succeed.

- Consulted with members daily by phone, email or in-person, to provide information on governance, conflict resolution, superintendent search services, teamwork and policy application.
- Provided access to and guidance in using the Board Self Evaluation tool and interpreting the results of this tool.
- Provided all member boards access to a comprehensive superintendent evaluation tool and consultation services on how to implement and use this tool.
- Continued to meet the diverse needs of boards by offering both in-person and virtual training and meeting facilitation statewide.
- Facilitated custom training for school districts across Arizona, focusing on strategic planning, effective meetings and communication protocols.
- Served as a resource for school districts in superintendent searches.
- Created content and schedules for all webinars, conferences, workshops. Attendance numbers at the 2024 events:

o Women's Leadership Conference: 92	o BOLTS: 125
o Pre and Main Summer Leadership Institute: 308	o Pre and Main Law Conference: 855
o County Meetings: 302	o New Board Member Orientation: 200
o Annual Conference: 510	o Webinars: 831

Policy Services



Ensuring governing boards a basis for governance and operations that comply with federal and state statutes and regulations.

- Conducted numerous Comprehensive Policy Reviews across the state to ensure district practices are aligned with their policies and procedures, and that their policy manual documents are in compliance with state and federal laws and government agency rules and regulations; as well as locate any internal conflicts in their policy manual. We meet each district where they're at – geographically, as well as their manual's maintenance.
- Helped Districts' Super Users clean out their PolicyBridge queues to help process all their District's policy documents.
- Began an update to the language and organization of our model manual to ensure all Policy documents are clear, concise, and comprehensive. Member districts and educational partner experts are vetting each section, and we are in the process of rolling out the updates section-by-section for manageability.
- Started publishing a monthly e-newsletter, *Pulse on Policy*, so our members can stay informed.
- Created a new Policy Listserv to provide a space just for Super Users to ask questions, share tips, etc.
- Updated our Employee Handbook, aligned to our model manual, as a complimentary, compliance-focused resource for our Policy Services members which is customizable to reflect each District's culture, values, and needs.
- Conducted PolicyBridge Super User Regional Trainings across the state.

Communications



ASBA provides members with a wide variety of communications and engagement services.

- Produced Over 30 In-House Videos: High-quality videos enhanced communication and member engagement.
- Reconnected with Past Presidents: Created personalized outreach with special invitations and recognition, leading to positive feedback and increased event participation.
- Executed Strategic Campaigns: Launched bylaw voting, officer nominations, and annual survey campaigns with targeted emails, social media and videos.
- Developed an Association Communication Plan: Ensured proactive and strategic communication to sustain ASBA's progress and engagement.
- Facilitated Leadership Transition: Implemented a 100-day onboarding plan for ASBA's new Executive Director.
- Showcased District Stories: Highlighted excellence in districts like Tempe Union and Somerton, sharing impactful classroom and community narratives.

Communications *(continued)*



- Launched New Website: Introduced an interactive, accessible platform to better serve members.
- Promoted Volunteer Opportunities: Rolled out the "Get Involved and Make a Difference" campaign to boost member participation.
- Tailored Member Communication: Created newsletters and welcome packets for Superintendents and Administrative Professionals.
- Published Back-to-School Newspaper: Distributed a statewide publication to inform and engage members.
- Continued the ASBA Rebrand: Advanced the "Educate. Advocate. Elevate." initiative to reinforce ASBA's mission. (Coming Soon)

Advocacy



ASBA advocates on behalf of its member boards at the Arizona State Legislature and at all levels of government.

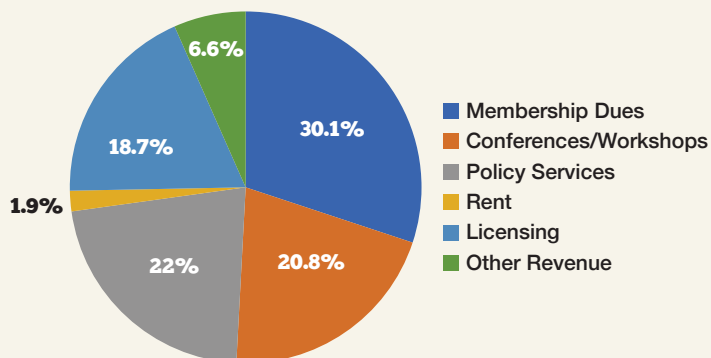
- Total Number of Education-Related Bills Introduced: 208
- Total signed into law: 18
- 2024 session total: 1,629 bills, memorials, and resolutions introduced
- The 2025 Political Agenda was voted on and approved on September 7, 2024
- This was the first year ASBA offered a virtual option for the Delegate Assembly. We had eleven voting delegates and twelve non-voting delegates that took advantage of this new offering
- Total placed on at least one committee agenda: 76
- Total vetoed: 7

Financial Health

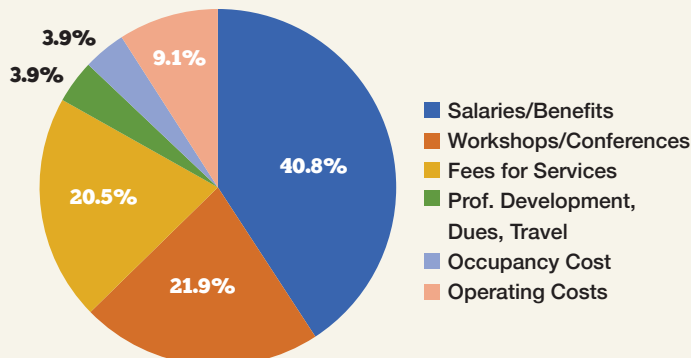


- The financial health of ASBA is crucial for its sustainability and ability to fulfill our purpose - providing training, leadership and essential services to public school governing boards statewide. Strong financial management not only ensures that ASBA can cover its operational costs but also enables it to invest in programs and initiatives that create meaningful impact for our members. Keeping apprised of the organization's revenue streams, expenses, and funding sources provides valuable insights into the organization's stability and growth potential. By maintaining fiscal responsibility and transparency, ASBA strives to build trust with our members.

Actual Revenues for Fiscal Year 2024



Actual Expenses for Fiscal Year 2024



Coming in 2025

- The Board's Role in District Implementation of AI
- The 4C's of Communication in collaboration with The Ohio State University
- Regional Trainings—FREE!
- Governing Board Operations Manual
- Office Hours: Your Questions Answered in Real Time!
- New and improved superintendent search processes for background checks and application software!
- Upgrading the ASBA PolicyBridge platform with new features (e.g., integrating with Agenda/Meeting software). We will also be providing numerous in-person and remote opportunities for trainings, along with tutorials and written instructions.
- New Communications Resource Center and monthly toolkits

EDUCATE. ADVOCATE. ELEVATE.