

## ■ Strategic Focus on Equity

- A facilitated retreat for ASBA board, staff and caucus leaders resulted in a united commitment to pursue bold action focused on a shared vision of inclusion, equity and excellence for *all* students.
- Planning began and strategic partnerships were secured for The Equity Event, which will be held April 8-10, 2015, in Phoenix. The focus of this new ASBA learning opportunity is leadership strategies and promising practices for closing the opportunity and achievement gaps.

## ■ Conferences and Workshops

ASBA conducted 13 workshops/conferences with a combined attendance of more than 2,600 participants. Interest in Summer Leadership Institute exceeded capacity. ASBA county meetings attracted more than 400 attendees.

## ■ Leadership and Governance Team Trainings

ASBA conducted more than 40 customized trainings, and expanded our team training capacity by securing the services of three experienced, well-respected Arizona school leaders to join ASBA as consultants.

## ■ Policy Services

Training of school district staff on ASBA's new PolicyBridge program began this fall in preparation for a February 2015 rollout. The program, in development for the past three years, enhances ASBA's subscription Policy Services program, already recognized as the best of its kind in the country, by enabling subscribers to directly interact with their policies and ensuring more efficient revisions and compliance with the law.

## ■ Legislative Advocacy

- ASBA lobbying and grassroots advocacy were instrumental in defeating the expansion of Education Savings Accounts (ESAs) to over 600,000 students, which would have diverted already inadequate education funding from our public schools to unaccountable private schools.
- ASBA was highly effective in curtailing mandates 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 National School Boards Association Advocacy Institute and met with nearly all Arizona's congressional members and staff.
- Grassroots advocacy efforts expanded, as evidenced by over 1,700 emails to legislators and the governor contributing to the defeat of significant ESA expansion, 700 individual actions taken by members and public education supporters through ASBA's online advocacy tools, and a more than doubling of the number of supporters signed up by ASBA for the Legislature's "Request to Speak" system to comment on bills and be entered into the public record, from 100 persons in 2013 to over 225 today.

## ■ Legal Advocacy

- An ASBA-led coalition continued legal efforts to secure hundreds of millions of dollars for Arizona's public schools in the case of *Cave Creek USD et. al. v. Ducey*. By order of the Arizona Supreme Court, which ruled in September 2013 that the state must provide inflation in the manner prescribed by the law enacted by Proposition 301, the case went back to the trial court in 2014 to resolve what was needed for the state to comply. In July, the judge ruled for the plaintiffs on "the reset issue," saying the state must reset the base level of funding and owes schools for inflation based on what should have been provided under the law. In October, a hearing was held at the trial court on "the back pay issue,"

the cumulative inflationary increases not provided in fiscal years 2010-2014. A ruling is expected soon on this issue. No funds have been appropriated. The state has said it will appeal the ruling on the reset issue and proceedings are pending before the Arizona Court of Appeals.

- ASBA’s multi-year legal fight against Education Savings Accounts (*Niehaus v. Huppenthal*) came to a conclusion in March 2014 when the Arizona Supreme Court denied review of the 2013 Arizona Court of Appeals decision affirming ESAs, effectively ending the legal case.

### ■ Communications and Public Advocacy

- ASBA media initiatives resulted in sustained and informed statewide coverage of the association’s key legislative and legal advocacy efforts, notably Prop. 301 inflation funding litigation and efforts to defeat legislation to significantly expand Education Savings Accounts (ESAs).

- The Arizona Education News Service website, e-weekly publication and social media were launched in January 2014. Staff wrote, reported and published more than 100 original articles, and gained more than 9,000 Facebook and Twitter followers, enabling us to reach an average of more than 12,000 readers each week with fair and balanced reporting that aims to inform the discussion of public education in Arizona.

### ■ Executive Searches

ASBA conducted nine executive searches on behalf of member governing boards, including Arizona’s largest elementary school district.

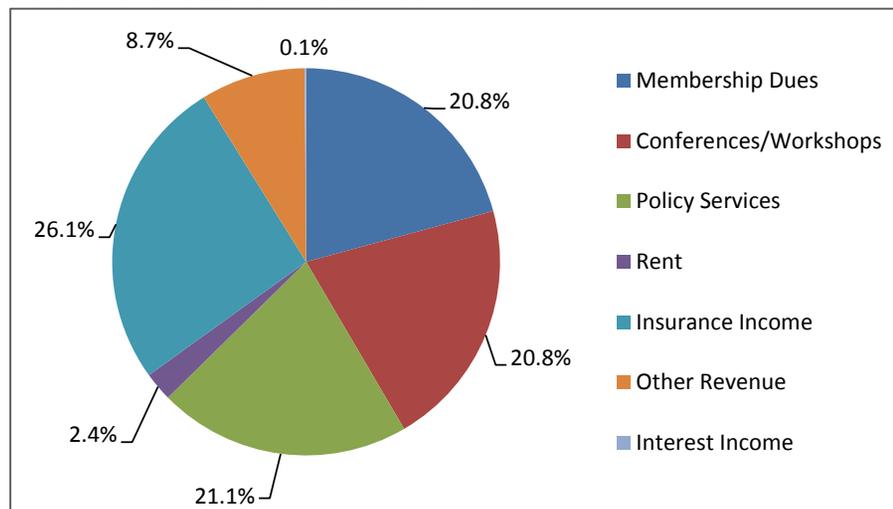
### ■ Organizational Capacity

The associate executive director position was established in response to organizational needs and opportunities for program development.

### ■ 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 2014. The charts below illustrate the source of ASBA revenues and how dollars were spent in FY 2014.

**Actual revenues for Fiscal Year 2014**



**Actual Expenses for Fiscal Year 2014**

