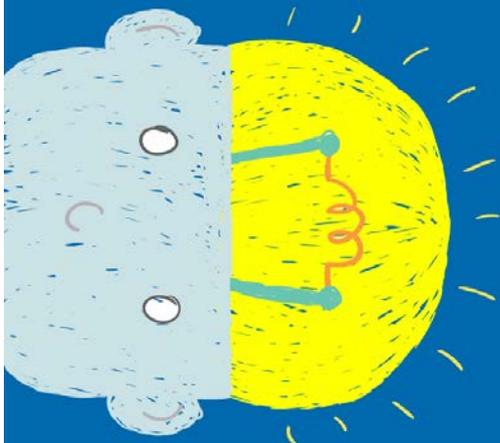




Annual Highlights 2017

In service to our members, ASBA works toward the best schools in every community by cultivating excellence in locally governed school districts.

#keepitlocal



In Service to Our Members

□ Building the knowledge base and leadership and governance skills of board members □ Working with full boards to achieve effectiveness and peak performance □ Creating opportunities year-round to discuss and challenge barriers to student success □ Creating a statutory, regulatory and legal environment where public schools can thrive □ Influencing the discussion of public education and local decision-making in Arizona □ Providing the services for a solid base upon which boards can build □ Providing leadership to benefit partner organizations in Arizona and around the nation

Leadership Development

Building the knowledge base and leadership and governance skills of board members

Workshops, conferences and events experienced an overall record high attendance – a 6 percent increase from the prior year – because of relevant and engaging topics, from civil discourse to data-informed decision-making, and highly regarded and nationally prominent keynote speakers, including Peg Tyre, Rosalind Wiseman and Steve Pemberton.

The foundational New Board Member Orientation was provided to more incoming board members than ever before – a 50 percent increase over the 2015 orientation.

The ASBA Leadership Lab, an exclusive year-long opportunity for individual board members to explore and grow their leadership potential, was developed for 2018 rollout.

The STAR – Superior Training Accomplishment & Recognition – Award was introduced to recognize exceptional individual commitment to professional development, and four individuals received the Gold STAR for more than 600 hours of training.



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Board Support & Services

Working with full boards to achieve effectiveness and peak performance

As needed, on-call consultation and support on policy, governance and legal matters were provided to an average of 12 school districts per day.

The new online ASBA Board Self-Evaluation was piloted, and related support and facilitation services were developed (available to all members in early 2018).

A board support and field services specialist was added to the staff team to work with individual boards desiring to overcome challenges or increase effectiveness to reach their full potential.

Leading for Equity

Creating opportunities year-round to discuss and challenge barriers to student success

The inequitable impacts to low-income and rural students, and students of color were central to lobbying efforts on key issues, including vouchers, results-based funding and A-F school letter grades.

Keynote speakers at ASBA's largest conferences focused on issues of equity, access, opportunity and restorative justice.

Equity was embedded as criteria for the ASBA Golden Bell Promise Program Awards and Annual Conference breakout sessions.

The Equity Challenge was introduced and workshopped at The Equity Event as a framework for board, leadership teams and the community to engage in six essential topics.

A full-day pre-conference on "Deep Equity" was attended by more than half of all attendees at The Equity Event.

Legislative & Legal Advocacy

Creating a statutory, regulatory and legal environment where public schools can thrive

ASBA spearheaded and coordinated the state court filing of a lawsuit to address dramatic underfunding of school capital.

Member districts' interests were monitored and represented on over 300 bills at the State Legislature, with the guiding principles of local control and enhanced funding.

A new online advocacy system was implemented to target and amplify the voice of members.

Timely communications throughout legislative session informed members and assisted them with their advocacy efforts for public schools, which impacted outcomes on education funding and challenged efforts to expand vouchers.

Original research was published and utilized to articulate ASBA's positions before legislators, the governor's office and the State Board of Education, including the A-F Task Force, and to influence discussion and action on topics including results-based funding and vouchers.

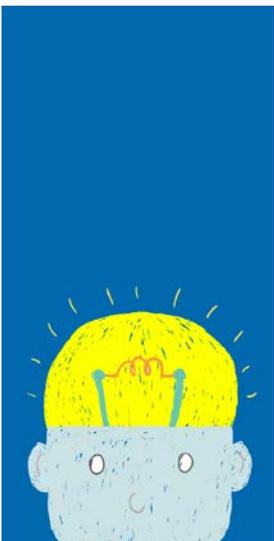
Communications

Influencing the discussion of public education and local decision-making in Arizona

Aggressive statewide media relations and original stories reported by ASBA's Arizona Education News Service (AZEdNews.com) led to heightened reporting on vouchers and the teacher shortage.

A report released by ASBA and AASBO on student support and classroom spending reframed district spending priorities, rivalling the Arizona Auditor General report on classroom spending.

Graphics, videos and messages designed for social media, housed in an online resource center on azsba.org, gave members and other public education advocates tools to exponentially increase their reach in sharing facts and information.



Essential Foundations

Providing the services for a solid base upon which boards can build

Superintendent Searches

Comprehensive superintendent search services were provided to more districts than any other search entity and at a lower cost.

Re-engineered pre- and post-search board modules were introduced to both get the search process and the new superintendency off to a solid start.

Policy Services

Thirty-five policy advisories were issued on changes to state and federal law.

Functional enhancements to PolicyBridge led to greater efficiency in local policy management.

Regional policy workshops reached 250 district-level staff.

Employee handbook service launched as a valuable resource to complement policy services.

Health Insurance

Health insurance was provided to 164 districts, covering nearly 30,000 individuals, through the ASBA Insurance Trust (ASBAIT).

A State & National Resource

Providing leadership to benefit partner organizations in Arizona and around the nation

Legal and research resources were provided to other education partner organizations, including the Arizona Association of School Business Officials, Arizona School Personnel Administrators Association, Arizona School Administrators, Arizona Career and Technical Educators, Arizona Council of School Attorneys, Arizona School Public Relations Association, Arizona Schools Now and Expect More Arizona.

Staff and officers presented before national audiences to share data and expertise on legal, legislative, communications and equity topics.

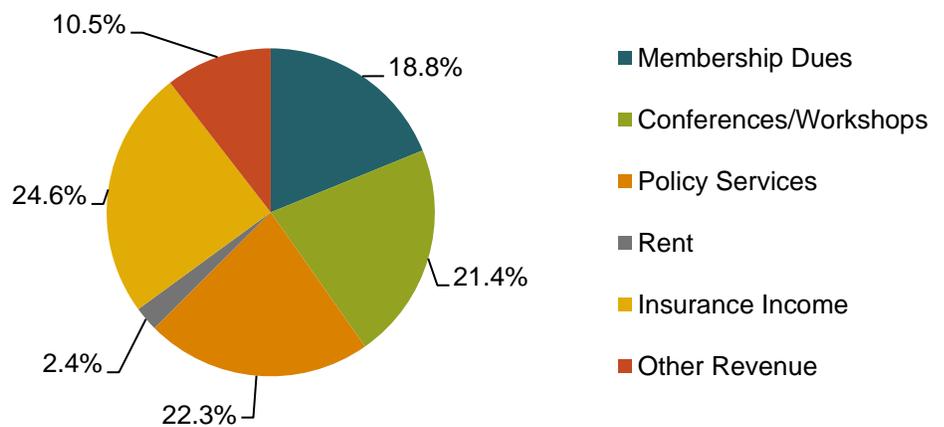
Our Business Partners

Aggressive effort to build mutually beneficial relationships with businesses that support public education contributed to an increase in "Other Revenues" by 64 percent over the past fiscal year and 110 percent over the past two years. Contributing to growth are ASBA's relationship with BoardDocs; new sponsors for The Equity Event, including Cox Communications and AVID; and more exhibitors and sponsors for the Annual Conference, including Grand Canyon University as keynote speaker sponsor and AdvancED as the first-ever pre-conference sponsor. Year-round support continued from our Very Important Partners: The Trust, ASBAIT, BoardDocs and Cost Control Associates.

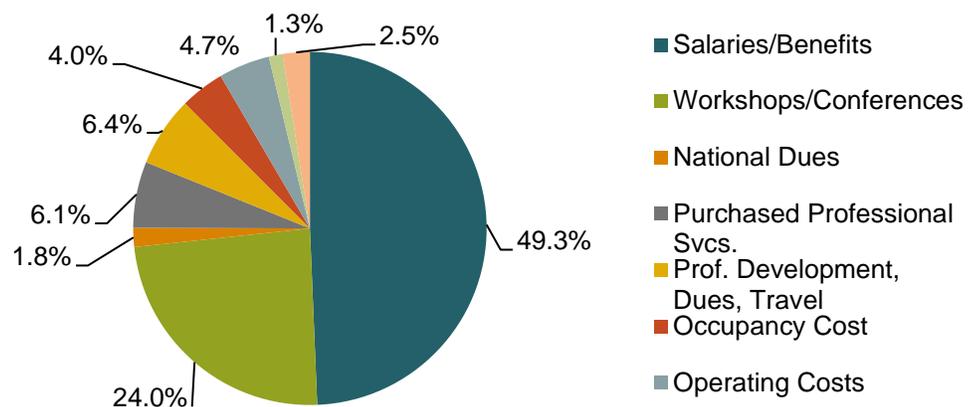
Financial Health

ASBA is in sound financial standing to support current programs and services. The charts below illustrate the source of ASBA revenues and how dollars were spent in FY 2017.

Actual Revenues for Fiscal Year 2017



Actual Expenses for Fiscal Year 2017



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