

# In Service to Our Members

# Annual Highlights 2019

## Essential Foundations

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

## Professional Development



Building the knowledge base and leadership and governance skills of boards and district leadership teams.

### Conferences & Events

**80+ hours of learning content** were produced and presented at **26 events** and through **10 webinars** with **4,000+ combined registrants**, including the Law Conference's largest attendance ever.

### Academy of Board Development Awards

**293 individual training awards** were presented to board members to recognize hours of training received.

**27 full boards** were honored for their commitment to training.

### NEW! Arizona School

#### Administrative Professionals

**167 individuals** joined ASBA's Arizona School Administrative Professionals (ASAP), a learning and networking community for district staff.

ASAP members discussed **47 different board-related topics** via their ASBA-supported listserv.

**15 ASAP professional development hours** were available at two ASBA events.

## Leading for Equity



Elevating education equity as a moral and economic imperative and assisting district members in its pursuit.

**25 hours of stand-alone equity training events** including **5 webinars in a series**, were developed and delivered **65 awareness generating graphics and videos** that promoted equity and inclusion and celebrated diversity were created and shared via social media and other platforms through the #Equity365 campaign.

**1 new Core Belief** focused on equity was developed by the ASBA Equity Committee for members' consideration.

Public education leaders at **3 national events**, including NSBA's CUBE Conference and Equity Symposium, learned about ASBA's Leading for Equity Framework through presentations by ASBA staff.

Launched the Rural Alliance to provide greater networking and representation that supports **50+ percent of member districts**.

## Board Support

Working with full boards to achieve effectiveness and peak performance.

**215 hours of training and facilitation** were delivered via **64 customized in-district trainings**.

**9,000+ miles** were driven to provide training and facilitation, with half the districts served in rural and remote districts and half in urban and suburban ones.



## Policy Services



Ensuring boards a basis for governance and operations that complies with laws and court rulings.

**23 policy advisories** were prepared and distributed to school district subscribers to help them remain in compliance with state and federal law.

**23 districts** engaged in complete policy reviews.

## Superintendent Search Service



Providing specialized, expert support to boards throughout this critical process.

Provided **370+ hours of on-site support** and **400+ hours of off-site support** in **10 superintendent searches**.

**75 percent of superintendents** provided information for ASBA's Annual Superintendent Salary Survey, a critical resource in the hiring process.

## Leading & Advocating

Representing and advocating for the diverse needs of our membership.



## Advocacy

Creating a statutory, regulatory and legal environment in which public schools can thrive.

### Legal

Continued to lead and make major financial investments in the legal challenge aimed at rectifying the school capital finance system that unconstitutionally allowed **billions of dollars** in state funding shortfalls over the past decade.

### Legislative and Regulatory

Presented on public policy issues and provided resources and support to **dozens of allied education and community organizations**.

**6,104 individuals** received **97 legislative update emails**.

**1,302 emails** to legislators were generated through **8 ASBA action alerts**.

**236 bills** were tracked throughout the legislative process.

**14 live updates** via Facebook Live were produced.

**2,000+ legislator voting records** were distributed in August and September by Friends of ASBA, our 501c4 affiliate.

## Communications

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



**100+ videos** that highlighted and explained ASBA news and priorities were created and shared via social media and other platforms.

**68 ASBA AZEdNews.com original articles** were published, generating **186,000+ page views**, including 16,868 views for the 15-article teacher series, and 9,173 views for articles and videos on student social/emotional issues.

An online hub on azsba.org that included ASBA's model 2020 Census Resolution, **6 AZEdNews articles, 4 videos** and **1 infographic** generated **3,000+** views of our webpages dedicated to encouraging a complete count for the 2020 U.S. Census.

**224 educators** from around the state applied for AZEdNews' first teacher grants.

**Cultivating excellence in locally governed school districts.**