

In a year unlike no other, ASBA stepped up, stepped out, adjusted, overcame and adapted, not only maintaining service to our members, but also enhancing and expanding them.

Essential Foundations

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

Board Support

Working with full boards to achieve effectiveness and peak performance.



We pivoted to our first **virtual custom board trainings**. Since March, we have worked with **16 boards** to provide **44 hours** of customized virtual training and facilitation.

Published ASBA's first **Board President's Handbook**

Introduced "Journey 2021-2022" **new board member engagement program**.

Launched an ASBA-ASA workgroup to develop a **model superintendent evaluation tool**.



Professional Development

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

1,862 district leaders attended our regularly scheduled summer and fall workshops and conferences - Summer Leadership Institute, County Meetings, the Law Conference and pre-conferences, the ASBA-ASA Annual Conference and New Board Member Orientation - all of which were transitioned to **virtual events**.

Despite being virtual, registration for the County Meetings was up 7 percent over 2019, the highest registration level since 2016.

We hosted **36 webinars** with **14,370 registrants**, up from 10 webinars with 4,000+ registrants in 2019.

Our new **Webinar Wednesdays**, which kicked off in August, provide members **two no-cost webinars per month** on governance, equity and leadership topics.

New members had **three options for New Board Member Orientation**, attending one of two live virtual events or receiving the content via recorded video.

Policy Services

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



Policy Services continued uninterrupted and our team responded to conditions that seemed to be changing by the day with support for professional/support staff telecommuting, school closure and employees' rights language.

Nine policy advisories and **four policy alerts** were issued.

ASBA Policy Services continued to enjoy a **100 percent subscription rate** among ASBA members.

Superintendent Search Service

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



We worked with districts to implement virtual interviews and virtual community meetings and carry out the **search process for nine districts**, never veering from the high standards for which ASBA is known.

A **customizable public relations plan** for introducing a new superintendent to the staff and community was added to the search service.

Fascinating fact: All four ASA Superintendents of the Year for 2020 were selected by boards who used ASBA as their executive search consultant.

Leading & Advocating

Representing and advocating for the diverse needs of our membership.

Leading for Equity

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



The new "**Leading for Equity Workbook: Ready Yourself for Discussion and Action**" was introduced to state and national audiences through three six-hour virtual workshops in October.

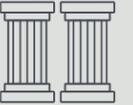
The ASBA Board of Directors adopted an **antiracism resolution** and a model resolution was made available to member districts.

30 videos about antiracism through personal storytelling were produced as part of the "Voices that Matter" campaign.

The memberships for the **Hispanic-Native American Caucus, Black Alliance** and **Rural Alliance** all increased and the groups now have a **combined 320 members**.

Advocacy

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



We partnered with various allied organizations, including the Department of Education, on webinars and statewide task forces focused on the challenges of **COVID, school safety** and **budget** and **local control issues**.

ASBA sent a letter to the governor which proved to be **pivotal in influencing action on benchmarks**.

We received **105 legislative proposal submissions** for the **2021 Political Agenda**, compared to 79 submissions in 2019.

Advocacy Day 2020 focused on **rural issues** and drew **two times as many participants** as previous advocacy days.

Communications

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



Strong media relationships made ASBA a **go-to source** on school-related COVID topics, **school board elections** and a wide range of **legislative and legal issues**.

A dedicated webpage with resources and information for **leading through COVID** that included a member support and question form, ASBA related policies, information on virtual board meetings, parent and staff letter templates and more, provided a **lifeline to members** at a critical time.

Other highlights include a **new text messaging platform** and a **new ASBA website**.

AZEdNews articles planted many of the seeds for stories about Arizona public education that were **picked up by mainstream media**.



Cultivating excellence in locally governed school districts.