Dear Superintendent,

Summer is almost over and, before we know it, school doors will re-open. ASBA wants to help you prepare for the 2021-22 school year by providing information on member benefits and services that can help your professional development planning and guide you and your school board throughout the year. As a former superintendent myself, I know planning ahead is crucial to the success of having a cohesive and prepared school board.

ASBA: Strength in Numbers
A fun fact: ASBA is 72 years old! Our association was established in 1949. ASBA has grown considerably over the decades, but today, as it did more than seven decades ago, the organization continues to promote and support elected local leadership of Arizona’s public schools and, while doing so, advocate for excellence and opportunity for all Arizona students, a group that now is more than 1 million strong. As a private, non-profit, non-partisan organization that provides training, leadership and essential services to public school governing boards, we are proud that every school board in Arizona is a member of ASBA.

ASBA Services
As a member of ASBA, you have access to services, resources, products and support that enhance the work of Arizona governing boards and encourage continued learning and improvement. Below are a few examples of what ASBA has to offer our members. All details can be found on the ASBA website at azsba.org.

- **Policy Services**
  ASBA member districts gain access to model school district policy that is continually updated to ensure that it complies with state and federal law and opinions issued by courts and legal officers. ASBA PolicyBridge provides the template for policy, the ability to customize to best serve the students and staff of the district, plus web-based manual access and search capability. Our policy team is available to consult with you as needed at any time.

- **Customized On-Site or Virtual Trainings**
  Session topics for board-superintendent teams include Roles and Responsibilities, Team Transitions, Effective Board Meetings, Open Meeting Law, Strategic Planning, Board Self-Evaluation and more. We also offer a customer service training for district administrative professionals.

- **Salary Surveys**
  ASBA conducts two annual salary surveys designed to study district compensation and benefits for certified and administrative personnel as well as superintendents that serve students across the state. Each year, this information is designed to meet ASBA members’ need for important information to assist in determining comparable compensation for school employees across the state.

- **Employee Handbook Services**
  ASBA offers an employee handbook model document that addresses conditions of employment and related topics important to district employees. The handbook outlines organizational expectations consistent with local board policies. The handbook model can be locally customized to meet the needs of each district and maintain consistency with the district board policy.

azsba.org
• **Superintendent Evaluation Tool for School Boards**
  In partnership with ASA, ASBA is developing a comprehensive, standardized, evidence-based and flexible evaluation tool for school boards to utilize when administering the statutorily required yearly performance evaluation of the superintendent. The tool is being piloted in 2021-22 and will be available to all boards in 2022-23.

• **Member Handbooks**
  ASBA provides several handbooks to help support our members: “Open Meeting Law,” “School Board Member Handbook” and “Board President’s Handbook.”

• **Arizona School Administrative Professionals (ASAP)**
  ASAP is a professional group developed in consultation with governing board administrative assistants from throughout the state. Make sure your administrative professional is part of the ASAP listserv to electronically connect with other administrative professionals. ASBA also provides professional development opportunities for ASAP members during events and webinars as well as a Professional Development Recognition Program.

• **ASBAIT**
  The Arizona School Boards Association Insurance Trust (ASBAIT) has been successful in providing competitive and affordable employee health care benefit programs to participating Arizona school districts, their employees and their families. Only ASBA members can participate. Full details can be found on the ASBAIT website: asbait.org.

• **Workshops, Conferences and Events**
  Of course, our many workshops, conferences, events and webinars are also services ASBA provides. Please put a hold on your calendar for the annual Law Conference, which will be held Sept. 8-10 at the Camelback Inn and the Delegate Assembly on Sept. 11. We also hope you and your superintendent and board colleagues join us from throughout your county at our County Meetings in person starting Sept. 21 and running through Nov. 4. To register for events and check out the calendar for the year ahead, visit azsba.org/events-asba.

As a member, you also have access to our ASBA staff when you need us most. Don’t forget you can receive information and updates by text notifications, Connect e-news, and legislative daily and weekly in-session updates. All resources, trainings and additional information can be found on the ASBA website, azsba.org. We hope to see you at an upcoming ASBA event.

Remember, ASBA is your association, and we are here to support you, your school board and school district.

Sincerely,

Dr. Sheila Harrison-Williams
ASBA Executive Director

We cultivate excellence in locally governed school districts.
Business & Conference Services

ASBA provides its members with many opportunities to advance their knowledge as board members through conferences and workshops held throughout the year.

Ellen White
Director of Business and Conference Services
ewhite@azsba.org
Communications

ASBA provides members with a wide variety of communications and engagement services. Members can sign up to receive a twice-monthly newsletter, member messages, text notifications and the Annual Journal Magazine. Stay up to date by following us on Facebook and Twitter. Subscribe to AZEdNews, a statewide source for fair, accurate, balanced and constructive journalism on education policy and practice in Arizona (azednews.com).

Christopher Kotterman
Director of Governmental Relations
ckotterman@azsba.org

Leigh Jensen
Governmental Relations Associate
ljensen@azsba.org

Leigh Jensen
Governmental Relations Associate
ljensen@azsba.org

Communications

ASBA provides members with a wide variety of communications and engagement services. Members can sign up to receive a twice-monthly newsletter, member messages, text notifications and the Annual Journal Magazine. Stay up to date by following us on Facebook and Twitter. Subscribe to AZEdNews, a statewide source for fair, accurate, balanced and constructive journalism on education policy and practice in Arizona (azednews.com).

Christopher Kotterman
Director of Governmental Relations
ckotterman@azsba.org

Leigh Jensen
Governmental Relations Associate
ljensen@azsba.org

Governmental Relations

Guided by the member-developed Political Agenda, ASBA staff leads year-round advocacy efforts on behalf of member boards on issues related to K-12 education and local control of public education at the Legislature and governor’s office, before regulatory and policy bodies like the State Board of Education, on state-level committees and task forces, and with Arizona’s congressional delegation on issues of strategic importance.

Members are provided with the latest information and resources to take action through regular emails and alerts. In addition, each legislative session, ASBA electronically publishes a comprehensive Legislative Wrap-Up Brief with summaries of all bills introduced that impact public education in Arizona and a report on how they fared in the process.

Christopher Kotterman
Director of Governmental Relations
ckotterman@azsba.org

Leigh Jensen
Governmental Relations Associate
ljensen@azsba.org

Communications

ASBA provides members with a wide variety of communications and engagement services. Members can sign up to receive a twice-monthly newsletter, member messages, text notifications and the Annual Journal Magazine. Stay up to date by following us on Facebook and Twitter. Subscribe to AZEdNews, a statewide source for fair, accurate, balanced and constructive journalism on education policy and practice in Arizona (azednews.com).

Christopher Kotterman
Director of Governmental Relations
ckotterman@azsba.org

Leigh Jensen
Governmental Relations Associate
ljensen@azsba.org

Governmental Relations

Guided by the member-developed Political Agenda, ASBA staff leads year-round advocacy efforts on behalf of member boards on issues related to K-12 education and local control of public education at the Legislature and governor’s office, before regulatory and policy bodies like the State Board of Education, on state-level committees and task forces, and with Arizona’s congressional delegation on issues of strategic importance.

Members are provided with the latest information and resources to take action through regular emails and alerts. In addition, each legislative session, ASBA electronically publishes a comprehensive Legislative Wrap-Up Brief with summaries of all bills introduced that impact public education in Arizona and a report on how they fared in the process.

Christopher Kotterman
Director of Governmental Relations
ckotterman@azsba.org

Leigh Jensen
Governmental Relations Associate
ljensen@azsba.org

Communications

ASBA provides members with a wide variety of communications and engagement services. Members can sign up to receive a twice-monthly newsletter, member messages, text notifications and the Annual Journal Magazine. Stay up to date by following us on Facebook and Twitter. Subscribe to AZEdNews, a statewide source for fair, accurate, balanced and constructive journalism on education policy and practice in Arizona (azednews.com).

Christopher Kotterman
Director of Governmental Relations
ckotterman@azsba.org

Leigh Jensen
Governmental Relations Associate
ljensen@azsba.org
Policy Services

Adopting district policy is the job of the school board. ASBA offers a fee-based model policy service to member boards to help them remain in compliance with state and federal laws, policy and legal rulings. ASBA PolicyBridge provides the template for policy, the ability to customize to best serve the students and staff of the district, plus web-based manual access and search capability.

Dr. Terry L. Rowles
Assistant Director, Policy Services
trowles@azsba.org

David DeCabooter
Policy Consultant & Staff Attorney
ddecabooter@azsba.org

Steve Highlen
Executive Search & Senior Policy Consultant
shighlen@azsba.org

Renae Watson
Policy Services Technical Assistant
r watson@azsba.org

Administrative Support Staff

Jolene Hale
Administrative Assistant
jhale@azsba.org

Katie Link
Administrative Assistant
klink@azsba.org

Gina Moss
Administrative Assistant
gmoss@azsba.org
The Value of ASBAIT

Phenomenal benefit plans that encourage employee retention and recruitment
- Nine plans that include deductibles from $0 up to $5,000
- State-of-the-art provider network

Bundled services, including medical, pharmacy, dental, vision, life, EAP, COBRA and wellness programs

Ease of administration:
- ONE ID card
- ONE enrollment form
- ONE invoice
- ONE Account Management team
- ONE Customer Service phone number
- ONE member portal

At the foundation of it all, ASBAIT is built on the stability of a 39-year track record!

Need more information?

Contact:
Sean Shepard
Meritain Health®
Regional Vice President, Sales
Public and Labor Specialty Group, Western U.S.
Sean.shepard@meritain.com
1.303.681.1769 (office)
July
MONDAY 5 Independence Day (observed)

September
MONDAY 6 Labor Day

WED-FRI 8-10 Law Conference  
JW Marriott Camelback Inn, Scottsdale  
Registration opens July 6 and closes Aug. 27, 2021

SATURDAY 11 Delegate Assembly  
JW Marriott Camelback Inn, Scottsdale  
Registration opens July 6 and closes Aug. 27, 2021

TUESDAY 19 Yavapai County Meeting

WEDNESDAY 20 Pinal County Meeting*  
With County Director Election

TUESDAY 26 Apache County Meeting*  
With County Director Election

WEDNESDAY 27 Navajo County Meeting*  
With County Director Election

THURSDAY 28 Coconino County Meeting

November
TUESDAY 3 Graham-Greenlee County Meeting*  
With County Director Election

WEDNESDAY 4 Gila County Meeting

THURSDAY 11 Veterans Day Holiday

THUR-FRI 25-26 Thanksgiving Holiday

December
WED-FRI 15-17 ASBA-ASA Annual Conference  
JW Marriott Desert Ridge  
Registration opens Sept. 27 and closes Dec. 6, 2021

*County meetings registration opens Aug. 2, 2021, and closes the Friday prior to the meeting.
January

MONDAY
17
Martin Luther King, Jr., Day

FRIDAY
21
BOLTS Tucson
(Board Operations and Leadership Training Seminar) Registration opens Dec. 1, 2021, and closes the Friday prior to the event

SATURDAY
22
NSBA Equity Symposium
Washington, D.C.

SUN-TUE
23-25
NSBA Advocacy Institute
Washington, D.C.

FRIDAY
28
BOLTS Phoenix
(Board Operations and Leadership Training Seminar) Registration opens Dec. 1, 2021, and closes the Friday prior to the event

February

FRIDAY
4
BOLTS Flagstaff
(Board Operations and Leadership Training Seminar) Registration opens Dec. 1, 2021, and closes the Friday prior to the event

MONDAY
21
President’s Day

TBD
Legislative Workshop
Location TBD
Registration opens January 2022

April

SAT-MON
2-4
NSBA Annual Conference
San Diego, CA

TBD
The Equity Event
Location TBD
Registration opens February 2022 and closes one week prior to event

May

MONDAY
30
Memorial Day

June

THUR-SAT
9-11
Summer Leadership Institute
Little America, Flagstaff
Registration opens April 18 and closes May 31, 2022

JANUARY

MONDAY
17
Martin Luther King, Jr., Day

SAT-MON
2-4
NSBA Annual Conference
San Diego, CA

TBD
The Equity Event
Location TBD
Registration opens February 2022 and closes one week prior to event

FEBRUARY

SAT-MON
2-4
NSBA Annual Conference
San Diego, CA

TBD
The Equity Event
Location TBD
Registration opens February 2022 and closes one week prior to event

MARCH

SAT-MON
2-4
NSBA Annual Conference
San Diego, CA

TBD
The Equity Event
Location TBD
Registration opens February 2022 and closes one week prior to event

APRIL

SAT-MON
2-4
NSBA Annual Conference
San Diego, CA

TBD
The Equity Event
Location TBD
Registration opens February 2022 and closes one week prior to event

MAY

SAT-MON
2-4
NSBA Annual Conference
San Diego, CA

TBD
The Equity Event
Location TBD
Registration opens February 2022 and closes one week prior to event

JUNE

SAT-MON
2-4
NSBA Annual Conference
San Diego, CA

TBD
The Equity Event
Location TBD
Registration opens February 2022 and closes one week prior to event
Mission & Goals
The mission of the Arizona School Administrative Professionals (ASAP) is to develop training, peer support networks and recognition programs that address common needs and concerns of school administrative professionals. This professional group was developed in consultation with governing board administrative assistants from throughout the state.

Our goals are to:
• Elevate and promote professional standards, including a code of conduct.
• Mentor individuals new to the position.
• Develop a communication network that enables sharing of timely and relevant information and best practices.
• Increase awareness of the vital role of professional development in effectiveness, staff retention and job satisfaction.
• Influence and inform the content and delivery of professional development provided by ASBA to administrative professionals.

Listserv – Stay Connected!
The ASAP listserv is a resource for board and superintendent secretaries from across Arizona. This tool enables board and superintendent administrative professionals to connect via email with all those in the group to ask questions, share best practices and provide support to one another.

As you use the listserv, please remember:
• Questions and conversations should be “workplace” appropriate.
• The listserv will be monitored by ASBA.

Events Just for You!
ASBA has designated two events annually that will have sessions and topics specifically developed for board/superintendent administrative assistants. Each year the following events will have ASAP tracks with professional development curated from a survey of administrative professionals:
• Board Operations and Leadership Training (BOLTS)
• Summer Leadership Institute (SLI)
An event just for ASAP members is planned for Fall 2021!

ASAP High Five Award
To receive this designation, board secretaries, yearly, must:
• Update the district’s profile in the ASBA database
• Participate in the listserv

To join the ASBA Listserv please contact:
Julie Bacon: jbacon@azsba.org  |  602.254.1100
Kick off the 2021-22 school year by scheduling a fall training!

ASBA provides individualized training and professional development opportunities throughout the year that enhance the work of Arizona governing boards and encourage continued learning and improvement.

Virtual or in-person trainings are offered when and where you need them.

A menu of trainings is available on the ASBA website, azsba.org/services/training-board-support-services/custom-on-site-trainings/. Schedule a training now!

New Trainings

Virtual Boundaries: Ethical Considerations for Use of Social Media in School Board Service

Using social media as an elected official can be tricky. During this brand-new training you will learn about the different platforms in the social media space, best practices for leveraging social media, the dos and don’ts of social media usage and analyze examples of social media usage by board members from across the nation. Social media etiquette and protocols around social media usage for governing boards will also be reviewed.

Effective Communication Techniques for the Board

This training helps your team identify ways to have productive, efficient and informative board meetings. Agenda setting, meeting norms and pacing are just a few of the topics covered in this training.

Have a Specific Need?

ASBA will work with your team to design a training that meets the specific needs of your board.
2-Hour Trainings

**Effective Board Meetings**  This training helps your team identify ways to have productive, efficient and informative board meetings. Agenda setting, meeting norms and pacing are just a few of the topics covered in this training.

**Roles and Responsibilities**  Effective teams understand the role and responsibilities of each team member. During this training, we take a deep dive into the different, yet interconnected duties of the superintendent and board.

3-Hour Trainings

**Team Transitions-Communications**  In this workshop, district leadership teams develop communication protocols and norms to increase understanding, build trust and reduce conflict.

**Team Transitions-Team Member Style**  During this workshop utilizing HRDQ materials, district leadership teams identify their individual team member style, the strengths and opportunities based on their style, and discuss how the team will best function based on all the styles of the team.

**Board Self-Evaluation-Part 1**  Using ASBA’s online Self-Evaluation Tool, board teams review the evaluation results and identify areas of opportunity for improvement during this workshop.

**Board Self-Evaluation-Part 2**  This second-in-a-series workshop allows districts to review the areas of opportunity and develop an action plan with measurable goals and identify objectives to achieve those goals.

**Strategic Planning**  In order for your entire leadership team to participate, ASBA will provide expert facilitators for your strategic planning meeting. This baseline session will give district leadership teams a starting point in their strategic planning process. Additional sessions would be beneficial to assist the district leadership team with next steps, including identifying goals for the strategic plan.

**Search Ready**  This workshop is designed to help boards come to consensus on the current state and desired future of the district in preparation for identifying criteria for a superintendent search.

Let ASBA come to you!

Contact us by email or call **602.254.1100**
ASBA AWARDS AND RECOGNITION

Azsba.org

Each year, ASBA honors individual school board members, as well as entire governing boards for efforts toward improvement, as incentive for voluntary board member in-service training, to promote the idea of better boardsmanship, and for service to public schools in the form of advocacy. Awards are also presented to districts, schools and teachers for excellence in student achievement.

Board Member Awards

Presented to individual board members for personal efforts toward professional development as a board member.

Academy of Board Development

ASBA’s Academy of Board Development program recognizes school board members for their commitment, through ongoing professional development, to continuous improvement in service to their students, schools and communities.

Participation and credits for Academy of Board Development awards are tracked and accounted for through paid registration and attendance at eligible ASBA events. Credit is based on one hour of (classroom) instruction. Credit may range from one to several hours per developmental opportunity. Hourly credit can be earned for ASBA events, custom on-site board trainings, webinars and more.

All-Arizona School Board Member Award

The All-Arizona School Board Member Award is ASBA's highest individual board member honor. This award is bestowed on up to five Arizona school board members who exemplify best practices in boardsmanship, understand their roles and follow through on their responsibilities. The honor is awarded for proven records of active service on the governing board, leadership at local, state and federal levels, contributions to ASBA and/or NSBA, demonstrated concern for the district’s children, rapport with fellow board members, commitment to boardsmanship training, and support of ASBA and its activities.

Honor Roll Award

The Honor Roll Award recognizes retiring board members who were nominated by their boards for outstanding service. The recipients have either retired since the last annual conference or are planning to do so after serving at least two consecutive terms (at least eight years of service) on their boards.
Full Board Awards
Full boards may earn awards for commitment to training and excellence in boardmanship and service. These awards include the Total Board Award and the Lou Ella Kleinz Excellence in Governance Award.

Total Board Award
Recognizes governing boards when at least a quorum of members have attained the level of Certificate of Boardsmanship.

Lou Ella Kleinz Excellence in Governance Award
The Lou Ella Kleinz Excellence in Governance Award is ASBA’s highest honor for a full board. This award recognizes an Arizona school board that has demonstrated outstanding education leadership for the year. It is named in honor and memory of former ASBA Executive Director Lou Ella Kleinz, who served the association from 1971 to 1991.

Lifetime Achievement Award
Barbara Robey Lifetime Achievement Award
The Lifetime Achievement Award honors an individual who has made outstanding contributions in support of public education and ASBA’s mission through servant leadership over an extended period of time.

In 2007, the Arizona School Boards Association established the Barbara Robey ASBA Lifetime Achievement Award. The award honors the service of Mrs. Robey, who, for more than three decades, was a tireless servant leader and advocate for Arizona public education and the children of our state during her tenure as an ASBA employee and through her ongoing volunteerism. Mrs. Robey was the first recipient of the award.

Golden Bell Promise Program Awards
The Golden Bell Awards recognizes school initiatives from throughout the state that maximize the promise in each and every student and have shown outstanding student growth and success.

ASBA annually puts the spotlight on those districts with a proven record of achieving excellence through their educational initiatives by awarding the prestigious ASBA Golden Bell Promise Programs Award to the educators and administrators who create and implement them.
Advocacy Awards

Advocate of the Year Award
The Advocate of the Year Award was developed to recognize individuals who go above and beyond in advocating for the students in K-12 education. ASBA typically presents this award to a member who shows exemplary dedication to advocating on behalf of public schools, and recognizes the individual at the Legislative Workshop.

Pillar Award for Advocacy
The Arizona School Boards Association Pillar Award for Advocacy recognizes school board members for service in the advocacy arena that goes above and beyond their regular board duties. The pin will be awarded to members who have accumulated a total of 125 points based on the below activities.

John R. McDonald & A. Dean Pickett Award
The John R. McDonald & A. Dean Pickett Award was developed to honor prominent attorneys John R. McDonald who passed away in 2012, and A. Dean Pickett in 2020. Both attorneys devoted their legal careers to education law and left a legacy of dedication to improve education. Those honored with this award have reflected the spirits of both John R. McDonald and A. Dean Pickett. This award is presented to an attorney each year who is considered a leader in public education for outstanding contributions to Arizona.

Additional information and deadlines can be found on the ASBA website:
https://azsba.org/awards/
Have you read the latest issue of ASBA Connect?

Your instant news connection to board service, advocacy and leadership services.

Subscribe now by going to azsba.org and click on Communications!
The Open Meeting Law can be difficult to understand and onerous at times to comply with, however, reminding yourself why it is there might make it easier for you. The public body governing board is there to do the public’s business in public. The public has a right to witness the discussion, deliberation and decision-making done in its name.

Public confidence in our governing process is critical and complying with public accountability measures like the OML gives the public body the credibility they need to govern. Most importantly, it is that credibility that gives you the license to do the work you signed up for when you ran for the school board - to help give kids the best learning environment in which to fulfill their potential.

Arizona’s Open Meeting Law comprises only eight sections of Arizona statute. However, contained in that those sections are requirements that sometimes seem as complex as anything found in an Internal Revenue Service manual.

The purpose of *The Arizona Open Meeting Law* handbook is to assist school district governing boards and their various committees and councils to conduct their business in accordance with the Arizona Open Meeting Law. The handbook has three parts. Parts I and II provide the text of the Open Meeting Law, as of November 2018, and a brief guide for school board members and other citizen leaders in public education. Part III provides the text of Chapter 7 of the Agency Handbook as prepared by the Office of the Arizona Attorney General, the primary enforcer of Arizona’s Open Meeting Law.
Serving as board president on a local school board is a job that comes with both great responsibilities and great rewards. ASBA developed this Board President Handbook to help members with the challenges of this important role. The handbook covers five areas that focus on the roles of the board president, effective and efficient meetings, between meetings, managing board dynamics and more.

For many board members, taking on the role will feel more natural, since they have had the opportunity to observe board meetings as a member for many years. For others, it will be a totally new adventure and, as people sometimes say, “It’s not as easy as it looks!” We hope this handbook will make it easier and your board member’s tenure as president as smooth and productive as possible.
ASBA offers a model employee handbook to cover district employees’ terms and conditions of employment. The purpose of an employee handbook is to advise employees of important aspects of the district’s unique culture and organizational mission. It serves to communicate conditions of employment, conduct and behavior. It outlines organizational expectations along with aspects of compliance with federal and state laws and regulations.

The handbook provides employees with guidance regarding specific questions that may arise as a member of the staff. This helps defend against employment claims presented to the district, aid in organization and consistency in the workforce and provide for a common need to be informed and be a productive member of the team.

For more information please contact:
Steve Highlen, Sr. Policy Consultant  |  602.254.1100

Please keep in mind that this is not a replacement of a district policy manual.
New school board members receive this handbook at New Board Member Orientation but it is a useful resource for all board members. This handbook provides information on behalf of the association along with core areas new board members will need to learn in their new role as a governing board member. The handbook covers 13 core areas which include onboarding, legal structure of education, power and duties of the governing board, board meeting basics, policy and more.

For more information on handbooks or other services, please go to the ASBA website, azsba.org or call ASBA at 602-254-1100.
ASBA conducts two annual salary surveys designed to study district compensation and benefits. One focuses on certified and administrative personnel and the other on superintendents.

Each year, this information is designed to meet ASBA members’ need for important information to assist in determining comparable compensation for school employees across the state. These surveys have been streamlined and re-focused to better capture salary environments outside of the traditional salary schedule of credits and seniority.

Here are four advantages the ASBA salary surveys offer your school district:

1. **A Competitive Position**
   ASBA’s salary surveys provide information on “total” compensation that includes retirement plans, bonuses, incentives, and base salary ensure that the information is relevant to your employee population.

2. **Investment Protection with Employees**
   Continuous benchmarking and evaluation of salary and incentive levels for existing employees can minimize turnover rates and increase district morale.

3. **Defensible Decision Making**
   The consistent use of salary surveys helps formulate a district’s overall compensation strategy and forms a foundation for plans that are internally equitable and externally competitive. Survey data provides a relevant basis for the district’s decisions on salary, incentives, and bonus plans when meeting with senior management and employees.

4. **Comparable and Dependable Data**
   Given the pace of change within the economic and employment landscape, using old data puts you at risk for lagging behind current pay trends. ASBA provides annual data each year to ensure districts have the most updated and timely information.

To view the salary surveys visit the ASBA website: https://azsba.org/resources/salary-surveys/

For questions please contact Katie Link:
klink@azsba.org | 602-254-1100
The Arizona School Administrators and Arizona School Boards Association are partnering to develop a comprehensive, standardized, evidence-based and flexible evaluation tool for school boards to utilize when administering the statutorily required yearly performance evaluation of the superintendent.

The goal is to create a tool that is easily administered and effective. ASA and ASBA have formed a diverse work group of superintendents and school board members from across Arizona, including urban, suburban, rural and remote districts as well as elementary, union high school, unified, CTED and transportation districts to participate in development of the evaluation tool.

The evaluation tool is now ready for districts who want to participate in a pilot program beginning in July 2021.

Pilot districts will be supported with a training module for board members and superintendents with ASBA and ASA facilitation.

ASBA and ASA are excited to collaborate on this project and are confident the end product will be a welcome addition to any superintendent evaluation process.

For more information please contact:
Julie Bacon: jbacon@azsba.org  |  602.254.1100
ASBA provides a customer service training that focuses on creating a welcoming environment using a customer-focus approach for classified school front office staff. This training is offered as a 4-hour, 3-hour or 2-hour format.

Measure Your District’s Customer Service Standards
The ASBA Secret Shopper service measures the customer service process in the school and district department setting by using a third-party individual who reports back on their experiences in a detailed and objective way. The purpose of this service is to define areas with a potential to improve by giving feedback on how the school and district department is perceived from a customer’s perspective. Organizations that use this type of service in the right way can increase customer satisfaction and improve the overall experience.

ASBA’s package includes in-person visits, phone call recordings and emails to each school and district departments. This is a great new service ASBA can now offer districts that want to measure customer service around the schools and identify what areas or information needs improvement district-wide.

This Training is Available In-Person or Virtual!

For more information contact: Ellen White ewhite@azsba.org
A SERVICE OF ASBA


Trust BoardDocs to enable virtual meetings for your community.

Learn more at learn.diligent.com/ASBA