University of Arizona at Tucson 

September 6-8, 2023

#ASBALAW23

Hotel Network: JWMarriott_CONFERENCE
WiFi Password: Law23
As we prepare to embark on a new academic year, I would like to take a moment to extend a warm and heartfelt welcome back to every one of you.

This past year was filled with challenges and unexpected moments, but through it all, our collective dedication to the education and well-being of our students never wavered. I am proud of how we’ve navigated these times, demonstrating our resilience, adaptability and unwavering commitment to the educational cause.

Our focus this year continues to be on fostering a nurturing, inspiring and inclusive learning environment for all students in our care. This is a significant responsibility that we share, and I am confident that we can rise to the occasion. As we turn the page and enter this new school year, let’s carry forward our lessons learned, our renewed sense of purpose and our deepened commitment to our roles as educators and leaders.

In the spirit of unity, let us pledge to continue our work hand in hand towards the educational excellence that our students deserve. I look forward to a year filled with successes, growth and advancements as we strive to make the Arizona educational system a model of success.

Thank you for your dedication, courage, and passion for education. Welcome back to school, and here’s to a successful and fulfilling academic year!

Sincerely,
Mr. Devin Del Palacio
ASBA Executive Director
Dr. Pedro Noguera

Dr. Pedro Noguera is one of the nation’s leading scholars on issues related to race, inequality and education. Prior to coming to USC to serve as the Emery Stoops and Joyce King Stoops Dean of the Rossier School of Education, he served as a Professor of Education and holder of endowed chairs at UCLA, NYU, Harvard University and the University of California, Berkeley. He is the author of 15 books. His most recent book “A Search for Common Ground: Conversations About the Tough Questions and Complex Issues Confronting K-12 Education in the United States Today” with Rick Hess was the winner of the American Association of Publishers Prose Award in 2021.

Dr. Noguera serves as a special advisor to the governor of New Mexico on education policy, and he advises the state departments of education in Washington, Oregon and Nevada. In 2022, he was appointed to President Biden’s National Commission on Hispanics and to serve as the co-chair of the state of California’s Black Student Achievement Taskforce. In 2014, he was elected to the National Academy of Education and Phi Delta Kappa honor society, and in 2020, Noguera was elected to the American Academy of Arts and Sciences.

He has received seven honorary doctorates from American universities and received awards from the Center for the Advanced Study in the Behavioral Sciences at Stanford University, the National Association of Secondary School Principals and from the McSilver Institute for Poverty Policy and Research at NYU for his research and advocacy efforts aimed at fighting poverty. In 2023, he was ranked 1st in the nation for influence and impact in the field of education by Education Week.

Michele Borba, Ed.D.

Dr. Michele Borba is a globally recognized educational psychologist and expert in parenting, bullying character development, child behavior and empathy whose aim is to strengthen children’s empathy and resilience and break the cycle of youth violence. She has delivered keynotes and workshops to over 1,000,000 participants and authored 24 books translated into 14 languages. Dr. Borba appears regularly in national print and on radio and television as a go-to expert regarding child and teen issues.

Dr. Borba is the award-winning author of 22 parenting and educational books translated into 14 languages. Titles include: “Don’t Give Me That Attitude!,” “Parents Do Make A Difference,” “The Big Book of Parenting Solutions: 101 Answers to Your Everyday Challenges and Wildest Worries,” and “Nobody Likes Me, Everybody Hates Me!,” “No More Misbehavin’,” “Building Moral Intelligence” (cited by Publishers’ Weekly as “Among the most noteworthy of 2001”) and “Esteem Builders” used by 1.5 million students worldwide.

Her 30-year career has been devoted to developing a framework to strengthen children’s character and build moral school climates. Her best-selling book, “Building Moral Intelligence,” and her Character Builders program for young children (Respect, Responsibility, Caring, and Peace-Making) are used in hundreds of schools and organizations worldwide. She served as a consultant for the Center Resource Group for Character Education and Civic Engagement for the U.S. Department of Education and is on the board for Character Education Partnerships.

Dr. Lisa Strohman

Dr. Lisa Strohman has widely become known for her advocacy and education around mental wellness as it relates to our digital lives. She has worked with thousands of parents, schools and children around the globe. An attorney, clinical psychologist and author, Dr. Strohman established the Digital Citizen Academy, a non-profit program offered to schools with an in-home plan that educates, empowers and inspires balance and prosocial use of technology.

Recognizing the growing challenges parents now face with their children, and the increasingly serious issues her young patients are dealing with due to our growing dependency on technology, inspired Dr. Strohman to launch the Technology Wellness Center, which she co-founded with Dr. Melissa Westendorf JD, Ph.D. in 2014. With her work in schools and in the media, Dr. Strohman recognized the need for prevention education and diversion programs and founded Digital Citizen Academy for students, educators and parents addressing these issues related to technology.
## Pre-Conference 1:
**Common Ground Strategies for Moving Forward Through Governance and Leadership**

**Wednesday, September 6, 2023 | Arizona Ballroom Rooms F-G**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
<th>Speakers/Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 - 9:00 a.m.</td>
<td>Registration and Continental Breakfast (provided)</td>
<td>Arizona Ballroom Foyer</td>
<td></td>
</tr>
<tr>
<td>9:00 - 9:10 a.m.</td>
<td>Welcome and Pre-Conference Overview</td>
<td></td>
<td>Dr. Charlotte Patterson, ASBA Policy Analyst; Tadeo De La Hoya, Treasurer of the ASBA Board of Directors</td>
</tr>
<tr>
<td>9:10 - 9:45 a.m.</td>
<td>Transitioning from Candidate to Board Member</td>
<td></td>
<td>Michelle Tong, DeConcini McDonald Yetwin &amp; Lacy; Chris Kotterman, ASBA Director of Government Relations</td>
</tr>
<tr>
<td>9:45 - 10:30 a.m.</td>
<td>Flashpoint: Accessing Information as a Board Member</td>
<td></td>
<td>Jessica Sanchez, Udall Shumway; Heidi Vega, ASBA Director of Communications</td>
</tr>
<tr>
<td>10:30 - 10:40 a.m.</td>
<td>Break and Book Signing</td>
<td></td>
<td>Dr. Lisa Strohman, Arizona Ballroom Foyer</td>
</tr>
<tr>
<td>10:40 - 11:10 a.m.</td>
<td>The 50-50 Dual Language Immersion Model: An Overview</td>
<td></td>
<td>Kathleen Brantingham, Udall Shumway</td>
</tr>
<tr>
<td>11:10 a.m. - 12 p.m.</td>
<td>Flashpoint: Distilling and Evaluating Sources</td>
<td></td>
<td>Dr. Ravi Shah, Tucson USD Governing Board Member; Rob Ross, General Counsel, Tucson USD</td>
</tr>
<tr>
<td>12:00 - 1:00 p.m.</td>
<td>Lunch (provided)</td>
<td>Paradise Ballroom</td>
<td></td>
</tr>
</tbody>
</table>

**Represent your students at the Delegate Assembly on Saturday, Sept. 9 from 8 a.m. – 5 p.m.**

**Get ready for the Delegate Assembly!**

Arizona school board members develop ASBA’s 2024 Political Agenda by submitting proposals to ASBA’s Legislative Committee then voting on the draft at the **Delegate Assembly on Saturday, Sept. 9**, at the JW Marriott Scottsdale Camelback Inn, following the **ASBA Law Conference**. Members are reminded to review the draft, and select their board’s delegate in August.
### Wednesday, September 6, 2023 | Arizona Ballroom Rooms F-G

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00 - 1:45 p.m.</td>
<td><strong>Flashpoint: Open Meeting Law</strong>&lt;br&gt;This session will dig into OML, public comment and responses/reactions from the board during and after public comment. Also, how does funneling public records requests through community members impact the district’s public records process?</td>
<td>Kristin Mackin, Sims Mackin</td>
</tr>
<tr>
<td>1:45 - 2:30 p.m.</td>
<td><strong>Flashpoint: Curriculum Adoption</strong>&lt;br&gt;Adopting curriculum is a hot button issue. Arizona statute and policy must be followed closely. Engaging counsel early may be helpful.</td>
<td>Carrie O’Brien, Gust Rosenfeld</td>
</tr>
<tr>
<td>2:30 - 2:45 p.m.</td>
<td><strong>Break</strong>&lt;br&gt;Those attending the main Law Conference may pick up their packets at this time.</td>
<td>Arizona Ballroom Foyer</td>
</tr>
<tr>
<td>2:45 - 3:15 p.m.</td>
<td><strong>Panel Discussion: Successfully Navigating Controversial Issues</strong>&lt;br&gt;Hear advice from veteran board members about what to do - and not do.</td>
<td>A panel of veteran board members</td>
</tr>
<tr>
<td>3:15 - 4:00 p.m.</td>
<td><strong>Managing Through Messy Business</strong>&lt;br&gt;It’s been said that it takes a lifetime to build a reputation – and only seconds to destroy it. The same is true for a business, nonprofit, government agency or school district, no matter if there’s one or 1,000 employees. And in today’s world of “gotcha” journalism and mobile devices capable of sending pictures and HD video to Facebook, YouTube and CNN within seconds, your district can face a crisis – sometimes over the flash points addresses in this pre-conference – at any time. Learn pro tips and best practices from a crisis management expert.</td>
<td>Thom Fladung, Managing Partner, Hennes Communications</td>
</tr>
<tr>
<td>4:00 - 5:30 p.m.</td>
<td><strong>Friends of ASBA Reception (optional)</strong>&lt;br&gt;This is an optional event sponsored by the Friends of ASBA. All pre-conference and main conference attendees are invited to attend.</td>
<td>Paradise Ballroom Foyer</td>
</tr>
</tbody>
</table>

---

**Shape the future of ASBA together!**

**ASBA Rural Alliance Meeting**<br>Thursday, Sept. 7 from 2 p.m. - 2:50 p.m. | Paradise Ballroom Salons 6-8

**ASBA Black Alliance Meeting**<br>Thursday, Sept. 7 from 3:10 p.m. - 4 p.m. | Paradise Ballroom Salons 6-8

**ASBA Hispanic–Native American Indian Caucus Meeting**<br>Friday, Sept. 8 from 2 p.m. - 2:50 p.m. | Paradise Ballroom Salons 6-8

At ASBA, we’re embarking on an exciting journey of rebranding, and your feedback is crucial in shaping the transformation. As our valued members, your insights are the compass guiding us toward a fresh and invigorated identity. Your Perspectives will shape not only the new face of ASBA, but also the experiences, resources and opportunities we offer. Join us in this collaborative effort to redefine our association and create a future that resonates with all of us. Your voice matters and together we’re building a stronger ASBA.
### Pre-Conference 2:
**Creating Thrivers: The Board's Role in Student Success**

**Wednesday, September 6, 2023 | Arizona Ballroom Rooms H-I**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 - 9:00 a.m.</td>
<td>Registration and Continental Breakfast (provided)</td>
<td>Devin Del Palacio, ASBA Executive Director; Desiree Fowler, President of the ASBA Board of Directors</td>
</tr>
<tr>
<td>9:00 - 9:10 a.m.</td>
<td>Welcome and Pre-Conference Overview</td>
<td>Dr. Lisa Strohman, J.D. and Ph.D.</td>
</tr>
<tr>
<td>9:10 - 10:10 a.m.</td>
<td>Keynote Speaker: Digital Distress - Growing Up Online</td>
<td>Arizona Ballroom Foyer</td>
</tr>
<tr>
<td>10:20 - 10:40 a.m.</td>
<td>What Board Members Need to Know to Help Native American Students Thrive in the Classroom</td>
<td>Carlos Begay, Indian Education Office Coordinator for Page USD</td>
</tr>
<tr>
<td>10:40 am - 11:30 pm</td>
<td>Supporting Student and Employee Mental Wellbeing</td>
<td>Amy Castellanos, ASBA Board Support Specialist; Jeff Stratman, General Counsel, Cartwright School District</td>
</tr>
<tr>
<td>11:30 - 12:00 p.m.</td>
<td>The Social Experiment: Legal Implications of Social Media Usage by Students.</td>
<td>Eileen D. Fernandez, General Counsel, Phoenix UHSD; Kacey King, General Counsel, Mesa USD</td>
</tr>
<tr>
<td>12:00 - 1:00 p.m.</td>
<td>Lunch (provided)</td>
<td>Paradise Ballroom</td>
</tr>
<tr>
<td>1:00 am - 1:15 pm</td>
<td>Program Spotlights: “I Come to School Because...”</td>
<td>ASBA Staff</td>
</tr>
</tbody>
</table>

**Tell us what you think!**

Scan the QR code or go to [https://azsba.org/event/asba-47th-annual-law-conference/](https://azsba.org/event/asba-47th-annual-law-conference/) to evaluate ASBA Law Conference and Pre-Conference presentations, share what you liked about the conference and how future events could be improved.
### Pre-Conference 2: Creating Thrivers: The Board's Role in Student Success

**Wednesday, September 6, 2023 | Arizona Ballroom Rooms H-I**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:15 - 1:45 p.m.</td>
<td><strong>Evaluating Success: The Board Self-Evaluation</strong>&lt;br&gt;The board’s actions and priorities have direct implications for student outcomes. This session will dig into how governing boards can and have turned regular and rigorous self-evaluation into advantages for the students they serve.</td>
<td><strong>Amy Castellanos</strong>, ASBA Board Support Specialist</td>
</tr>
<tr>
<td>1:45 - 2:15 p.m.</td>
<td><strong>Evaluating Success: The Superintendent Evaluation and Performance Pay</strong>&lt;br&gt;Learn about the legally required aspects of the superintendent evaluation and performance pay, along with practical considerations for their use in advancing student success.</td>
<td><strong>Deanna Rader</strong>, Rader Mayrose</td>
</tr>
<tr>
<td>2:15 - 2:30 p.m.</td>
<td><strong>Break</strong>&lt;br&gt;Those attending the main Law Conference may pick up their packets at this time.</td>
<td><strong>Arizona Ballroom Foyer</strong></td>
</tr>
<tr>
<td>2:30 - 3:15 p.m.</td>
<td><strong>Evaluating Success: Student Achievement</strong>&lt;br&gt;How do you define it, how do you keep it on track and what are the legal and regulatory requirements for measuring it?</td>
<td><strong>Chris Kotterman</strong>, ASBA Director of Governmental Relations; <strong>Sean Smith</strong>, Chief Accountability Officer, Arizona Department of Education</td>
</tr>
<tr>
<td>3:15 - 4:00 p.m.</td>
<td><strong>Arizona Career Pathways: Meeting the State’s Career Needs</strong>&lt;br&gt;Learn how the Arizona Career Pathways program helps community college students earn a degree or credential in a high-demand career field.</td>
<td><strong>Stephen Sparks</strong>, Executive Director, Arizona Career Pathways; <strong>Anthony Contente-Cuomo</strong>, Sims Mackin</td>
</tr>
<tr>
<td>4:00 - 5:30 p.m.</td>
<td><strong>Friends of ASBA Reception (optional)</strong>&lt;br&gt;This is an optional event sponsored by the Friends of ASBA. All pre-conference and main conference attendees are invited to attend.</td>
<td><strong>Paradise Ballroom Foyer</strong></td>
</tr>
</tbody>
</table>
### 47th ANNUAL LAW CONFERENCE

**Thursday, September 7, 2023**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 - 9:00 a.m.</td>
<td>Registration and Continental Breakfast (provided)</td>
<td>Arizona Ballroom Foyer</td>
</tr>
<tr>
<td>8:10 - 8:40 a.m.</td>
<td>Breakfast with Friends of ASBA (Optional)</td>
<td>Chris Kotterman, Director of Governmental Relations Arizona Ballroom</td>
</tr>
<tr>
<td></td>
<td>Get your breakfast and come hear from the Friends of ASBA and strategic partners about what is going to be on the 2024 general election ballot.</td>
<td></td>
</tr>
<tr>
<td>9:00 - 9:15 a.m.</td>
<td>Welcome and Conference Overview</td>
<td>Devin Del Palacio, Executive Director, and Desiree Fowler, President, ASBA Board of Directors Arizona Ballroom</td>
</tr>
<tr>
<td>9:15 - 10:15 a.m.</td>
<td>Finding Common Ground</td>
<td>Dr. Pedro Noguera, Dean, USC Rossier School of Education Arizona Ballroom</td>
</tr>
<tr>
<td></td>
<td>A search for common ground on the toughest questions in K-12 education, based on the speaker’s recent book, which he co-wrote with Richard Hess.</td>
<td></td>
</tr>
<tr>
<td>10:15 - 10:30 a.m.</td>
<td>Break and Book Signing</td>
<td>Arizona Ballroom Foyer</td>
</tr>
<tr>
<td>10:30 - 11:30 a.m.</td>
<td>A Title IX Roundtable: A Discussion of the Common Enforcement Issues</td>
<td>Joseph Williams and Carrie O’Brien, Gust Rosenfeld; and Lisa Anne Smith, DeConcini, McDonald, Yetwin &amp; Lacy Arizona Ballroom</td>
</tr>
<tr>
<td></td>
<td>A roundtable discussion of common and uncommon Title IX situations and applications. Participants will discuss Title IX application to both students and employees. Discussion will focus on sexual harassment, formal grievances, investigations and outcomes.</td>
<td></td>
</tr>
<tr>
<td>11:30 - 11:45 a.m.</td>
<td>2023 Advocate of the Year Award</td>
<td>Chris Kotterman, Director of Governmental Relations Arizona Ballroom</td>
</tr>
<tr>
<td></td>
<td>A presentation of the 2023 ASBA Advocate of the Year Award plus news about the ASBA Pillar Award.</td>
<td></td>
</tr>
<tr>
<td>11:45 a.m. - 1:00 p.m.</td>
<td>Lunch</td>
<td>Paradise Ballroom</td>
</tr>
</tbody>
</table>

---

**Spin the ASBA Prize Wheel and win!**

The ASBA Prize Wheel you loved at Summer Leadership Institute is back at the Law Conference!

Stop by the to spin the wheel and win some fun promotional items, including books by our keynote speakers.
Effective Strategies for Employee Discipline and Termination | – Speakers - Aaron Brown, Cantelme & Brown (Rooms A - E)
A practitioner’s guide to effective employee discipline and termination, and how to avoid common pitfalls that complicate the process.

Section 504: Hot Topics in 2023 and New Regulatory Guidance | – Speakers - David D. Garner, Osborn Maledon (Rooms F - G)
OCR complaints are on the rise, with the number of complaints more than doubling in recent years and the upward trend continuing. Additionally, the U.S. Department of Education is expected to issue updated regulations in August 2023. With the increase in investigations and the anticipated updated regulatory guidance, brushing up on 504 compliance is critical for school districts. This presentation will cover key areas of 504 compliance, highlight current hot-button issues and dive into the updated regulations — all of which will help Districts avoid pitfalls, and when necessary, respond appropriately when OCR comes knocking.

Legal Question or Business Decision? | – Speakers - Jeremy Calles, Interim Superintendent, Tolleson Union High School District; Ernest Calderón, Calderón Law Offices (Rooms H - I)
How often have you heard, “We can’t do that?” When it is said with conviction, then it is easy to assume that it is for legal reasons. However, in most cases it is a business decision to stick with the status quo. Participants in this session will learn how to tell the difference between the two.

Procurement in a Nutshell | – Speakers - Michelle Tong, DeConcini McDonald Yetwin & Lacy (Rooms J - N)
The procurement process can be a complex subject because of the numerous statutes, regulations, policies and procedures that must be followed. This presentation will review the general rules governing school procurement. It will also assist school board members and administrators to understand their roles in school procurement and how they can help school personnel to navigate the procurement process more efficiently.

Check It Out: Library Materials and the Law
– Speakers - Jessica Sanchez, Udall Shumway; and Michael Areinoff, Associate General Counsel, Tucson USD (Rooms A - E)
School libraries are meant to be places for students to increase their literacy and explore a variety of ideas and subjects. Unfortunately, school libraries are also becoming places of conflict and controversy, making it difficult for educators to know where to draw the line. This presentation discusses federal and state laws pertaining to school libraries and some practical tips for ensuring that school libraries continue to be places of growth.

Teacher Housing: Obstacles, Pathways and Possibilities
– Speakers - Brandon Kavanagh, Mangum, Wall, Stoops & Warden; Jeff Dollins, Mangum, Wall, Stoops & Warden; and Quincy Natay, Superintendent, Chinle Unified School District (Rooms F - G)
This session will cover the various areas of law, jurisdictions and practical realities when providing housing to teachers and staff. Teacherages have been a tribal and rural issue for years and are becoming an urban issue with housing costs going up and availability of long-term rentals going down. When is a school district a landlord, when is it an employer and when is it both?

Social Media and Student Speech: When Can You Discipline Without Violating the First Amendment?
– Speakers - Sesaly Stamps and Clay Kramer, DeConcini, McDonald, Yetwin & Lacy (Rooms H - I)
The Supreme Court has told us that students do not shed their constitutional rights to freedom of speech or expression at the schoolhouse gate, but school districts do have the right to take action when student speech substantially interferes with the operation of the school. This presentation will look at how this line is drawn and how social media complicates everything!

Weapons in Schools and Expulsion: When Is Enough Enough?
– Speakers - Susan Plimpton Segal, Gust Rosenfeld (Rooms J - N)
More than ever before, school district governing boards are having to face the difficult decisions of expelling a student when the student brings a weapon to school. This presentation is an overview of what the law requires and what options Districts have.
Thursday Breakout Session Descriptions
(1:00 - 4:00 p.m. - choose from four)

Breakout Sessions #3 (3:10 - 4:00 p.m.)

Employee Speech and the First Amendment: What Are the Rules?
– Speakers - Sesaly Stamps and Clay Kramer, DeConcini, McDonald, Yetwin & Lacy (Rooms A - E)
Because school districts are public employers, they must balance the First Amendment rights of their employees against
the school districts’ interest in providing efficient services. This presentation will analyze when public employers may
regulate the speech of their employees whether on campus or on the ever-present social media.

Title IX and Transgender Students: Bathrooms, Athletics and More
– Speakers - Lisa Anne Smith, DeConcini, Yetwin, McDonald & Lacy; Michael Areinoff, Associate General Counsel, Tucson USD
(Rooms F - G)
The rights of transgender youth are a hot topic nationwide, and the focus of much recent legislation and litigation. School
districts are struggling with deciding which bathrooms transgender students should use, which sports teams they should
play on and how to handle the sometimes-conflicting requests by students and parents about names and pronouns. This
session will update you on the latest developments in this rapidly evolving area of the law, so that you can navigate these
sensitive decisions while best supporting your students.

Social Media: Is It Harming Your Students?
– Speakers - Ernest Calderón, Calderón Law Offices; William Shinoff, Frantz Law Firm (Rooms H - I)
Last year over 1,000 school districts across the country were successful in litigation against vaping and tobacco
companies for intentionally marketing and addicting children to their products. This litigation resulted in settlements in
excess of $1.3 billion, which will now help fund youth vaping prevention on campus. Research continues to confirm that
social media is playing a major role in causing mental health problems in youth and that excessive and problematic use
of social media is harmful to children's mental, behavioral and emotional health. Research also confirms that excessive
use of social media is associated with increased rates of depression, anxiety, low self-esteem, eating disorders, body
dysmorphia and suicide in youth. Frantz Law Group’s William Shinoff (one of the lead school districts attorneys in the
vaping cases) and Arizona school attorney Ernie Calderón will discuss the litigation against social media giants to
address the youth mental health crisis. Litigation has commenced on behalf of various school districts against Facebook,
TikTok, Snapchat, Instagram, YouTube and their subsidiaries/affiliates. The lawsuit says that Defendants have acted to
target youth, maximize the time youth spend on Defendants’ social media platforms and have maximized defendants’
profits. The lawsuits maintain Defendants designed program algorithms to feed children harmful content, such as videos
promoting eating disorders, violence, self-harm and suicide. Please attend to learn whether it makes sense to join in the
efforts to protect Arizona's school age population.

Board Member Speech and Social Media: The Legal Ramifications of Being an Elected Board Member in an Online World
– Speaker - Claire DeChambre and Nathan Schott, Gust Rosenfeld (Rooms J - N)
The First Amendment's protection of elected officials’ speech is full, robust and analogous to that afforded all other
citizens. School board members may voice their opinions about matters of public concern, whether that occurs in a
formal letter to the editor or an informal social media post. Although it is true that board members have the right to
speak out on matters of public concern as individual citizens, “free speech” is not always free of consequences. This
presentation discusses First Amendment jurisprudence and legal issues related to board member social media use. It
will additionally provide guidelines and best-practices for board members utilizing social media in their role as elected
officials.

4:00 - 6:00 p.m.
Social Reception Hosted by Arizona’s leading firms specializing in school law.
Paradise Ballroom Foyer
Enjoy The Gaines Brothers Music at the Social Reception
Thursday, Sept. 7 from 4 p.m. - 6 p.m.

Listen to the music of The Gaines Brothers at the Social Reception Hosted by Arizona’s leading firms specializing in school law on Thursday, Sept. 7 from 4 p.m. to 6 p.m. The Gaines Brothers are exceptional artists and accomplished musicians who have been honing their craft since childhood. They write, arrange, produce and mix their own music, with an eclectic musical style that can be called indie, but is actually difficult to classify, as it is a culmination of all of their musical influences, including classical, R&B, jazz, gospel, funk, rap, hip-hop and trap.

For 20 years, the brothers have taught themselves how to do everything involved in musical production, including lyric- and song- writing, composition, transcription, mixing and recording. The Gaines Brothers formed their music production company in 2014, and they have released all of their music under their own brand. Lamar plays keys and is located primarily in Phoenix, while Will is a vocalist and electric bass player residing in Denver. Although they collaborate and perform together, both also travel nationally and internationally as independent touring musicians.
# 47th Annual Law Conference

**Friday, September 8, 2023**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 - 9:00 a.m.</td>
<td>Continental Breakfast</td>
<td>Arizona Ballroom Foyer</td>
</tr>
<tr>
<td>9:00 - 9:15 a.m.</td>
<td>Welcome</td>
<td>Devin Del Palacio, ASBA Executive Director; Arizona Ballroom</td>
</tr>
<tr>
<td>10:15 - 10:30 a.m.</td>
<td>Break and Book Signing</td>
<td>Arizona Ballroom Foyer</td>
</tr>
<tr>
<td>10:30 - 11:00 a.m.</td>
<td>Legal and Legislative Update</td>
<td>Chris Kotterman, ASBA Director of Governmental Relations Arizona Ballroom</td>
</tr>
<tr>
<td>11:00 - 11:45 a.m.</td>
<td>Stump the Lawyer</td>
<td>Moderator: Ben Hufford, Gust Rosenfeld; Lawyers: Lisa Anne Smith, DeConcini Yetwin McDonald &amp; Lacy; Robert Ross, General Counsel, Tucson USD; Anthony Contente-Cuomo, Sims Mackin Arizona Ballroom</td>
</tr>
<tr>
<td>11:45 a.m. - 1:00 p.m.</td>
<td>Lunch (provided)</td>
<td>Paradise Ballroom</td>
</tr>
</tbody>
</table>

**Stump the Lawyer Panel**

- Ben Hufford, Moderator
- Lisa Anne Smith
- Robert Ross
- Anthony Contente-Cuomo
Friday Breakout Session Descriptions
(1:00 - 4:00 p.m. - choose from four)

Breakout Sessions #1 (1:00 - 1:50 p.m.)

Record Retention, Dissemination and Access
– Speakers - Deanna Rader and Jamie Mayrose, Rader Mayrose (Rooms A - E)
Common issues schools and other government agencies are seeing with access to public records.

EEOC Priorities and Legal Updates to Promote Best Practices and Reduce Legal Risks
– Speakers - Denise Lowell-Britt, Udall Shumway; Krista Watson, Outreach and Education Coordinator, EEOC Phoenix District Office (Rooms F - G)
In today’s rapidly evolving business landscape, staying compliant with employment laws and regulations is crucial for every organization. The EEOC (Equal Opportunity Employment Commission) plays a pivotal role. Join us for a lively discussion about the changing legal landscape in employment law and EEOC’s priorities.

Shifting Sands: Navigating the Latest Trends in OCR Activity and Enforcement Dynamics
– Speakers - Jordan Ellel, Tri-District Counsel, Tempe ESD/Tempe UHSD/Kyrene ESD; Susan Plimpton Segal, Gust Rosenfield; Lawton Jackson, Udall Shumway (Rooms H - I)
With each change in federal administration the Office for Civil Rights shifts its focus and enforcement activities. Our panel discussion will focus on the latest trends that we are seeing in OCR activity including the latest revisions to the OCR Case Processing Manual and what it means when the federal government comes calling.

AI, GPT-4, and LLMs: Unleashing Potential in the Education Sector While Ensuring Data Privacy
– Speaker - Matt Dascoli, Senior K-12 Education Strategist, Dell Technologies (Rooms J - N)
This presentation will introduce participants to the transformative power of Artificial Intelligence, the GPT-4 model, and Language Models (LLMs). We will explore how these technologies can revolutionize teaching and learning, while not losing sight of the importance of data privacy and security issues. Participants will gain an understanding of the potential benefits that can be achieved, tempered with awareness of privacy considerations, leaving them with an optimistic view of what can be achieved when technology and education intersect.

Breakout Sessions #2 (2:00 - 2:50 p.m.)

Show Me the Money: Federal Funding and Schools
– Speakers - Kacey King, General Counsel, Mesa USD; Eileen D. Fernandez, General Counsel, Phoenix UHSD (Rooms A - E)
An overview of various federal laws/regulations that are specific to school funding and the requirements tied to the various federal school programs.

Teacher Housing: Obstacles, Pathways and Possibilities
– Speakers - Gehl Tucker, Gust Rosenfield (Rooms F - G)
Teacher housing is a complex and somewhat confusing topic. We need additional statutory development and clarity. We will explore the current law and options it presents. Finally, we will ask the question, what would our keynote presenters, Dr. Pedro Noguera and Michelle Borba, Ed.D, have to say about this issue and what if any relevance it has to their work and education.

Do We Really Have To Take This? How Schools Can and Should Respond to Disruptive Parents and Other School Visitors
– Speakers - Lynne Adams, Osborn Maledon (Rooms H - I)
From parents threatening school staff over end of day pick-up policies to parents yelling obscenities at teachers because they don’t like the books that have been assigned for their children to read, all schools have unfortunately seen an increase in interactions between aggressive, disruptive parents and school staff. This session will address what steps schools can take to maintain order on their campuses and protect school staff from abuse, from no trespass letters to court injunctions. We will also discuss a series of (not so) hypothetical situations, and audience input is not only welcomed, it is essential!

Everything Boards Should Know about Kids Involved with Courts
– Speaker - Megan Weagant, Weagant Law Offices; Dr. Charlotte Patterson, ASBA Policy Analyst (Rooms J - N)
This session will look at students in foster care and students under juvenile supervision as it relates to school board governance.

Break (2:50 - 3:00 p.m.)
Friday Breakout Session Descriptions
(1:00 - 4:00 p.m. - choose from four)

Breakout Sessions #3 (3:10 - 4:00 p.m.)

Beyond the Code: Navigating the Ethical Challenges of LLMs in Education:
– Speakers - Matt Dascoli, Senior K-12 Education Strategist, Dell Technologies (Rooms A - E)

Although it is not necessary to attend the “AI, GPT-4, and LLMs: Unleashing Potential in the Education Sector While Ensuring Data Privacy,” we will build on our introduction to LLMs. This session will delve deeper into the ethical and public concerns associated with their integration into the education sector. We will discuss the nuances of these issues, examining potential pitfalls and proposing precautionary measures to ensure the safe and responsible use of these technologies in our schools. This session aims to equip participants with the knowledge to balance innovation and caution as they explore the integration of LLMs in their institutions.

Emergency Response for Students with Access and Functional Needs (AFN)
– Speakers - Heather Pierson, Udall Shumway (Rooms F - G)

This session will cover the legal aspects of emergency response for students with significant cognitive and medical disabilities.

ASBA Delegate Assembly: Everything You Need to Know
– Speakers - Chris Kotterman, ASBA Director of Governmental Relations; John Sparks, ASBA Legislative Committee Chair (Sahuarita USD) (Rooms H - I)

An Employment Law Refresher and Discussion
– Speakers - Meghan Baca and Eli Enger, Udall Shumway (Rooms J - N)

This presentation will focus on various employment laws and common situations that arise for human resources professionals. While this presentation will discuss some basics as part of the refresher, it will also present complex hypotheticals as part of the discussion.
ASBA is proud to honor Globe Unified School District Board Member Frankie DalMolin as ASBA Advocate of the Year 2023. The Advocate of the Year Award was developed to recognize individuals who go above and beyond in advocating for K-12 public education students. It recognizes individuals who have demonstrated exceptional commitment to advocating for public schools, those who have become true pillars of support for our future generations.

With unyielding determination and a heart full of passion, Mr. DalMolin has carved his path as an advocate for change. Known for his resolute dedication, Mr. DalMolin has emerged as a beacon of hope within the Globe Unified School District. His impact extends beyond the district boundaries as he tirelessly advocates for rural school districts across Arizona.

Mr. DalMolin’s advocacy is not limited to the present moment. He is a champion for improving educational opportunities in rural areas and has been instrumental in advancing policies that promote equity, diversity and inclusion in education. But that’s not all. Mr. DalMolin has played a pivotal role in addressing a long-standing issue, the Aggregate Expenditure Limit, which has affected schools across Arizona.

Through his leadership and unwavering advocacy, Mr. DalMolin has positively impacted the lives of countless students in Arizona. His dedication has made a real difference, ensuring that every child has access to quality education, regardless of their background or location.

Frankie DalMolin is an advocate for the ages, a true advocate for change. Join us in celebrating his remarkable journey and in thanking him for his tireless efforts to shape a brighter future through education.
UDALL SHUMWAY PROUDLY SUPPORTS
ARIZONA’S PUBLIC SCHOOLS

Meghan M. Baka
Lori A. Bird
Kathleen H. Brantingham
Timothy D. Butterfield
Curtis M. Chipman
Roger C. Decker
Eli T. Enger
Lawton L. Jackson
Denise Lowell-Britt
Heather R. Pierson
Jessica S. Sanchez
Joel E. Sannes

A TRADITION OF LEGAL EXCELLENCE

- BANKRUPTCY
- BUSINESS & CORPORATE LAW
- CIVIL & COMMERCIAL LITIGATION
- CONSTRUCTION LAW
- DIVORCE & FAMILY LAW
- EDUCATION LAW
- EMPLOYMENT LAW
- ESTATE PLANNING
- IMMIGRATION & NATIONALITY LAW
- MEDICAL MALPRACTICE
- MUNICIPAL LAW
- PERSONAL INJURY
- REAL ESTATE

www.udallshumway.com
1138 North Alma School Road, Suite 101 ● Mesa, Arizona 85201 ● 480.461.5300 ● FAX: 480.833.9392
WHEN EDUCATION ISN’T ALL APPLES, LET US HELP.

Our education lawyers offer a variety of services to their school clients, including advice on regulatory and statutory compliance, student/parent issues, special education, employment and EEOC matters, Title IX, open meetings law, public records law, board governance matters, internal investigations, and constitutional issues.

- Day-to-Day Advice
- Special Education
- Board Governance
- Employment
- Regulatory Compliance
- Litigation
- Parent/Student Matters
- Open Meeting Law
- Training
- Public Records

Lynne Adams  
(602) 640-9348  
ladams@omlaw.com

David Garner  
(602) 640-9358  
dgarner@omlaw.com

Heather Robles  
(602) 640-9305  
hrobles@omlaw.com

Kristin Windtberg  
(602) 640-9367  
kwindtberg@omlaw.com

(602) 640-9000 • OMLAW.COM  
2929 N CENTRAL AVE, SUITE 2000  
PHOENIX, AZ 85012
MANGUM WALL STOOPS & WARDEN, PLLC
Attorneys Serving Arizona Since 1955
Brandon J. Kavanagh  Adam J. Wintz
Jeffrey D. Dollins  Philip (Jay McCarthy)
James D. Griffith  E. Duane Weston
Stephen K. Smith (Retired)
A. Dean Pickett (1949-2020)
Kenneth H. Brendel (1967-2022)
PROUD SUPPORTER OF ARIZONA EDUCATION
AND SCHOOL DISTRICTS

WRIGHT WELKER & PAUOLE
ATTORNEYS AT LAW | PLC

Education Law
Personal Injury Law
Construction Law
Insurance Law
Complex Commercial Litigation
Workers’ Compensation Law

Representing Arizona Schools for over 25 years
Best Lawyers® Super Lawyers Martindale-Hubbell™ AV® Preeminent™

10429 S. 51st Street, Suite 285, Phoenix, Arizona 85044 • (480) 961-0040
www.wwpfirm.com
Unique solutions for complex problems

Deanna Rader
drader@rademayrose.com
Jamie Mayrose
jmayrose@rademayrose.com

Recognized in The Best Lawyers in America™ as one of the best firms in Litigation—Labor & Employment since 2019

Rader Mayrose LLP
812 N. 2nd Avenue
Phoenix, AZ 85003
602-384-2292
www.rademayrose.com

Sims Mackin

Proudly Supporting ASBA & Arizona’s School Districts

- Dedicated
- Knowledgeable
- Accessible
- Responsive

Counseling school districts on a wide range of legal matters so they can focus on what is really important:

EDUCATION

school law | open meeting law | public records law | IGAs | election law
administrative law | contracts & procurement | commercial law | human resources
civil and appellate litigation | real estate and more

Bill Sims
Kristin Mackin
Anthony Contente-Cuomo
2100 N. Central Suite 220
Phoenix, AZ 85004
Office: (602) 772-5500
Fax: (602) 772-5509
kmackin@simsmackin.com
acc@simsmackin.com
Cantelme & Brown, PLC has represented school districts from across the state since its inception in 2006. Our philosophy is to provide effective, timely, and practical legal guidance to our clients. Firm lawyers have a broad range of experience in the Education Law related areas listed below.

David Cantelme
david@cb-attorneys.com

Aaron Brown
aaron@cb-attorneys.com

Clyde Dangerfield
crd@cb-attorneys.com

Kelsey Karam
kelsey@cb-attorneys.com

602.200.0104
www.cb-attorneys.com

Litigation - Elections - Board Governance - Investigations - Title IX - Construction - Procurement H-1B Petitions - Public Records - Open Meeting - Operations - Personnel - Solar - Contracts/IGAs
Elevating Engagement: ASBA Connects with You Year-Round!

ASBA is thrilled to announce a dynamic change in our county meetings – now happening in both Fall and Spring! This exciting shift allows us to engage with our members throughout the year, fostering deeper connections, sharing insights and building a stronger community. Our commitment to your growth and success remains unwavering and these revamped county meetings will provide more opportunities to connect, collaborate and thrive together. Get ready to be part of year-round ASBA engagement, empowering you every step of the way.

Mark your calendars and save the date for your respective county meeting:

Fall 2023 County Meetings with County Director elections:
- **Graham-Greenlee County:** Tuesday, Sept. 19, at Duncan USD
- **Pima County:** Thursday, Sept. 28, at Flowing Wells USD
- **Navajo/Apache/Coconino Counties:** Saturday, Sept. 30 (Location to be determined)
- **Maricopa County:** Monday, Oct. 16, at Tempe UHSD
- **Pinal County:** Wednesday, Oct. 18, at Casa Grande ESD
- **Yuma County:** Wednesday, Oct. 25, at Gadsden ESD
- **Cochise County:** Thursday, Nov. 2 (Location to be determined)

Spring 2024 County Meetings:
(Dates and locations to be determined)
- **Gila County**
- **Yavapai County**
- **La Paz County**
- **Mohave County**
- **Santa Cruz County**

We’re thrilled to announce a change in the schedule for the upcoming ASBA County meetings. Get ready for a transformed experience that brings together learning, leadership and celebration like never before.

Your Voice, Our Vision: Shaping the Future of ASBA Together

At ASBA, we’re embarking on an exciting journey of rebranding, and your feedback is crucial in shaping the transformation. As our valued members, your insights are the compass guiding us toward a fresh and invigorated identity. Your perspectives will shape not only the new face of ASBA but also the experiences, resources and opportunities we offer. Join us during the county meetings in this collaborative effort to redefine our association and create a future that resonates with all of us. Your voice matters and together we’re building a stronger ASBA.

Registration for this member-only event is $40. We can’t wait to welcome you to your ASBA County Dinner and Meeting. The enthusiasm and energy of fellow members coupled with the enriching content and festivities are bound to make this an event to remember.

Remember to register now to secure your spot at these exciting gatherings. We’re looking forward to seeing you there! All details can be found on the ASBA website: https://azsba.org/event/asba-county-meetings-2023/.
Executive Team

The ASBA Executive Team is here to support board members, superintendents and administrative professionals in the work they do serving our students. ASBA is your association. We are always here for whatever you need.

Devin Del Palacio
Executive Director
ddelpalacio@azsba.org

Kristi Sisk
Chief of Staff
ksisk@azsba.org

Board Support and Leadership Development

To assist boards in reaching peak effectiveness, ASBA offers on-site and virtual trainings and neutral facilitation upon request in areas such as goal setting, roles and responsibilities, board practices and protocols, team transitions, collaboration and governance strategies. This may include facilitation of board retreats and strategic planning sessions. ASBA also offers a comprehensive, online board self-evaluation tool that yields information to help the board celebrate successes, as well as grow and develop in five pillars essential to effectiveness: conduct and ethics, vision, structure, accountability and advocacy. ASBA staff is available to facilitate discussion around evaluation results and next steps.

Amy Castellanos
Board Support Specialist
acastellanos@azsba.org

Ben Adams
Membership Services Coordinator
badams@azsba.org
Meet the ASBA Team

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

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ellen White</td>
<td>Director of Business and Conference Services</td>
<td><a href="mailto:ewhite@azsba.org">ewhite@azsba.org</a></td>
</tr>
<tr>
<td>Gina Moss</td>
<td>Administrative Assistant</td>
<td><a href="mailto:gmoss@azsba.org">gmoss@azsba.org</a></td>
</tr>
<tr>
<td>Jolene Hale</td>
<td>Administrative Assistant</td>
<td><a href="mailto:jhale@azsba.org">jhale@azsba.org</a></td>
</tr>
<tr>
<td>Ellen White</td>
<td>Director of Business and Conference Services</td>
<td><a href="mailto:ewhite@azsba.org">ewhite@azsba.org</a></td>
</tr>
<tr>
<td>Gina Moss</td>
<td>Administrative Assistant</td>
<td><a href="mailto:gmoss@azsba.org">gmoss@azsba.org</a></td>
</tr>
<tr>
<td>Jolene Hale</td>
<td>Administrative Assistant</td>
<td><a href="mailto:jhale@azsba.org">jhale@azsba.org</a></td>
</tr>
<tr>
<td>Heidi Vega</td>
<td>Director of Communications</td>
<td><a href="mailto:hvega@azsba.org">hvega@azsba.org</a></td>
</tr>
<tr>
<td>Jade Frazier</td>
<td>Multimedia Communications Manager</td>
<td><a href="mailto:jfrazier@azsba.org">jfrazier@azsba.org</a></td>
</tr>
<tr>
<td>Lisa Irish</td>
<td>Multimedia Communications Specialist</td>
<td><a href="mailto:lirish@azsba.org">lirish@azsba.org</a></td>
</tr>
</tbody>
</table>

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, Twitter, Instagram and TikTok.
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.

Christopher Kotterman
Director of Governmental Relations
ckotterman@azsba.org
Legal and 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.

Renae Watson
Interim Policy Director
r watson@azsba.org

Lynne Bondi
Policy Analyst
lbondi@azsba.org

Dr. Charlotte Patterson
Policy Analyst
cpatterson@azsba.org

We cultivate excellence in locally governed school districts.
## 2023 Calendar of Events

### September

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Monday</strong></td>
<td><strong>4</strong> Labor Day</td>
</tr>
<tr>
<td><strong>Wednesday-Friday</strong></td>
<td><strong>6-8</strong> Law Conference</td>
</tr>
<tr>
<td></td>
<td>Law Conference</td>
</tr>
<tr>
<td></td>
<td>Sept. 6 Full-day pre-conference</td>
</tr>
<tr>
<td></td>
<td>Sept. 7-8 Law Conference</td>
</tr>
<tr>
<td></td>
<td>JW Marriott Camelback Inn in Scottsdale</td>
</tr>
<tr>
<td></td>
<td>Registration opens July 10 and closes Aug. 18</td>
</tr>
</tbody>
</table>

**Pre-Law Conference Keynote Speaker**

Dr. Lisa Strohman
Attorney, clinical psychologist and author of "Unplugged," the first in a series of publications around mental health and technology safety.

**Law Conference Keynote Speakers**

Dr. Pedro Noguera
Dean of USC Rossier School of Education and author of many books including "A Search for Common Ground: Conversations About the Toughest Questions in K-12 Education."

Michele Borba, Ed.D.
Educational psychologist with 40 years teaching and consulting experience and author of "Thrivers: The Surprising Reason Why Some Kids Struggle and Other Kids Thrive."

- **Saturday** | **9** Delegate Assembly
  - Registration opens July 10
- **Tuesday** | **19** Graham-Greenlee County Meeting*
  - Duncan USD
  - County Director Election
- **Thursday** | **28** Pima County Meeting*
  - Flowing Wells USD
  - County Director Election
- **Saturday** | **30** Navajo-Apache-Coconino County Meeting*
  - County Director Elections (Navajo and Apache)

```
Spring 2024 County Meeting dates and locations in Gila, Yavapai, La Paz, Mohave and Santa Cruz Counties will soon be determined.
```

*Registration Opens Aug. 7 for County Meetings
Check website for specific locations.

---

### October

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Monday</strong></td>
<td><strong>9</strong> Indigenous Peoples’ Day</td>
</tr>
<tr>
<td><strong>Monday</strong></td>
<td><strong>16</strong> Maricopa County Meeting*</td>
</tr>
</tbody>
</table>
|            | Tempe UHSD
|            | County Director Election                   |
| **Wednesday** | **18** Pinal County Meeting*              |
|            | Casa Grande ESD
|            | County Director Election                   |
| **Wednesday** | **25** Yuma County Meeting*               |
|            | Gadsden ESD
|            | County Director Election                   |
| **Thursday** | **26** Mohave County Meeting*              |
|            | Bullhead City ESD                         |

### November

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Thursday</strong></td>
<td><strong>2</strong> Cochise County Meeting*</td>
</tr>
<tr>
<td></td>
<td>County Director Election</td>
</tr>
<tr>
<td><strong>Friday</strong></td>
<td><strong>10</strong> Veterans Day</td>
</tr>
<tr>
<td><strong>Thursday-Friday</strong></td>
<td><strong>23-24</strong> Thanksgiving Holiday</td>
</tr>
</tbody>
</table>

### December

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wednesday-Friday</strong></td>
<td><strong>6-8</strong> ASBA-ASA Annual Conference</td>
</tr>
<tr>
<td></td>
<td>Dec. 6 Full-day pre-conference</td>
</tr>
<tr>
<td></td>
<td>Dec. 7-8 Annual Conference</td>
</tr>
<tr>
<td></td>
<td>JW Marriott Desert Ridge Resort in Phoenix</td>
</tr>
<tr>
<td></td>
<td>Registration opens Oct. 16 and closes Nov. 22</td>
</tr>
</tbody>
</table>

**ASBA-ASA Annual Conference Keynote Speakers**

DJ Vanas
Motivational storyteller, leadership and development expert and author of "The Tiny Warrior: A Path to Personal Discovery & Achievement" and the novel "Spirit on the Run."

(continued)
Marc Brackett, Ph.D.
Founding director of the Yale Center for Emotional Intelligence, professor in the Child Study Center at the Yale School of Medicine and author of “Permission to Feel.”

2024 Calendar of Events

January

TBD
Board Operations Leadership Training (BOLTS)

MON
15
Martin Luther King, Jr. Day

February

TBD
Board Operations Leadership Training (BOLTS)

MON
12
Advocacy Day
State Capitol

MON
19
Presidents Day

June

THUR-SAT
6-8
Summer Leadership Institute
Little America in Flagstaff
Registrations open Apr. 15

WEDNESDAY
19
Juneteenth

July

THURSDAY
4
Fourth of July

Spring 2024 County Meeting dates and locations in Gila, Yavapai, La Paz, Mohave and Santa Cruz Counties will soon be determined.

September

MONDAY
2
Labor Day

WED-FRI
4-6
Law Conference
JW Marriott Camelback Inn in Scottsdale
Registration opens July 8

SAT
7
Delegate Assembly
Registration opens July 8

October

MONDAY
14
Indigenous Peoples’ Day

November

MONDAY
11
Veterans Day

THUR-FRI
28-29
Thanksgiving Holiday

December

WED
18
New Board Member Orientation (NBMO)
Registration opens Oct. 21

THURSDAY
19
ASBA Annual Membership Meeting at Annual Conference

THUR-FRI
19-20
ASBA-ASA Annual Conference
JW Marriott Desert Ridge Resort in Phoenix
Registration opens Oct. 28

WEDNESDAY
25
Christmas
**Artwork Contest**

**Unleash Your Imagination: ASBA’s 1st Annual Student Artwork Contest**
Entries now open and close Oct. 21, 2023

Pass on the contest details to your district teachers, principals and schools!

Share your district students’ creativity with Arizonans statewide with the ASBA Annual Student Artwork Contest. Student entries will be submitted through an online form on ASBA’s website between **Aug. 1 and Oct. 31, 2023**.

**See below for all submission details.** Winning artwork will be selected to be displayed at the **ASBA-ASA Annual Conference**, on the walls of the ASBA office in Phoenix and will be showcased in the ASBA Journal Magazine, ASBA Connect e-newsletter and on ASBA social media.

**Selected winners will receive a $100 Visa Gift card and a $100 donation to their school’s art department and/or art program.**

**Theme:** Let your imagination run wild and take us on a journey through your creativity. The theme for this year’s contest is **“Imagination Unleashed,”** and we encourage you to explore the boundless world of your thoughts, dreams, and ideas. From fantastical creatures to futuristic cityscapes, the possibilities are endless!

**Contest Details:** Only students who have submitted complete entry materials will be considered. Students in ASBA member districts (Pre-K – 12th grade) are eligible for the contest. Entry is FREE. Limited to one submission per participant.

- Artwork must be two-dimensional.
- Artwork size must not exceed 18×24.
- Categories include: Paintings (oil, acrylics, watercolor, etc.) Drawings (colored pencil, pencil, ink, marker, pastel and charcoal).
- Mixed Media: Use of more than two mediums such as pencil, ink, watercolor, etc. will be accepted.

Get Inspired and Get Started!
Fill out the form and submit your artwork at [https://azsba.org/asba-1st-annual-student-artwork-contest/](https://azsba.org/asba-1st-annual-student-artwork-contest/)
Capture a high-resolution photograph of your artwork for digital submissions. **Digital submissions only are required.**

**Judging Criteria:**
- Creativity and Originality
- Technical Skill and Execution
- Adherence to the Theme
- Impactful Storytelling
- Uniqueness

**Submission Deadline:** Submit your students’ entries through an online form on ASBA’s website between **Aug. 1 and Oct. 31, 2023**.

Winners will be notified no later than **Nov. 6, 2023**. All contest details are at to [https://azsba.org/asba-1st-annual-student-artwork-contest/](https://azsba.org/asba-1st-annual-student-artwork-contest/)

For additional questions please contact Jade Frazier, ASBA Multimedia Communications Manager at jfrazier@azsba.org or call 602-254-1100.
Professional development builds more effective leadership teams

School superintendent and board leadership teams that take time to learn together are a more effective team, and research shows they achieve more for the students they serve.

ASBA’s Leadership Development and Board Support Services Team offers several popular options as well as two- and three-hour targeted sessions. In addition, the team also can design custom professional development or facilitation that meets your specific needs and assists your board and superintendent leadership team in moving forward together.

For customized professional development opportunities, please contact Amy Castellanos, Associate Executive Director, by email at acastellanos@azsba.org or call 623-254-1100.

Popular sessions

In Board Self-Evaluation Part 1, the board reviews evaluation results with a neutral facilitator who can help guide the conversation to build consensus around focus areas the board would like to address. During Part 2, the facilitator helps the board create goals and objectives.

For Board Operations and Communications Protocols, a facilitator helps the board develop and document protocols for communication with each other, staff and the community. This training helps build trust, team cohesion and expectations for communication between the board and superintendent, staff, students, community members, as well as before, during and after meetings, during emergencies, school visits and community meetings.

At an Overview of Strategic Planning session, a facilitator guides your board and superintendent team through a review of the strategic planning process, the importance of community involvement, the district’s current mission, vision, values, goals and available data and helps the team identify strengths and needs. An additional session would help the leadership team create a timeline for next steps, including the development of strategic goals.
A Team Member Style training helps build good working relationships with your leadership team by learning about four team member styles, identifying strengths and trouble spots of each style and gaining insights on working with other styles on the team. The materials used during this session are by HRDQ. The team will have the opportunity to discuss their styles with one another.

2-hour sessions
ASBA Leadership Development and Board Support Services Team offers 2-hour professional development sessions that help your team:

• Identify ways to have productive and effective board meetings

“Thank you for your flexibility. I believe there was more value in our meeting because you allowed us to go where the board decided to go.”
– PARTICIPANT AT FLORENCE UNIFIED’S BOARD RETREAT

“Great content and pace. Thanks for keeping us on track, but also holding space for discussions, questions and laughter.”
– PERSON ATTENDING CREIGHTON ESD’S EFFECTIVE BOARD MEETINGS SESSION

Amy Castellanos
Board Support Specialist
acastellanos@azsba.org

“ASBA was very helpful. They were sensitive and responsive to both veteran board members as well as less-experienced board members. ASBA covered some sensitive areas of conversation very astutely and knowledge-based. Thank you.”
– BOARD MEMBER AT CLARKDALE–JEROME USD’S ROLES AND RESPONSIBILITIES SESSION
• Examine the different but interconnected roles and responsibilities of the superintendent and board
• Learn more about team member style and building good working relationships
• Assist the board to develop criteria for a superintendent search to become search ready
• A facilitator-led session Educational Equity (Overview) and using ASBA’s Leading for Equity Framework that provides steps boards can take to create conditions where every student can succeed
• A facilitated superintendent evaluation training where the board and superintendent discuss the board’s or ASBA’s new superintendent evaluation tool and best practices that enhance superintendent and district performance

3-hour sessions
ASBA also provides 3-hour facilitator-led training on board operations and communications protocols, board self-evaluation parts 1 and 2 and strategic planning overview as described above.

“This session was well presented and knowing our presenter respects our culture and language perspectives. ASBA has well outlined training and we trust their expertise and knowledge to guide us along this process.”
– PARTICIPANT IN A STRATEGIC PLANNING TRAINING IN PIÑON USD

“This was relevant and important information, I found it extremely helpful.”
– CASA GRANDE ESD PARTICIPANT DURING A SIMILAR TRAINING

“ASBA was awesome! Everything about the presentation and recommendations were a great refresher for those who have been on the Board for many years and great for new board members. Thank you.”
– TOLLESON ESD BOARD MEMBER AT BOARD OPERATIONS AND COMMUNICATIONS PROTOCOLS PROFESSIONAL DEVELOPMENT SESSION
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 supporting student success.


**Board Member Awards**
Presented to individual board members for personal efforts toward professional development.

**Academy of Board Development**
This 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 opportunity. Hourly credit can be earned for ASBA events, custom on-site board trainings, webinars and more.

**All-Arizona School Board Member Award**
This award is ASBA’s highest individual board member honor. It is bestowed on up to five 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 board, leadership at local, state and federal levels, contributions to ASBA and/or NSBA, demonstrated concern for the district’s students, rapport with fellow board members, commitment to boardsmanship training and support for ASBA and its activities.
Honor Roll Award
This award recognizes retiring board members who were nominated by their boards for outstanding service. Recipients have either retired since the last annual conference or are planning to do so after serving at least two consecutive terms or at least eight years of service.

Full Board Awards
Full boards may earn awards for commitment to training and excellence in boardsmanship and service.

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
This 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.

School Board Member of the Year Award
Barbara Robey School Board Member of the Year Award
This award honors a school board member who has made outstanding contributions in support of public education and ASBA’s mission through servant leadership. The award established in 2007, honors the service of Mrs. Barbara Robey, a school board member, tireless servant leader and advocate for Arizona children and public education during her tenure at ASBA and her ongoing volunteerism. Mrs. Robey was the first recipient of this award. Nominations for this award are due by Aug. 29, 2023.

ASA Superintendent of the Year Awards
The Arizona School Administrators Association honors superintendents around the state at the ASBA-ASA Annual Conference. The awards recognize leaders in small, medium and large districts who set the standard for educational excellence and serve students, staff, families and their community in an exemplary manner.
Golden Bell Promise Program Awards

These awards recognize 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 these prestigious awards to the educators and administrators who create and implement them.

Advocacy Awards

Advocate of the Year Award
This was developed to recognize individuals who go above and beyond in advocating for 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 Law Conference.

Pillar Award for Advocacy
This award recognizes school board members for advocacy 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 activities.

John R. McDonald & A. Dean Pickett Award

This 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 attorneys. This award is presented to an attorney each year who is considered a leader in public education.

We're in the process of revamping these ASBA awards. Stay tuned to hear more information about these awards in 2024.
Student Scholarships

Black Alliance Georgie and Calvin Goode Scholarship
This scholarship is awarded to seniors of Black or African descent who demonstrate an exceptional record of academic growth and commitment of service to others who plan to further their education at an accredited postsecondary institution.

Jack Peterson Scholarship
This scholarship is awarded annually to exceptional high school seniors who plan to pursue college degrees in teaching. Recipients shall have maintained a high school record that reflects high academic achievement and regular attendance, respectable leadership and citizenship among peers and sustained participation in school and community activities. Amounts of the awards vary from year to year and are based on annual earnings from the scholarship endowment.

Panfilo H. Contreras Honorary Scholarship
This scholarship was awarded for the first time in 2013 by ASBA’s Hispanic-Native American Indian Caucus. Hispanic and Native American Indian students who are seniors in high school are eligible to apply for this scholarship to support their attendance at an accredited post-secondary institution.

Additional information and deadlines can be found on the ASBA website:

azsba.org/awards
Each year, superintendents and school boards work together to develop policy in response to new K-12 education laws approved by the Arizona Legislature.

ASBA’s model policies assist school leaders in this critically important responsibility by providing a foundation necessary to operate a school system in compliance with state and federal laws, as well as court rulings and regulatory action.

ASBA believes it is our privilege – and, we think, our responsibility – to offer access to this service for our members. When school boards come together to share the cost of necessary services like these through an association like ours, more precious dollars can be put toward supporting student success. Our pricing equity model levels the playing field, enabling small, rural districts to have these same critical, top-notch services as their large urban and suburban counterparts.

An ASBA Policy Services subscription allows member districts to use ASBA model policy, which is compliance-based, continually updated, and provides a non-exclusive license to use the ASBA Policy Manual as well as model policies provided in Policy Advisories as the basis for the District policy manual during the life of the Policy Services agreement.
Have questions as you develop policy?

CALL ASBA’S POLICY SERVICES TEAM

CONTINUED

An ASBA Policy services subscription also includes:

• Use of the PolicyBridge platform to edit and publicly post online the District Policy Manual
• Policy amendment assistance
• On-call consultation with our team of policy and governance experts
• Access to the Policy Manual Review service (for an additional fee; recommended every four years)
• An employee handbook service is available to policy subscribers as well.

When ASBA members have questions about policy, you can get answers from a trusted resource – ASBA’s Policy Service Team.

“ASBA Policy Services experts respond and provide support when you need it.
When we submit a request via email or call, they usually respond to us within 24 hours or less.”

– MONICA TREJO
ASBA PAST PRESIDENT
TEMPE ESD

For more information or to get answers to your questions, please contact Policy Services at 602-254-1100 or email rwatson@azsba.org to reach out to ASBA’s Policy Services Team.
When you have questions about policy, you can get answers from a trusted resource – ASBA’s Policy Services team. In addition, the team created videos for you to assist your work on your school district’s policy manual in PolicyBridge. All videos and a PolicyBridge cheat sheet are available on ASBA’s website at asbazo.org/policy/policybridge.

How to edit and create district documents NOT from a policy advisory

This video takes you step-by-step through options in PolicyBridge to create, edit and update district documents not from a policy advisory with reminders of key items to include for policies, regulations and exhibits, information on ways to compare versions and how to submit changes to be published in your policy manual.
2 How to navigate your policy advisories awaiting adoption folder

Superusers learn the difference between policy advisories and alerts in this video which also provides step-by-step instructions on how to navigate your policy advisories awaiting adoption folder in PolicyBridge, as well as how to add policies that apply to your district and decline those that don’t.

3 Processing documents after a policy review

This video walks you through processing documents after a policy review to ensure your existing practices are consistent with your recorded policies. ASBA shares tips on providing school board members comparisons of proposed and earlier policies, editing documents and retaining original public versions.

Remember, you can always reach out to ASBA’s Policy Team with any questions you have by calling 602-254-1100 ext. 107.
Background: I moved to AZ from Cleveland, Ohio in 1981, then moved back east for five years in 1989, before returning for good in 1995. I started at ASBA in June 1999, after working for Arizona Department of Education in their Exceptional Student Services department for five years. Special education is dear to my heart.

Favorite quote & why: “Carpe Diem,” because you must go after every single day like it’s the only time you’ll be able to make a difference.

What I like best about my role: That I have been lucky to work with some of the most dedicated folks in education. It’s also such a pleasure assisting my school districts with their policy questions/concerns. The districts are truly so appreciative of our service.

What members should know: Policy is an important part of district/school operations. Keeping up-to-date with policy is important for your staff and your community. Remember, we at ASBA are always here to help.
**Background:** Dr. Charlotte Patterson joined the ASBA Policy Services team as a Policy Analyst in 2022, after 32 years with Tucson Unified School District, including twenty as an administrator. She received her doctorate from Seton Hall University where her passion for policy research emerged. Dr. Patterson’s success as a district administrator required broad policy expertise, particularly for leading her department’s release from 40 years of oversight under the district’s Federal Desegregation Order. She has been a volunteer policy advocate for national mental health services for five years.

**Favorite quote & why:** “You don’t know what you don’t know.” – Socrates

**What I like best about my role:** I especially like the balanced strength of our Policy Services team. We are given the autonomy and support to do our best collective and individual work.

**What members should know:** Policy Services offers the highest quality of personalized services with distinctive support to each of its member districts. Our policy services go beyond compliancy with enhanced expertise understanding the practical implications of a Policy Manual for the unique needs of their community.
Get to Know Your ASBA Policy Team!

**Background:** As a former high school and college English instructor and a Student Teacher Supervisor for the University of Arizona, I feel blessed to be a part of ASBA as I can continue serving those who are passionate about student success. My twenty years in the educational arena have enabled me to cultivate growth and knowledge, now in the policy realm, and it is truly an honor to support Arizona school districts.

**Favorite quote & why:** “I am convinced that life is 10% what happens to me, and 90% how I react to it.” – Charles Swindoll. A week before Mountain Ridge High School opened its doors for the first time in 1995, my mother passed away. I was devastated because we were so close, and even though I was so excited to open a new school, I wanted to shut the world out and curl up into a ball. Someone shared this passage with me, and I kept looking at the line that “life is 10% what happens to me, and 90% how I react to it.” Finally, my thoughts changed to how blessed I was to have had the most amazing mother and mentor throughout my childhood, teenage years and into my adulthood. She was also a teacher, and I knew I needed to continue inspiring my students just as she had for so many years. This quote has been life-changing when looking at life, so I shared it and my story with my students every year on the first day of school and now with you.

**What I like best about my role:** As a former teacher and mentor, I thrive on building connections, fostering learning and growth and instilling confidence in others. To that end, I’ve loved creating PolicyBridge tutorials and trainings, presenting policy information at conferences and events and conducting Policy Reviews throughout this great state. As an Arizona native, I find it fascinating that there are so many places I’ve traveled to for Policy Reviews where I’ve never been before!

**What members should know:** We want our subscribers to know that we are here in service to support their work. We also focus on continuous improvement; our policy team is always looking for ways to enhance our procedures to provide our members with the best possible service. For example, we now front-load our Policy Review analysis to engender a more efficient and effective process and experience. Again, we are here in service for you and your school district!
Follow us!

Stay informed on issues and current events!

ASBA provides members with a wide variety of communications and engagement services. Members can sign up to receive a twice-monthly e-newsletter, webinars, member messages, text notifications and the Annual Journal Magazine.

Stay up-to-date by following us on Instagram, Facebook, Twitter and TikTok.

Sign up and learn more by going to azsba.org/communications
Provide your board members with helpful resources

You can order each board member their own copy of *The Arizona Open Meeting Law* pocket reference and the *School Board Member Handbook*, as well as get a *School Board President Handbook* from ASBA’s Bookstore at https://azsba.org/bookstore/. The price of each book is $25.

These handbooks are effective tools to enhance your board members’ skills. Research shows that board members who develop their knowledge of leadership, governance, issues and topics that impact student success are more effective in achieving positive outcomes for their students and communities.

azsba.org/bookstore
Five reasons to value ASBA’s salary surveys

ASBA conducts two annual salary surveys of district compensation and benefits each year. One focuses on teachers, principals and district level administrators and the other on superintendents. The surveys open in February and results are released in April.

This exclusive member benefit is designed to assist in determining fair and competitive salaries for school employees. These surveys benefit your school district in these five ways:

1. **A Competitive Position**
   ASBA’s salary surveys provide information on total compensation that includes retirement plans, bonuses, incentives and base salary.

2. **Peer-to-Peer Comparison**
   ASBA’s salary surveys provide current data on your school district’s peers while maintaining confidentiality.

3. **Investment Protection with Employees**
   Continuous benchmarking and evaluation of salary and incentive levels for current employees can minimize turnover and increase morale.

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

5. **Comparable and Dependable Data**
   With the pace of change in the economic and employment landscape, using old data puts districts at risk of lagging behind current pay trends. ASBA’s annually updated surveys ensure districts have the most current information.

To receive the code to view the survey, please contact Gina Moss at gmoss@azsba.org or 602-254-1100.

View ASBA’s Salary Surveys at:

aza.org/resources/salary-surveys/
Essential Tools for Modern Meeting Management

Now more than ever, district and school board leaders need simple solutions to ensure continuity of educational services and operations. As the premier board management platform for K12 education, thousands of school districts trust BoardDocs to provide simple yet powerful tools for today’s modern governance requirements.

BoardDocs provides the resources to help your organization ensure transparency – essential for developing community engagement and support.

- Comprehensive platform for preparing agendas, conducting live, virtual and hybrid meetings, and sharing minutes and results.
- Manage, update and share policies in an easily searchable public portal
- 24/7/365 support & one-on-one training

**Invest in advanced functionality to support positive community engagement**

Livestream Meeting Link
- Display your district’s livestreamed meeting alongside the agenda; timestamp for access within the minutes after meeting has ended

Committees & Working Groups
- Manage and control meetings and minutes separately for related boards and committees
- Designate different publishers for specific boards or committees
- Create separate agenda item submission workflows and approval processes

Digital Voting
- Allow board members to record their votes in remote meetings in a simple and secure manner
- Provide an easy way for moderators to open and close voting and monitor incoming votes

Social Sharing
- Share meetings, agenda items, policies, or library documents through social channels

Resource Library
- Leverage a document storage area to store and share reference materials
- Create customized categories to organize documents and supporting resources such as financial information or Superintendent updates for the board

Search
- Access an extensive database of public information posted by 4500+ BoardDocs subscribers
- Gain insight about how other organizations are implementing policy or agenda items related to a specific topic

To learn more about BoardDocs, contact us today:
800-407-0141
info@boarddocs.com

**BoardDocs** is a trademark of Diligent Corporation, registered in the US Patent and Trademark Office. All rights reserved. © 2020 Diligent Corporation.
ASBAIT, the Arizona School Boards Association Insurance Trust, has been providing competitive, affordable health care programs for public school district employees and their families since 1981. ASBAIT benefits are exclusively available to ASBA member districts.

“Our commitment to stability and low administrative costs not only ensures sustainability but makes us a reliable healthcare partner for our ASBA member districts and potential members alike,” said Devin Del Palacio, ASBA Executive Director.

When developing a benefits policy the board should ask these questions:

1. How does our governing board and our district prioritize and demonstrate a culture of caring for employees?

2. Is the process of deciding on benefits collaborative?

3. Are our salaries and benefits competitive with other employers?

4. Do our benefits meet employees’ needs in cost and coverage?

5. What’s our timeline for developing next year’s salaries and benefits?

Other important considerations include – network coverage, cost, plan type options and voluntary benefit options that the employee pays for such as vision, dental and life insurance, short-term disability, cancer insurance, identity theft coverage and pet insurance.

“We looked at several different trusts and options and ASBAIT had the richest plans for the least cost, but they also had all those value adds the culture of caring and the incentives they offer our employees,” said Marcie Rodriguez, chief financial officer for Cave Creek USD.

“A happy, healthy employee in the classroom is the best thing for our kids,” Rodriguez said. “If your employees know that you care about them, they are more likely to be loyal and committed in the work that they’re doing for the district.”

For more information about ASBAIT, please contact Chuck Nelson, Meritain Health Sales Executive representing ASBAIT at 480-688-3284 or chuck.nelson@meritain.com
Create District Customer Standards Part 1 and 2

ASBA provides a customer service training that focuses on creating a welcoming environment using an engaging and interactive approach where attendees learn about the importance of customer experience, positive culture, how we listen and engage with our customers and more. This is a great professional development opportunity for classified and certified staff. This training is offered as a 3- 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
“ASBA provided the secretaries in our district with the Customer Service Red Carpet Service training. This was a great process to go through with all of our secretaries together learning the same information and coming together to work on ideas and goals to create standards that would provide the best service possible to those we come in contact with. After we had implemented these standards for about a year, we went onto phase 2 which is the Secret Shopper experience.

The Secret Shopper came in person to each of the school sites, made phone calls, and sent emails to see how the secretary or administrator was doing in regards to our customer service standards. After the Secret Shopper was finished, we received the results of things we were doing well and others that we needed to improve. Overall this was a great experience.

– RENEE DAVIS,
SUPERINTENDENT & SCHOOL BOARD ADMINISTRATIVE ASSISTANT & HUMAN RESOURCES, SAFFORD USD

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.

For more information please contact Ellen White:
602-254-1100 | ewhite@azsba.org