Dear Superintendent,

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!

Superintendents seek out opportunities for students and open new doors for the community as they plan and promote a shared vision for their district.
ASBA wants to help you make the most of the 2023–24 school year by sharing information on member benefits, services, resources and events to assist your professional development planning and guide you and your school board throughout the year.

ASBA offers professional development through workshops, conferences and webinars throughout the year. We also offer specialized sessions for board and superintendent teams through the ASBA Leadership Development and Board Support Team. All resources, training and additional information can be found on the ASBA website at azsba.org.

ASBA advocates on behalf of member boards on issues that unite us at the Arizona Legislature, the Governor’s Office, State Board of Education, U.S. Congress as well as state and federal courts. The ASBA Advocacy Team also provides resources and training opportunities to superintendents and board members interested in advocating on behalf of their districts at the local, state and national level.

ASBA member districts have access to continuously updated, model school district policy that complies with state and federal law as well as court rulings and opinions, plus web-based policy manual access and search capability through PolicyBridge. The ASBA Policy Team is available to consult with you at any time.

Also, ASBA members have access to ASBA staff when you need us, annually updated ASBA Salary Surveys, a customizable employee handbook model, superintendent and board evaluation tools, school board and open meeting law handbooks, the Arizona School Administrative Professionals (ASAP) group, workshops, conferences and events. Keep informed with texts, Connect eNews and legislative in-session updates.

We look forward to seeing you at an upcoming ASBA event.

Remember, ASBA is your association, and we are here to support you, too!

Sincerely,
Mr. Devin Del Palacio
ASBA Executive Director
Meet the ASBA Team

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
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.

**Heidi Vega**
Director of Communications
hvega@azsba.org

**Jade Frazier**
Multimedia Communications Manager
jfrazier@azsba.org

**Lisa Irish**
Multimedia Communications Specialist
lirish@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.

**Christopher Kotterman**  
Director of Governmental Relations  
ckotterman@azsba.org

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**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.
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
rwatson@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.
## September

### Monday 4
- Labor Day

### Wednesday-Friday 6-8
- Law Conference
  - Sept. 6 Full-day pre-conference
  - Sept. 7-8 Law Conference
  - JW Marriott Camelback Inn in Scottsdale
  - Registration opens July 10 and closes Aug. 18

#### 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.

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## October

### Monday 9
- Indigenous Peoples’ Day

### Monday 16
- Maricopa County Meeting*
  - 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

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## November

### Thursday 2
- Cochise County Meeting*
  - County Director Election

### Friday 10
- Veterans Day

### Thursday-Friday 23-24
- Thanksgiving Holiday

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## December

### Wednesday-Friday 6-8
- ASBA-ASA Annual Conference
  - Dec. 6 Full-day pre-conference
  - Dec. 7-8 Annual Conference
  - JW Marriott Desert Ridge Resort in Phoenix
  - Registration opens Oct. 16 and closes Nov. 22

#### 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)
### 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 April 15

- **WED 19**
  - Juneteenth

#### July
- **THUR 4**
  - Fourth of July

#### September
- **MON 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
- **MON 14**
  - Indigenous Peoples’ Day

#### November
- **MON 11**
  - Veterans Day

- **THUR-FRI 28–29**
  - Thanksgiving Holiday

#### December
- **WED 18**
  - New Board Member Orientation (NBMO)
    - Registration opens October 21

- **THUR 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 October 28

- **WED 25**
  - Christmas

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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.”

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

"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

“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
• 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 boardmanship 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. Applications for awards open Sept. 18, 2023 and close Oct. 15, 2023.

**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 boardmanship, 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 boardmanship 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.
**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
Have questions as you develop policy?

CALL ASBA’S POLICY SERVICES TEAM

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.
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.

For more information or to get answers to your questions, please contact **Renae Watson** at 602-254-1100 or email rwatson@azsba.org to reach out to ASBA’s Policy Services 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
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.

@AzSBA
@ASBAFans
@ASBA_AZ
@ASBA_AZ

Follow us!
Stay informed on issues and current events!

Sign up and learn more by going to azsba.org/communications
Provide your school governing board members – new and experienced – with resources to help them excel in their work.

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.
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:

[azsba.org/resources/salary-surveys/](azsba.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.com

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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

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

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.