

Growing Together

ASBSD ANNUAL REPORT 2008



Executive Message

Growing together



Duane Alm
ASBSD President
Aberdeen



Wayne Lueders
Executive Director

First and foremost, thank you for being members of Associated School Boards of South Dakota. Your continued support, both emotional and financial, will guide your school board association through a defining era – a time when we grow together as a community to work through challenges and take advantage of new opportunities.

While we won't try to communicate everything your association does for our members, this annual report does reveal the progress we've made toward specific association goals. You'll also have an opportunity to review ASBSD's financial position.

After reading through the report, we hope you'll understand your association's commitment to continuous improvement and our desire to meet the ever-changing needs of our members.

We're proud to tell you about the progress we've made on our new board development initiative, called the Governance Academy for Visionary Education Leadership, or GAVEL for short. After two years of strategic planning and information gathering, we're excited to begin offering GAVEL programming in the 2008-09 school year.

Because we know board members are busy, ASBSD will begin offering more flexible training opportunities. Next year we will pilot both distance learning and self-study training programs for those who can't find the time to attend our training events.

Through GAVEL training, school board members will gain the knowledge and skills needed to grow into their role as leaders in improving student achievement for every student.

We're also pleased to report on the ways your school board association is strengthening our advocacy efforts.

We've refined the resolutions-setting process to better position ASBSD to make an impact during the legislative session. School Funding Realities, ASBSD's original school funding research, fueled the ongoing school finance debate by providing data-driven responses to some of the most pervasive myths about South Dakota's school funding challenges.

We're far from the finish line, the winds of change is adding to our momentum.

We realize that we can't bring about change by ourselves. Forward thinking school board members are willing advocates for public education. We need to work closely with education advocates in our local communities and across the state to reach out to those ready to champion our cause.

Your association understands that school board members fill an important leadership role in your local school district and in your local community.

We hope to capitalize on your leadership abilities - and showcase some of our own - as we grow together with our membership, overcome long-standing obstacles and embrace an exciting and inspiring new future.

Local board members see the future unfold. At every meeting, we make decisions that impact young minds and young South Dakotans. As witnesses to the promise of public education, we know that school board members help shape our communities, our state, our nation and our world.

At the local level, school boards put the “public” in public education – you reflect the will of the community and provide for the needs of your students. As your school board association, we aim to follow that model. It’s your issues, your needs and your perceptions that guide us as we grow together.

ASBSD President Duane Alm
2007 State of the Association Address

ASBSD Board of Directors

EXECUTIVE COMMITTEE

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Theresa Hoarty, 2nd Vice-Pres.
LeRoy Hellwig, Past President
Wayne Lueders, Executive Director

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vision

Associated School Boards of South Dakota is the unifying voice for school boards and public education, creating a vision of excellence and equity for every child while leading the state in advocating for raising student achievement.

mission

The mission of Associated School Boards of South Dakota is to provide leadership in promoting excellence in school board governance and to advocate for public education.

beliefs

- All children can learn.
- Every student has a right to a holistic, high-quality public education.
- Public education is essential for a free, self-governing society.
- Local control is vital for effective and efficient school board governance.
- The responsibility of providing adequate and equitable funding for public school students rests with the state of South Dakota.

ASBSD GOAL ONE

Inspire and equip school board members and superintendents to become leaders of public education to improve student achievement.

1,132

School board members and administrators attended ASBSD conferences, workshops and seminars.

35

School districts relied on ASBSD staff expertise to facilitate reorganization discussions.

18

School districts asked ASBSD to create custom policy manuals or review existing policy manuals.

304

School Board Recognition Week resources were downloaded from our web site, ASBSD.org.

GOAL ONE STRATEGIES: SUPPORTING EFFECTIVE GOVERNANCE, PREPARING MEMBERS TO LEAD, CELEBRATING SUCCESS

Our first broad-based goal encompasses our commitment to effective school board governance, quality training programs and recognizing individuals and groups for their commitment to K-12 education.

Board Development

As we were restructuring our board development programs (read more on page five), ASBSD offered 30 separate professional development opportunities at sites around South Dakota, drawing 1,132 board members and administrators.

We added two new programs this year - the Board Presidents' Leadership Conference and the Boards and Budgets Workshops - to our programming line-up that includes New Board Member Orientations, School Law Seminars, Negotiations Workshops, ASBSD Region Meetings, the Legislative Advocacy Day and the ASBSD and SASD Annual Joint Convention.

School Board Policy

Eighteen member districts asked ASBSD policy experts to revise or create custom policy manuals. We also strengthened our policy-specific newsletter, called Policy Matters, by adding Policy U, a feature that offers lessons on the mechanics of drafting policy.

Reorganization Discussions

ASBSD staff continues to focus on providing timely, knowledgeable assistance to districts going through the consolidation. This year was no different. We helped 35 districts through various stages of reorganization discussions by offering a combination of phone consultation and on-site community facilitations.

School Board Recognition Week

ASBSD worked with Gov. Rounds to continue School Board Recognition Week. Our School Board Recognition Week resources helped school districts across the state recognize the important work of South Dakota school board members.

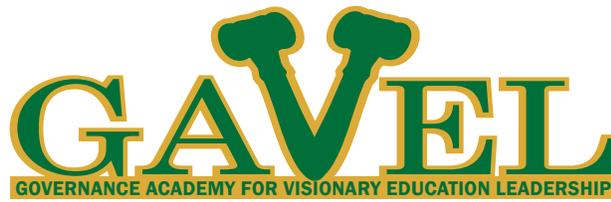
"It was the single greatest conference I have been to on the most fundamental and important thing board members must do: make decisions." - Fred Deutsch, Watertown School Board

Dr. Phillip Boyle wowed school board members at the ASBSD Board Presidents' Leadership Conference.





ASBSD's New Board Development Initiative



It's called the Governance Academy for Visionary Education Leadership. It represents the future of ASBSD's board training programs. You can call it GAVEL for short.

The initiative reflects your school board association's renewed commitment to providing high-quality, comprehensive professional development opportunities for South Dakota's school board members.

Throughout the review of our board development programs, which spanned two school years, ASBSD focused on gathering membership input to ensure the programs reflect member needs.

GAVEL marks a fundamental philosophical shift in ASBSD's board development efforts. Training programs will now stem from learning standards - curriculum guidelines that were developed in partnership with our members during the past two series of ASBSD Region Meetings.

GAVEL is divided into two tracks: GAVEL Foundations and GAVEL Masters. ASBSD will begin offering GAVEL Foundations programming during the 2008-09 school year, and will complete the curriculum in the future. GAVEL Masters will start as a pilot effort, with ASBSD staff working directly with individual school boards.

GAVEL FOUNDATIONS

GAVEL Foundations will give new board members an introduction to the many facets of being a school board member. GAVEL Foundations will focus on six fundamentals of effective board governance and leadership, including:

- ☑ The board's governance authority.
- ☑ School boards can impact student achievement.
- ☑ Learning and operating as a board team.
- ☑ Understanding human resource systems and learning environments.
- ☑ Building effective public relationships.
- ☑ Fiscal responsibility.

Each of the six foundations contain underlying content standards that act as learning benchmarks to ensure board members obtains specific skills and abilities.

GAVEL MASTERS

GAVEL Masters dives deeper into school board work, focusing specifically on how board members work to improve student achievement. GAVEL Masters programming is based on five areas, including:

- ☑ Setting clear expectations for student achievement.
- ☑ Creating conditions to improve student achievement.
- ☑ Hold the system accountable to improvement.
- ☑ Create the public will to succeed.
- ☑ Learning and operating as a board/superintendent team.

TIME LINES

PROGRESS MADE ON
ASBSD'S NEW BOARD
DEVELOPMENT INITIATIVE



2005: Board adopts new mission statement

The new mission laid a foundation for the renewal of ASBSD's board development programs.



2006: New board development policy

ASBSD board adopted end-policy detailing board development program outcomes.



2006: Role of school boards

ASBSD members developed a shared definition of the emerging role of school boards.



2007: GAVEL, learning standards created

Staff created the GAVEL program and gathered member feedback on learning standards.



2007 & Beyond: Develop standards-based content

Staff integrates standards into board development programs.

ASBSD GOAL TWO

Build the capacity of the staff to deliver services necessary to meet the goals of the association (enhance current tools available - i.e. e-mail, web site, Bulletin).

1,718,416
ASBSD.org web pages were viewed during the 2007-08 fiscal year.

9,000
Educators have profiles on the South Dakota Teacher Placement system.

65,577
Web browsers accessed the online version of the ASBSD Bulletin.

95
School districts chose to use one or more of the coverages offered by the ASBSD Protective Trust.

GOAL TWO STRATEGIES: LEVERAGE TECHNOLOGY, OFFER DIVERSE SERVICES TO MEET MEMBER NEEDS

Our second broad-based goal focuses on building ASBSD's capacity to deliver membership services. Goal two includes integrating technology into our services and offering diverse services to our members - useful services that make operating a school district a little easier and less expensive.

ASBSD Protective Trust Management Services

ASBSD is hired by the ASBSD Protective Trust Board to administer three pools that allow members to collectively purchase health, property-liability and worker's compensation insurance. As your state school board association, we understand the downfalls of one-size-fits-all programs - that's why ASBSD staff makes sure each district has the flexibility to design coverage that works best for them. This year, 95 school districts chose to join one or more of the three pools.

ASBSD.org

Our web site acts as a portal to ASBSD services, and racked up more than 1.7 million page views this year. Staff made time this year to plan for the next generation of the ASBSD.org, which will go live in 2008 and will include a host of updates and the ability to register for ASBSD events online.

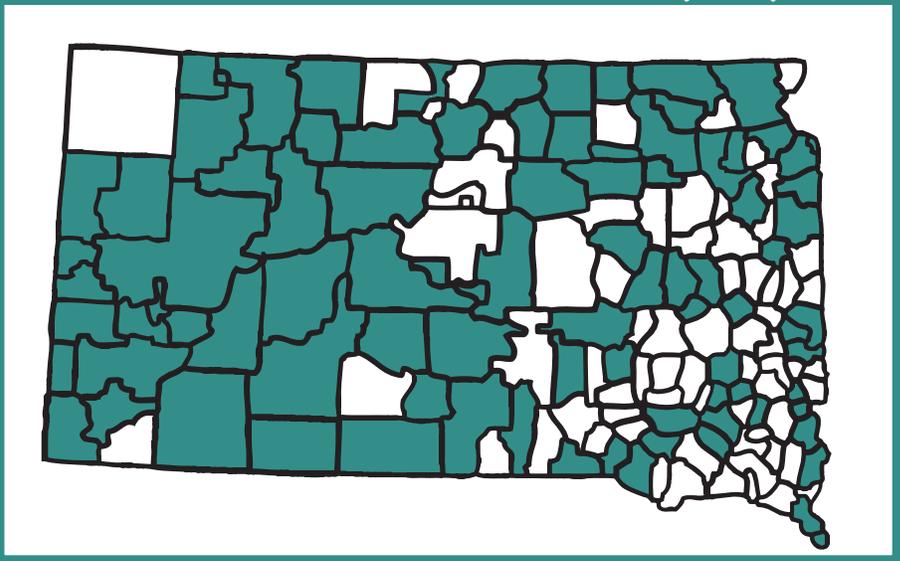
South Dakota Teacher Placement Center

The South Dakota Teacher Placement Center offers districts an affordable way to connect with prospective employees. ASBSD staff manages the web-based system, which currently includes 9,000 educator profiles. Staff also travels to state universities and colleges to ensure the states's newest teachers know about the system.

Online ASBSD Bulletin

ASBSD's official publication, the Bulletin, went online this year. The online Bulletin carries the same news and content as the print version, but is now archived and searchable. Since going online, Bulletin content has been accessed more than 65,000 times.

ASBSD Protective Trust Pool Members (FY08)



GOAL THREE STRATEGIES: UNITE MEMBERS AROUND COMMON CAUSES, BUILD AND EMPOWER AN ADVOCACY NETWORK

Our third broad-based goal deals specifically with ASBSD's advocacy efforts. Reflective of ASBSD's mission, goal three represents ASBSD's efforts to provide a unifying voice for South Dakota school boards and public education.

Policy and Resolutions Committee and ASBSD Delegate Assembly

ASBSD strengthened our advocacy process this year. The ASBSD Policy and Resolutions Committee, a subcommittee of the ASBSD Board of Directors, met throughout the year to study education policy and make recommendations to the Delegate Assembly. ASBSD's Delegate Assembly demonstrated statewide unity by agreeing on 21 legislative resolutions and standing positions, making three issues a top priority for the 2008 session.

Comprehensive and Timely Legislative Information

ASBSD provided members with timely and comprehensive information from the 83rd Legislative Session. We posted 98 legislative stories on Open Forum, ASBSD's web log. Our online bill tracker tracked bill movement and voting histories. Over the course of the 35-day session, we sent out 27 legislative updates to empower members with the information they needed to advocate at the local level.

School Funding Realities

ASBSD conducted original research on school finance in South Dakota - a collection of information called School Funding Realities. We presented the information to our members and educated lawmakers, media outlets and the public about South Dakota's school funding challenges.

Building Unity

ASBSD continued to provide leadership to the South Dakota Alliance for Education, a group of education advocates that collectively advocates for increased education funding. The Alliance worked with education stakeholders to advance a legislative agenda focused on education funding solutions.

"Feedback from the session has been outstanding - one administrator called it the best legislative meeting he'd ever attended."

- Dr. Gary Harms, Superintendent, Aberdeen



ASBSD staff presented School Funding Realities data in Aberdeen and Sioux Falls, and then made the info available on ASBSD.org.

ASBSD GOAL THREE

Implement a broad-based advocacy program to provide a unifying voice for public education.

27

Legislative updates were sent during the 35-day legislative session.

1,020

School Funding Realities resources have been downloaded from ASBSD's web site.

98

ASBSD Open Forum blog entries were written to explain legislative issues.

21

Research-driven standing positions and resolutions were adopted by the ASBSD Delegate Assembly.

Statement of Financial Position

For the year ending June 30, 2007 (audited)



Associated School Boards of South Dakota

SERVICES GUIDE

Board Development



Being a school board member is a tough job and a big responsibility. ASBSD Board Development Services offers professional development for board members and administrators with a specific focus on the knowledge and skills necessary to effectively govern K-12 systems at the local level.

ASBSD's core board development programs offer training on the foundations of school board governance, building understanding on the purpose and scope of school boards.

We also offer number of continuing education opportunities, including the ASBSD and SASD Annual Joint Convention.

ASBSD Board Development Services represents your association's commitment to helping board members develop the knowledge and skills needed to help develop K-12 systems that result in excellent and equitable education for all students.

Communication Services



ASBSD Communication Services provide print and electronic resources that keep board members informed on important education issues.

The Bulletin, ASBSD's official monthly publication, provides information and insight on education news at the state and national levels.

ASBSD.org is a resource that links ASBSD members to information about upcoming ASBSD events and acts as a gateway to ASBSD.

Open Forum, ASBSD education blog, offers fresh doses of education news from around the state and nation. The dynamic resource is leveraged during legislative session to allow ASBSD to communicate quickly and efficiently.

ASBSD Communication Services represents your association's commitment to providing quality, objective information in a timely manner.

Government Relations



ASBSD Government Relations Services represents members beliefs and education priorities at the state and federal levels.

Year round, ASBSD monitors emerging issues and examines the potential impact on education. Using the framework from our Government Relations plan, ASBSD cultivates conversations about state and federal education policy.

The advocacy process hinges on the ASBSD Delegate Assembly, where members gather to set association policy.

During legislative session, ASBSD leverages technology to keep members informed. Our electronic communications and bill tracker provide members with powerful tools to advocate at the local level.

ASBSD Government Relations Services represents your associations commitment to act as a unifying voice for South Dakota school boards.

Policy Services



Sound policies are the basis for good school board governance.

ASBSD Policy Services offer a comprehensive line of services to help your school district establish and review district policy.

At the first level of service, your school district gains access to the ASBSD Policy Reference Manual, an online, searchable reference that contains hundreds of sample policies. Districts also receive a subscription to Policy Matters, a publication filled with information on developing school board policy.

ASBSD will conduct reviews of district manuals to ensure they reflect current regulations and laws. We'll also work with districts to create an entirely new custom manual.

ASBSD Policy Services represents your association's commitment to helping members develop meaningful policy.

For complete information on all ASBSD services:

CALL: 605.773.2500

CLICK: www.asbsd.org

EMAIL: info@asbsd.org

Protective Trust Management



The ASBSD Protective Trust Board of Directors, established by local boards through a joint powers agreement, hires your association to incorporate the school board perspective into the design and deployment of high quality insurance coverage that meets the diverse needs of local school boards.

ASBSD Protective Trust Management Services administers three insurance coverages - health, worker compensation and property/liability - that offer flexible, high-quality insurance options at the lowest possible cost.

ASBSD's knowledgeable staff also pursues various ways to help put districts in a position to prevent claims.

No matter the circumstance, ASBSD Protective Trust Services ensure the Trust's insurance coverages and services are in keeping with the needs of South Dakota School Boards.

Superintendent Search



Selecting a superintendent is one of the most important decisions a school board makes. But it's also a time consuming process.

Through a partnership with MacPherson and Jacobson Executive Recruitment, ASBSD Superintendent Search Services works with school boards to identify the qualities that best reflect the needs of the district and community – a process that includes input from both the board and the citizens in the district.

We promote and advertise the position to help identify candidates. We conduct candidate background checks as part of a detailed process to provide objective information to local school boards.

From start to finish, ASBSD Superintendent Search Services represents your association's commitment to help put school boards in the best possible position to hire a district leader.

South Dakota Teacher Placement Center

Searching for qualified teachers and administrators to fill staff positions? The South Dakota Teacher Placement Center can help.

The Teacher Placement Center uses a web-based system that makes filling staff positions easier. By compiling a comprehensive database of applicants seeking positions and school district job openings, the Center brings districts and applicants together.

More than 190 schools and 9,000 applicants around the country are currently members of the South Dakota Teacher Placement Center, with the system updating daily.

With a yearly subscription to the Teacher Placement Center, schools gain access to the interactive database and can post employment opportunities and monitor interest – all with the click of a mouse.

Awards & Recognition



ASBSD honors school board and community members who are dedicated to public education and make a difference in students' lives.

Our annual awards recognize ongoing commitment and excellence in school board practices. Our Community Service and School Bell awards highlight outstanding contributions made to K-12 education by local and state leaders.

ASBSD worked to create School Board Recognition Week as an avenue to publicly recognize the extraordinary efforts of school board members.

ASBSD also organizes the Annual Academic Excellence Luncheon, held each year to honor the top students from each high school in South Dakota.

South Dakota's public schools do extraordinary things every day, and ASBSD Award and Recognition Services represents your association's commitment to help spread the word.

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