

Embracing Change

ANNUAL REPORT 2010



TO OUR MEMBERS

Elected and executive leadership highlight the organization's most significant accomplishments from the past year and provide a look into the future of your school board association.



Susan Humiston
ASBSD President
Member, Edgemont Board of Education



Wayne Lueders
Executive Director

The ASBSD President is elected annually by the 18-member Board of Directors. President Susan Humiston has been an ASBSD Director since 1997, serving on the Executive Committee for four years during that time.

EMBRACING CHANGE

Please accept our sincere gratitude for your membership in your state school board association. Your support – both financial and in spirit – continues to drive ASBSD's efforts to continually improve the way we serve our members.

For the fourth consecutive year, ASBSD has provided our membership with this annual report as part of our efforts to be more transparent and accountable to our members.

This publication gives members a better idea of how your Board of Directors allocates resources. Though no single publication can capture the full level of service we provide to our members - we can't put into words the thousands of the phone calls, e-mails and personal visits our staff make each year – this report does highlight some of our more significant accomplishments.

We're proud to say that ASBSD realized an important benchmark this year, earning 100 percent membership from all public school districts in the state of South Dakota. We're grateful that school boards have entrusted ASBSD to build a strong state-level organization to further school board governance and represent all South Dakota school boards and the districts they govern.

This year, ASBSD launched our new board training initiative, the Governance Academy for Visionary Education Leadership, or GAVEL for short. The training we delivered received high marks from members, and we look forward to promoting and expanding access to this valuable leadership development in the years to come.

Your association also stepped into new directions our advocacy efforts, going beyond legislative advocacy to launch Public Views [page seven]. The effort, which features a scientific public opinion poll, examines voter perception on a range of issues impacting public K-12 education. A new report will be issued in each election year.

This year, your Board of Directors also strategically assessed how ASBSD could best serve members in your work to provide a quality education for the students in your community. The results of our analysis led the formation of updated mission, vision and belief statements [page three].

We also established a new set of organization-wide goals, charting a course for your school board association to move into an exciting new direction: community engagement. In the future, look for ASBSD to help school boards and school districts strategically connect with their communities to expand support for public education.

Even in the face of unprecedented economic challenges, we must do everything possible to transform our education systems and improve student achievement. School board members, as grassroots education advocates and locally elected leaders, must have the courage and wisdom to act. We have the influence, authority and responsibility to challenge the status-quo and rally our communities around proven strategies that improve student achievement.

Thank you for choosing ASBSD. Your association's leadership team is looking forward to working along side our members to strengthening your state association and advance public education.

“quote”

ASBSD President Susan Humiston
2009 State of the Association Address [ASBSD Delegate Assembly, Nov. 2009]

VISION

South Dakota students are positioned to individually excel and responsibly contribute in the 21st Century. School Board members are engaged local leaders who embrace their role in providing responsive, transformative education systems that maximize South Dakota's investment in public education.

MISSION

ASBSD advances public education by empowering local school board leaders and advocating for a thriving public education system.

BELIEFS

- All children can learn.
- All students can achieve.
- Learning is a journey that never ends.
- Every student has a right to a holistic, high-quality public education.
- Public education is essential for a free, self-governing society.
- Local governance is vital for effective, efficient and innovative public school districts.
- High quality public education is an investment.

GOALS

1. Inspire school board members and board-superintendent teams to value and pursue leadership development.
2. Enable ASBSD staff to deliver valuable, useful and accessible member services.
3. Build the capacity of school boards to engage their communities in dialogue that expands support of public education.
4. Strengthen the broad-based advocacy program to provide a unifying voice for school boards and public education.

The vision, mission, beliefs and goals presented above were adopted by the ASBSD Board of Directors in March 2009. The new strategic plan will be implemented in the 2009-10 school year. This annual report provides details relative to association goals for the 2009-2010 school year.

BOARD OF DIRECTORS

ASBSD is governed by local school board members. The 18-member ASBSD Board of Directors, elected by the membership, provides leadership and direction to your school board association.

EXECUTIVE COMMITTEE

Susan Humiston, President
Neil Putnam, 1st Vice-Pres.
Bev Banks, 2nd Vice-Pres.
Duane Alm, Past President
Wayne Lueders, Executive Director

CENTRAL REGION

Pamela Haukaas, Colome
James Hulm, Timber Lake
Charles Shupick, Eagle Butte
Melissa Whipple-Riley, Todd County

NORTHEAST REGION

Denise Lutkemeier, Wilmot
Kevin Watts, Miller
LeRoy Hellwig, Sisseton
Duane Alm, Aberdeen

SOUTHEAST REGION

Peter Preheim, Marion
Dorothy Hajak, Bon Homme
Lisa Engels, West Central
Neil Putnam, Mitchell
Darin Daby, Sioux Falls

WESTERN REGION

Susan Humiston, Edgemont
Anita Peterson, Haakon
Bev Banks, Belle Fourche
Jan Jungemann, Douglas
Wes Storm, Rapid City

ASBSD GOAL ONE

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

72%

More ASBSD members attended the 2008 ASBSD Region Meetings than attended the 2007 Region Meetings.

4.64

[Out of 5] was the average rating members gave the new GAVEL Fiscal Responsibility training.

78

School districts subscribed to one of the three levels of ASBSD Policy Services during the 2008-09 school year.

4.52

[Out of 5] was the average rating members gave the 2008 ASBSD Board Leadership Conference.

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

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

THE “BEST CONVENTION EVER”

“Freedom Writer” Erin Gruwell and poverty expert Dr. Ruby Payne drove home this year’s convention theme, “Success for Every Student.” The new location, expanded hospitality and aligned learning tracks prompted members to call the this year’s effort “the best convention ever.”

ASBSD LAUNCHES GAVEL BOARD DEVELOPMENT TRAINING

Members said they loved the new GAVEL format and gave the professional development opportunities high ratings. We also launched a more advanced training pilot, titled Leadership for Student Learning, in the Todd County School District.

MAKING ASBSD ACCESSIBLE THROUGH REGION MEETINGS

ASBSD region meetings are our way of learning, directly from our members, how we are doing as an organization and how we can better serve you. This year’s meetings were more popular than ever, as evidenced by a 72 percent increase in attendance.

POLICY SERVICES TAKING HOLD

Since ASBSD launched Policy Services in 2005, more and more member districts are taking advantage of this subscription-based service. This year, nearly half the districts in South Dakota turned to ASBSD for advice on developing and revising board policy.

SENDING A MESSAGE OF SERVANT LEADERSHIP

The ASBSD Leadership Conference was a “rejuvenating” experience for board members, thank to Dr. Kent Keith’s presentation on servant leadership, which one board member said was “terrific in validating why we are school board members.”

“Without question, this was the best conference I’ve attended at the state or national levels.” - Dr. Gary Harms, Superintendent, Aberdeen

Erin Gruwell (left), Dr. Ed Porthan (center) and Dr. Ruby Payne (right) wowed school board members and administrators during the 2008 ASBSD and SASD Convention. The ‘08 theme was “Success for Every Student.”



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

Our second goal focuses on delivering membership services, including integrating technology into our operations and offering services that make operating a school district easier and less expensive.

PROTECTIVE TRUST DELIVERS VALUE, PEACE OF MIND

ASBSD's management of three insurance risk pools continues to strike the balance between price and peace of mind, providing the most district coverage for the lowest possible prices - which is why this year 90 districts chose coverage from the ASBSD Protective Trust pools.

ASBSD LAUNCHES ROBUST NEW WEB SITE

Your association's commitment to expanding technology turned a major corner this year, with the launch of an all new ASBSD.org. Designed to take advantage of new technology, this new member resource will continue to grow and evolve with member needs.

SOUTH DAKOTA TEACHER PLACEMENT CENTER

More than 5,200 educators established profiles on the South Dakota Teacher Placement Center this year - putting job-seekers and potential employers a keystroke away from finding each other. ASBSD staff has also travels to major universities to encourage education majors to use the South Dakota Teacher Placement Center.

ASBSD HELPS SCHOOL BOARDS HIRE SUPERINTENDENTS

ASBSD continues to be a trusted source for school boards in search of a superintendent. Seventy percent of the superintendent searches conducted during the 08-09 school year been assiststed by ASBSD, either by staff consultation or through our partnership with a professional search firm.

ASBSD LAUNCHES ONE TECH SOLUTION, DEVELOPS ANOTHER

Three ASBSD members have now chosen PaySchools to handled on-line payment processing, and ASBSD is poised to launch a new solution to help school districts modernize their web sites.

ASBSD GOAL TWO

Build the capacity of the staff to deliver services necessary to meet the goals of the association.

325,000

ASBSD.org web pages were viewed during since the launch of the new web site in January, 2009.

5,272

Educators have profiles on the South Dakota Teacher Placement system.

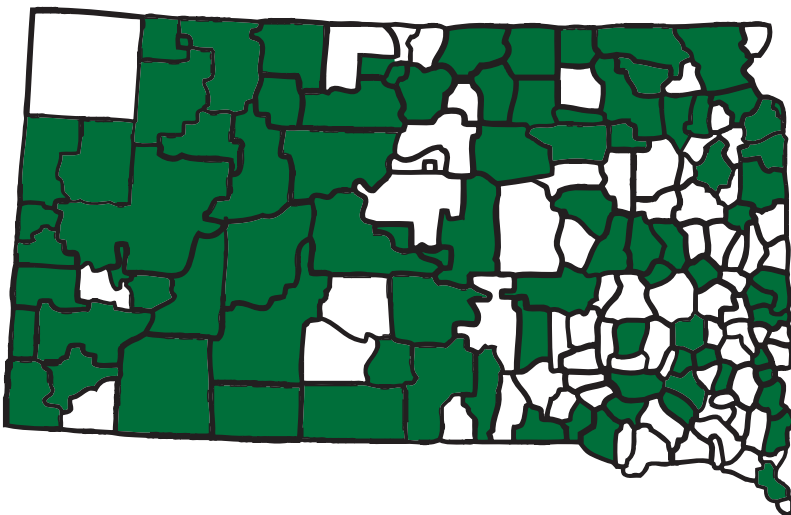
70%

Of the superintendent searches conducted during the 2008-09 school year were assisted by ASBSD.

90

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

ASBSD PROTECTIVE TRUST PARTICIPATION



ASBSD GOAL THREE

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

24

Legislative updates were sent to administrators and Legislative Action Network members during the 40-day legislative session.

14

Pages worth of insightful advocacy tips and useful explanations were incorporated into the newly launched ASBSD Advocacy Toolkit.

100

ASBSD Open Forum blog entries were written to provide members with timely and comprehensive legislative coverage.

27

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

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

Our third goal deals specifically with ASBSD's advocacy efforts and represents ASBSD's work to provide a unifying voice for South Dakota school boards and public education.

PUBLIC VIEWS EXAMINES PERCEPTIONS ABOUT K-12 EDUCATION

Planting the seeds for a long-term public perception project, ASBSD launched a new publication this year, titled Public Views. The report features the 2008 ASBSD/Zogby International Poll of South Dakota voters, benchmarking South Dakotans' opinions on a range of issues impacting K-12 education [see opposite page seven].

ASBSD WORKS TO DEFEAT INITIATED MEASURE 10

When out-of-state interests tried to limit school board and school district advocacy efforts, ASBSD worked alongside a broad coalition to help defeat the dangerous ballot initiative.

MAKING AN IMPACT IN STATE AND FEDERAL POLICY ISSUES

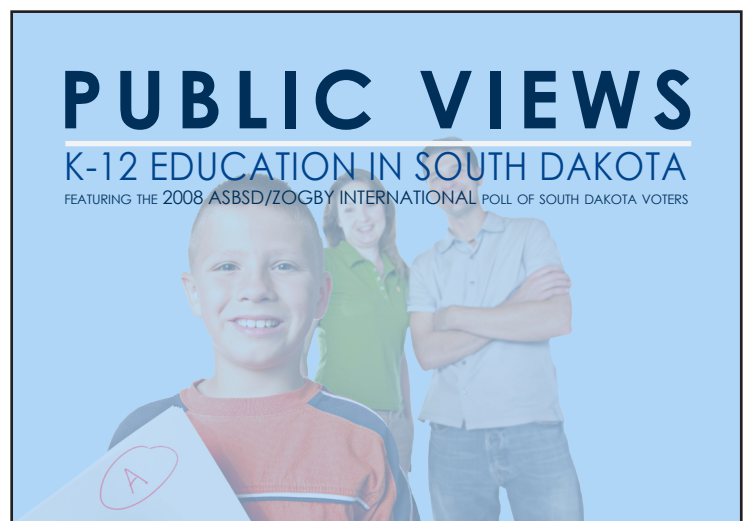
ASBSD continues to make an impact on education policy issues, working to convey member interests to our federal and state lawmakers. Our top-notch advocacy communications keep members informed while we carry your messages to the legislature. Passage of the whole-grade sharing legislation and defeat of a poorly-worded bullying policy mandate are two examples of ASBSD's leadership in the advocacy area.

ASBSD LAUNCHES ADVOCACY CENTRAL MEMBER PORTAL

With the launch of ASBSD's new web site, ASBSD created 'Advocacy Central' - a comprehensive landing pad for all advocacy messages. In addition to regular legislative updates, 'Advocacy Central' provided access to the ASBSD Bill Tracker, legislator contact information, ASBSD issue briefs and ASBSD testimony. Our new Advocacy Toolkit - also featured on 'Advocacy Central' - provide members with common sense tips and resources to advocate at the local school board level.

"The results of this poll clearly show how South Dakotans feel about the importance of adequately funding K-12 schools." - Dave Pappone, Superintendent, Brandon

ASBSD worked with Zogby International to gauge voter perception on a range of topics related to public education in South Dakota. The poll, which was featured in the new ASBSD Publication 'Public Views', was distributed to a network of policy makers and received media coverage.



ASBSD/ZOGBY POLL: THE PUBLIC TRUSTS LOCAL SCHOOL BOARDS AND BELIEVES STRONGLY IN LOCAL GOVERNANCE

SOUTH DAKOTA SCHOOL BOARDS ARE TRUSTED BY, AND IN TOUCH WITH, LOCAL COMMUNITIES

That's how the **Public Views** school boards, and that's why, as the elected officials closest to students, school boards are best positioned to make education policy decisions.

More than 75 percent of those polled say they trust school boards to make decisions that impact education in their community, and nearly as many South Dakotans said school boards best reflect their educational beliefs and priorities.

The voters' endorsement for local decision making comes at a time when federal and state lawmakers are growing more comfortable with imposing priorities on local school districts and exercising more authority over school operations.

No issue illustrates the competition for education governance better than South Dakota's con-

tinuing debate on school consolidation. Those polled made it clear that the school board, not the legislature or executive branch, should decide when it's time for a district to consolidate.

Despite some lawmakers' willingness to embrace standardization in favor of local flexibility, South Dakota voters strongly favor local control.

The Public Views school boards as important decision makers – a sentiment carries a simple message: Education policy should empower, not erode, a school board's decision-making authority.

Voters sent a clear message to school board members, too. More than two-thirds of those polled say education quality should be the school board's top priority and more than 85 percent agree that school districts should invest in training for school board members.

[EXCERPT TAKEN FROM PUBLIC VIEWS: K-12 EDUCATION IN SOUTH DAKOTA, WHICH IS AVAILABLE FOR DOWNLOAD BY VISITING WWW.ASBSD.ORG/ADVOCACY]

78%

Of South Dakotans polled said they trust local school boards the most when decisions must be made that will impact the education of students in the K-12 public school district in their community.

71%

Of South Dakotans polled said that locally elected school board members best reflect their community's educational beliefs and priorities.

75%

Of South Dakotans polled said that locally elected school boards school decide when school districts need to consolidate.

69%

Of South Dakotans polled said that a school board's highest priority is to ensure their school district provides a quality education.

86%

Of South Dakotans polled said that they agree that school districts should invest in training school board members to become more effective in their positions.

66%

Of South Dakotans polled said they think public school funding in South Dakota should be increased.



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 association's 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 offers 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 170 schools and 5,000 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.

ASBSD STAFF CONTACT INFORMATION

Wayne Lueders

Executive Director
605.773.2500
wayne@asbsd.org

Bill Lynch

Chief Financial Officer
605.773.2506
blynch@asbsd.org

Deanne Arbach

Accountant
605.773.2507
deanne@asbsd.org

Heidi Jennings

Protective Trust Manager
605.773.2510
heidi.jennings@asbsd.org

Roxanna Peterson

Customer Service Rep.
605.773.2516
roxanna@asbsd.org

Julie Ertz

Leadership Development Director
605.773.2504
jertz@asbsd.org

Bill Engberg

Director of Legal Services
605.773.2513
bill.engberg@asbsd.org

Michele Beeler

Receptionist/Librarian
605.773.2500
mbeeler@asbsd.org

Dawn Magee

Enrollment/Billing Specialist
605.773.2512
pt@asbsd.org

Emily Somsen

Teacher Placement Manager
605.773.2508
tp@asbsd.org

Malcolm McKillop

Assistant Executive Director
Protective Trust Services
605.773.2512

Brian Aust

Director of Communications
605.773.8382
baust@asbsd.org

Cindy Bahe

Communications Specialist
605.773.2515
cbahe@asbsd.org

Ken Bridger

Risk Manager
605.773.2511
ken.bridger@asbsd.org

Katie Mitchell-Boe

Executive Secretary
605.773.2502
katie@asbsd.org

Kay Thompson-Tieszen

Policy Services Associate
605.773.5204
kay@asbsd.org



P.O. Box 1059
Pierre, SD 57501
605.773.2500
605.773.2501 (fax)
www.asbsd.org
info@asbsd.org



ADDRESS
SERVICE
REQUESTED