

# 2018-2019 ANNUAL REPORT

BUILDING A BETTER MICHIGAN



## MEMBER PARTICIPATION

**584**  
Annual Leadership Conference Attendees

**239** In-District Workshops

**15** Strategic Plans Completed

## BOARD MEMBER CERTIFICATION CLASSES (CBAS)

**135** Offered

**405** Hours of Class Time

**2,189** Individual Registrations

## LEGAL SERVICES AND LABOR RELATIONS

**225** Emails Responded to Monthly

**300** Phone Calls Answered Monthly

**2** Legal Seminars Offered

**84** Labor Conference Attendees

District Info From **606** Locals and ISDs in Erin

**174** Districts Using Erin

**35** School Districts Assisted with Labor Relations

**1** Amicus Curiae Brief Filed

**\$28,484**  
Total Legal Trust Fund Payments to School Districts

## SUPERINTENDENT SEARCH AND AREA REPRESENTATIVES

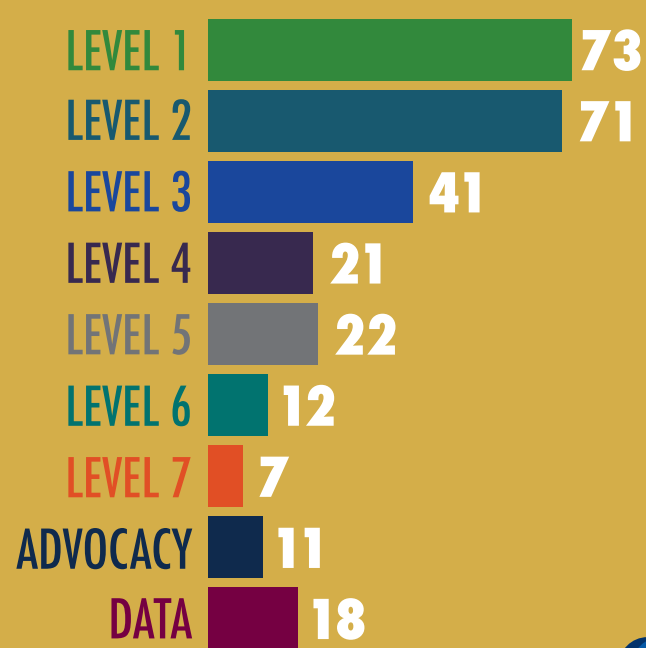
**24** Superintendent Searches Conducted

**196** Districts Visited by Area Representatives

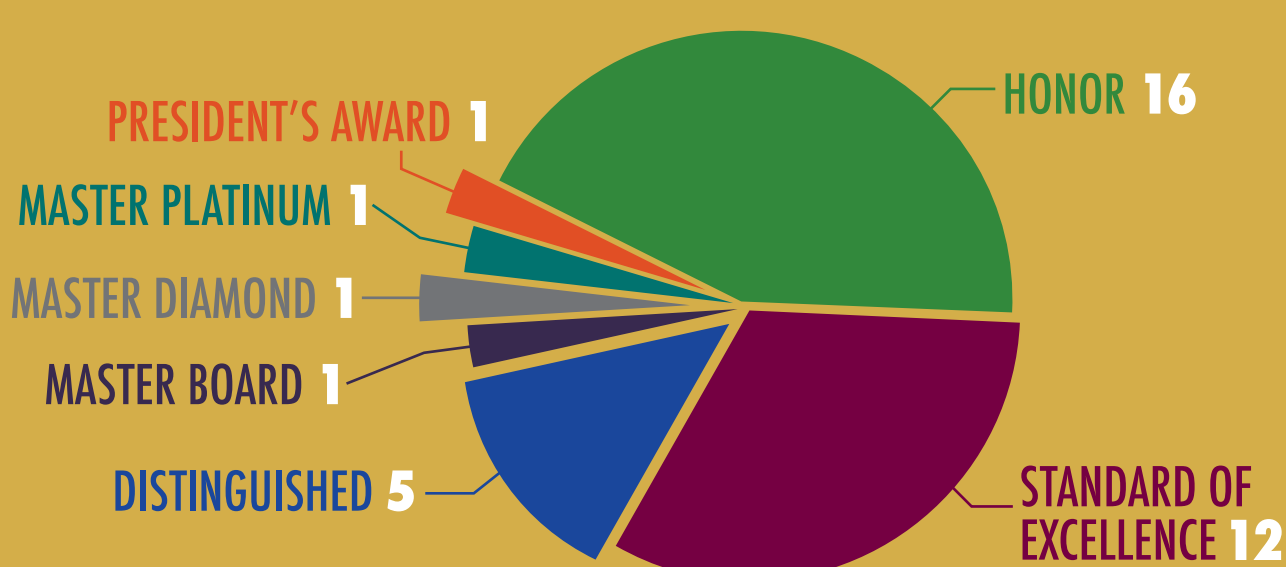
**32%** Of Visits Resulted in a Follow-Up Request

## LEADERSHIP DEVELOPMENT

### Individual Board Member Awards



### Whole Board Awards



## ('A') COMMUNICATIONS, PR & MARKETING

**268,035**  
PAGEVIEWS

**TOP WEB PAGES**  
Home Page  
Calendar  
Annual Leadership Conference  
Your Local School Board  
Education Careers

## GOVERNMENT RELATIONS

**80** NSBA Advocacy Institute Attendees

**236** Priority Setting Meeting Attendees

**85** Behind the Scenes at the Capitol Attendees

### ISSUES WE ADVOCATED ON

- ▶ A-F Grading System for Schools
- ▶ School Finance Research Collaborative and the State Budget
- ▶ Tax Changes Affecting School Aid and Local School Revenues
- ▶ Growth Percentage in Teacher/Administrator Evaluations

**51** Calls-to-Action and Updates

**22** Legislative Update Meetings Around the State

**949** Total Contacts through eVocate

**11** Times Staff Testified Before Committees

**140+** Pieces of Legislation Worked On

**3,499** Twitter Followers

**2,081** Facebook Followers

**44** Issues of Dashboard

**3** Issues of LeaderBoard

**132** Instagram Followers

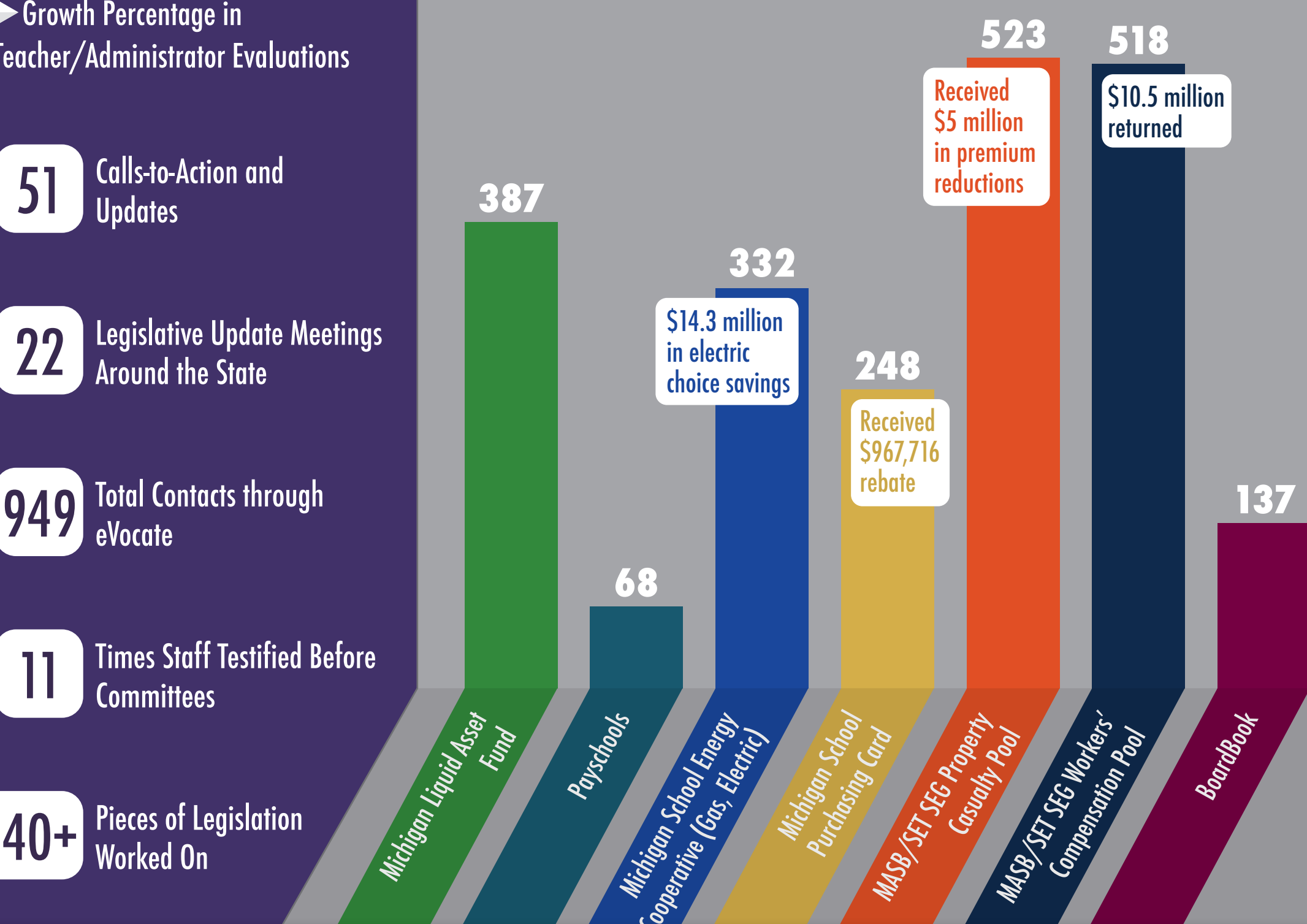
**161** YouTube Subscribers

**12** StoryBoards

**24** Episodes of MI SoundBoard

## AFFILIATE PROGRAMS AND SERVICES

DATA REPRESENTED IN NUMBER OF DISTRICTS



**FINANCIALS**  
Visit [masb.org/annual-reports.aspx](http://masb.org/annual-reports.aspx) to view the audited financial statements.

**QUESTIONS?**  
Contact MASB at [comms@masb.org](mailto:comms@masb.org) or 517.327.5900.