

# ANNUAL REPORT 2019-2020

## MEMBER PARTICIPATION



**174** In-District Workshops

**15** Strategic Plans

**165** Superintendent Evaluation Trainings

## BOARD MEMBER CERTIFICATION (CBA) CLASSES

**130** CBA Classes Offered

**426** Hours of Class Time

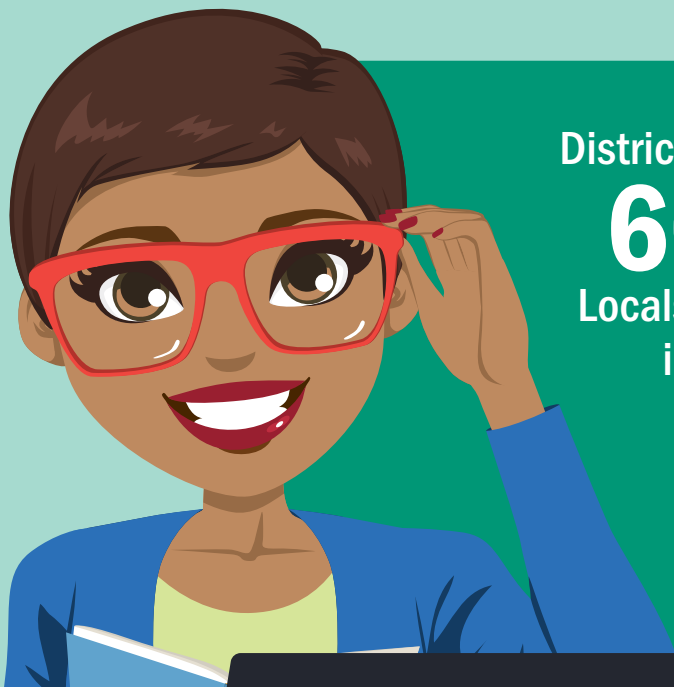
**2,291** Individual Registrations

## LEGAL SERVICES AND LABOR RELATIONS

**250** Emails Responded to Monthly

**300** Phone Calls Answered Monthly

**3** Legal Seminars Offered



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

**168**  
Districts Using Erin

**12** School Districts Assisted With Labor Relations

**\$12,500**

Total Legal Trust Fund Grants Authorized

## SUPERINTENDENT SEARCH AND AREA REPRESENTATIVES

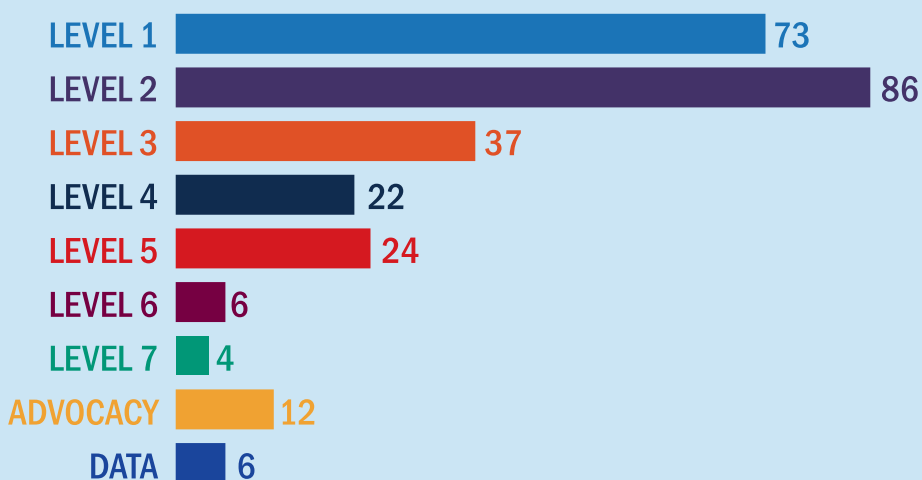
**17** Superintendent Searches Conducted

**152** Districts Visited by Area Representatives

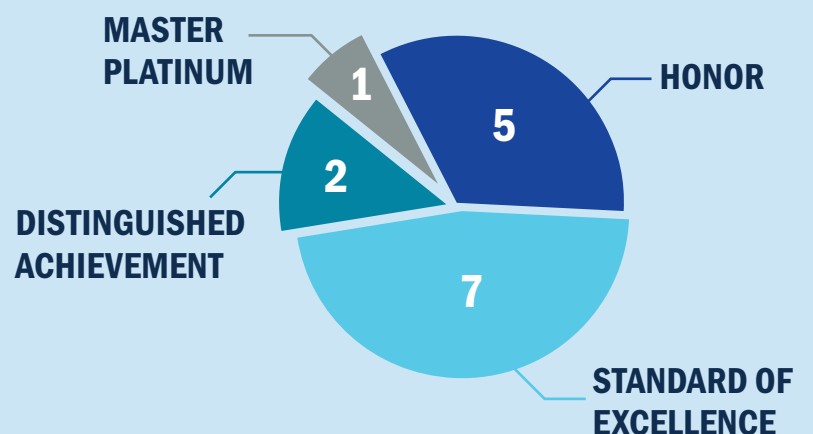
**39%** Of Visits Resulted in a Follow-Up Request

## LEADERSHIP DEVELOPMENT

### INDIVIDUAL BOARD MEMBER AWARDS



### WHOLE BOARD AWARDS



## COMMUNICATIONS, PR & MARKETING

224,971  
PAGEVIEWS

### TOP WEB PAGES

Home Page  
Annual Leadership Conference  
Calendar  
Your Local School Board  
MASB Staff

25 Issues

**DASHBOARD**  
NEWSLETTER

12 Episodes

**STORYBOARD**  
NEWSCAST

3 Issues

**LEADERBOARD**  
MAGAZINE

25 Episodes

**MI SOUNDBOARD**  
PODCAST



4,060  
Twitter Followers



2,439  
Facebook Followers



187  
Instagram Followers



209  
YouTube Subscribers

## GOVERNMENT RELATIONS

71 NSBA Advocacy  
Institute Attendees

72 Behind the Scenes at the  
Capitol (Sept. 2019) Attendees

## AFFILIATE PROGRAMS AND SERVICES

### DATA REPRESENTED IN NUMBER OF DISTRICTS

Michigan Liquid Asset Fund

402

Michigan School Purchasing Card

\$611,000 rebate

198

MASB/SET SEG Property Casualty Pool

\$5 million in returns to members

526

MASB/SET SEG Workers' Compensation Pool

\$11 million in returns to members

520

BoardBook

143

Payschools

61

Michigan School Energy Cooperative

279

Individuals/districts who took advantage of the Member Assistance Fund

12 districts for a total of \$6,800

## ISSUES WE ADVOCATED ON

- Federal Funding for COVID Relief
- Certainty for Districts During the Pandemic
- Michigan Merit Curriculum Changes
- School Aid Budget and Related Issues

61 Calls-to-Action  
and Updates

31 Legislative Update Meetings  
Around the State

1,241 Total Contacts  
through eVocate

4 Times Staff Testified Before  
Committees

78 Pieces of Legislation  
Worked On



### FINANCIALS

Visit [masb.org/annual-reports.aspx](https://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.