

2020-2021

ANNUAL REPORT



MEMBER PARTICIPATION



608 Attendees

197 In-District Workshops

6 Strategic Plans

25 In-District Workshops

9 Virtual Workshops

SUPERINTENDENT EVALUATION TRAININGS

BOARD MEMBER CERTIFICATION (CBA) CLASSES

94 CBA Classes Offered

5,052 Hours of Live CBA Class Time

362 Online, Self-Led CBA Registrations

LEGAL SERVICES AND LABOR RELATIONS

250 Emails Responded to Monthly

300 Phone Calls Answered Monthly

1,474 In-Person/Virtual CBA Registrations

ERiN

158 Districts Using ERiN

District Info From 606 Locals and ISDs in ERiN

14 School Districts Assisted With Labor Relations

3 Legal Seminars Offered

\$20,000

Total Legal Trust Fund Grants Authorized

SUPERINTENDENT SEARCH AND AREA REPRESENTATIVES

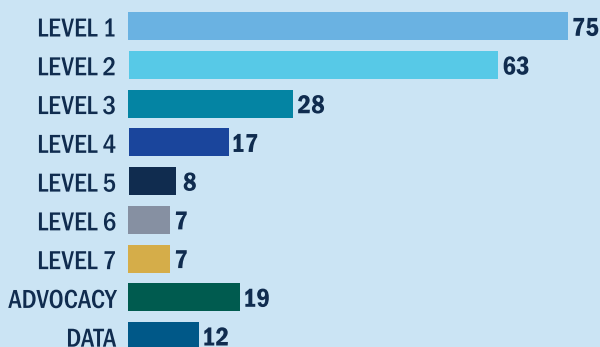
36 Superintendent Searches Conducted

108 Districts Visited by Area Representatives

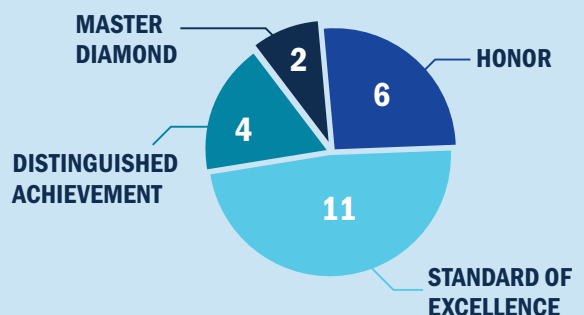
51% Of Visits Resulted in a Follow-Up Request

LEADERSHIP DEVELOPMENT

INDIVIDUAL BOARD MEMBER AWARDS



WHOLE BOARD AWARDS



COMMUNICATIONS, PR & MARKETING

265,131
PAGEVIEWS

TOP WEB PAGES

- Home Page
- Calendar
- Annual Leadership Conference
- Your Local School Board
- COVID-19-Related Information

 **4,208** ↑ 3.6%
Twitter Followers

 **2,973** ↑ 21.9%
Facebook Followers

 **253** ↑ 21.1%
YouTube Subscribers

 **226** ↑ 20.9%
Instagram Followers

AFFILIATE PROGRAMS AND SERVICES

DATA REPRESENTED IN NUMBER OF DISTRICTS

Michigan Liquid Asset Fund

413

Michigan School Purchasing Card

\$481,000 in rebates **215**

MASB/SET SEG Property Casualty Pool

\$160.7 million **530**

MASB/SET SEG Workers' Compensation Pool

\$290 million **521**

BoardBook

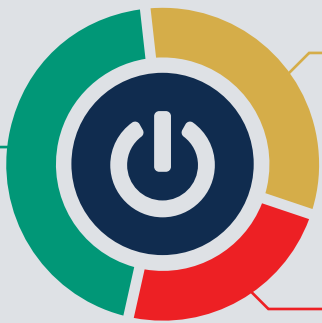
151

Payschools

58

Michigan School Energy Cooperative


222
Natural Gas



157
Electric

115
On Wait List

Funding given out through the CASBA rebate:

 **\$29,468**

Funding given out through the Member Assistance Fund:

 **\$10,443**

GOVERNMENT RELATIONS

47 Virtual NSBA Advocacy Institute Attendees

84 Behind the Scenes at the Capitol Attendees Over Two Virtual Events

10 Virtual Priority Setting Meetings

ISSUES WE ADVOCATED ON

- Virtual meeting allowances under Open Meetings Act
- School Aid Budget and federal relief fund allocation
- Issues related to remote learning
- Pupil count
- Returning to school in a pandemic


64
Calls-to-Action and Updates

23
Legislative Updates to Districts

755
Total Contacts through eVocate

128
Pieces of Legislation Worked On

8 Times Staff Testified Before Committees

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

 **QUESTIONS?**
Contact MASB at comms@masb.org or 517.327.5900.