

2021-2022



MASB
MICHIGAN ASSOCIATION
OF SCHOOL BOARDS

ANNUAL REPORT

MEMBER PARTICIPATION

ALC
Annual Leadership Conference

274 In-District Workshops

27 Strategic Plans

190 Superintendent Evaluation Training Registrations

530

2021 Annual Leadership Conference Attendees

BOARD MEMBER CERTIFICATION (CBA) CLASSES

151 CBA Classes Offered

2,859 Self-Led and In-Person/Virtual CBA Registrations

471 Hours CBA Class Time

LEGAL SERVICES AND LABOR RELATIONS

250 Emails Responded to Monthly

200 Phone Calls Answered Monthly

ERiN

155
Districts Using ERiN

District Info From
606
Locals and ISDs in ERiN

20 School Districts Assisted With Labor Relations

3 Legal Seminars Offered

\$10,000

Total Legal Trust Fund Grants Authorized

SUPERINTENDENT SEARCH AND AREA REPRESENTATIVES

32 Superintendent Searches Conducted

114 Districts Visited by Area Representatives

30% Of Visits Resulted in a Follow-Up Request

INDIVIDUAL BOARD MEMBER AWARDS

CERTIFIED BOARD MEMBER AWARD: 101

AWARD OF MERIT: 86

AWARD OF DISTINCTION: 50

MASTER BOARD MEMBER AWARD: 21

MASTER DIAMOND AWARD: 14

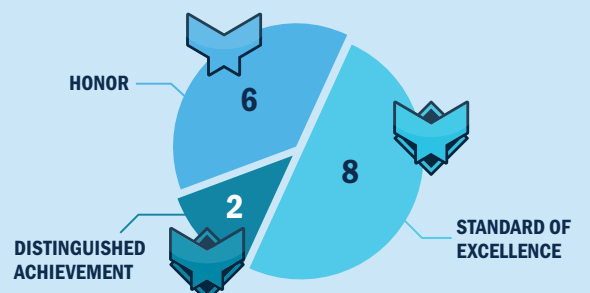
MASTER PLATINUM AWARD: 14

PRESIDENT'S AWARD OF RECOGNITION: 5

ADVOCACY SKILLS SPECIALTY: 18

DATA SPECIALTY AWARD: 17

WHOLE BOARD AWARDS



COMMUNICATIONS, PR AND MARKETING

252,208
PAGEVIEWS

TOP WEB PAGES

- Home Page
- Annual Leadership Conference
- Your Local School Board
- Search Results
- Calendar



4,357
Twitter Followers

↑ 3.5%



3,141
Facebook Followers

↑ 5.7%



314
YouTube Subscribers

↑ 24.1%

AFFILIATE PROGRAMS AND SERVICES

DATA REPRESENTED IN NUMBER OF DISTRICTS

Michigan Liquid Asset Fund

411

Michigan School Purchasing Card

\$93,000 in rebates

216

MASB/SET SEG Property Casualty Pool

\$160.7 million

530

MASB/SET SEG Workers' Compensation Pool

\$290 million

521

BoardBook

154

Payschools

37

Michigan School Energy Cooperative

209

Natural Gas



156

Electric

Funding given out through the CASBA rebate:

\$38,746

Funding given out through the Member Assistance Fund:

\$17,825

GOVERNMENT RELATIONS

NSBA Advocacy Institute Attendees

16 In-Person 39 Virtual

Behind the Scenes at the Capitol Attendees

45 In the Fall 37 In the Spring

ISSUES WE ADVOCATED ON

- ✓ Funding for mental health supports
- ✓ Flexibility and funding for school safety
- ✓ Protecting our election dates
- ✓ Initiatives to grow and retain the education workforce

41

Calls-to-Action
and Updates

30

Legislative Updates
to Districts

100

Pieces of Legislation
Worked On

7

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.