



Your Source for Public Education Information

MASB

MICHIGAN ASSOCIATION
OF SCHOOL BOARDS

Schedule one of MASB's FREE, 60-minute presentations today for your CASBA or ISD.

Bargaining is Near—Is Your Data Ready?

Attendees will be taken through compiling and using data to make your point at the negotiation table.

Conflicts of Interest Pitfalls and How to Avoid Them

This seminar will provide in-depth discussion on conflicts of interests that require abstaining from a vote or even resigning from the school board.

Connecting the Dots: Understanding Ourselves as Leaders

In this session, we'll explore with you what makes us 'tick' as leaders and then consider how this knowledge can help us work more effectively as part of a board and better respond to the changing environment.

Finding Your Voice

You'll be taught how to form your own grassroots coalitions beyond the school building and appropriate uses for such a coalition.

Governance Behaviors That Impact Student Achievement

In this engaging session based on research recently conducted by the Center for Public Education, we'll explore approaches taken by local boards of education that translated to increases in student achievement and improved school board effectiveness.

Marketing Your District in the 21st Century

With an information-needy population, how do you break through the noise to effectively market your district? We'll show you what you need to be doing to develop a 21st century communications and marketing plan to set your district apart from the rest.

News From the Capitol: A Legislative Update

Include news and updates on issues being considered at the Capitol, possible ballot issues and Q&A.

School Law Update

New court cases or laws that will impact school districts will be discussed.

The State of the Superintendency

As a board member, what do you need to know about attracting and keeping great talent in your district's top position? This session will cover the "State of the Superintendency," including conditions that encourage leaders to remain in a district, factors they consider when relocating and how superintendent transition affects student achievement and district culture.

Additional courses and workshops are available for a nominal fee—visit www.masb.org/casbas.aspx for more information.

Contact: Registrar and Member Services Coordinator Mary McCarthy, mmccarthy@masb.org or 517.327.5918.

Want to arrange a CBA class? Reach out to CBA Program and Meetings Manager Angel Davis at adavis@masb.org or 517.327.5926.