

2017-2018 ANNUAL REPORT

COURAGE TO LEAD



MEMBER PARTICIPATION

586
Annual Leadership Conference Attendees

169 In-District Workshops

17 Strategic Plans Completed

BOARD MEMBER CERTIFICATION CLASSES (CBAS)

114 Offered

360 Hours of Class Time

2,581 Individual Registrations

LEGAL SERVICES AND LABOR RELATIONS

225 Emails Responded to Monthly

300 Phone Calls Answered Monthly

5 Legal Seminars Offered

86 Labor Conference Attendees

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

175 Districts Using Erin

17 School Districts Assisted with Labor Relations

3 Amicus Briefs Filed

\$30,700
Total Legal Trust Fund payments to school districts

SUPERINTENDENT SEARCH AND AREA REPRESENTATIVES

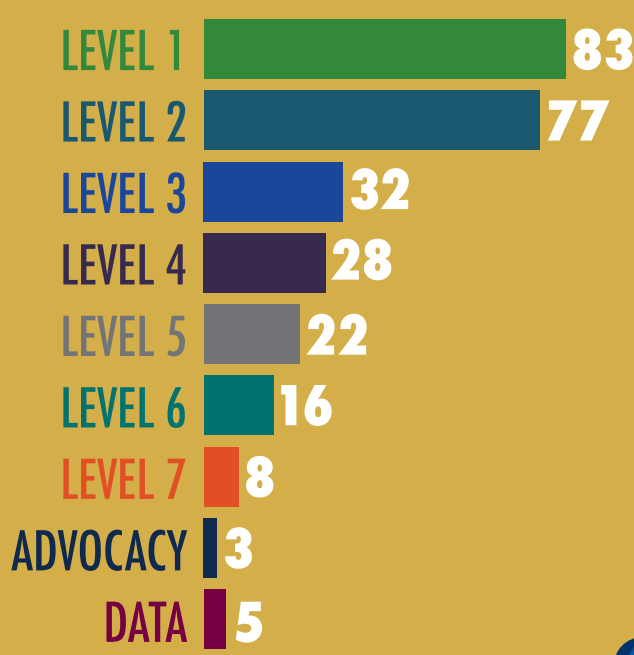
24 Superintendent Searches Conducted

136 Districts Visited by Area Representatives

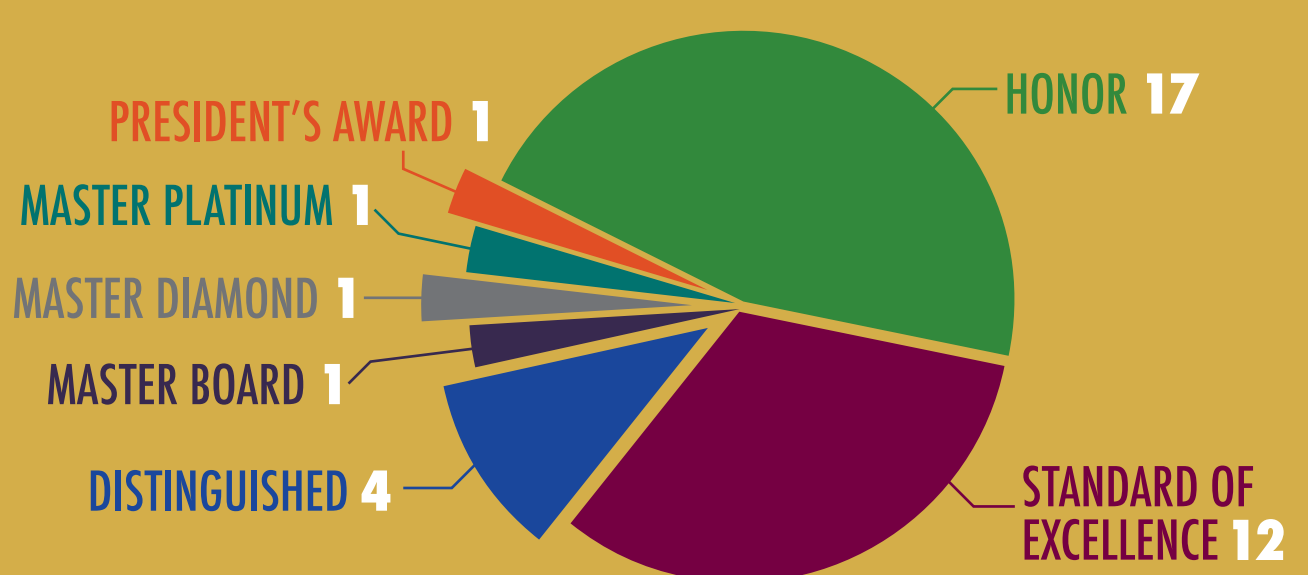
52% Of Visits Resulted in a Follow-Up Request

LEADERSHIP DEVELOPMENT

Individual Board Member Awards



Whole Board Awards



('A') COMMUNICATIONS, PR & MARKETING

244,544 PAGEVIEWS

TOP WEB PAGES
Home Page
Annual Leadership Conference
Your Local School Board
Calendar
CBA Program

GOVERNMENT RELATIONS

142 MASA/MASB Legislative Conference Attendees

76 NSBA Advocacy Institute Attendees (tied for largest state delegation)

3,180 Twitter Followers

1,670 Facebook Followers

135 YouTube Subscribers

ISSUES WE ADVOCATED ON

- Changes to Career and Technical Education and the Governor's Marshall Plan
- Tax code changes detrimental to school funding
- Michigan School Safety Reform Plan
- A-F letter grading for schools
- Statewide truancy policies

41 Calls-to-Action and Updates

23 Legislative Update Meetings Around the State

258 Total Contacts through eVocate

198 Advocates Who Contacted Legislators via eVocate

10 Times Staff Testified Before Committees

142 Pieces of Legislation Worked On

45 Issues of Dashboard

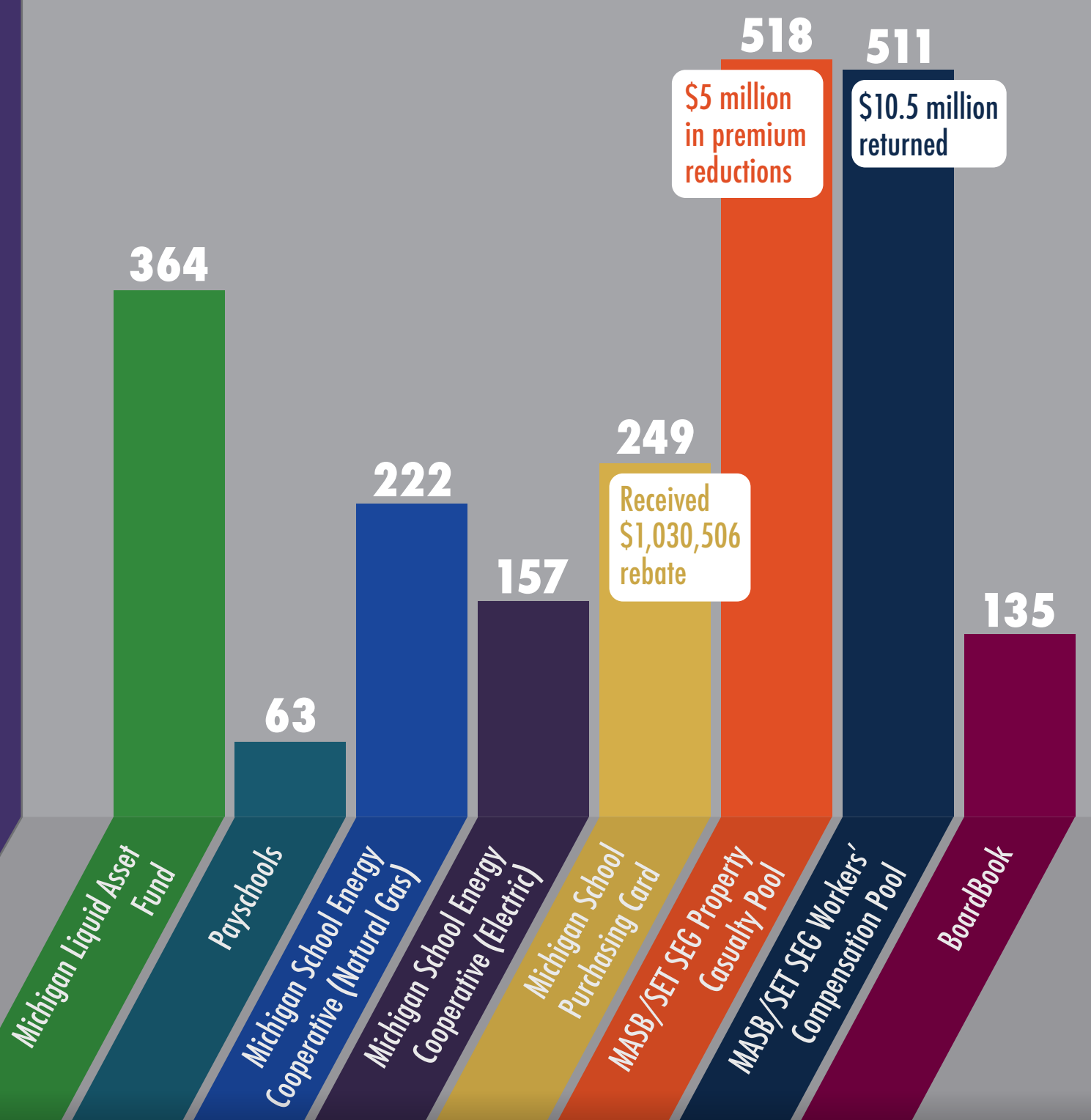
12 StoryBoards

3 Issues of LeaderBoard

16 Episodes of MI SoundBoard

AFFILIATE PROGRAMS AND SERVICES

DATA REPRESENTED IN NUMBER OF DISTRICTS



FINANCIALS
Visit masb.org/annual-reports.aspx to view the audited financial statements.

QUESTIONS?
Contact MASB at webmaster@masb.org or 517.327.5900.