

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

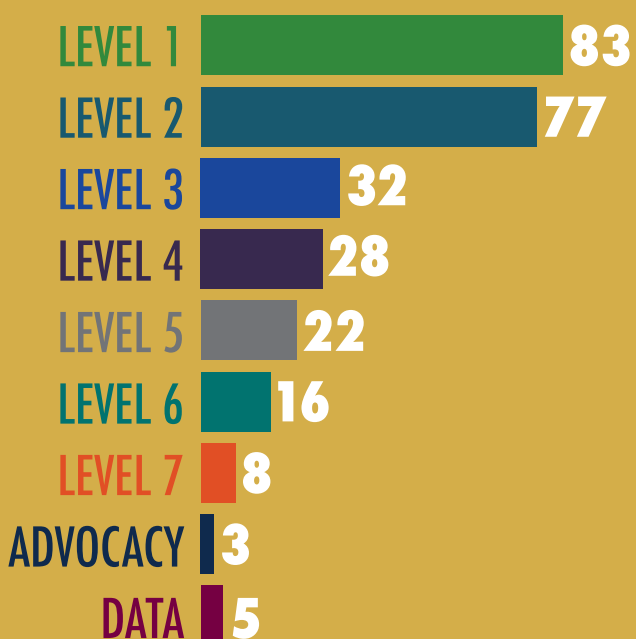
24 Superintendent
Searches
Conducted

136 Districts Visited by
Area Representatives

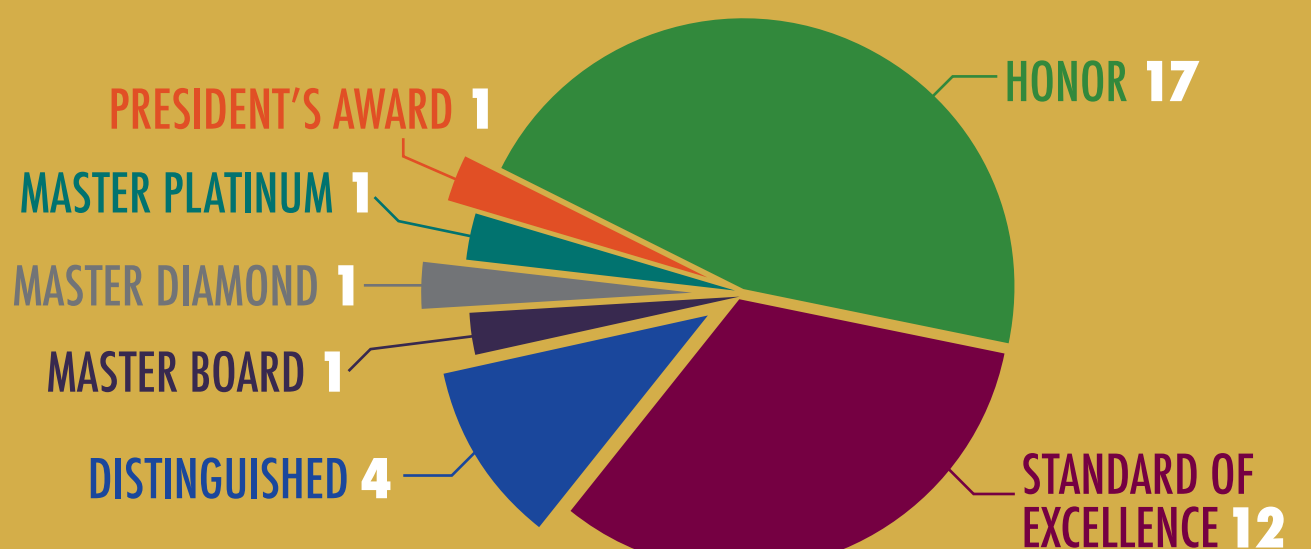
52% Of Visits Resulted in a
Follow-Up Request

LEADERSHIP DEVELOPMENT

Individual Board Member Awards



Whole Board Awards



ANNUAL REPORT CONTINUED ON NEXT PAGE



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



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

41 Calls-to-Action and Updates

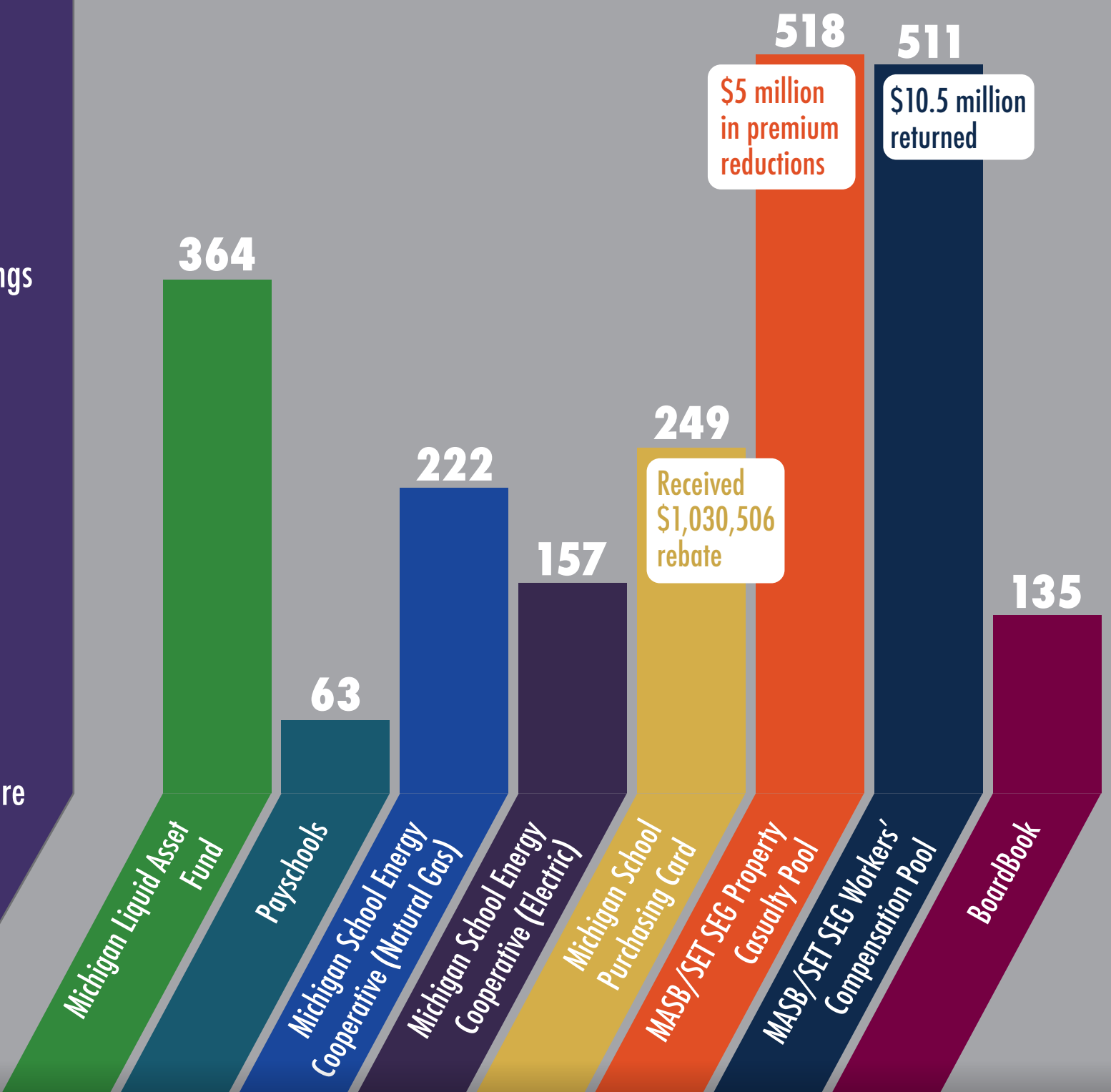
23 Legislative Update Meetings Around the State

258 Total Contacts through eVocate

198 Advocates Who Contacted Legislators via eVocate

10 Times Staff Testified Before Committees

142 Pieces of Legislation Worked On



FINANCIALS

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



QUESTIONS?

Contact MASB at webmaster@masb.org or 517.327.5900.