



MASB
MICHIGAN ASSOCIATION
OF SCHOOL BOARDS

2015

Certified Board Member Award Handbook

MASB Products and Services

Your guide to CBA classes and locations



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The mission of the Michigan Association of School Boards is to provide quality educational leadership services for all Michigan boards of education, and to advocate for student achievement and public education.

MASB Culture

Value and Quality

Our priority will be delivering outstanding, quality service driven by the needs of our members that is of high value to all Michigan boards of education.

Influential Leadership

We will demonstrate influential leadership through unrelenting advocacy for our cause, perceived clout among education, legislative, government and community leaders, and achieved results of our public policy initiatives.

Trust-Based Relationships

The quality of our relationships with our colleagues at MASB, with our members and with others who have a stake in the future of Michigan's education system will be based on trust and supported by ongoing, open communication.

Visionary Thinking

Awareness of the larger, evolving context in which we work will be at the forefront of continual assessment and planning, ensuring that MASB strategies and actions are progressive and that we anticipate the long-term implications of our work.

Agile Operations

Our systems, processes and procedures will be designed for adaptability and flexibility, enabling timely, effective action that meets the evolving needs of our constituents and facilitates the accomplishment of our vision and goals.



What is a CBA?

A Certified Board member Award class offers leaders like you a way to enhance and learn new leadership skills, stay up-to-date on education issues and share experiences with fellow board members from around the state, in a classroom setting for adult learners, all while earning recognition for your efforts. Each of the courses, with the exception of CBA 101, is three hours in length. CBA 101, our introductory class, is six hours.

CBA Categories

This way of categorizing does not change the certification process. The intent is to identify the areas of expertise in which they relate to you, individually or as a board, which can determine areas of interest and/or improvement as they relate to your role as a board member. These categories also correspond to MASB's Board Self-Assessment tool making it easier to determine your development needs.

CBA Categorization

Categories:



Leadership



Board Responsibilities/Effectiveness



Academic Performance/Accountability



Data-Driven Decisionmaking



Board/Superintendent Relations



Community Engagement/Advocacy

CBA Classes by Category

Leadership

- 226 Exercising Political Judgment
- 227 Ethical Challenges
- 255 Culturally Competent Leaders
- 258 Conflict Resolution
- 259 Creating Trust: A Key Ingredient in School Improvement
- 268 Leadership Styles
- 274 Using Board Self-Evaluation for Continuous Improvement
- 295 Advanced Leadership I
- 296 Advanced Leadership II
- 297 Effective Board Meetings
- 325 Board Leadership: Overcoming Obstacles
- 327 Ethics in Action
- 335 Dealing With Board Member Turnover
- 350 Generational Diversity for School Board Members
- 354 Unleashing Your Innovative Potential
- 365 Collaborative Conversation for Effective Decisionmaking
- 375 Board Leadership: A Case Study Approach
- 380 Effective Committee Structure



Board Responsibilities/Effectiveness

- 101 Introduction to School Board Service*
- 102 Policy*
- 103 School Finance and School Budget*
- 104 Basic School Law*
- 105 Curriculum and Instruction*
- 106 Community Relations Leadership*
- 107 Labor Relations*
- 108 Navigating the Legislative Process*
- 109 Board Governance for Data-Informed Decisionmaking*
- 213 Capital Planning for Your District
- 214 Open Meetings Act
- 215 Advanced Finance: Recognizing a Financially Sound School District
- 223 Parliamentary Procedures for Board Members
- 224 Succession Planning
- 240 Superintendent Selection
- 242 Experience-Based Interviewing
- 253 Board Operating Procedures
- NEW** 257 School District Safety and Security
- 284 Focus on Bargaining



**Classes needed for Level 1 — CBA Certification*

CBA Classes by Category

Board Responsibilities/Effectiveness, continued



- 290 Advanced School Law
- 300 Superintendent Evaluation
- NEW** 301 Superintendent Performance: Goals, Indicators and Evidence
- 310 Anatomy of a School Budget
- 315 Anatomy of an Audit Report
- 330 Legal Issues in Interscholastic Athletics
- 360 ISDs/RESAs/RESDeS/ESAs: What Can They Do for My District?
- 370 Managing a Construction Project

Academic Performance/Accountability



- 105 Curriculum and Instruction
- 229 Reporting and Monitoring Organizational Performance
- 247 Advanced Curriculum: Improving Student Achievement
- 298 Creating High-Performing Schools Through Professional Learning Communities
- 309 Current Trends in K-12 Technology
- 320 21st Century Skills to Succeed in a Global Society
- NEW** 381 Focus on Student Achievement

Data-Driven Decisionmaking



- 109 Board Governance for Data-Informed Decisionmaking
- 251 Data-Based Strategic Planning and Goal Setting*
- 341 Data First—Foundations I*
- 342 Data First—Foundations II*
- 343 Data First—Teacher Quality*
- 344 Data First—High School and Beyond*
- 345 Data Dashboards*

**Classes needed for Data Specialty Certificate*

Board/Superintendent Relations



- 224 Succession Planning
- 240 Superintendent Selection
- 242 Experience-Based Interviewing
- 276 Board/Superintendent Relations
- 300 Superintendent Evaluation
- NEW** 301 Superintendent Performance: Goals, Indicators and Evidence

CBA Classes by Category

Community Engagement/Advocacy

- 106 Community Relations Leadership
- 108 Navigating the Legislative Process
- 232 Communicating in Difficult Times**
- 234 Using Persuasive Skills to Reach Consensus
- 246 Advanced Community Relations*
- 252 Media Relations*
- 258 Conflict Resolution
- 260 Public Speaking Skills*
- 261 Advocacy for Public Education*
- 262 Spokesperson Training*
- 263 Focusing on Feedback**
- 264 Shaping Public Opinion About Public Education**
- 278 Dealing With Difficult People
- 351 Social Media
- 358 Customer Service, If Not Now, When?



**Courses required for Advocacy Skills Certificate*

***Elective Courses towards Advocacy Skills Certificate*

CBA Board Training Services MASB Comes to You!

We often get requests from ISDs and CASBAs to offer a CBA class on-site. MASB is pleased to accommodate this type of request. We'll process registrations and arrange for instructors and class delivery. We ask you to provide a facility and make necessary meal arrangements. Our one stipulation is that there be a minimum of 15 participants.

Many ISDs and CASBAs have taken advantage of this arrangement allowing board members another opportunity to conveniently pursue their professional development.

Individual school districts may also be interested in having CBA classes provided at their site. Several districts have requested on-site CBA classes for their board members as another way to assist them in getting the professional development they need. The classes are often customized to meet the particular needs of the district. We're pleased to work with districts to offer classes in this manner.

Please call the Leadership Development and Executive Search Services Team at 517.327.5900 if you have questions about any of these arrangements.

Please visit the MASB website for the most current list of CBA Classes

Certified Board Member Awards Program

MASB's Certified Board Member Awards Program offers leaders like you a way to learn new leadership skills, stay up-to-date on education issues and earn recognition for your efforts.

100 Level Courses

Consisting of nine courses, the 100 Level was developed as a core curriculum for board member certification. While the courses may be taken in any order, **it's highly recommended that CBA 101—Introduction to School Board Service—be taken first.** Completion of the entire series is required to receive the first level of certification, the Certified Board member Award.

Advanced Level Courses

The Advanced Level is designed for board members seeking certification beyond the first level. Advanced Level courses include 200 and 300 level CBA courses. Courses may be taken in any order. However, for board members who aren't yet certified, Advanced Level course credits are “banked” and applied toward the requirements for the Award of Distinction.

MASB Education Credits

Education credits are earned through professional development, leadership experience and service, and are a requirement (along with CBA course credits) for the Award of Merit, Award of Distinction, Master Board member Award, Master Diamond Award, Master Platinum Award and the President's Award of Recognition.

Board members should use the Tally Sheet (in the center of this book or online) to track activities eligible for education credits. Tally Sheets must be turned in by Dec. 31 to receive credit and it's recommended that you keep a copy for your own records. Tally Sheets and online Tally Sheet submission are available at www.masb.org.

Awards Program Information

General Information

Program Administration: Ultimate authority for governing the Certified Board Member Awards Program resides with MASB's Board of Directors. The Leadership Development and Executive Search Services Department provides oversight for the program, establishes and reviews criteria and recommends changes to the Board of Directors.

Eligibility for Participation: The awards program is provided as a service by MASB. It's available to all board members. We encourage superintendents to attend CBA classes with their board members. Superintendents may attend any CBA class at no cost.

Credit Approval: Board member attendance is verified by the participant's signature on the master course list. Participants are allowed a 20-minute grace period for late arrival and other extenuating circumstances. Credit for participants is recorded by MASB and transcripts are updated on a quarterly basis.

Recertification

It's assumed that board members are committed to ongoing board development and self-improvement. Therefore, recertification or maintenance of certification through a formal process isn't necessary. It's the responsibility of individual board members to maintain their skills and remain current through participation in state, regional and county conferences, meetings and through publications provided for board members and school districts.

Note: CBA courses aren't subject to waivers or substitutions.

Seven Levels of Certification/Awards

Level 1

Certified Board Member Award

All 100 Level CBA courses (101–109)

Level 2

Award of Merit

Completed Level 1 and 45 education credits

Level 3

Award of Distinction

Completed Levels 1 & 2

Total of four Advanced Level CBA courses

Minimum of 208 education credits

Level 4

Master Board Member Award

Completed Levels 1, 2 & 3

Total of nine Advanced Level CBA courses

Minimum of 368 education credits

Level 5

Master Diamond Award

Completed Levels 1, 2, 3 & 4

Total of 14 Advanced Level CBA courses

Minimum of 528 education credits

Level 6

Master Platinum Award

Completed Levels 1, 2, 3, 4 & 5

Total of 19 Advanced Level CBA courses

Minimum of 813 education credits

Level 7

President's Award of Recognition

Completed Levels 1, 2, 3, 4, 5 & 6

Total of 29 Advanced Level CBA courses

Minimum of 1,383 education credits

Awards for Entire Boards of Education

Honor Board Award*

The Honor Board Award is given to boards when all board members achieve certification status.

Standard of Excellence Award*

MASB offers the Standard of Excellence Award when all board members have received the Award of Merit.

Distinguished Achievement Award*

MASB offers the Distinguished Achievement Award when all members have received their Award of Distinction.

Master Board Award*

MASB offers the Master Board Award when all members have achieved the Master Board Member Award.

Master Diamond Board Award*

MASB offers the Master Diamond Board Award when all members have received their Master Diamond Award.

** All board members must have the appropriate certification level for half of the year in order to qualify for the whole board awards. Renewals are made annually if all board members continue to have certification status.*

Call MASB's Leadership Development and Executive Search Services team anytime if you have questions or concerns regarding the CBA Awards Program.

P: 517.327.5900 • F: 517.327.0776 • www.masb.org

Online CBA Courses

MASB is happy to offer online classes to our members. The content is a combination of written material, interactive videos and self-paced activities. What hasn't changed about our online classes is the convenience, flexibility and comfort of taking classes anywhere, anytime—day or night.

Online classes are great for busy board members who want the flexibility, but also want to have a similar experience to being in the classroom. All of our online classes are self-paced, which allows you to register and complete the course at your

leisure. Online courses allow you to control your learning. You merely need to register as you would any CBA class. You'll be given a password that will allow you to enter the class. We understand that online courses aren't for everyone, but are pleased to provide an alternative opportunity for professional development. We're also adding Advanced Level courses throughout the year.

Advantages of Online Learning

Convenience

With online courses you can learn on your own schedule and work around your other activities and commitments. The technology allows you to choose what time of day you are most productive and engaged, as opposed to a set time, day and location of a traditional course.

Control

With online courses you have more control of your learning process. You have the freedom to skim subjects you know well from other courses or from work experience, and instead spend more time concentrating on other material and topics specific to your needs.

Connection

Technology allows you to connect to endless resources that can greatly enhance your learning process and experience. All of your course materials are in one place—your computer—so everything you need is at your fingertips.

Cost

Save valuable time and resources by eliminating the costs of travel, gas, overnight stays at a hotel and other expenses.

Commitment

No matter what course you're taking, the level of commitment is up to you. The enhancement of your personal growth and commitment is an advantage to taking online courses.

CBA Online Course Offerings

All 100—Level Courses are Now Online

CBA 101: Introduction to School Board Service, \$190, 6 credits

CBA 102: Policy, \$95, 3 credits

CBA 103: School Finance and School Budget, \$95, 3 credits

CBA 104: Basic School Law, \$95, 3 credits

CBA 105: Curriculum and Instruction, \$95, 3 credits

CBA 106: Community Relations Leadership, \$95, 3 credits

CBA 107: Labor Relations, \$95, 3 credits

CBA 108: Navigating the Legislative Process, \$95, 3 credits

CBA 109: Board Governance for Data-Informed Decisionmaking, \$95, 3 credits

Online courses are added to member transcripts quarterly. If you have any questions regarding registration, please call Leadership Development and Executive Search Services at 517.327.5900.

Data-Driven Courses

In today's changing education environment, data is the driving force behind school improvement. Districts are mandated to track and maintain data. In order to properly govern, boards not only need to understand data and their role in using it, but also know what questions to ask. Boards have access to a variety of data that should be used to drive their decisions; however, interpreting and knowing what to do with the data is a different story. Boards must understand enrollment trends, demographic shifts, student achievement data, graduation rates, financial figures and personnel and labor information. The vast amount of data can be overwhelming, but MASB has many resources to help any board member. In recognition of the importance of understanding and using data, we offer many data courses and the Data Specialty Certificate.

Earn Your Data Specialty Certificate

Requirements:

CBA Certification — we recommend that you've completed CBA 109 — Board Governance for Data-Informed Decisionmaking

Required courses:

- CBA 251 — District Strategic Planning and Goal-Setting
- CBA 341 — Data First: Foundations 1
- CBA 342 — Data First: Foundations 2
- CBA 343 — Data First: Teacher Quality
- CBA 344 — Data First: High School and Beyond
- CBA 345 — Data Dashboards for School Board Members

Earn Your Advocacy Skills Certificate

Strengthen your leadership ability—build an advocacy specialty

Requirements:

CBA Certification

Five required courses:

- CBA 246 — Advanced Community Relations
- CBA 252 — Media Relations
- CBA 260 — Public Speaking Skills
- CBA 261 — Advocacy for Public Education
- CBA 262 — Spokesperson Training

Plus one of the following:

- CBA 232 — Risk Communication
- CBA 263 — Focusing on Feedback
- CBA 264 — Shaping Public Opinion About Public Education

Class Schedule and Course Descriptions

100 Level Courses



CBA 101: Introduction to School Board Service (6 hours)

This introductory course to school governance covers topics such as visionary leadership, communication skills, meeting management, roles and responsibilities and decision making. Every new board member should consider taking this course for a great overview of school board leadership. (Includes *Becoming a Better Board Member*, NSBA book.)

Location	Date	Time	Cost
Henry Center, Lansing	Friday, Feb. 13	9 a.m. – 4 p.m.	\$190
Henry Center, Lansing	Saturday, Feb. 14	8:30 a.m. – 3:15 p.m.	\$190
Genesee ISD	Saturday, Feb. 28	9 a.m. – 3:30 p.m.	\$190
MASB	Saturday, March 28	9 a.m. – 3:30 p.m.	\$190
MASB	Saturday, April 18	9 a.m. – 3:30 p.m.	\$190
MASB	Saturday, May 16	9 a.m. – 3:30 p.m.	\$190
MASB	Saturday, June 6	9 a.m. – 3:30 p.m.	\$190
MASB	Friday, June 12	9 a.m. – 3:30 p.m.	\$190
Boyer Highlands	Friday, Aug. 14	8:30 a.m. – 3:15 p.m.	\$190
Grand Traverse Resort	Thursday, Oct. 22	8:30 a.m. – 3:30 p.m.	\$190
Grand Traverse Resort	Sunday, Oct. 25	8:30 a.m. – 3:30 p.m.	\$190
Oakland Schools	Saturday, Dec. 5	8:30 a.m. – 3:30 p.m.	\$190



CBA 102: Policy (3 hours)

This course is designed to teach the necessary skills and knowledge for establishing policy. You'll learn how to identify common policy errors, develop procedures, oversee policy and use the Policymaker's Checklist.

Location	Date	Time	Cost
Henry Center, Lansing	Friday, Feb. 13	1 – 4 p.m.	\$90
Henry Center, Lansing	Saturday, Feb. 14	8:30 – 11:30 a.m.	\$90
Boyer Highlands	Saturday, Aug. 15	3:30 – 6:30 p.m.	\$90
Grand Traverse Resort	Sunday, Oct. 25	12:30 – 3:30 p.m.	\$90



CBA 103: School Finance and School Budget (3 hours)

The first portion of this course deals with the current State School Aid Act and its importance to and future impact on local boards of education. The second portion explores development and monitoring phases of a local district's budget and includes some of the pitfalls that board members might face.

Location	Date	Time	Cost
Henry Center, Lansing	Friday, Feb. 13	9 a.m. – noon	\$90
Henry Center, Lansing	Saturday, Feb. 14	12:15 – 3:15 p.m.	\$90
Clare Gladwin RESD	Tuesday, Feb. 24	6 – 9 p.m.	\$90
MASB	Saturday, March 28	9 a.m. – noon	\$90
Boyer Highlands	Friday, Aug. 14	12:15 – 3:15 p.m.	\$90
Grand Traverse Resort	Saturday, Oct. 24	6 – 9 p.m.	\$90
Oakland Schools	Friday, Dec. 4	8:30 – 11:30 a.m.	\$90

Class Schedule and Course Descriptions



CBA 104: Basic School Law (3 hours)

The school law course gives board members an overview of the school code governing Michigan school districts. Important issues such as general liability, conflict of interest, administrators' contracts, and current trends and controversies in school law are covered.

Location	Date	Time	Cost
Henry Center, Lansing	Saturday, Feb. 14	12:15 – 3:15 p.m.	\$90
Henry Center, Lansing	Saturday, Feb. 14	3:30 – 6:30 p.m.	\$90
MASB	Saturday, June 6	9 a.m. – noon	\$90
Boyne Highlands	Friday, Aug. 14	3:30 – 6:30 p.m.	\$90
Grand Traverse Resort	Sunday, Oct. 25	8:30 – 11:30 a.m.	\$90
Oakland Schools	Saturday, Dec. 5	8:30 – 11:30 a.m.	\$90



CBA 105: Curriculum and Instruction (3 hours)

The forces that drive changes in curriculum, instruction and assessment in schools are here in the form of global competition and an education gap never before seen in the U.S. This introductory course will provide board members with an understanding of the changing world, components of an effective curriculum delivery system, and the board's role in curriculum, instruction and assessment in order to impact student achievement.



Location	Date	Time	Cost
Henry Center, Lansing	Friday, Feb. 13	1 – 4 p.m.	\$90
Boyne Highlands	Friday, Aug. 14	3:30 – 6:30 p.m.	\$90
Grand Traverse Resort	Friday, Oct. 23	6 – 9 p.m.	\$90
Oakland Schools	Friday, Dec. 4	8:30 – 11:30 a.m.	\$90

Class Schedule and Course Descriptions



CBA 106: Community Relations Leadership (3 hours)

Learn the basics of building strong community support for schools and education. The focus is on generating enthusiasm for public education and transforming it into positive community involvement. Assess the image of your board/district, explore techniques for overcoming a negative image, identify internal and external publics and develop communication strategies for targeted groups.



Location	Date	Time	Cost
Henry Center, Lansing	Saturday, Feb. 14	3:30 – 6:30 p.m.	\$90
Boyer Highlands	Saturday, Aug. 15	12:15 – 3:15 p.m.	\$90
Grand Traverse Resort	Thursday, Oct. 22	8:30 – 11:30 a.m.	\$90
Oakland Schools	Friday, Dec. 4	3:30 – 6:30 p.m.	\$90



CBA 107: Labor Relations (3 hours)

Board members will become acquainted with the nature and language of labor relations and public schools. The relationship of the Public Employment Relation Act (PERA) to the Michigan Employment Relation Commission (MERC) will be emphasized.

Location	Date	Time	Cost
Henry Center, Lansing	Saturday, Feb. 14	8:30 – 11:30 a.m.	\$90
Boyer Highlands	Saturday, Aug. 15	8:30 – 11:30 a.m.	\$90
Grand Traverse Resort	Friday, Oct. 23	6 – 9 p.m.	\$90
Oakland Schools	Saturday, Dec. 5	12:15 – 3:15 p.m.	\$90



CBA 108: Navigating the Legislative Process (3 hours)

In this course, participants will get a detailed account of the legislative process, learn lobbying techniques and get an overview of current legislative issues. Upon completion, board members will be ready and able to take legislative advocacy into their own hands and embrace the role of citizen lobbyist.



Location	Date	Time	Cost
Henry Center, Lansing	Friday, Feb. 13	1 – 4 p.m.	\$90
Grand Traverse Resort	Saturday, Oct. 24	6 – 9 p.m.	\$90
Oakland Schools	Friday, Dec. 4	12:15 – 3:15 p.m.	\$90



CBA 109: Board Governance for Data-Informed Decisionmaking (3 hours)

Education leaders are inundated with new mandates, reporting requirements and unprecedented pressures to significantly elevate student achievement. In order to effectively measure school district success, data must drive how boards of education make decisions. Data can be found virtually everywhere, but accessing the right data, understanding how to use it and supporting their administration are big uncertainties facing board members. This introductory course will provide board members with clarification about the different types of data for the strategic, tactical, administrative and operational roles of boards and districts.



Location	Date	Time	Cost
Henry Center, Lansing	Saturday, Feb. 14	3:30 – 6:30 p.m.	\$90
Grand Traverse Resort	Thursday, Oct. 22	12:30 – 3:30 p.m.	\$90
Oakland Schools	Saturday, Dec. 5	3:30 – 6:30 p.m.	\$90

Class Schedule and Course Descriptions

Advanced Level Courses



CBA 213: Capital Planning for Your District (3 hours)

School board members will acquire an understanding of their role in the various phases of building and renovating school facilities. You'll gain a greater understanding of the election process including conducting community surveys, encouraging community engagement and learning about facility review, the election cycle, investment needs and the construction phase.

Location	Date	Time	Cost
Boyer Highlands	Friday, Aug. 14	8:30 – 11:30 a.m.	\$90



CBA 214: Open Meetings Act (3 hours)

What are all the aspects of the Michigan Open Meetings Act? Is your board in full compliance? What are the latest attorney general opinions and how do they affect your governance roles? This three-hour discussion/Q&A will explore these and other areas.

Location	Date	Time	Cost
MASB	Saturday, April 18	9 a.m. – noon	\$90
MASB	Saturday, June 6	12:30 – 3:30 p.m.	\$90
Grand Traverse Resort	Friday, Oct. 23	6 – 9 p.m.	\$90



CBA 215: Advanced Finance: Recognizing a Financially Sound School District (3 hours)

Find out about the standards and benchmarks used in both the private and public sectors for fiscal soundness. Learn some of the financial and nonfinancial indicators of an economically sound school system and some of the different criteria national rating agencies use when establishing a district's credit rating.

Location	Date	Time	Cost
MASB	Saturday, March 23	12:30 – 3:30 p.m.	\$90
Grand Traverse Resort	Sunday, Oct. 25	12:30 – 3:30 p.m.	\$90



CBA 223: Parliamentary Procedure for Board Members (3 hours)

Learn from an experienced parliamentarian the best way to conduct your board meetings and still comply with Michigan law—what to do and not to do in board meetings. If your board says it uses Robert's Rules of Order as its parliamentary procedure, this is the course to actually learn how and get all of your questions answered.

Location	Date	Time	Cost
Henry Center, Lansing	Saturday, Feb. 14	12:15 – 3:15 p.m.	\$90
Oakland Schools	Friday, Dec. 4	3:30 – 6:30 p.m.	\$90



CBA 224: Succession Planning (3 hours)

When your superintendent leaves, will your board face a leadership vacuum or will you have a succession plan in place? This highly interactive course will provide board members with the tools to plan and prepare for a change in superintendents and specifically address three different situations: the unexpected emergency, the transitional situation and the anticipation of a change.

Location	Date	Time	Cost
Grand Traverse Resort	Thursday, Oct. 22	12:30 – 3:30 p.m.	\$90

Class Schedule and Course Descriptions



CBA 226: Exercising Political Judgement (3 hours)

What options exist for making difficult decisions when there's no easy answer? What strategies are effective for navigating today's political environment? What political skills are needed to cope with the conflicting requirements of multiple constituencies? Explore these questions in a highly interactive session.

Location	Date	Time	Cost
Henry Center, Lansing	Saturday, Feb. 14	3:30 – 6:30 p.m.	\$90



CBA 227: Ethical Challenges

This course will explore the ethical conduct required of board members who serve local communities through an interactive session using case studies and small group discussions. Review the MASB booklet *A Code of Ethical Relationships* and discuss the implications the code has for board members and superintendents. (Booklet provided)

Location	Date	Time	Cost
Henry Center, Lansing	Friday, Feb. 13	9 a.m. – noon	\$90
Grand Traverse Resort	Friday, Oct. 23	6 – 9 p.m.	\$90



CBA 232: Communicating Effectively in Difficult Times (3 hours)

Learn practical, research-based ways to communicate effectively with parents, community groups, the media and others in times of stress or controversy. This course will help you address the real questions, often unspoken, on the minds of people in your school community so that the message received by the listener was the one you intended to send. You'll have a chance to develop and test your responses to the difficult questions you face in your own district.

Location	Date	Time	Cost
Henry Center, Lansing	Saturday, Feb. 14	3:30 – 6:30 p.m.	\$90
Boyne Highlands	Saturday, Aug. 15	3:30 – 6:30 p.m.	\$90



CBA 234: Using Persuasive Skills to Reach Consensus (3 hours)

Consensus building uses collaboration to problem solve and make decisions. You'll have the opportunity to learn about how you as a board member can improve the decisionmaking process of your board. As a board member, you have the responsibility to be a leader for your constituents when decisions are made. This course will help participants reach consensus and make decisions that will be supported by all board members and the stakeholders in your district. The process of building consensus before voting can bring far greater success than just voting. Learn the persuasive skills necessary to influence voting in a positive way.

Location	Date	Time	Cost
Boyne Highlands	Saturday, Aug. 15	12:15 – 3:15 p.m.	\$90
Grand Traverse Resort	Friday, Oct. 23	6 – 9 p.m.	\$90

Class Schedule and Course Descriptions



CBA 240: Superintendent Selection (3 hours)

The selection of a new superintendent is the most important decision that a board must face. This course will focus on the process and elements necessary to complete a timely and professional search and selection. We'll discuss the pros and cons of a district doing its own search, as well as explore the traits you should expect from a search consultant assisting you with the process. In addition, we'll examine the current trends in model employment contracts and salary expectations. The primary goal is to assist you in developing an individualized process that will produce the best match for your district's needs.



Location	Date	Time	Cost
Henry Center, Lansing	Friday, Feb. 13	1 – 4 p.m.	\$90
Grand Traverse Resort	Sunday, Oct. 25	8:30 – 11:30 a.m.	\$90
Oakland Schools	Friday, Dec. 4	12:15 – 3:15 p.m.	\$90



CBA 242: Experience-Based Interviewing (3 hours)

Experience-based interviewing is a research proven method of employee selection that helps predict which candidates will be high performers. It's now being offered as an option to boards engaged in MASB superintendent searches. Participants will learn the principles of experience-based interviewing and practice question writing, interviewing skills and scoring procedures.



Location	Date	Time	Cost
Grand Traverse Resort	Thursday, Oct. 22	8:30 – 11:30 a.m.	\$90



CBA 246: Advanced Community Relations

Shaping public opinion for the public schools requires "active advocacy" on the part of school board members. Learn new communication strategies for influencing public opinion and gathering community input in your school district.

Location	Date	Time	Cost
Clare Gladwin RESD	Tuesday, Feb. 24	6 – 9 p.m.	\$90



CBA 247: Advanced Curriculum: Improving Student Achievement (3 hours)

Grade Level Content Expectations, School Improvement Framework, Common Core, tougher graduation requirements, No Child Left Behind and new Michigan assessment programs! What's a board member to do? Advanced Curriculum will provide information on the latest state and federal mandates, as well as a detailed look at school district practices and policies that drive student achievement. This course will outline what a board member should know and be able to do related to curriculum issues, as well as provide members with suggestions for board policies about curriculum, assessment and instruction.

Location	Date	Time	Cost
Henry Center, Lansing	Saturday, Feb. 14	8:30 – 11:30 a.m.	\$90
Boyer Highlands	Saturday, Aug. 15	8:30 – 11:30 a.m.	\$90

Class Schedule and Course Descriptions



CBA 251: Data-Based Planning and Goal Setting (3 hours)

One of the major responsibilities of a board of education is setting strategic direction and developing goals for their district. This interactive course describes a process that includes an analysis of the district environment, community and staff input, and essential district data that's at the core of a successful, functional strategic plan. Learn the board's role in goal-setting, the best approach for planning, how to identify key issues, trends and forces impacting school districts, how to develop goals and key indicators to assess progress, and why they're essential for accountability.

Location	Date	Time	Cost
Henry Center, Lansing	Friday, Feb. 13	9 a.m. – noon	\$90



CBA 252: Media Relations (3 hours)

Learn the how-to's and what-to's of media relations. Understand the basics of working with the media and methods to help school board members get their message out.

Location	Date	Time	Cost
Boyer Highlands	Friday, Aug. 14	8:30 – 11:30 a.m.	\$90
Oakland Schools	Friday, Dec. 4	8:30 – 11:30 a.m.	\$90



CBA 253: Board Operating Procedures (3 hours)

Ever wondered about those “unwritten” rules that govern board service in your district? How are these rules created? Who knows about them? This course will help change those “unwritten” rules into a set of team operating procedures for your district. Learn the steps to develop procedures, the difference between procedures and policies, and the benefits of having written procedures for board operations.

Location	Date	Time	Cost
Boyer Highlands	Saturday, Aug. 15	12:15 – 3:15 p.m.	\$90

NEW



CBA 257: School District Safety and Security

As a school board member you are responsible for many things. One often overlooked area that is becoming more and more important for your schools image and survival, is your school's safety and security measures. Upon completion of this class, board members will better understand their roles and responsibilities before, during and after any critical incident occurring within their district.

Location	Date	Time	Cost
Henry Center, Lansing	Friday, Feb. 13	9 a.m. – noon	\$90
Boyer Highlands	Friday, Aug. 14	12:15 – 3:15 p.m.	\$90
Grand Traverse Resort	Thursday, Oct. 22	12:30 – 3:30 p.m.	\$90
Oakland Schools	Saturday, Dec. 5	8:30 – 11:30 a.m.	\$90

Class Schedule and Course Descriptions



CBA 258: Conflict Resolution—Techniques for School Boards (3 hours)

Conflict is a natural and necessary part of communication and interaction. At the board level, it's even more challenging to learn to deal with conflict in a constructive and productive way within the public arena. Learn to recognize conflict, come to understand your own style and learn to identify conflict resolution styles of others. Participants will explore two specific areas of conflicts: conflict among board members (and the public) and conflict between the board and superintendent.

Location	Date	Time	Cost
Grand Traverse Resort	Thursday, Oct. 22	8:30 – 11:30 a.m.	\$90
Oakland Schools	Saturday, Dec. 5	12:15 – 3:15 p.m.	\$90



CBA 259: Creating Trust: A Key Ingredient in School Improvement (3 hours)

Strong bonds of trust among members of the school community are essential for districts interested in improving. Research shows that schools reporting strong trust across the organization were three times more likely to report improvements in math and reading scores. Building trusting ties among school boards, parents, administrators, teachers and students will be the focus of this session. Roadblocks to building and maintaining trust in schools will be addressed, as well as specific strategies to develop trust between and among groups.

Location	Date	Time	Cost
Boyne Highlands	Saturday, Aug. 15	3:30 – 6:30 p.m.	\$90
Grand Traverse Resort	Thursday, Oct. 22	12:30 – 3:30 p.m.	\$90



CBA 260: Public Speaking Skills (3 hours) (Limited to 16)

This course focuses on effective oral communication for school leaders. Learn to speak with confidence and use persuasive communication techniques to express leadership. Discover how your background and life experiences can help you relate to your audience and establish your credibility. Practice and receive feedback in a safe and comfortable environment.

Location	Date	Time	Cost
Boyne Highlands	Friday, Aug. 14	3:30 – 6:30 p.m.	\$90
Oakland Schools	Saturday, Dec. 5	3:30 – 6:30 p.m.	\$90



CBA 261: Advocacy for Public Education (3 hours)

Hone your skills as an advocate for public education in a nuts-and-bolts session on three critical skills—writing letters-to-the-editor, crafting key messages and sound bites, and participating in editorial boards and public forums.

Location	Date	Time	Cost
Kent ISD	Friday, Jan. 16	1 – 4 p.m.	\$90
Boyne Highlands	Friday, Aug. 14	12:15 – 3:15 p.m.	\$90
Oakland Schools	Friday, Dec. 4	12:15 – 3:15 p.m.	\$90

Class Schedule and Course Descriptions



CBA 262: Spokesperson Training (3 hours) (Limited to 16)

A reporter is looking for you ... what are you going to say when the camera turns on, or a microphone is stuck in your face? Preparing for successful media interviews and learning how to state your message effectively will be covered. Find out how to avoid common mistakes and reporters' traps. Develop usable sound bites on key issues in public education (price includes \$5 fee for video).

Location	Date	Time	Cost
Henry Center, Lansing	Saturday, Feb. 14	8:30 – 11:30 a.m.	\$95
Grand Traverse Resort	Sunday, Oct. 25	12:30 – 3:30 p.m.	\$95



CBA 263: Focusing on Feedback (3 hours)

As a result of taking this course, board members will have a better understanding of and appreciation for the important part of communication we term "feedback." The course focuses on both formal and informal feedback. It discusses ways to gain feedback, what feedback is appropriate, how to determine the validity of feedback and how to use feedback to better reflect community views.

Location	Date	Time	Cost
Oakland Schools	Saturday, Dec. 5	8:30 – 11:30 a.m.	\$90



CBA 264: Shaping Public Opinion About Public Education (3 hours)

Explore the process of opinion formation and learn how you and other school leaders can influence public confidence in public schools. This "advocacy skills" course takes you to the heart of perception, trust and credibility issues, giving you tools to build community involvement and lasting support for your programs and reforms.

Location	Date	Time	Cost
Grand Traverse Resort	Sunday, Oct. 25	8:30 – 11:30 a.m.	\$90
Oakland Schools	Saturday, Dec. 5	12:15 – 3:15 p.m.	\$90



CBA 274: Using Board Self-Evaluation for Continuous Improvement (3 hours)

This course offers board members practical experience in understanding the process of board self-assessment, and how it can be used to improve the board's functions and relationships. Learn about the various assessment tools, the benefits of board self-assessment, when to conduct a board self-assessment and mistakes to avoid.

Location	Date	Time	Cost
Grand Traverse Resort	Friday, Oct. 23	6 – 9 p.m.	\$90



CBA 276: Board Superintendent Relations (3 hours)

An effective relationship between the school board and the superintendent is a key element of a healthy education system. Literature shows effective board/superintendent relations positively impacts student achievement. A veteran superintendent and board member team will present practical strategies from both perspectives on how to develop and/or improve board/superintendent relations. Included in this session will be an overview of roles and responsibilities, tips for communication, how to "agree to disagree" appropriately, trust building, and the opportunity for participants to work on a real-life scenario and ask questions related to this topic.

Location	Date	Time	Cost
Henry Center, Lansing	Saturday, Feb. 14	3:30 – 6:30 p.m.	\$90
Grand Traverse Resort	Saturday, Oct. 24	6 – 9 p.m.	\$90

Class Schedule and Course Descriptions



CBA 278: Dealing With Difficult People (3 hours)

Dealing with difficult people is a time and energy drain we'd all like to avoid. However, as a school board member, you often must deal with difficult people as part of your day-to-day responsibilities. Learn some effective strategies and practical ideas on how to communicate with and handle even the most difficult person.

Location	Date	Time	Cost
Grand Traverse Resort	Sunday, Oct. 25	12:30 – 3:30 p.m.	\$90



CBA 284: Focus on Bargaining (3 hours)

This course will include a summary of bargaining strategies that will help districts prepare for negotiations. We'll explore the role of the chief negotiator and the key responsibilities they must assume.

Location	Date	Time	Cost
Grand Traverse Resort	Saturday, Oct. 24	6 – 9 p.m.	\$90



CBA 290: Advanced School Law (3 hours)

The Advanced School Law course offers board members the opportunity to review specific laws and legal issues relating to school districts. The Revised School Code will be discussed in detail along with other school law topics such as tenure, student records, constitutional rights of students, and church and state.

Location	Date	Time	Cost
Boyer Highlands	Saturday, Aug. 15	8:30 – 11:30 a.m.	\$90
Oakland Schools	Saturday, Dec. 5	3:30 – 6:30 p.m.	\$90



CBA 297: Effective Board Meetings (3 hours)

Have you ever thought to yourself that some of your board meetings could run more effectively? A chronic complaint of many board members is that meetings are often unproductive, uninspiring and overly time-consuming. This course will introduce you to practical strategies and techniques that will lead to effective and productive meetings. Learn about ways to work with the superintendent, maintain order during public comments, facilitate difficult discussions, plan and prepare for board meetings, work with the media and many other helpful tips.

Location	Date	Time	Cost
Henry Center, Lansing	Friday, Feb. 13	1 – 4 p.m.	\$90
MASB	Saturday, April 18	12:30 – 3:30 p.m.	\$90
Grand Traverse Resort	Sunday, Oct. 25	8:30 – 11:30 a.m.	\$90



CBA 298: Creating High-Performing Schools Through Professional Learning Communities (3 hours)

This course will show how boards can be catalysts for increased student achievement when they develop the capacity of educators to create professional learning communities. It's designed to give participants both a conceptual overview of learning communities and examples of the specific policies and strategies boards can adopt to improve learning for students and adults.

Location	Date	Time	Cost
Oakland Schools	Friday, Dec. 4	8:30 – 11:30 a.m.	\$90

Class Schedule and Course Descriptions



CBA 300: Superintendent Evaluation (3 hours)

Evaluating the superintendent is one of the primary functions of the board. Learn the process of evaluating the superintendent, the difference between evaluation tools, analyzing past performance for school improvement and establishing mutual expectations for the board and the superintendent. Using a combination of the board self-evaluation and the superintendent evaluation is a great way to focus on school improvement and goal setting in your district.

Location	Date	Time	Cost
Henry Center, Lansing	Saturday, Feb. 14	12:15 – 3:15 p.m.	\$90
Boyne Highlands	Friday, Aug. 14	8:30 – 11:30 a.m.	\$90
Grand Traverse Resort	Sunday, Oct. 25	12:30 – 3:30 p.m.	\$90
Oakland Schools	Saturday, Dec. 5	3:30 – 6:30 p.m.	\$90

NEW



CBA 301: Superintendent Performance: Goals, Indicators and Evidence (3 hours)

A robust superintendent evaluation system is only part of the equation. High-impact boards align superintendent performance expectations to district-wide goals and evaluate superintendent performance against mutually agreed upon indicators of performance that are backed by hard evidence. In this session, participants will explore strategies for goal alignment, learn key components for establishing superintendent performance expectations; and explore items that may be used as evidence.



Location	Date	Time	Cost
Boyne Highlands	Saturday, Aug. 15	3:30 – 6:30 p.m.	\$90
Grand Traverse Resort	Thursday, Oct. 22	8:30 – 11:30 a.m.	\$90



CBA 310: Anatomy of a School Budget (3 hours)

Can schools be run exactly like a business? Learn the process it takes to build a district's educational spending plan from developing priorities and goals to meeting contractual obligations and compliance issues. Participants will learn about financial reporting requirements, grants and categorical programs, discuss budget forecasting and the breakdown of a typical school budget.

Location	Date	Time	Cost
Boyne Highlands	Saturday, Aug. 15	12:15 – 3:15 p.m.	\$90
Oakland Schools	Friday, Dec. 4	3:30 – 6:30 p.m.	\$90



CBA 320: 21st Century Skills to Succeed in a Global Economy (3 hours)

What skills do our students need to know to be globally competitive? How do students deal with massive amounts of information? This course will take you on an enlightening journey into the world of today's student. Learn how classrooms must become global communication centers and how curriculum must have a perspective based on a global network of people. During this course you will learn that "the real revolution" is not technology, it's the fantastic management of information and relationships.

Location	Date	Time	Cost
Boyne Highlands	Saturday, Aug. 15	8:30 – 11:30 a.m.	\$90

Class Schedule and Course Descriptions



CBA 325: Board Leadership: Overcoming Obstacles (3 hours)

Difficult times put added stress and pressure on school board members and the leadership team. How do you deal with the changing times? How do we improve communication, trust and professionalism on our boards? This course will be a chance to talk about those topics. Focus areas: board procedures, role of the board president, better school board meetings, trust cycle, role of the board in district leadership, using board evaluation and superintendent evaluations for leadership improvement.

Location	Date	Time	Cost
Oakland Schools	Friday, Dec. 4	3:30 – 6:30 p.m.	\$90



CBA 327: Ethics in Action (3 hours)

Do you and your fellow board members always act in an ethical manner? The major no-no's are pretty clear, but there are many times when there is a fine line between good intentions and unethical behavior. Join your colleagues from around the state in an analysis of real-life scenarios that explore that fine line and provide a deeper understanding of ethical board conduct.

Location	Date	Time	Cost
Boyer Highlands	Friday, Aug. 14	3:30 – 6:30 p.m.	\$90
Oakland Schools	Friday, Dec. 4	12:15 – 3:15 p.m.	\$90



CBA 335: Dealing With Board Member Turnover (3 hours)

With the number of changes on school boards, this class will focus on helping boards identify potential reasons for high board turnover, develop necessary tools for improved communication for retention, as well as help develop communication plans, orientation and processes for success when dealing with board member turnover.

Location	Date	Time	Cost
Oakland Schools	Friday, Dec. 4	12:15 – 3:15 p.m.	\$90



CBA 341: Data First: Foundations 1 (3 hours)

This foundation-building course will help school boards use data effectively in their governance role. Learn how data can be organized and presented in a clear format that the public and other stakeholders can understand. Participants will also learn what data board teams are using and how it can positively impact their goal setting and planning.

Location	Date	Time	Cost
Boyer Highlands	Friday, Aug. 14	3:30 – 6:30 p.m.	\$90
Oakland Schools	Friday, Dec. 4	3:30 – 6:30 p.m.	\$90



CBA 342: Data First: Foundations 2 (3 hours)

This course builds on the Foundations 1 information by helping board members learn what decisions and actions are needed after considering data. Data isn't a trend, it's a necessity, and boards must be able to use data to determine the effectiveness of their work and the progress being made to impact achievement. School funding, state and federal mandates and community support all demand high levels of accountability using data.

Location	Date	Time	Cost
Henry Center, Lansing	Saturday, Feb. 14	3:30 – 6:30 p.m.	\$90
Boyer Highlands	Saturday, Aug. 15	12:15 – 3:15 p.m.	\$90
Oakland Schools	Saturday, Dec. 5	8:30 – 11:30 a.m.	\$90

Class Schedule and Course Descriptions



CBA 343: Data First: Teacher Quality (3 hours)

Teacher quality is a national issue with virtually every state discussing how to evaluate teachers and determine their impact on student achievement. No matter the discussions, we all agree that students must have access to highly effective teachers. This course is all about teacher quality and participants will learn the difference between teacher qualifications and teacher effectiveness, what growth data says about teacher effectiveness, how boards can use data to determine equitable access to effective teachers, and how boards can align their decisions to improve teacher quality and access. This course also addresses how to engage your stakeholders in the teacher quality discussion.

Location	Date	Time	Cost
Grand Traverse Resort	Saturday, Oct. 24	6 – 9 p.m.	\$90



CBA 344: Data First: High School and Beyond (3 hours)

With the crucial conversations about students graduating high school being college and career ready, this course takes board members on a data journey to help achieve their goals of preparing all students for the real world. This course covers the “must-know” topics of preparing high school graduates for the 21st century and the data that can be used to determine readiness for postsecondary education and good jobs. There’s a vast array of data to navigate through and this course will highlight what data is needed to serve as early indicators that students are on track for graduation or in danger of dropping out. Postsecondary data will also be highlighted that can shed light on PreK-12 quality, policies and practices that boards can develop to assure all students graduate qualified for success.

Location	Date	Time	Cost
Grand Traverse Resort	Friday, Oct. 23	6 – 9 p.m.	\$90



CBA 345: Data Dashboards for Board Members (3 hours)

Data dashboards are all the buzz—in businesses and schools—to help present and monitor data that allows for effective tracking and analysis of student achievement and other data. Data dashboards can help to inform school boards about the value of data in governance, policy, budgeting and achievement. Learn information on how districts can create a data dashboard for school boards. This course will cover tips on how to use key data to monitor student achievement and provide assistance to boards in the use of key data for directing policy level decisions. Participants will explore sample dashboards to help understand the data and arrive at strategies for monitoring progress and improving district performance.

Location	Date	Time	Cost
Boyer Highlands	Friday, Aug. 14	12:15 – 3:15 p.m.	\$90



CBA 350: Generational Diversity for School Board Members (3 hours)

With four generations currently in the workforce, it’s sure to bring challenges and opportunities when dealing with different work ethics, values and needs. Many of the challenges of generational differences are the result of the influences people experienced growing up. This course will help you understand these generational differences and how they impact the board team relationship. It’s also important for board members to understand how generational differences impact the way they communicate with parents and community members. Attendees will leave with specific strategies for interacting with four different generations.

Location	Date	Time	Cost
Grand Traverse Resort	Sunday, Oct. 25	12:30 – 3:30 p.m.	\$90

Class Schedule and Course Descriptions



CBA 351: Social Media (3 hours)

Social media isn't technology of the future, but of the present. As intimidating as social media may be for school district leaders, it has its purpose in the public education arena. This course explores the multiple issues involved when considering the use of social media by a board of education in its work with the overall governance of a school district. This new, exciting course will:

- Acquaint board of education members with the multiple forms of social media.
- Help boards understand how the use of social media impacts their work.
- Make board members aware of the many issues involved with social media technology.
- Provide discussion on how social media might be used by a district in fulfilling its vision, mission and learning objectives.
- Provide a context for the personal and professional growth and development of board members.

Location	Date	Time	Cost
Oakland Schools	Saturday, Dec. 5	3:30 – 6:30 p.m.	\$90



CBA 354: Unleashing Your Innovative Potential (3 hours)

Using an effective, research-based innovative process can build your confidence and skills in thinking clearly and creatively as a school board member. Participants will have a greater respect for others as they discover how different minds approach problem solving. Join your peers in this practical and interactive session to:

- Explore how observation techniques can help you find the right problems to solve.
- Learn how effective brainstorming tools can generate hundreds of ideas.
- See how analytical thinking can produce unique, captivating and useful solutions.

Location	Date	Time	Cost
Grand Traverse Resort	Saturday, Oct. 24	6 – 9 p.m.	\$90



CBA 358: Customer Service, If Not Now, When? (3 hours)

Participants will share what customer service looks like in their home district. Hear from others what has and hasn't worked for them when creating and achieving a customer service culture. Learn how to determine who your customers really are and how best to serve them. Class attendees will leave with at least three new ways to provide better service. Learn what customer service in education really looks like by:

- Working through small group discussions to share what superior customer service looks like in different districts.
- Brainstorming with others how to improve customer service in your home district.
- Discussing all of the education choices families have and how customer service can give your district a competitive edge and retain and attract students.

Location	Date	Time	Cost
Grand Traverse Resort	Saturday, Oct. 24	6 – 9 p.m.	\$90



CBA 365: Collaborative Conversations for Effective Decisionmaking (3 hours)

Board members are entrusted to make important decisions on behalf of their students. Effective decisionmaking requires deliberation. But, have you ever wondered what does that really mean, or how do we know if we are effective? Do your board discussions resemble more of a debate than deliberation? This highly interactive session will provide you and your governance team members with practical tools for effective decisionmaking.

Location	Date	Time	Cost
Grand Traverse Resort	Sunday, Oct. 25	8:30 – 11:30 a.m.	\$90
Oakland Schools	Friday, Dec. 4	8:30 – 11:30 a.m.	\$90

Class Schedule and Course Descriptions



CBA 375: Board Leadership: A Case Study Approach (3 hours)

While the complex problems that school leaders face can't always be resolved, they must still be carefully anticipated and managed, so the primary mission of educating children remains at the forefront. An engaging case study will allow you to observe how others have navigated through challenges, planned solutions for complex and real-life problems and utilized the expertise and experience of one another. This case study experience serves as not only an effective strategy to sharpen your problem-solving skills and enhance your judgment, but intends to provide school leaders skill sets on how to anticipate problems before they arise and work through them as a team.

Location	Date	Time	Cost
Henry Center, Lansing	Saturday, Feb. 14	12:15 – 3:15 p.m.	\$90
Kent ISD	Thursday, March 19	6 – 9 p.m.	\$90
Boyne Highlands	Saturday, Aug. 15	8:30 – 11:30 a.m.	\$90
Grand Traverse Resort	Saturday, Oct. 24	6 – 9 p.m.	\$90



CBA 380: Effective Committee Structure (3 hours)

What's the most effective and efficient committee structure? This new course will clarify the objectives of the school board committee structure as a way to strengthen the board's role as policy maker and provide the opportunity for board members to formulate, review, analyze and deliberate policy recommendations prior to consideration by the full board. This course will explore the advantages and disadvantages of whole, silo and model committee structures. Learn how to effectively use committees to:

- Divide the work of governing into manageable chunks.
- Ensure more thorough and thoughtful preparation.
- Establish standing committees that can serve as a vehicle for continuously fine-tuning and upgrading the board's involvement in key governing areas like planning and external relations.

Location	Date	Time	Cost
Grand Traverse Resort	Friday, Oct. 23	6 – 9 p.m.	\$90

NEW



CBA 381: Focus on Student Achievement (3 hours)

This CBA course explores the role of a local school board in advancing student achievement. Assuring that students receive a top-notch education through effective board of education processes can lead to measurable results. Boards of education need to know that student achievement is done by building an educational context in which students study, prepare themselves for the future and dream, and, out of which they find success for life's next steps. This context is accomplished as the board cares for its multiple strategic and visioning tasks.

Location	Date	Time	Cost
Boyne Highlands	Friday, Aug. 14	8:30 – 11:30 a.m.	\$90
Grand Traverse Resort	Sunday, Oct. 25	8:30 – 11:30 a.m.	\$90
Oakland Schools	Saturday, Dec. 5	12:15 – 3:15 p.m.	\$90

CBA Classes At-A-Glance

	Class Number	Class Title	Date	Time	Cost
Henry Center, Lansing					
	CBA 101	Introduction to School Board Service	Friday, Feb. 13	9 a.m. – 4 p.m.	\$190
	CBA 103	School Finance and School Budget	Friday, Feb. 13	9 a.m. – noon	\$90
	CBA 227	Ethical Challenges	Friday, Feb. 13	9 a.m. – noon	\$90
	CBA 251	Data-Based Strategic Planning and Goal Setting	Friday, Feb. 13	9 a.m. – noon	\$90
NEW	CBA 257	School District Safety and Security	Friday, Feb. 13	9 a.m. – noon	\$90
	CBA 102	Policy	Friday, Feb. 13	1 – 4 p.m.	\$90
	CBA 105	Curriculum and Instruction	Friday, Feb. 13	1 – 4 p.m.	\$90
	CBA 108	Navigating the Legislative Process	Friday, Feb. 13	1 – 4 p.m.	\$90
	CBA 240	Superintendent Selection	Friday, Feb. 13	1 – 4 p.m.	\$90
	CBA 297	Effective Board Meetings	Friday, Feb. 13	1 – 4 p.m.	\$90
	CBA 101	Introduction to School Board Service	Saturday, Feb. 14	8:30 a.m. – 3:15 p.m.	\$90
	CBA 102	Policy	Saturday, Feb. 14	8:30 – 11:30 a.m.	\$90
	CBA 107	Labor Relations	Saturday, Feb. 14	8:30 – 11:30 a.m.	\$90
	CBA 247	Advanced Curriculum	Saturday, Feb. 14	8:30 – 11:30 a.m.	\$90
	CBA 262	Spokesperson Training (Limited to 16)	Saturday, Feb. 14	8:30 – 11:30 a.m.	\$95
	CBA 103	School Finance and School Budget	Saturday, Feb. 14	12:15 – 3:15 p.m.	\$90
	CBA 104	Basic School Law	Saturday, Feb. 14	12:15 – 3:15 p.m.	\$90
	CBA 223	Parliamentary Procedure for Board Members	Saturday, Feb. 14	12:15 – 3:15 p.m.	\$90
	CBA 300	Superintendent Evaluation	Saturday, Feb. 14	12:15 – 3:15 p.m.	\$90
	CBA 375	Board Leadership: A Case Study Approach	Saturday, Feb. 14	12:15 – 3:15 p.m.	\$90
	CBA 104	Basic School Law	Saturday, Feb. 14	3:30 – 6:30 p.m.	\$90
	CBA 106	Community Relations Leadership	Saturday, Feb. 14	3:30 – 6:30 p.m.	\$90
	CBA 109	Board Governance for Data-Informed Decisionmaking	Saturday, Feb. 14	3:30 – 6:30 p.m.	\$90
	CBA 226	Exercising Political Judgement	Saturday, Feb. 14	3:30 – 6:30 p.m.	\$90

CBA Classes At-A-Glance

	Class Number	Class Title	Date	Time	Cost
Henry Center, Lansing, continued					
	CBA 232	Communicating Effectively In Difficult Times	Saturday, Feb. 14	3:30 – 6:30 p.m.	\$90
	CBA 276	Board Superintendent Relations	Saturday, Feb. 14	3:30 – 6:30 p.m.	\$90
	CBA 342	Data First: Foundations 2	Saturday, Feb. 14	3:30 – 6:30 p.m.	\$90
MASB					
	CBA 101	Introduction to School Board Service	Saturday, March 28	9 a.m. – 3:30 p.m.	\$190
	CBA 103	School Finance and School Budget	Saturday, March 28	9 a.m. – noon	\$90
	CBA 215	Advanced Finance: Recognizing a Financially Sound District	Saturday, March 28	12:30 – 3:30 p.m.	\$90
	CBA 101	Introduction to School Board Service	Saturday, April 18	9 a.m. – 3:30 p.m.	\$190
	CBA 214	Open Meetings Act	Saturday, April 18	9 a.m. – noon	\$90
	CBA 297	Effective Board Meetings	Saturday, April 18	12:30 – 3:30 p.m.	\$90
	CBA 101	Introduction to School Board Service	Saturday, May 16	9 a.m. – 3:30 p.m.	\$190
	CBA 101	Introduction to School Board Service	Saturday, June 6	9 a.m. – 3:30 p.m.	\$190
	CBA 104	Basic School Law	Saturday, June 6	9 a.m. – noon	\$90
	CBA 214	Open Meetings Act	Saturday, June 6	12:30 – 3:30 p.m.	\$90
	CBA 101	Introduction to School Board Service	Friday, June 12	9 a.m. – 3:30 p.m.	\$190
Boyerne Highlands					
	CBA 101	Introduction to School Board Service	Friday, Aug. 14	8:30 a.m. – 3:30 p.m.	\$190
	CBA 213	Capital Planning	Friday, Aug. 14	8:30 – 11:30 a.m.	\$90
	CBA 252	Media Relations	Friday, Aug. 14	8:30 – 11:30 a.m.	\$90
	CBA 300	Superintendent Evaluation	Friday, Aug. 14	8:30 – 11:30 a.m.	\$90
NEW	CBA 381	Focus on Student Achievement	Friday, Aug. 14	8:30 – 11:30 a.m.	\$90
	CBA 103	School Finance and School Budget	Friday, Aug. 14	12:15 – 3:15 p.m.	\$90
NEW	CBA 257	School District Safety and Security	Friday, Aug. 14	12:15 – 3:15 p.m.	\$90
	CBA 261	Advocacy for Public Education	Friday, Aug. 14	12:15 – 3:15 p.m.	\$90
	CBA 345	Data Dashboards for Board Members	Friday, Aug. 14	12:15 – 3:15 p.m.	\$90
	CBA 104	Basic School Law	Friday, Aug. 14	3:30 – 6:30 p.m.	\$90

CBA Classes At-A-Glance

	Class Number	Class Title	Date	Time	Cost
Boyer Highlands, continued					
	CBA 105	Curriculum and Instruction	Friday, Aug. 14	3:30 – 6:30 p.m.	\$90
	CBA 260	Public Speaking Skills	Friday, Aug. 14	3:30 – 6:30 p.m.	\$90
	CBA 327	Ethics in Action	Friday, Aug. 14	3:30 – 6:30 p.m.	\$90
	CBA 341	Data First: Foundations 1	Friday, Aug. 14	3:30 – 6:30 p.m.	\$90
	CBA 107	Labor Relations	Saturday, Aug. 15	8:30 – 11:30 a.m.	\$90
	CBA 247	Advanced Curriculum	Saturday, Aug. 15	8:30 – 11:30 a.m.	\$90
	CBA 290	Advanced School Law	Saturday, Aug. 15	8:30 – 11:30 a.m.	\$90
	CBA 320	21 st Century Skills to Succeed in a Global Economy	Saturday, Aug. 15	8:30 – 11:30 a.m.	\$90
	CBA 375	Board Leadership: A Case Study Approach	Saturday, Aug. 15	8:30 – 11:30 a.m.	\$90
	CBA 106	Community Relations Leadership	Saturday, Aug. 15	12:15 – 3:15 p.m.	\$90
	CBA 234	Using Persuasive Skills to Reach Consensus	Saturday, Aug. 15	12:15 – 3:15 p.m.	\$90
	CBA 253	Board Operating Procedures	Saturday, Aug. 15	12:15 – 3:15 p.m.	\$90
	CBA 310	Anatomy of a School Budget	Saturday, Aug. 15	12:15 – 3:15 p.m.	\$90
	CBA 342	Data First: Foundations 2	Saturday, Aug. 15	12:15 – 3:15 p.m.	\$90
	CBA 102	Policy	Saturday, Aug. 15	3:30 – 6:30 p.m.	\$90
	CBA 232	Communicating Effectively in Difficult Times	Saturday, Aug. 15	3:30 – 6:30 p.m.	\$90
	CBA 259	Creating Trust: A Key Ingredient in School Improvement	Saturday, Aug. 15	3:30 – 6:30 p.m.	\$90
NEW	CBA 301	Superintendent Performance: Goals, Indicators and Evidence	Saturday, Aug. 15	3:30 – 6:30 p.m.	\$90
Clare Gladwin RESD					
	CBA 103	School Finance and School Budget	Tuesday, Feb. 24	6 – 9 p.m.	\$90
	CBA 246	Advanced Community Relations	Tuesday, Feb. 24	6 – 9 p.m.	\$90
	CBA 104	Basic School Law	Tuesday, March 24	6 – 9 p.m.	\$90
	CBA 215	Advanced Finance	Tuesday, March 24	6 – 9 p.m.	\$90

CBA Classes At-A-Glance

	Class Number	Class Title	Date	Time	Cost
Genesee ISD					
	CBA 101	Introduction to School Board Service	Saturday, Feb. 28	9 a.m. – 3:30 p.m.	\$190
Grand Traverse Resort					
	CBA 101	Introduction to School Board Service	Thursday, Oct. 22	8:30 a.m. – 3:30 p.m.	\$190
	CBA 106	Community Relations Leadership	Thursday, Oct. 22	8:30 – 11:30 a.m.	\$90
	CBA 242	Experience Based Interviewing	Thursday, Oct. 22	8:30 – 11:30 a.m.	\$90
	CBA 258	Conflict Resolution—Techniques for School Board Members	Thursday, Oct. 22	8:30 – 11:30 a.m.	\$90
NEW	CBA 301	Superintendent Performance: Goals, Indicators and Evidence	Thursday, Oct. 22	8:30 – 11:30 a.m.	\$90
	CBA 109	Board Governance for Data-Informed Decisionmaking	Thursday, Oct. 22	12:30 – 3:30 p.m.	\$90
	CBA 224	Succession Planning	Thursday, Oct. 22	12:30 – 3:30 p.m.	\$90
NEW	CBA 257	School District Safety and Security	Thursday, Oct. 22	12:30 – 3:30 p.m.	\$90
	CBA 259	Creating Trust: A Key Ingredient in School Improvement	Thursday, Oct. 22	12:30 – 3:30 p.m.	\$90
	CBA 105	Curriculum and Instruction	Friday, Oct. 23	6 – 9 p.m.	\$90
	CBA 107	Labor Relations	Friday, Oct. 23	6 – 9 p.m.	\$90
	CBA 214	Open Meetings Act	Friday, Oct. 23	6 – 9 p.m.	\$90
	CBA 227	Ethical Challenges	Friday, Oct. 23	6 – 9 p.m.	\$90
	CBA 234	Using Persuasive Skills to Reach Consensus	Friday, Oct. 23	6 – 9 p.m.	\$90
	CBA 274	Using Board Self Evaluation for Continuous Improvement	Friday, Oct. 23	6 – 9 p.m.	\$90
	CBA 344	Data First—High School and Beyond	Friday, Oct. 23	6 – 9 p.m.	\$90
	CBA 380	Effective Committee Structure	Friday, Oct. 23	6 – 9 p.m.	\$90
	CBA 103	School Finance and School Budget	Saturday, Oct. 24	6 – 9 p.m.	\$90
	CBA 108	Navigating the Legislative Process	Saturday, Oct. 24	6 – 9 p.m.	\$90
	CBA 276	Board Superintendent Relations	Saturday, Oct. 24	6 – 9 p.m.	\$90
	CBA 284	Focus on Bargaining	Saturday, Oct. 24	6 – 9 p.m.	\$90
	CBA 343	Data First: Teacher Quality	Saturday, Oct. 24	6 – 9 p.m.	\$90

CBA Classes At-A-Glance

	Class Number	Class Title	Date	Time	Cost
Grand Traverse Resort, continued					
	CBA 354	Unleashing Your Innovative Potential	Saturday, Oct. 24	6 – 9 p.m.	\$90
	CBA 358	Customer Service: If Not Now, When?	Saturday, Oct. 24	6 – 9 p.m.	\$90
	CBA 375	Board Leadership: A Case Study Approach	Saturday, Oct. 24	6 – 9 p.m.	\$90
	CBA 101	Introduction to School Board Service	Sunday, Oct. 25	8:30 a.m. – 3:30 p.m.	\$190
	CBA 104	Basic School Law	Sunday, Oct. 25	8:30 – 11:30 a.m.	\$90
	CBA 240	Superintendent Selection	Sunday, Oct. 25	8:30 – 11:30 a.m.	\$90
	CBA 264	Shaping Public Opinion About Public Education	Sunday, Oct. 25	8:30 – 11:30 a.m.	\$90
	CBA 297	Effective Board Meetings	Sunday, Oct. 25	8:30 – 11:30 a.m.	\$90
	CBA 365	Collaborative Conversations for Effective Decisionmaking	Sunday, Oct. 25	8:30 – 11:30 a.m.	\$90
NEW	CBA 381	Focus on Student Achievement	Sunday, Oct. 25	8:30 – 11:30 a.m.	\$90
	CBA 102	Policy	Sunday, Oct. 25	12:30 – 3:30 p.m.	\$90
	CBA 215	Advanced Finance	Sunday, Oct. 25	12:30 – 3:30 p.m.	\$90
	CBA 262	Spokesperson Training (Limited to 16)	Sunday, Oct. 25	12:30 – 3:30 p.m.	\$95
	CBA 278	Dealing With Difficult People	Sunday, Oct. 25	12:30 – 3:30 p.m.	\$90
	CBA 300	Superintendent Evaluation	Sunday, Oct. 25	12:30 – 3:30 p.m.	\$90
	CBA 350	Generational Diversity for School Board Members	Sunday, Oct. 25	12:30 – 3:30 p.m.	\$90
Kent ISD					
	CBA 261	Advocacy for Public Education	Friday, Jan. 16	1 – 4 p.m.	\$90
	CBA 375	Board Leadership: A Case Study Approach	Thursday, Mar. 19	6 – 9 p.m.	\$90
Oakland Schools					
	CBA 103	School Finance and School Budget	Friday, Dec. 4	8:30 – 11:30 a.m.	\$90
	CBA 105	Curriculum and Instruction	Friday, Dec. 4	8:30 – 11:30 a.m.	\$90
	CBA 252	Media Relations	Friday, Dec. 4	8:30 – 11:30 a.m.	\$90
	CBA 298	Creating High-Performing Schools Through Professional Learning Communities	Friday, Dec. 4	8:30 – 11:30 a.m.	\$90

CBA Classes At-A-Glance

	Class Number	Class Title	Date	Time	Cost
Oakland Schools, continued					
	CBA 365	Collaborative Conversations for Effective Decisionmaking	Friday, Dec. 4	8:30 – 11:30 a.m.	\$90
	CBA 108	Navigating the Legislative Process	Friday, Dec. 4	12:15 – 3:15 p.m.	\$90
	CBA 261	Advocacy for Public Education	Friday, Dec. 4	12:15 – 3:15 p.m.	\$90
	CBA 240	Superintendent Selection	Friday, Dec. 4	12:15 – 3:15 p.m.	\$90
	CBA 327	Ethics in Action	Friday, Dec. 4	12:15 – 3:15 p.m.	\$90
	CBA 335	Dealing with Board Member Turnover	Friday, Dec. 4	12:15 – 3:15 p.m.	\$90
	CBA 106	Community Relations Leadership	Friday, Dec. 4	3:30 – 6:30 p.m.	\$90
	CBA 223	Parliamentary Procedure for Board Members	Friday, Dec. 4	3:30 – 6:30 p.m.	\$90
	CBA 310	Anatomy of a School Budget	Friday, Dec. 4	3:30 – 6:30 p.m.	\$90
	CBA 325	Board Leadership: Overcoming Obstacles	Friday, Dec. 4	3:30 – 6:30 p.m.	\$90
	CBA 341	Data First: Foundations 1	Friday, Dec. 4	3:30 – 6:30 p.m.	\$90
	CBA 101	Introduction to School Board Service	Saturday, Dec. 5	8:30 a.m.–3:30 p.m.	\$190
	CBA 104	Basic School Law	Saturday, Dec. 5	8:30 a.m. 8:30 – 11:30 a.m.	\$90
NEW	CBA 257	School District Safety and Security	Saturday, Dec. 5	8:30 – 11:30 a.m.	\$90
	CBA 263	Focusing on Feedback	Saturday, Dec. 5	8:30 – 11:30 a.m.	\$90
	CBA 342	Data First: Foundations 2	Saturday, Dec. 5	8:30 – 11:30 a.m.	\$90
	CBA 107	Labor Relations	Saturday, Dec. 5	12:15 – 3:15 p.m.	\$90
	CBA 258	Conflict Resolution—Techniques for School Board Members	Saturday, Dec. 5	12:15 – 3:15 p.m.	\$90
	CBA 264	Shaping Public Opinion About Public Education	Saturday, Dec. 5	12:15 – 3:15 p.m.	\$90
NEW	CBA 381	Focus on Student Achievement	Saturday, Dec. 5	12:15 – 3:15 p.m.	\$90
	CBA 109	Board Governance for Data-Informed Decisionmaking	Saturday, Dec. 5	3:30 – 6:30 p.m.	\$90
	CBA 260	Public Speaking Skills	Saturday, Dec. 5	3:30 – 6:30 p.m.	\$90
	CBA 290	Advanced School Law	Saturday, Dec. 5	3:30 – 6:30 p.m.	\$90
	CBA 300	Superintendent Evaluation	Saturday, Dec. 5	3:30 – 6:30 p.m.	\$90
	CBA 351	Social Media	Saturday, Dec. 5	3:30 – 6:30 p.m.	\$90

MASB Programs and Services

In addition to the Certified Board member Award classes, following are programs and services available to MASB members, listed in alphabetical order. If you have any questions, please contact the office at membership@masb.org or 517.327.5900.

Advocacy

The MASB Government Relations Department represents the views of MASB member districts with federal and state legislative leaders, and works to open the lines of communication between locally elected school board members and the elected officials in Lansing and Washington, D.C. These views are established by gathering input from MASB members and having the Board of Directors approve the Association's legislative priorities. Information on pending legislation and current issues affecting public education is available online through the eVocate system, along with a weekly e-newsletter, *News From the Capitol*, sent when the Michigan Legislature is in session. Sign-up today!

Annual Leadership Conference

Every fall, MASB puts together a great line-up of speakers, workshops and events to help you strengthen your leadership skills and go back to your district ready to help students succeed. We encourage you to join us and set an example for the students and staff in your district by making a commitment to continuous self-improvement and life-long learning.

Blue Cross Blue Shield of Michigan

The MASB-sponsored BCBS program has been available to members for over two decades as an alternative to union-sponsored plans. Last year, over 3,600 contracts covered administrators in districts across the state.

Board Self-Assessment

MASB encourages boards to develop a strong commitment to regularly evaluate and improve their practices and procedures, and is available to help member boards meet this important challenge. This free resource is a survey of 75 questions that have been validated and are based on best practice research covering the primary roles and responsibilities of a board. Each board member completes the survey and the results are compiled by MASB to help your board see where it is strong and areas where improvements may be needed.

BoardBook

An electronic agenda-preparation tool that you access through your Web browser, without the need for a new server, a dedicated Internet connection or hard-to-learn software. More than 900 organizations use BoardBook with the majority of subscribers being public school districts. Imagine having—on your desktop, right now—everything you need to prepare, publish, distribute and use the agenda packets electronically.

Data Business Systems (PaySchools™)

This online payment system allows parents to pay for fee-based school services and products, providing convenience to parents and less money-handling work for district staff.

Data-Driven Strategic Planning

MASB offers a wide range of strategic planning and goal-setting services to school districts. From comprehensive processes that include full community input, use of strategic planning teams representing all stakeholders and use of district educational data. Each process is customized to your local district needs and challenges.

Education Careers

Superintendents can review and apply for open positions being facilitated by MASB, and everyone can access the Statewide School Job Directory where all types of education sector positions can be posted for free.

MASB Programs and Services

Education Excellence Awards

For 20 years, the Education Excellence Awards have honored programs in Michigan's local and intermediate public school districts that positively reflect the innovative spirit in today's schools and measurably improve student achievement.

ERIN

The Employment Relations Information Network, or ERIN, is a comprehensive online resource for employee relations and contract and negotiation data for school districts. A subscription is required and provides access to:

- Compare salary information for districts individually or by demographic group.
- Compare fringe benefits for teachers, principals and superintendents by county, region and district enrollment type.
- Access specific contract language from other school districts.
- Reference model job descriptions, interview questions and evaluation forms.
- And much more!

Executive Search Services

Finding the right superintendent for your district isn't easy. MASB's Executive Search Services helps boards of education overcome the challenges of searching for a new superintendent by leveraging the full breadth of the Association's resources. We conduct thorough, customized searches based on the unique needs of your community. Our network rivals that of any search firm in the nation and our service is guaranteed.

Financial and Insurance Services

MASB formed the SET SEG Insurance pools decades ago to provide members insurance products that would serve the specific needs of the education community. Last year, over \$15 million was returned to members in contribution reductions and net asset returns. There is also SET SEG Property/Casualty Pool and Self-Insurer Workers' Compensation Fund options.

The Michigan Liquid Asset Fund Plus was organized by MASB in 1987, and is governed by members of Michigan Association of School Administrators, MASB and Michigan School Business Officials. The fund has assets exceeding \$1 billion and offers districts reliable financial services.

Labor Relations Conference

MASA, MASB and MSBO cosponsor this conference in the early spring that provides you with the data needed for negotiations, background and updates on the law, and advice from some of the most respected names in school labor relations.

Labor and Legal Advice

Experienced negotiators and labor relations consultants are available to guide your board through contract analysis or negotiations, collective bargaining, grievance administration and arbitration.

We also have expert legal counsel that provides information regarding current school law, recent court decisions and Attorney General opinions. The Legal Trust Fund helps boards pursue cases of statewide significance that they might otherwise have to settle because of the high cost of litigation.

Most importantly, if you have labor or legal questions, you can contact MASB staff for advice at no cost as part of your membership.

Legal Trust Fund

Established in 1975 to assist Michigan school boards involved in litigation having statewide significance. The advisory board is made up of members from around the state and grants assistance, including financial grants, to help cover legal fees and filing amicus briefs in cases where it can make a difference.

Legislative Conference

You can have a great impact on the legislative process if you show legislators how important education is by coming to Lansing and letting them know you hold them accountable for funding schools in Michigan. This one-day conference, cosponsored by MASA and MASB in March, is a one-stop shop for what is currently happening in the Michigan Legislature and how it impacts your district.

Michigan Council of School Attorneys

The Michigan Council of School Attorneys is the only statewide organization composed exclusively of attorneys representing Michigan school boards. MCSA assists attorneys representing boards of education in Michigan by providing information and practical advice on legal issues and questions of school law.

Michigan Purchasing Card Consortium

Cosponsored by MASA, MASB and MSBO, this JPMorgan Chase program is similar to a credit card with increased administrative control over access and use. In addition to saving significant accounting staff time, you can actually improve internal controls while earning rebates on every dollar spent.

Michigan Schools Energy Cooperative

By pooling the buying power of members, this group, established in 1997 in partnership with other education associations, has saved members more than \$50 million.

Munetrix™

This online subscription-based financial data and transparency reporting system can help your district meet transparency requirements and benchmark your financial health.

New Board Member Institute

A must-attend event for new, first-term board members with workshops for board presidents and superintendents, as well as classes for veteran board members. The perfect opportunity for newly elected trustees to get started on their certification.

Online Store

Your one-stop shop for up-to-date education resources, including *The Open Meetings Guide* and *Becoming a Better Board Member*. Visit www.masb.org to peruse the offerings.

Online Surveys

Surveys provide an effective means for gauging community perceptions and support for your school. Community input and feedback are the best ways to drive your strategic planning and goal-setting process. Count on MASB's professional and knowledgeable staff to create research-based, customized survey questions, disseminate the survey, analyze results and provide recommendations.

OnSight Board Training

This customized board training service provides the insight that MASB's professional staff, expertise, experience and resources bring to the board table, combined with the convenience of offering these services "on site" at a location close to you. These workshops are customized to your board's specific challenges and situations.

Policy Services

Effective policies are at the core of successful school district governance. To assist with these services, MASB has partnered with NEOLA to work with a board, administrators and committee(s) in developing a comprehensive policy manual that suits your district's needs.

MASB Programs and Services

Publications

MASB is launching new publications in 2015 to provide the best and most-timely education news to the membership and the general public. **LeaderBoard** magazine will be distributed in print in January, May and September with in-depth articles on the key issues facing school board members.

A weekly e-newsletter, **DashBoard**, will regularly update you on education news from around Michigan and the nation.

Also launching in January is a monthly video news segment called **StoryBoard**.

Additionally, MASB periodically publishes **Special Reports**, **Talking Points** and **Toolkits** on hot topics in education. All archived publications are accessible at www.masb.org/publications-and-media.aspx.

SafeSchools

Train your staff with SafeSchools, the leading online training and compliance management system for school employees. A comprehensive library of 100 percent school-focused courses (examples: bloodborne pathogens, sexual misconduct, slips, trips and falls, bullying, school violence, diversity, youth suicide and more) matched with a state-of-the-art compliance management system makes it easy to efficiently deliver and document training for every employee in your district.

School Board Recognition Month

This state and national observance takes place every January. MASB supplies a toolkit for your district to build community awareness and support for the concept of local control in our public schools.

Social Media

Follow MASB's channels on Facebook, LinkedIn, Twitter and YouTube for additional education news updates and to network with your peers.

Small & Rural Schools Conference

Designed specifically for superintendents and boards of education of small and rural schools, this joint conference, cosponsored by MASB, Michigan Small & Rural Schools Association and the School Equity Caucus, is packed with just-in-time, need-to-know information for school district leaders. Typically held in the late summer.

Systemic Governance Training Process

The Systemic Governance Training Process is an approach to assist boards in becoming a cohesive, high-performing governance team that can see the "big picture" and be proactive, not reactive, to potential threats and challenges. SGTP includes a custom audit of your governance model to determine the training and data necessary to improve your board's performance and outcomes.

U.S. Communities

The leading national cooperative purchasing program for the federal government and K-12 school districts. The benefit lies not only in the cost savings that have been negotiated, but members can take advantage of pre vetted contract bids that save your staff time and effort related to the bid process.

Urban Conference

Designed specifically for superintendents and boards of education of urban school districts, this conference focuses on issues pertinent to this audience.

MASB Programs and Services

VIP Program

Without the support of Very Important Partners, MASB wouldn't be able to offer all of its programs and services. This program also gives you easy access to a catalog of companies that provide products and services ranging from accounting/auditing to construction management.

Website

The Association's most comprehensive resource can be accessed at www.masb.org. Recently redesigned to be more user-friendly and interactive, the site can easily be viewed on a mobile device and received more than 160,000 unique page views last year. The site also contains the Online Membership Portal, which gives you easy access to update your contact information, review your transcripts, register for MASB events and more.

Workshops/Retreats

In addition to the main conferences and CBA classes, MASB offers several workshops/retreats throughout the year, including the Advanced Workshop for Board Presidents, Board Presidents Workshop and Go-to-Pros Summit. Check the MASB Calendar at www.masb.org for the most up-to-date listing.

Registration Information

Online registration is available at www.masb.org. Registration forms are included in this booklet. Confirmations are sent for all events and classes. For login assistance, contact Mary McCarthy, Registrar and Member Services Coordinator, at 517.327.5918.

Payment

Payment should accompany registration whenever possible. Registrations sent in advance will be accepted and districts may elect to be invoiced. However, a \$25 service fee per attendee will be added if payment isn't received by the date the class begins.

Refunds, Cancellations, No-Shows

No refunds will be given for cancellations within one week of class start date and a \$25 fee will be charged for all other cancellations; substitutions may be made in lieu of cancellations; no refunds for no-shows; a 100 percent refund will be issued for any class cancelled by MASB.

Fees

Class fees vary depending on the course, time and location. Check the class schedules and course descriptions for fee information.

2015 MASB Events Calendar

New Board Member Institute and

Board President Workshop

Henry Center, Lansing

Feb. 13–14, 2015

Labor Relations Conference

Lansing Center, Lansing

Feb. 27, 2015

Legislative Conference

Lansing Center, Lansing

March 3, 2015

Education Excellence Awards

Lansing

May, 2015

Summer School for School Leaders

Boyne Highlands Resort,

Harbor Springs

Aug. 14–15, 2015

Annual Leadership Conference and Exhibit Show

Grand Traverse Resort

& Spa, Acme

Oct. 22–25, 2015

CBA Weekend

Oakland Schools, Waterford

Dec. 4–5, 2015

Special Needs

Those requiring special assistance should contact Angel Davis, CBA Program & Meetings Manager, at 517.327.5926.

Members Assisting Peers

“No man is an island,” or so goes the saying. However, school board members often feel like they’re the lone person on an island when it comes to facing challenging situations. MASB is excited to continue our mentor program, Members Assisting Peers. The goal of the MAP program is to provide caring support and assistance to board members throughout the state to ensure success at the local level. This is accomplished through a network of highly skilled and trained board members who provide support by listening, clarifying, recommending resources and redirecting the board member to resolve issues with the local team.

Who are MAP Mentors?

MAP mentors are a team of veteran school board members who can be called on to help walk you through those challenging situations, or to serve as a sounding board for your thoughts and ideas. Mentors have been selected, in part, due to their extensive experience as a school board member, but even more so for their ability to exemplify honesty, integrity, confidentiality and trust. They’re people you can turn to for advice. MAP mentors aren’t here to make decisions for you, but rather identify options that can help you make the best decision possible. They’re here to share their experience with you and help you become a more effective school leader.

How Can a MAP Mentor Help?

MAP mentors are trained in specific peer assistance techniques and can assist by:

- Listening and acting as a confidant
- Asking questions that help clarify and identify the problem
- Directing you to supportive resources and materials
- Helping you understand governance and the role of a school board member
- Encouraging participation in training and professional development opportunities
- Helping you discover your own solutions to your challenges

Our mentors are ready to offer their services to both new and veteran board members across the state who may be looking for answers to questions about board service.

**For additional information about the
Members Assisting Peers Program, contact Angela Kanazeh,
Membership Engagement Manager, at 517.327.5938.**

Members Assisting Peers Directory



Nels Christopherson, Houghton Portage Township Schools/
Copper Country ISD

Email: nels@mtu.edu • Ph: 906.370.0202

Nels has served on the Copper Country ISD Board of Education for 21 years, and also served on the Houghton-Portage Township Schools Board for 22 years. He has served as president, secretary and treasurer of both boards at various times throughout his career and has presented at MASB conferences. Contact Nels for questions on:

- Finance
 - Personnel
 - Negotiations
 - Role of the ISD
-



Ruth A. Coppens, Saginaw ISD

Email: coppensru@gmail.com • Ph: 989.643.7628

Ruth has served on the Saginaw ISD Board for 35 years and currently serves as a MASB Board of Director. She has held all officer positions on her board. Contact Ruth with questions in the following areas:

- Changes in Education
 - Role of the ISD
 - Roles and Responsibilities
-



Cindy Gansen, Genesee ISD/Flushing Community Schools

Email: cganse02@gmail.com • Ph: 810.577.1799

Cindy currently serves on the Genesee ISD and Flushing Community Schools Board. She has been a school board member for 14 years and has held the positions of president, vice president and treasurer. Cindy also serves as a MASB Board of Director. Contact Cindy for questions regarding:

- Bond Passage
 - Efficient Operations
 - CBA & Certification
 - Data-Informed Decisionmaking
 - Community Engagement
 - Role of the ISD
-



Gary Gasowski, Center Line Public Schools

Email: jandggasowski@aol.com • Ph: 586.574.2016; Cell: 586.214.7678

Gary has served on the Center Line Public Schools Board of Education for 28 years. During his tenure, he has held all leadership positions. Contact Gary for questions regarding:

- Early Childhood
 - Community Engagement
 - Recruiting Volunteers
-

Members Assisting Peers Directory



Debra Hancock, Grand Blanc Community Schools

Email: dhancock@grandblancschools.org •

Ph: 810.694.4233

Debbie has served on the Grand Blanc Board of Education for 12 years, having held the position of secretary on both her local board and the Genesee County Association of School Boards. Please contact Debbie with questions in the following areas:

- Community Engagement
 - Defining Educational Jargon
 - Problem Solving
 - Strategic Planning and Creating a Vision
 - Viewing all Sides of an Issue
-



Henry Hatter, Clio Area Schools

Email: henry0521@aol.com • Ph: 810.686.5748

Henry has served on the Clio Board of Education for 23 years. During that time he has held all officer positions and parliamentarian. Please contact Henry with questions in the following areas:

- Advocacy
 - CBA & Certification
 - Public Education
 - Roles and Responsibilities
-



Karen Johnson, Copper Country ISD

Email: johnsonka.km@gmail.com • Ph: 906.337.5184

Karen has served for 27 years on the Calumet Public Schools and 22 as a board member on the Copper Country ISD Board of Education. During her tenure she has served as president for both the local and ISD board. Contact Karen with questions on:

- Early Childhood Education
 - Superintendent Search
 - Board-Superintendent Roles and Responsibilities
 - Building Community Support for Bond Issues
 - Chain of Command
-



Allen Johnston, Godwin Heights Public Schools

Email: johnston@godwinschools.org • Ph: 616.452.8768

Allen has served on the Godwin Heights Public Schools Board of Education for eight years, holding the positions of board trustee and president. Contact Allen for questions about:

- Sharing a Superintendent
 - Problem Solving
 - Professional Learning Centers
 - Meeting AYP and NCLB Targets*
-

* Annual Yearly Progress (AYP) and No Child Left Behind (NCLB)

Members Assisting Peers Directory



Marc D. Katz, Oakland Schools

Email: marcoblue1@gmail.com • Ph: 248.219.5949

Marc served on the Berkley School Board of Education for 20 years serving as president, vice president, secretary and treasurer. Marc now sits on the Oakland Schools Board of Education. Contact Marc for questions about:

- Federal and State Legislative Affairs
 - Financial Issues of School Districts
 - Board Governance
 - Bond Issues
 - Collaboration Between School Districts
 - Board Operating Procedure
 - Community Involvement
 - Role of the ISD
-



Julia Kronmeyer, Pickford Public Schools

Email: juliak@eup.k12.mi.us • Ph: 906.647.7638

Julia has served on the local board of education for 32 years and has 21 years experience serving on an ISD board. Julia values creativity, efficiency, learning, dedication, teamwork, integrity and family. Contact her with questions regarding:

- Board Governance
 - Board-Superintendent Relations
 - Efficient Operations
 - Goal Setting
 - Legislation
 - Management vs. Micromanagement
 - Special Education
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Hilary "Larry" Kutella, Fitzgerald Public Schools

Email: Hkutella@aol.com • Ph: 586.754.0638

Larry has served on the Fitzgerald Public Schools Board of Education for 42 years. He has held the positions of president, vice president, treasurer and secretary. Additionally, he has served on the finance, building and site, transportation and sinking fund committees. Please contact Larry with questions in any of the following areas:

- Building and Facilities
 - Construction of Geothermal Heating and Cooling
 - New Construction and Building Additions
 - Policy
 - School Finance
-



Sue M. Murawski, Clare Public Schools/Clare Gladwin RESD

Email: smurawski169@gmail.com • Ph: 989.621.7998

Sue served on the Clare Board of Education for 10 years before joining the Clare-Gladwin RESD board. During her time as a board member she has served as president, vice president and secretary. Please contact Sue with questions in the following areas:

- Keeping Students First
 - Management vs. Micromanagement
 - Roles and Responsibilities
 - Viewing all Sides of an Issue
-

Members Assisting Peers Directory



Shelley Ovink, Marquette-Alger RESA

Email: shelleyovink@rocketmail.com • Ph: 906.486.8020

Shelley has more than 22 years of school board experience, having served in all board positions and committees. She's the president of her County School Board Association and has served on several MASB committees. Please contact Shelley about:

- CBA & Certification
 - Educational Trends
 - Government Relations
 - Vision Casting
-



Jerry Ragsdale, Genesee ISD

Email: jerryr76@comcast.net • Ph: 810.694.0003

Jerry has been on the Genesee ISD Board of Education for 10 years. He also served eight years on the Lake Fenton Board, and has held the positions of vice president, secretary and treasurer. Contact Jerry about:

- Board Member Relationships
 - Board-Superintendent Relations
 - Building Community Support for Board Issues
 - Collaboration Between School Districts
 - Finance
 - Negotiations
 - Role of the ISD
-



Renny Ransbottom, Otsego Public Schools

Email: rransbotto@gmail.com • Ph: 269.690.6993

Renny has served on the Otsego Public Schools Board of Education for 12 years, eight of which he has held the position of president. He serves on the MASB Board of Directors. Contact Renny for questions relating to:

- CBA & Certification
 - Board-Superintendent Relations
 - Bond Passage
 - Management vs. Micromanagement
-



Michael J. Rochholz, Schoolcraft Community Schools

Email: mrochholz@frontier.com • Ph: 269.679.4327

Michael has served for 13 years on the Schoolcraft Community Schools Board and has held the position of president and vice president. Please contact Michael with questions regarding:

- Crafting Policy and Procedures
 - Finance
 - Inter-Government Relations
 - Negotiations
 - Team Building
-

Members Assisting Peers Directory



Martha A. Sageman, Bridgeport Spaulding Community Schools

Email: sageman@att.net • Ph: 989.777.0637

Marti has served on the Bridgeport Spaulding Board of Education for 17 years and has held the positions of president, vice president, treasurer and secretary. Please contact Marti with questions in any of the following areas:

- Establishing the State Youth Force
- Government Relations
- CBA & Certification
- PR and Communications
- Recruiting Volunteers



Debbie Stellini, Taylor School District

Email: dastellini@comcast.net • Ph: 313.295.5864

Debbie has served on the Taylor Board of Education for 13 years and has held the position of treasurer. Please contact Debbie with questions in the following areas:

- Closing Schools
 - School Health
 - Special Education
 - Superintendent Search Process
-

CBA Annual Schedule Worksheet

Use this form to assist you in scheduling your classes for the year. Board members working on their first level of certification may find this worksheet particularly helpful.

Course	Location	Time	Date	Completed
CBA 101				
CBA 102				
CBA 103				
CBA 104				
CBA 105				
CBA 106				
CBA 107				
CBA 108				
CBA 109				

Classes Needed for Your Next Level of Certification

Course	Location	Time	Date	Completed

CBA Registration Form

Please complete this registration form, make one copy for your records and return this form with your check payable to:

Michigan Association of School Boards
1001 Centennial Way, Ste. 400, Lansing, MI 48917-8249
P: 517.327.5900 • F: 517.327.0776

Name _____ Nickname for Badge _____

District Name _____ Email _____

Address _____

City _____ ZIP Code _____

District Telephone _____ Daytime Telephone _____

District Fax _____ Contact Person _____

Course	Location	Time	Date	Amount
Total Amount Enclosed				

Classes are filled in the order that completed registrations and full payments are received at MASB. You'll receive an email confirming your registration. MASB reserves the right to CANCEL any classes with fewer than 15 participants. Classes may be rescheduled due to weather.

Registration deadline is one week before the event; no refunds are given for cancellations within one week of the event; walk-ins accepted on a per-space availability; substitutions may be made in lieu of cancellations; \$25 cancellation fee on any/all cancellations; billing fee is \$25 per attendee if payment isn't received by date of class.

Those needing special accommodations should contact Angel Davis at 517.327.5926 at least seven days prior to the class you plan to attend.

Payment Information:

Check enclosed made payable to: MASB Check# _____

Check to follow – Registration faxed in advance

Invoice school district and apply \$25 billing fee **Attn:** _____

VISA and MASTERCARD accepted

Account # _____

Exp. Date _____ Card Security Code _____

Signature of Card Holder _____



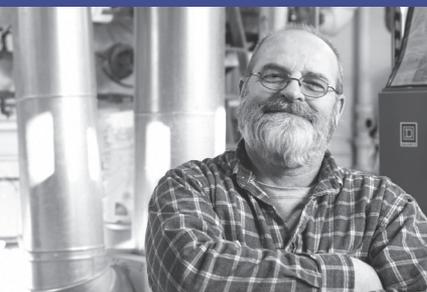
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YOUR
PROPERTY



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YOUR
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