



The spotlight is on you—our members

The importance of education and the magnitude of the last five years of education cuts came into sharp focus in 2012 for our students, their parents/guardians and school board members. CSBA's ongoing response to the funding crisis resulted in a

historic meeting with Governor Jerry Brown and CSBA's Board of Directors, and CSBA's Delegate Assembly's dual endorsement of Proposition 30 and Proposition 38.

As I reflect back on the year, it has been one of internal transformation and political activism for CSBA that was led by then-president, Jill Wynns, the Executive Committee and the Board of Directors. (View Jill's Year in Review video here at <http://bit.ly/TQXruX>). Guided by a working philosophy that we must be "internally strong, so we can be externally stronger," we have endeavored to awaken the giant that is CSBA.

Our internal transformation was driven by the work of our standing committees to implement the recommendations from the Governance and Fiscal Review, as well as a desire to improve the association's governance. The committees' work resulted in significant changes to CSBA's Bylaws and how the Delegate Assembly conducts its governance responsibilities.

This work was further strengthened by our staff's work around our organizational Blueprint that was adopted by the Board of Directors in September 2011. The Blueprint established eight overarching priorities that guide the work of staff, and is designed to lead the association towards providing greater member value and support (Go to: www.csba.org to view the Eight Blueprint Priorities). Our work around the Blueprint has resulted in numerous achievements during 2012, some of which are noted in this report.

There are two noteworthy achievements that go to the heart of how we engage with the membership and conduct our core work of governance training. First, we have redesigned our website and will launch the new website in February 2013 (a pre-launch was conducted at the Annual Education Conference and Trade Show). The new website will allow members to create their own separate policy chat groups, access and coordinate their CSBA conference schedules on mobile devices, review in-depth policy briefs and much more. Second, we have completed the first phase redesign of our premier board member training program, the Masters in Governance (MiG) program and will launch the new, shorter, more accessible MiG program within the next twelve months. (More details are available about the MiG redesign in my remarks to the Delegate Assembly at <http://bit.ly/UWBLRt>.)

Simultaneously, we enhanced our external efforts by deepening our relationship with statewide policy influencers such as



In a historic meeting, CSBA's executive leadership team met with Governor Jerry Brown to discuss policy issues including the proposed Weighted Student Funding Formula and Proposition 30.

The California Endowment and the James Irvine Foundation, as well as expanding our visibility with the State Board of Education and the Commission on Teacher Credentialing. And, we didn't stop there. CSBA's advocacy team continued to fight for school districts and was able to stop a proposal by the Governor to eliminate school transportation and legislation that would have cost districts another \$153 million or \$26 per average daily attendance in new unfunded mandates. (View our legislator scorecard at <http://bit.ly/TdK9K7>).

Our work on behalf of school districts continues. We recognize the many challenges facing school districts are only tempered by the passage of Proposition 30 and that the needs of our students continue to be "the" priority for our members. CSBA is here to help, and we thank you for giving us the opportunity to serve you – our members. I look forward to another successful year as we work together to advance good governance, student success and sound education policy.

Sincerely,



Vernon M. Billy, Executive Director

Year-End Highlights

- Advocacy
- Policy
- Training & Education
- Programs & Services
- Operations & Governance

Advocacy

- Succeeded in restoring the transportation funding allocation in the 2012-13 budget—a critical priority for all school districts, particularly for small, rural school districts.
- Secured the enactment of two CSBA-sponsored bills that give districts under state control more authority and the opportunity to exit state receivership on a shorter timeline.
- Stopped legislation that could have cost school districts another \$153 million or \$26 per average daily attendance in new unfunded mandates.
- Expanded grassroots advocacy through the launch of board member action days (BMAD) in local legislative districts. BMAD involved 160 board members statewide.
- Initiated and pursued legal action through the Education Legal Alliance to represent the statewide policy and fiscal interests of public school districts.
- Secured a historic meeting between Governor Jerry Brown and CSBA's Board of Directors to discuss education funding and CSBA's priorities.
- Endorsed Propositions 30 and 38 and developed media toolkit for local boards.
- Launched Stand Up For Education as an initiative to promote good news about public education and the facts about the school funding crisis.
- Expanded advocacy tools and resources for members on the CSBA website.
- Expanded coverage of policy and legislative news in all member communication including *California Schools* magazine, *California School News* newsletter and the weekly membership Eblast.
- Established a Pension Reform Working Group that guided CSBA's legislative advocacy.



CSBA's political advocacy efforts expanded in 2012 through the efforts of President Jill Wynns, the Executive Committee, Board of Directors and Delegate Assembly. Wynns championed the need for fair and sustained school funding in major media markets across the state.

BMAD

board member action day 2012

In an effort to expand the role and visibility of school board members with state elected officials, CSBA launched BMAD, a grassroots advocacy effort. Members visited their local state legislators to discuss priority legislation and the need for adequate sustained yearly funding. Board member action days will expand in 2013 under the banner of Stand Up For Education.

Policy

- Released a revised *Charter School Manual for Governance Teams* and two additional policy manuals pertaining to health and safety.
- Produced 68 sample policies, three comprehensive issues of *Policy News*, webinars and a variety of well-attended webcasts to provide members with resources and information to support effective local governance.
- Produced more than a dozen governance and policy briefs. Topics ranged from Common Core and block grant funding to bullying, suspension/expulsion, Weighted Student Funding Formula and more.



The Back-to-School Webcast is one of the many benefits of membership, providing governance team leaders with the latest news about the state budget, legislation and CSBA's policy priorities to ready boards for the new school year.



CSBA produced a comprehensive how-to guide for district and county office boards pertaining to the operation of charter schools. This is one of three policy manuals produced this year to keep members well informed about changes in the law, relevant court cases and other considerations that impact local governance decisions.

Training & Education

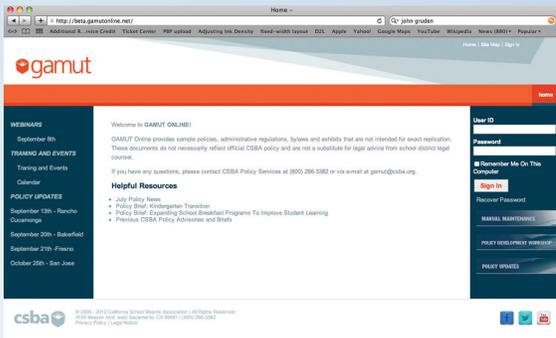
- Upgraded and unveiled GAMUT Online with new features.
- Completed the first phase of the Masters in Governance redesign and started the second phase.
- Provided governance trainings to more than 1,500 board members and superintendents.
- Provided professional development to 2,100 board members and superintendents at the Annual Education Conference and Trade Show.
- Expanded the *Education Insights* series with additional webinars focused on CSBA's four policy priority areas—funding/finance, conditions of children, closing the achievement gap and effective governance.
- Provided 48 policy development and 47 governance consulting workshops statewide.



A highlight of the Annual Education Conference and Trade Show is the State of the State, the culminating General Session presentation which brings together statewide experts to discuss the legislative and economic climate for K-12 schools.

Programs & Services

- Helped cash-strapped districts through two successful cross-fiscal year TRANS of \$504 million and \$804 million.
- Produced a free webcast and online resource guide for districts facing qualified and negative budget certification status.
- Previewed a new membership website and Engage CSBA, an online member-only community, at the Annual Education Conference and Trade Show.



Members who rely on CSBA's policy services to keep their policies up-to-date will appreciate the new GAMUT Online, which was unveiled at the Annual Education Conference and Trade Show in November 2012.

The Annual Education Conference and Trade Show is the premier training and educational professional development opportunity for new and seasoned board members, and other members of the school governance team. The 2012 Annual Education Conference and Trade Show was attended by more than 2,100 school governance team leaders.

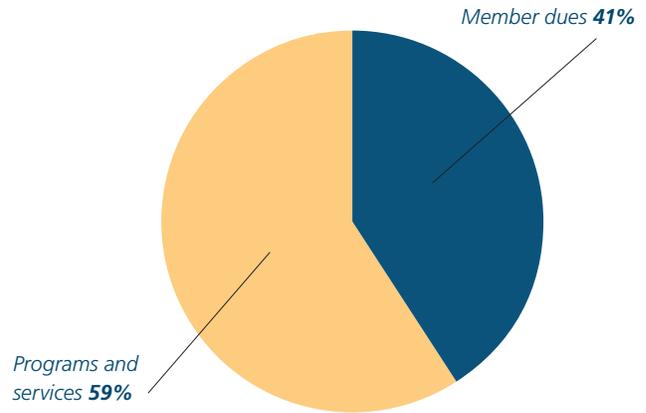


To ensure our members can better connect with each other and have easy access to the latest policy information and tools to support effective governance, CSBA unveiled a new private social media community, Engage CSBA, and will launch a new website in February 2013.

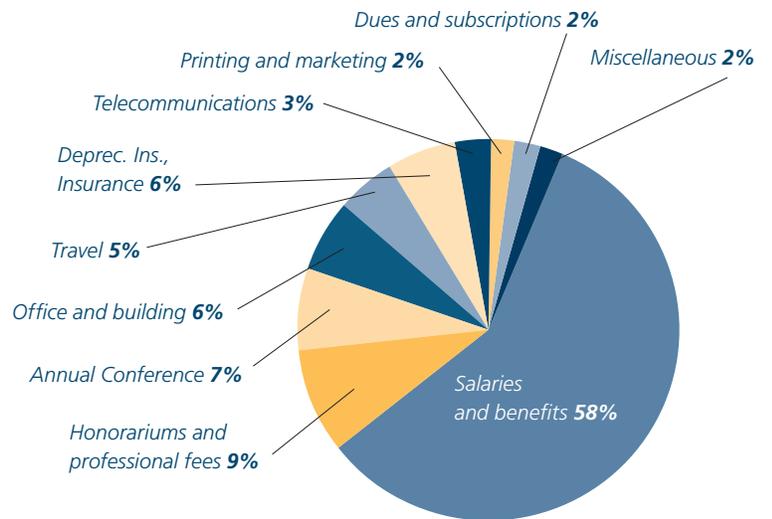
Operations & Governance

- Obtained a positive evaluation in the independent audit process. Audit confirmed the fiscal stability of CSBA.
- Strengthened membership and gained new members.
- Revised the Standing Rules and Bylaws to streamline operations.
- Approved a member-driven process for the revision and adoption of the Policy Platform, which provides the policy framework for the association’s policy and political leadership activities.
- Adopted the triennial Reapportionment Report that ensures representation on CSBA’s leadership body—the Delegate Assembly.

Annual Revenue by Type | 2012-13 Revised Budget



Annual Expense by Type | 2012-13 Revised Budget



To reduce the cost of lease payments, direct more resources to expanding member services and benefits and improve internal operations, all operations have been consolidated into one office building as of December 2012. CSBA’s new headquarters is located across the street from its former headquarters, known as CSBA Main.

2012 CSBA Executive Committee

Jill Wynns, *President*

Cindy Marks, *President-elect*

Josephine (Jo) Lucey, *Vice President*

Martha Fluor, *Immediate Past President*

Vernon M. Billy, *Executive Director*

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