



2020-21 Report to the Membership

Built on a tradition of providing high-quality service to member districts, the WASB is proud to be at your service. With your membership, you have a statewide voice in public education and your district benefits from valuable member services.

Highlights of the WASB's work for you in 2020-21:

Advocacy and Government Relations

- Posted more than 220 updates to the Legislative Update Blog.
- Hosted a virtual state superintendent candidate forum and debuted Capitol Chat webinars featuring state legislators and school finance experts.
- Redesigned the State Budget Resource page and Legislative Bill Tracking Chart to provide more in-depth information.

Legal and Human Resources Services

- Responded to 4,499 law-related inquiries from members in 359 districts and provided direct legal services to 92 districts.
- Created two online training series for school district staff — one explaining major changes to Title IX and the other on the civil rights of students and staff.
- Updated and revised numerous WASB legal publications, including the New Board Member Handbook, the Employee Handbook and the School District Election Schedule.
- Provided timely legal updates through regular webinars, a new monthly Legal and Legislative Video Update and the electronic Legal and Policy Newsletter.
- Created a series of trainings for the new WASB Online Learning Platform (see Meetings and Events) specifically to help board officers understand their roles and responsibilities.

Policy Services

- Served 318 districts and five CESAs through the WASB Policy Library and other special policy services.
- Responded to 267 individual requests from members for policy information.
- Updated and revised numerous WASB policy publications, including the Policy Resource Guide, the FOCUS and Policy Perspectives.
- Maintained a COVID-19 webpage with timely updates and in-depth resources.

Customized Leadership Services

- Continued to provide districts with access to the Annual Board Development Tool at no cost in partnership with School Perceptions and provided facilitation services on the tool.
- Directly served 29 school districts with customized consultations (e.g., leadership and organizational effectiveness, governance, leadership coaching, strategic planning and superintendent evaluation) and assisted numerous others through informal consultations.
- Created a Superintendent Evaluation Framework to assist boards in fostering a productive board/superintendent relationship.

Search Services

- Completed 15 successful permanent superintendent searches and five interim superintendent searches.
- Aided numerous other districts through presentations and advice.

Meetings and Events

- Hosted more than 80 online events, including the annual State Education Convention as well as webinars, workshops and online discussion forums.
- Launched an Online Learning Platform with introductory and advanced modules to provide a comprehensive source of online governance and legal trainings for members.

Social Media/Member Outreach

- Averaged 6,000 unique users of the WASB website — WASB.org — each month, with more than 10,000 users during the State Education Convention.
- Followed by more than 3,500 Twitter users. WASB tweets are seen, on average, more than 800 times per day.
- Followed by nearly 1,250 on Facebook.
- Continued releasing monthly episodes of the WASB Connection Podcast.
- Recognized 47 businesses throughout Wisconsin on the WASB Business Honor Roll.

WASB Insurance Plan

- Provided timely, insurance-related updates through webinars and electronic alerts.

By making so many programs and services available to you and your district, the WASB is an investment in your district's ability to meet your student achievement goals.

Visit us online at WASB.org or contact the association toll-free at (877) 705-4422.

The WASB is here to serve you.