

CASB AT YOUR SERVICE...

MEMBERSHIP BENEFITS

SOLUTIONS

FOR

**School
Boards**

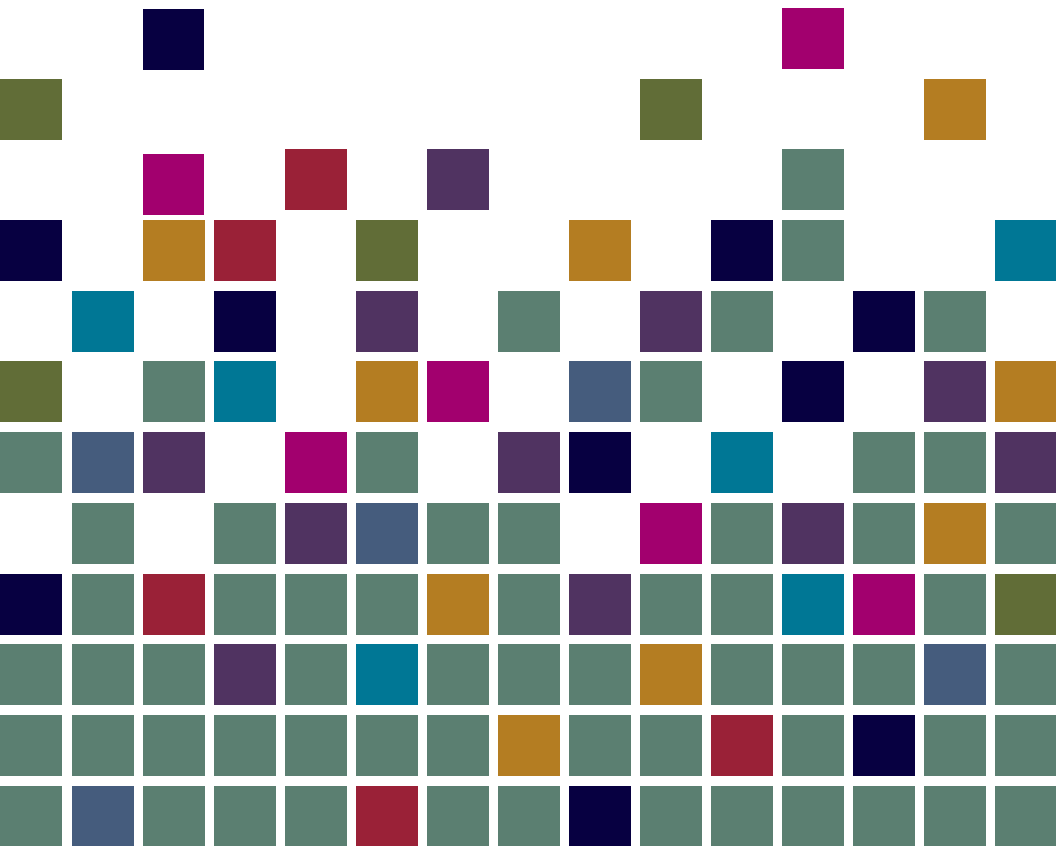
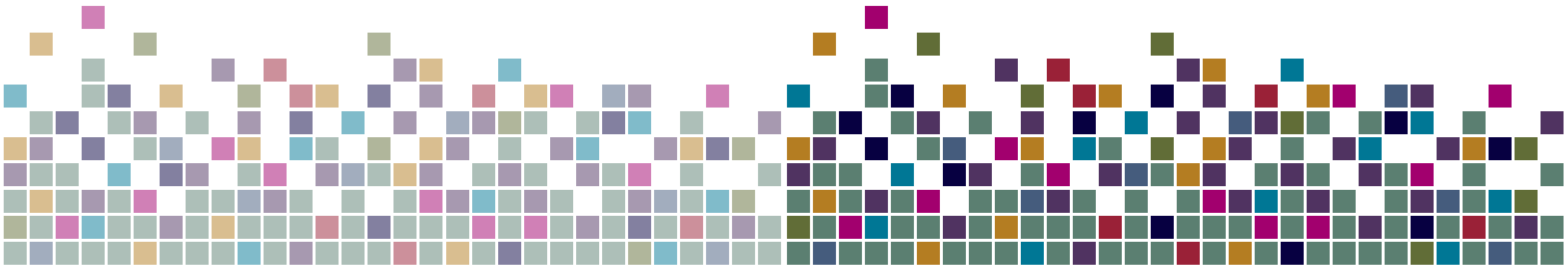


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Mission: Advancing excellence in public education through effective leadership by locally elected boards of education.



ABOUT CASB

The Colorado Association of School Boards was established in 1940 to provide a structure through which school board members could unite in their efforts to promote the interests and welfare of Colorado's 178 school districts.

CASB represents and advocates for more than 1,000 school board members and superintendents statewide to groups both within and outside the K–12 education community. CASB provides services, information and training programs to support school board members as they govern their local districts. Membership benefits and solutions are designed to enhance school board effectiveness and help board members increase their knowledge, boost their efficiency and connect with their communities.

CASB also cultivates relationships with dozens of governing bodies and other education stakeholders — at both the state and national level — to ensure a unified and effective voice and presence on behalf of its members.

The association is guided and governed by a 22-member board of directors comprised of school board members representing 12 CASB regions across the state.

BENEFITS OF BELONGING

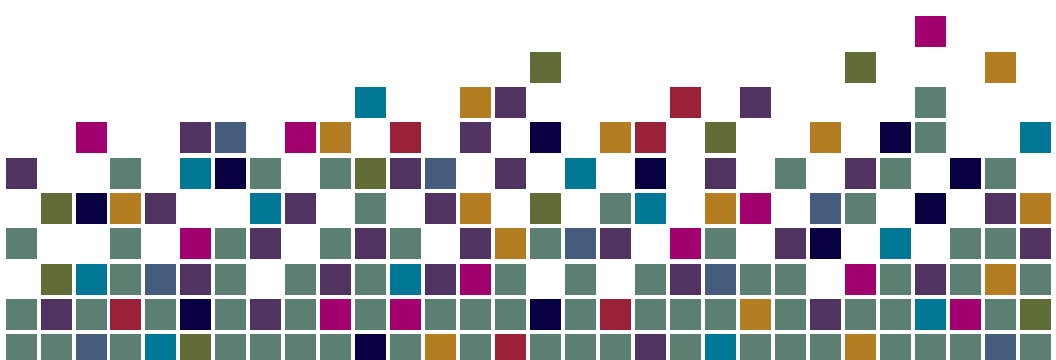
CASB offers a diverse range of benefits and services that are included in membership dues, as well as additional fee-based customized solutions that are offered far below market value.

MEMBERSHIP BENEFITS & SERVICES INCLUDED WITH CASB DUES

- phone and email support
- policy leadership and support
- policy updates based on legislation
- legal consultation and updates
- advocacy and lobbying
- communications updates and support
- peer learning and networking
- board governance support
- engagement and partnership with education stakeholders

FEE-BASED SOLUTIONS & SPECIAL PROJECTS

- policy projects
- Legal Services Program
- annual convention
- fall and winter conferences, regional meetings, online learning
- superintendent search
- communication audits, community engagement, focus groups
- board effectiveness workshops and retreats
- BEST Health Plan



POLICY SERVICES

CASB offers a menu of policy services designed to promote effective school board governance and assist boards with their essential policy role.

POLICY MEMBER BENEFITS

CASB policy staff monitor state and federal legislation, court decisions and other rules and regulations affecting school districts. CASB sample policies are then revised to reflect these changes and distributed through *Policy Parameters* newsletter. *Special Policy Updates* keep members apprised of time-sensitive policy issues.

Additional benefits of membership include:

- unlimited phone consultations
- sample policies on individual topics
- review of individual policies
- policy manual audit service (spot-check of board's policy manual for legally required policies, as well as feedback on organization and format)

CUSTOM POLICY SOLUTIONS

CASB's custom policy options offer ways to ensure that local policy remains relevant and complies with applicable law.

- A **policy manual overhaul project** helps districts create a comprehensive, customized policy manual using CASB's Core Sample Policy Manual as a starting point.
- Our **Core Sample Policy Manual** is a comprehensive, attorney-reviewed sample policy resource that includes all legally required policies, as well as numerous other policies addressing virtually every issue likely to arise in a public school district.

- For Boards of Cooperative Educational Services (**BOCES**), CASB offers a **modified version of the Core Sample Policy Manual**. The comprehensive, attorney-reviewed sample policy manual includes all legally required policies, as well as numerous policies addressing BOCES-specific issues.
- CASB's user-friendly **online policy solutions** are designed for more effective policy work:
 - **CASB core policy online** allows subscribers to search CASB's sample policies anytime, and includes links to current state statutes and regulations.
 - **Online district policy maintenance service** transforms the board's policy manual from a cumbersome notebook into a convenient, paperless policy collection. CASB hosts the manual, links it to your district's website and performs all updates at the district's request.
- **Policy training sessions** are offered on a variety of topics, including:
 - how to keep the board's policy manual current
 - policy manual orientation
 - key policy areas, and much more!
- If the board's policy manual is not currently using the NEPN/NSBA policy letter codes or is using the pre-1991 letter codes, consider a **policy manual re-coding project**. CASB will reformat the manual to the current NEPN/NSBA coding system, allowing greater ease for referencing and updating.
- **CASB's Policy Governance® service** provides comprehensive facilitation and consultation, enabling boards to establish a specific framework for effective governance using the Policy Governance® model.



LEGAL RESOURCES

LEGAL SERVICES PROGRAM

MEMBER LEGAL RESOURCES

CASB's legal team provides general legal information and consultation to educate school leaders about the law and help avoid potential legal problems.

CASB attorneys:

- correspond directly with members on legal questions arising in their communities
- publish memos on frequently asked questions and topics of interest to school leaders, e.g., nonrenewal process, elections
- provide updates on legal issues affecting schools throughout the state, e.g., recent court decisions, legislative changes
- email updates with upcoming compliance deadlines
- provide regional seminars and training sessions for school board members and administrators
- review legislation and assist with CASB's advocacy efforts
- support CASB's development of sample policies as required by legislative or judicial action
- participate on task forces and other committees that influence and develop education policy

TRAINING & SEMINARS

CASB's legal team offers training and seminars designed to reduce districts' potential liability by providing staff and board members with an understanding of their rights and obligations under the law.

In addition, CASB members may request specialized trainings tailored to their local concerns for a flat fee. Such retreats and presentations are customized to the board's needs and may relate to any topic, from board governance to special education laws.

CASB's Legal Services Program (LSP) provides legal services to CASB members at discounted rates. By participating in the LSP, districts establish a formal attorney-client relationship with CASB's LSP attorneys. This allows CASB to provide direct legal advice and representation that is beyond the scope of the information received under the member legal resources program.

LSP attorneys have extensive experience in:

- special education and disability matters
- employee discipline and dismissal
- student rights, discipline and expulsion
- real estate transactions (including BEST financing)
- constitutional and civil rights
- board governance
- athletic eligibility
- contract negotiation
- dispute resolution

LSP attorneys work collaboratively to identify and deliver services tailored to each client's individual needs. LSP attorneys may serve as general counsel handling all legal matters for a client, or as co-counsel or special counsel. In the co-counsel or special counsel role, CASB's LSP attorneys may handle a matter directly, assist a school district's attorney by contributing specialized knowledge and expertise, or serve as an impartial hearing officer.

LSP attorneys work collaboratively to identify and deliver services tailored to each client's individual needs.

Gavel Guide™ can help users master the ins and outs of school board meeting protocol.

GAVEL GUIDE™

CASB's Gavel Guide™ is a free mobile meeting management app that has everything school board members need to run productive meetings. Designed by CASB and exclusive to its members, the app takes users step-by-step through the meeting process while incorporating Colorado law, CASB sample policies and publications, and parliamentary procedure. Gavel Guide™ can help users master the ins and outs of school board meeting protocol by allowing them to:

- create customized agendas with timely, CASB-recommended agenda items
- conduct meetings with step-by-step guidance and sample announcements for recording meetings, entering executive session and controlling disruptions
- embed personalized agendas into Gavel Guide™ meeting protocols
- research legal requirements for public notices, special meetings, voting and more with citations, checklists and explanations
- manage the district's users and settings
- stay connected to CASB and district events with an interactive calendar

CONFERENCES

CASB believes that local school boards can only be as good as the quality of their leadership. To that end, CASB offers school board leaders numerous training, education and networking opportunities throughout the year to strengthen their governance role.

- **Annual Convention** – CASB's signature event is the largest gathering of school board members and other district leaders in the state, and provides a unique opportunity to learn, connect, grow and get inspired. Attendees hear from national speakers, focus on statewide education initiatives and directives, and have a chance to network and share experiences with other education leaders throughout the state.
- **Fall Conference** – Offers a foundation for leadership challenges, as well as highlights governance-related issues to help board members become more effective leaders.
- **Delegate Assembly** – Appointed delegates from member school districts convene to address, debate and deliberate vital issues facing public education in Colorado, typically held in conjunction with the Fall Conference.
- **Winter Legislative Conference** – Provides school board members the opportunity to meet with their state legislators, learn about legislative issues impacting public education and spend time at the state capitol to see the House and Senate in action.
- **Fall Regional Meetings** – CASB hosts meetings in each of its 12 regions, a great opportunity for school board members to network with their colleagues and share challenges and success stories with neighboring districts. Board members also get the tools they need to start conversations in their communities and position their board to influence state education policy.
- **Online learning** – Informative webinars that offer a convenient and cost-effective way for boards to learn ideas to help lead their district.

COMMUNICATIONS

Implementing effective communications strategies is no easy task, especially when taking into account the distinct internal and external audiences of each school district. While some are fortunate to have an in-house communications expert, most districts — especially rural — do not. That's where CASB can help!

COMMUNICATION BENEFITS

CASB's public relations experts can work with school boards to create a top-notch communications program that can help boards:

- engage and connect better with district staff and the community
- get a specific message out to the media
- manage a crisis
- learn to listen to staff and the community more effectively

Members also can get up-to-date education, legislative and conference information through CASB's website (www.casb.org), publications, email newsletters and social media channels.

CUSTOM COMMUNICATION SOLUTIONS

CASB's custom communication solutions sharpen board members' ability to communicate well with a variety of publics — a skill that is essential for effective boardmanship.

Our **communication audit service** is a comprehensive tool to assess how well school districts are communicating with and engaging their staff and community.

It is designed to:

- identify gaps in communication and misperceptions
- offer suggestions for capitalizing on communication strengths
- find the best methods for reaching intended audiences
- assess the level of trust between the district and its publics
- recommend strategies for improvement

CASB's **community engagement service** helps design an organized process through which school boards can listen to constituents' thoughtful deliberation about important issues through study circles, community forums and other face-to-face methods.

CASB can conduct **focus group research** with district staff and the community to assist boards in making important decisions.

CASB provides a number of **custom workshops** on communication-related topics, including school district marketing, customer service, community engagement and more.

CommunicationPlus is an online monthly subscription service that provides nationally acclaimed public relations materials to help education leaders effectively communicate with their communities.



ADVOCACY SERVICES

CASB's advocacy team represents school boards at the state and federal levels by lobbying members of the General Assembly and U.S. Congress and staying abreast of the pulse of education.

CASB's Legislative Resolutions Committee reviews CASB's resolutions and makes recommendations to the CASB Delegate Assembly, which adopts resolutions each October to provide a framework to guide its efforts and set the general direction for advocacy. In January, CASB's Board of Directors sets legislative priorities for the year based on these resolutions. During the legislative session, the committee meets monthly to decide the positions the advocacy team will take on introduced bills.

SCHOOL BOARD EFFECTIVENESS

CASB provides opportunities for growth and skill building for governing teams, board members and superintendents at every experience level. From phone and email support, to online resources and annual events, CASB's year-round leadership development offerings help members strengthen the effectiveness and relevance of their board.

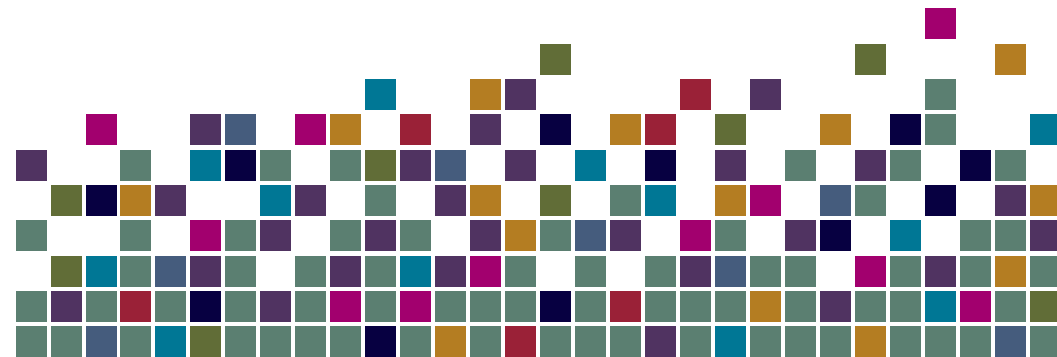
HOW CASB ADVOCATES FOR LOCAL SCHOOL BOARDS

- **Lobbies the state legislature** based on the resolutions adopted by the CASB Delegate Assembly, the legislative priorities established by the CASB Board of Directors and input from the Legislative Resolutions Committee.
- **Sends legislative updates and alerts** on a regular basis during the legislative session. Through Colorado Capitol Watch, CASB makes it simple and quick for board members to contact legislators and make their voices heard. *BillBoard* is an online newsletter distributed during the legislative session that informs members about the latest developments at the state capitol that impact K-12 education.
- **Compiles a list of the education bills** introduced each year by the legislature, including a summary of each piece of legislation and CASB's position on the bill.
- **Provides federal advocacy** by responding to lobbying requests from the National School Boards Association. Through CASB's Federal Relations Network, the advocacy team and committee members also correspond with Colorado's Congressional Delegation to convey the position of local boards of education on federal issues.

WORKSHOPS & RETREATS

CASB offers expert facilitation and custom workshops and retreats for school boards' continuous improvement and unique needs. CASB facilitators work with school boards in the following general areas:

- team leadership and high-performance governing
- statewide and national education trends
- team building
- communication and public relations
- conflict resolution
- effective meetings
- visioning and goal-setting
- strategic action and framework



SUPERINTENDENT SEARCH

Finding the right superintendent to lead a school district is one of the most important — and most difficult — tasks for a school board.

Since the early 1990s, CASB has offered superintendent search services to help local school boards find the best possible match for their unique district. CASB distinguishes its service from that of private consultants in two key ways:

- CASB works first and foremost for the board of education
- CASB seeks the best possible match for the distinctive needs of the district — one candidate does not fit all

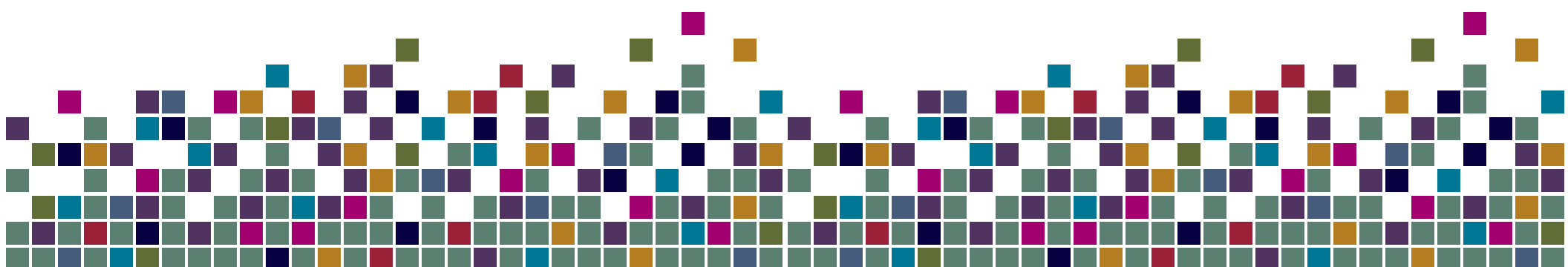
In a typical superintendent search project, CASB will:

- identify and prioritize the board's needs and wishes for a new superintendent
- engage staff and community members in a process to determine their desires for their next school district leader
- develop and distribute a promotional brochure about the position and district, and place state and national advertisements
- recruit potential candidates based on the profile identified by the board, staff and community
- provide a user-friendly online application system for all candidates

Finding the right superintendent to lead a school district is one of the most important — and most difficult — tasks for a school board.

- work with the board to determine the best screening strategies to ensure a fair process to all candidates
- manage application files and correspondence with candidates with strict confidentiality
- work with the board to set up a complete interview process to guarantee a professional, thorough and legal interview procedure
- assist the district in working with the news media during the process
- at the board's request, CASB will conduct a first-year performance plan session with the superintendent and board after the superintendent is hired

CASB consultants guide the board through each step of the process — with the ultimate decision made by the board. A typical superintendent search takes three months to complete, but can be shortened and/or modified to meet the district's needs.



BEST HEALTH PLAN

In 2004, CASB sponsored the formation of the Colorado Boards of Education Self-Funded Trust Inc. (BEST) to provide a multi-employer/employee health benefit program that offers administrative, underwriting, provider network, reinsurance, shared financial risk and other services to its member employers.

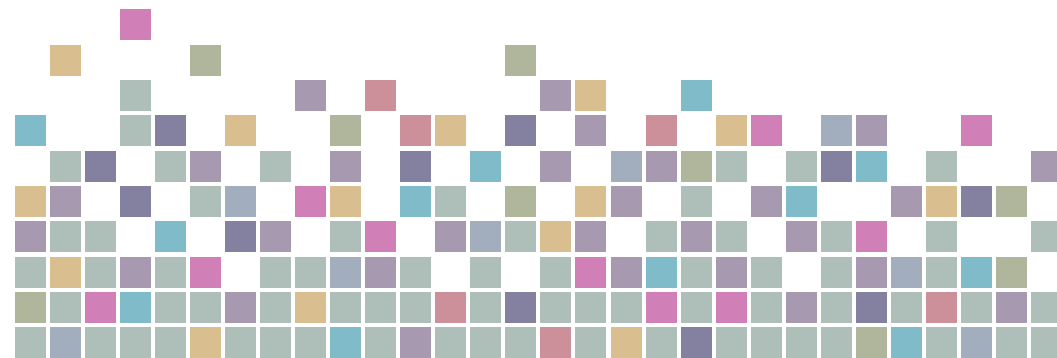
BEST'S PHILOSOPHY

BEST operates under the philosophy that its members are the critical links to managing rising health care costs and expenses. Strong wellness initiatives and resources are made available to assist members, and are designed to work together to promote health, reduce lost productivity and ultimately limit the spiraling costs of health care. By standing together, school districts can create a program that serves them and their employees, not the profit line of a larger insurance company.

WHY BEST?

- integrated health strategy incorporates biometric screens, health risk assessments, nurse navigators and incentive programs to control health care costs from both the demand and supply side of the health care equation
- competitive direct contracting delivers network options that include leading health care providers and facilities throughout Colorado
- pooling allows member employers to share the risk associated with unpredictable large claims
- cooperative purchasing lowers expenses and provides opportunities to stabilize rates and reserves

For more information, visit www.BEST-HealthPlan.com.





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