



Farewell to 2019, Hello to 2020!

by Terry E. Spradlin, ISBA Executive Director (tspradlin@isba-ind.org)

Holiday greetings from the ISBA Staff! We thank you for your local board service and being a part of the Indiana School Boards Association (ISBA) this year. As both the fall semester and the calendar year close, I want to take a moment to review ISBA achievements and look ahead to 2020. This year we celebrated the 70th year of the Indiana School Boards Association. What a milestone that school board members, past and present, can take pride in that our organization has stood the test of time to support and defend America's most vital institution, public education! That's a mission for which we will **never** relinquish!

2019 Event Highlights

It's been a busy finish to 2019 with a flurry of events, including: a grassroots advocacy training webinar on 12/3, the December School Law Seminar last Wednesday, and a webinar on Thursday regarding at-risk student funding in Indiana. These events followed the Fall Legal Workshops held from Oct. 28 through Nov. 7 and the Fall Regional Meetings from Nov. 4-20, that were attended by more than 1,000 school board members, superintendents, and service members. It was good to see so many people at these meetings. **Overall, ISBA held 58 events this year, with 252 CAP points and 180 hours of professional development available to members.**

Please see page 3 for a complete calendar-at-a-glance for events already planned for 2020 and check out this page of the ISBA website for regular updates to the event calendar:

<https://www.isba-ind.org/calendar-at-a-glance.html>

2019 Achievements to Enhance Membership Value and Benefits

I want to acknowledge the ISBA Staff for their many contributions in serving the membership and note these accomplishments, among others:

- ✓ Secured 4% in new funding for K-12 education per year during the 2019-2021 biennium, a total of \$763 MILLION in increased funding for schools.
- ✓ Launched the **ISBA LEGISLATIVE ACTION NETWORK**, a new grassroots advocacy program, to actively engage local board legislative liaisons in the 2019 legislative session advocacy outreach efforts.
- ✓ Held the **FIRST ANNUAL ISBA STATE HOUSE DAY** on February 19, 2019.
- ✓ Sent 19 weekly legislative updates, 10 call-to-action alerts, 8 LAN legislative liaison (only) updates/advisories, and conducted 4 monthly Live Legislative Update Webinars during the budget session to ISBA members.
- ✓ Accomplished its top five legislative priorities, including a substantial increase in funding of the **SECURED SCHOOLS SAFETY GRANT**.
- ✓ Authored memoranda on new legislation, including the new provisions on counting kindergarten students for ADM purposes.

- ✓ Reinstated the **FEDERAL RELATIONS NETWORK COMMITTEE** to increase advocacy efforts at the federal level.
- ✓ Published the second edition **ISBA Budgeting and Financial Oversight for Board Members Resource Guide**.
- ✓ Conducted five superintendent searches in 2019 for Indiana school corporations using new enhanced software to optimize document and communications management.
- ✓ Hosted two school law seminars, a collective bargaining seminar, and six regional workshops in the fall on hot topics regarding school law and legislative changes that affect administrators.
- ✓ Responded to thousands of calls and/or emails asking for legal advice by our legal team.
- ✓ Launched the new **ISBA COMPREHENSIVE POLICY MANAGEMENT SERVICES (CPMS)** program in April of 2019. CPMS offers comprehensive policy updates that allows school corporations to consult with ISBA on policy development and customization, and includes quarterly reports, policy lists, manual coding, quarterly webinars, and annual onsite training.
- ✓ Responded to more than 225 requests for board policy assistance.

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- ✓ Created and distributed sample policies to all ISBA members required as a result of new state and federal laws and regulations.
- ✓ Launched the **New Board Member Academy** that was held from January through July via clinic sessions and webinars and the program provided an opportunity for expedited training to achieve level 1 Certification Awards Program (CAP) status.

2020 Event and Program Highlights to Note

- ✓ **The Ensuring Safe, Secure, and Supportive Learning Environments for**

Hoosier Students Seminar will be on January 10 at the Ivy Tech Conference Center in Indianapolis.

- ✓ The **ISBA Winter Leadership Seminars** led by Dr. Michael Adamson will begin on January 28 and will be conducted in different regions across the state.
- ✓ The **2nd Annual State House Day will be February 11**, at the downtown Marriott. We ask that every board send their legislative liaison or another representative. Stay tuned for news about this event the week of January 6th.
- ✓ We encourage you to attend the **NSBA Annual Conference** in Chicago in April

and the **ISBA-IAPSS Fall Conference** in September. For more information on these and other events please see page 3 for the 2020 calendar-at-a-glance.

On behalf of the ISBA Board of Directors and Staff, **thank you** for your participation in the event offerings this year, giving us valuable ongoing feedback, and sharing local perspectives on key K-12 issues, and for your service and leadership as a school board member in your respective communities. Together, let's accomplish more great things for K-12 public education in 2020!



Engage in Grassroots Advocacy in 2020

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Legislative Action Network

While your ISBA lobby team strives to be in the right place at the right time, our two voices are more effective when our efforts are complemented by a troop of school board members participating in the **Legislative Action Network**, ISBA's formal grassroots advocacy program. The **LAN** is designed to help unify and mobilize "the voice" of school board members and increase State House visibility. Through this program, we provide you with the information, resources, strategies and guidance to engage in the grassroots advocacy process.

The program to cultivate and coordinate the localized grassroots advocacy efforts typically goes through each school board's designated **legislative liaison**, although we encourage all board members to engage in grassroots advocacy. To become your school corporation's Legislative Action Network Liaison, please have your superintendent send your name and preferred contact information to Kayla Baldwin at: kbaldwin@isba-ind.org.

Top 10 Tips of Effective Grassroots Advocacy

Ultimately, our collective success during the 2020 session is incumbent upon all board members engaging in grassroots advocacy. To help ease your comfort in fulfilling this role, here are some helpful tips to consider:

Tip #1: Research your legislators' backgrounds, committee assignments and voting records on education issues. The best source for this information is the Indiana General Assembly website and reading the pages and biographies of the individual members.

Tip #2: Develop relationships with your legislators by routinely visiting, writing and calling. Let them know you are a constituent. Take notes about them to assist you with future conversations with them.

Tip #3: Don't overdo your lobbying. Be brief and know what you are talking about. Use ISBA talking points. Clearly and quickly explain your opposition or support for the issue you are contacting them about.

Tip #4: Show respect. Be positive. Remember to thank legislators for pro-public education votes and support of the ISBA legislative priorities. Conclude each communication with an expression of gratitude for their time.

Tip #5: Lobby with your real-life experience. It's your most persuasive tool; use local examples.

Tip #6: Set priorities. When everything is important, nothing is important. Know your "ask" and focus your conversation around it.

Tip #7: Shore up lobbying allies from your community to demonstrate broad support; collaborate with others.

Tip #8: Don't forget the media. Getting your message out to the press – letters-to-the editor, news releases, etc. – can influence your legislators and public opinion.

Tip #9: Be sensitive to partisan politics, but always try to come across as nonpartisan. In politics, there are no permanent allies and no permanent adversaries.

Tip #10: Be reasonable and consider compromise on contentious issues. Remember, there are more than 1,000 bills that are introduced each session, and everyone thinks their issues are most important – so many people and issues vie for the attention of legislators. Sometimes, simply informing legislators on your position will pay long-term dividends whether you immediately change their position or not.

For essential information that you need to track the 2020 session of the Indiana General Assembly, please see the resources available on ISBA's **Legislative Services** page at: <https://www.isba-ind.org/legislative.html>

ISBA Upcoming Events:

1.10.2020	Ensuring Safe, Secure, and Supportive Learning Environments Seminar	Ivy Tech Conference Center
	REGISTER HERE	
1.28.2020	ISBA Leadership Seminar	Pike County
1.29.2020	ISBA Leadership Seminar	Scott County #2
2.1.2020	NSBA Equity Symposium	Washington D.C.
2.2-2.4.2020	NSBA Advocacy Institute	Washington D.C.
2.4.2020	ISBA Leadership Seminar	TBD
2.5.2020	ISBA Leadership Seminar	Plainfield Admin Center
2.6.2020	ISBA Leadership Seminar	TBD
2.11.2020	ISBA Leadership Seminar	TBD
2.11.2020	ISBA Statehouse Day	Marriott Downtown
2.12.2020	ISBA Leadership Seminar	Central Noble
4.4. -4.6.2020	NSBA Annual Conference	Chicago, IL
6.10.2020	ISBA June School Law Seminar	Ivy Tech Conference Center
6.17.2020	ISBA/IAPSS/IASBO Budget/Finance Seminar	Ivy Tech Conference Center
8.21.2020	ISBA/IAPSS Collective Bargaining	Ivy Tech Conference Center
9.28-9.29.2020	ISBA/IAPSS 71st Annual Fall Conference	Indiana Convention Center
12.9.2020	ISBA December School Law Seminar	Ivy Tech Conference Center

