



CELEBRATING 70 YEARS

as the Indiana School Board Association:

Honoring the Past and Looking Forward to a Bright Future!

By Terry Spradlin, Executive Director



Turning 70-years old is a milestone worth celebrating!

As the Indiana School Boards Association reaches this milestone in 2019, school board members, past and present, can take pride that our organization has stood the test of time to support and defend America's most vital institution, public education.

ISBA was created in 1949 through the Indiana University School of Education to serve school board members across Indiana. What an achievement that in 2019, ISBA continues to strive to fulfill its *mission to provide our members with exceptional professional development, resources, and advocacy necessary for excellence in school board governance.*

With the start of a new calendar year following a general election, it also signifies that we have many newly-elected school board members that have or soon will be taking the oath of office around the time of this publication. Thus, the theme of the winter 2019 edition of *The Journal* is appropriately titled, "A Season of Leadership: The Beginning."

HONORING THE PAST

During the course of the year, we will be reflecting on the history and work of the ISBA, as well as spotlight past leaders. Subsequent editions of *The Journal* will include interviews with former leaders of the association and these conversations will be highlighted at 2019 ISBA-IAPSS Fall Conference to be held on September 30 – October 1, at the Indiana Convention Center.

The beginnings of this publication dates back to a meeting of the ISBA Executive Committee on October 17, 1954, when it approved a proposal to move forward with a sample of a printed journal for approval of the full membership at the subsequent

annual meeting. The first edition of volume 1 of *The Hoosier School Board Journal* was then published in January 1955.

I found it fascinating to read in the February 1955 edition of *The Hoosier School Board Journal* that ISBA was tracking a total of 476 bills introduced by the Indiana General Assembly that year, including 21 bills directly related to public education. In contrast, there will be approximately 1,100 bills filed in the 2019 legislative session and of those, more than 100 bills that are K-12 education or child-related legislation that we will be monitoring.

WHAT IS THE ISBA TODAY?

For our new board members, allow me to share a brief overview of, “What is the ISBA?” Located in Indianapolis, ISBA is a non-profit organization comprised of 10 member regions. ISBA is governed by a Delegate Assembly and a 14-member Board of Directors consisting of 10 regional directors and four officers; all locally elected/appointed school board members who are selected by their fellow board members to fill these posts.

ISBA’s membership services were originally divided into four categories: consultant services, publications, in-service meetings for board members, and a legislative program. Today, the ISBA programs and services are categorized as follows: board services, legal services, policy services, and legislative services. Staff consists of the executive director, general counsel, staff attorney, director of board services, coordinator of conferences, comptroller/office manager, and administrative assistant. The ISBA staff provides services to approximately 1,684 school board members from 288 school corporations throughout Indiana. Services include board retreats, workshops, webinars, seminars, conferences, publication of a monthly e-newsletter, and a quarterly association magazine. Most recently, consultant services for superintendent searches have also been added. All ISBA staff members are available to assist school board members with specific issues at any time by telephone, mail, e-mail or onsite board training services.

In July of 2018, a new ISBA website was launched and continues to be enhanced to provide timely and insightful information to you. Please visit: <https://www.isba-ind.org> to see the latest information dedicated to support you in your efforts to deliver effective governance for your school community.

Working closely with the National School Boards Association in Washington, D.C., as well as dozens of other education organizations and governmental authorities throughout the state, the Indiana School Boards Association has earned the distinction of an acknowledged position as a leader in shaping educational programs

helping to prepare students for the workforce or postsecondary education in a rapidly changing 21st century economy.

LOOKING TO THE FUTURE

“The ISBA is the preeminent resource in school governance and a respected advocate of public education,” is the vision statement guiding a three-year strategic plan adopted by the ISBA Board of Directors on June 15, 2018. The Board of Directors and staff worked collaboratively over the first half of 2018 to develop a comprehensive strategic plan that will guide the association to focus on effective programs and services for our members. There are four goal areas with clear and concise objectives that I want to share with you:

GOAL AREA #1: INCREASE MEMBERSHIP ENGAGEMENT AND CONNECTEDNESS

Objectives:

- ▶ Maintain 100 percent membership of school corporation governing bodies
- ▶ Enhance the membership experience for ISBA members from being aware and informed to feeling engaged and connected
- ▶ Increase ISBA’s value to the membership
- ▶ Support new board members
- ▶ Address the unique needs and interests of members from all socioeconomic perspectives (rural, urban, suburban, town, high SES, low SES, etc.)

GOAL AREA #2: ENHANCE EXTERNAL COMMUNICATION

Objectives:

- ▶ Elevate the visibility of the organization
- ▶ Market ISBA’s strengths
- ▶ Become the go-to organization for information on public education
- ▶ Solicit input from members and key education stakeholder groups on issues

GOAL AREA #3: BECOME A BEST-PRACTICE RESOURCE AND REPOSITORY FOR BOARD MEMBERS

Objectives:

- ▶ Provide timely and research-based guidance on issues facing school corporations and school boards
- ▶ Inform and guide members of effective board governance roles, responsibilities and strategies
- ▶ Be aware of emerging education initiatives and concerns
- ▶ Develop content of board training, webinars, seminars and conferences around best-practice and evidence-based research

**GOAL AREA #4:
TAKE ISBA ADVOCACY TO THE NEXT LEVEL**

Objectives:

- ▶ Inform, influence and shape sound governance policy for K-12 education
- ▶ Increase members' overall knowledge of legislative processes at the state and federal level
- ▶ Equip members with effective techniques, strategies, and processes for targeted grassroots advocacy and campaigns
- ▶ Enhance relationships with state governmental leaders (e.g., legislators, State Board of Education, IDOE, Office of the Governor, DUAB, DLGF, etc.)

Since the adoption of the 2018-2021 strategic plan, ISBA has evaluated current programs and services to implement any necessary updates or enhancements. In addition, we've launched a handful of new offerings to better serve the needs of our members and to achieve components of the strategic plan. Some of these new programs and services include:

✓ **The New Board Member Academy** New board members will be taking office by January 15, 2019, and ISBA is ready to help these newly elected board members become acquainted with their leadership obligations and duties in public education. ISBA is offering a newly developed curriculum to assist new members as they assume their role and responsibility as board members. ISBA is offering a program of two on-site clinics at school corporations (in five areas of the state) as well as a sequence of webinars to complete the curriculum. These clinics will cover the topics of: Superintendent Evaluation, Effective Governance, Board-Superintendent Relationships, Board President Training, Managing the Media, Legislative and Grassroots Diplomacy,

Parliamentary Procedure, Conflict Resolution, and more. Board members who complete the components of the New Board Member Academy will accumulate approximately 40 CAP points, and with attendance at the Annual Fall Conference and the regional meetings can reach CAP Level 1 status. More information and access to the Academy registration can be found on the Association's homepage: <https://www.isba-ind.org>

✓ **The Legislative Action Network** ISBA has launched a Legislative Action Network (LAN) comprised of a designated legislative liaison from each local school board. The list of liaisons is growing, but we still have some school boards that have yet to make this designation of a fellow board member to contribute to a coordinated grassroots advocacy campaign. If this is the case for your board, please submit the name of your legislative liaison to Kayla Baldwin at: kbaldwin@isba-ind.org

Advocacy training was offered in November to legislative liaison via choice of webinar or seminar. A recording of the webinar is available for viewing upon request. A new "ISBA Advocacy Guide: Working Together – Let's Advocate for Public Schools" was developed and provided as the curriculum for the grassroots advocacy training. Legislative liaisons have been guided and encouraged to: host legislative forums; communicate and meet 1-on-1 with the school corporation's area legislators; advocate for particular issues; provide regular LAN updates at board meetings; serve as advocacy champion with your board and school community to organize responses to call-to-action alerts; and attend the First Annual ISBA State House Day on February 19th. I am communicating on a weekly basis with the LAN network to engage in advocacy efforts for the 2019 session.

✓ **Policy Services** Coming soon to ISBA members and school corporations will be an enhanced Policy Services Program. Members will continue to receive a variety of services that are included in the standard membership, ranging from: quarterly policy newsletter – the ISBA Policy Advisor (in The Journal); individual required policies; lists of required and recommended policies; answers to questions concerning policies – need, legality, development, and related questions; special topics (e.g., metal

A LOOK BACK...

This year, we celebrate **70 YEARS** of the Indiana School Boards Association. With this milestone anniversary, we will be bringing you content in our e-Dition and Journal magazines that take a look back to the inception of ISBA, along with pieces that focus on the future direction of ISBA. Keep your eyes open for more special 70th Anniversary celebrations!

For this edition of *The Journal*, we thought it would be fitting to show the first page of the first ever *Journal*, then titled "The Hoosier School Board Journal" in January 1955. Prior to that, ISBA had produced the "Mimeocast" for its membership. The Journal has visibly gone through many iterations over time, but we are committed to continually improving and making it an indelible resource for school board members in Indiana.



“Outstanding seminar! Found the majority of topics to be relevant to the challenges we face today.”

“Overall, this was the best ISBA conference I have attended with the quality of speakers and sessions and engagement of the IDOE.”

“Excellent conference! By far, the best one yet!”



The 69th Annual ISBA/IAPSS Fall Conference was a big success, with structured clinic session strands, timely general session speakers, and a carefully curated vendor hall.

Be sure to mark your calendars for the 70th Annual ISBA/IAPSS Fall Conference!

**SEPTEMBER 30 –
OCTOBER 1, 2019**



Joint Conference Held by Indiana School Boards Association and Indiana Association of Public School Superintendents

detector use and student walkouts) with sample policy; and other sample policies that are sent upon request.

In addition, to what we've historically provided to our members we will offer an annual subscription for enhanced policy services that will provide detailed policy development for all required policies, manual maintenance and coding, customized policy creation, board training on policy development, and onsite consultation. Staff has received many inquiries and requests for these enhanced services and I hope what is launched fulfills your service needs.

These new programs are a few of the components being driven by the strategic plan. We are committed to serving you to the best of our ability and being attentive to your perspectives, comments and

any concerns about your membership organization. In this regard, the 2018 ISBA Membership Survey closed on December 7, 2018, and we will be carefully reviewing the results of the survey to ensure we are being responsive to meeting your needs and expectations.

I am honored to be serving as your Executive Director and I hope you can take pride in the history of your association, take advantage of the programs and services offered today to you and your fellow board members, and are excited about the future of the Indiana School Boards Association. Working together we can undoubtedly achieve our vision of being the *preeminent resource in school governance and a respected advocate of public education. Here is to a wonderful 2019!* 🍀



2019 CALENDAR

JANUARY 22

ISBA New Board Member Academy
North White H.S.

JANUARY 23

ISBA New Board Member Academy
Plainfield Admin Center

JANUARY 24

ISBA Legislative Update
Webinar

JANUARY 24

ISBA New Board Member Academy
Woodside MS

JANUARY 27-29

NSBA Advocacy Institute
Washington D.C.

JANUARY 29

ISBA New Board Member Academy
Jasper HS

JANUARY 31

ISBA New Board Member Academy
Greater Clark Admin Center

FEBRUARY 19

ISBA Statehouse Day
Embassy Suites Downtown

FEBRUARY 19

ISBA New Board Member Academy
North White H.S.

FEBRUARY 20

ISBA New Board Member Academy
Plainfield Admin Center

FEBRUARY 21

ISBA New Board Member Academy
Woodside MS

FEBRUARY 26

ISBA New Board Member Academy
Jasper HS

FEBRUARY 28

ISBA Legislative Update
Webinar

FEBRUARY 28

ISBA New Board Member Academy
Greater Clark Admin Center

MARCH 1

ISBA Board of Directors Meeting
ISBA Offices

MARCH 28

ISBA Legislative Update
Webinar

MARCH 30

NSBA Annual Conference
Philadelphia, PA

APRIL 1

NSBA Annual Conference
Philadelphia, PA

APRIL 25

ISBA Legislative Update
Webinar

JUNE 5

ISBA June School Law Seminar
Ivy Tech Conference Center

JUNE 12

ISBA/IAPSS/IASBO Budget/Finance Seminar
Ivy Tech Conference Center

JULY 15-18

NSBA Summer Leadership Seminar
Chicago, IL

SEPT 30 - OCT 1

ISBA/IAPSS 70th Annual Fall Conference
Indiana Convention Center

DECEMBER 11

ISBA December School Law Seminar
Ivy Tech Conference Center

For more information on ISBA meetings and locations visit our website at www.isba-ind.org