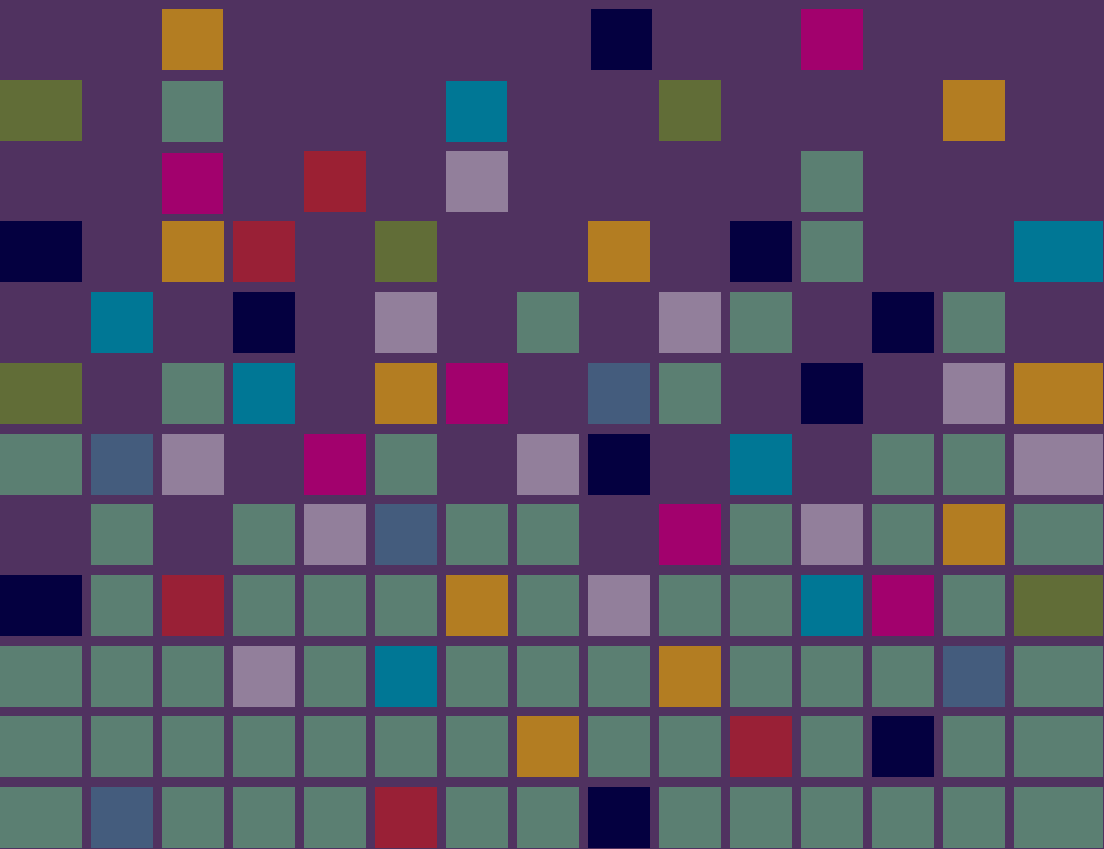


CASB AT YOUR SERVICE...

**MEMBERSHIP**  
**BENEFITS &**  
**SOLUTIONS**  
**FOR**  
**School Boards**



COLORADO ASSOCIATION OF 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. CASB membership benefits and solutions are designed to enhance school board effectiveness by helping 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 at rates far below market value.

### MEMBERSHIP BENEFITS & SERVICES INCLUDED WITH CASB DUES

- phone and email support
- policy leadership and support
- legal information and updates
- advocacy and lobbying
- communications support
- publications targeted to particular members' needs
- peer learning and networking
- board governance support
- engagement and partnership with education stakeholders

### FEE-BASED SOLUTIONS & SPECIAL PROJECTS

- policy projects
- policy updates based on legislation and court decisions
- annual convention
- fall and winter conferences, regional meetings
- superintendent search
- communications 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.

## MEMBER BENEFITS

Benefits of membership include:

- unlimited phone and email consultations with policy experts
- sample policies on individual topics upon request
- review of individual policies upon request
- **Policy Manual Audit Service** provides a spot-check of the board's policy manual for legally required policies and 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.

- CASB's **Online Policy Solutions** are designed for more effective local policy leadership and consist of the **Policy Support System** and **Online District Policy Maintenance Service**.

The **Policy Support System** provides a user-friendly, informative and comprehensive approach to keeping policies up-to-date and includes:

- **CASB Core Policy Online** – an invaluable resource that allows users to search CASB's sample policies online anytime, and includes links to current state statutes and regulations.
- **Policy Parameters** – a policy newsletter to inform boards and staff about changes to federal and state law and the policy implications of such changes. In addition to explaining any new or revised legislation, rules and/or applicable case law, *Policy Parameters* also provides pertinent policy updates to CASB's sample policies.

- **Special Policy Update** – a newsletter to alert boards and staff to time sensitive or hot-topic policy issues that require immediate attention. *Special Policy Update* also provides pertinent policy updates to CASB's sample policies.

The **Online District Policy Maintenance Service** transforms the board's policy manual into a user-friendly, online policy collection. CASB hosts the manual and performs all updates at the district's request.

- A **Policy Manual Overhaul Project** helps districts or BOCES create a comprehensive, customized policy manual using CASB's Core Sample Policy Manual as a starting point.
- CASB's **Core Sample Policy Package** includes:
  - CASB's Core Sample Policy Manual – a comprehensive, attorney-reviewed sample policy manual consisting of all legally required policies, as well as numerous other policies addressing virtually every issue likely to arise in a public school district.
  - CASB's sample policies in Microsoft Word format
  - Assistance from policy experts
  - Orientation session
- CASB's **Core BOCES Sample Policy Package** includes:
  - CASB's Core BOCES Sample Policy Manual – a comprehensive, attorney-reviewed sample policy manual for BOCES consisting of all legally required policies, as well as numerous policies addressing BOCES-specific issues.
  - CASB's sample BOCES policies in Microsoft Word format
  - Assistance from policy experts
  - Orientation session



# LEGAL RESOURCES

- **Policy Manual Recoding Project** – If the board’s policy manual is not currently using the National Education Policy Network/ National School Boards Association (NEPN/NSBA) policy letter codes or is using outdated letter codes, CASB will recode the policy manual to the current NEPN/NSBA coding system, allowing greater ease for referencing and updating.
- **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
- **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.

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

## MEMBER LEGAL RESOURCES

CASB’s legal team provides general legal information 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
- issue 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 collaborate with other stakeholders to influence and develop education policy



# CONFERENCES

## 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.

Visit the Learning Center at [CASB.org](https://www.casb.org) to find legal memos and other information addressing frequently asked questions and topics of interest to school leaders.



CASB believes that local school districts 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 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 Delegate Assembly Conference** – The Delegate Assembly is the foundation of CASB's governance structure and provides critical direction to CASB when it represents members' interests before state and national policymakers. This conference is an opportunity for members and their delegates to learn about issues facing public education in Colorado and to debate and deliberate those issues before the delegates vote on resolutions. Participation by members ensures that CASB understands the interests of all boards of education across the state.
- **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 annually to enable 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.

# 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.

## COMMUNICATIONS BENEFITS

CASB’s public relations experts can work with the school board to create a top-notch communications program and help the board:

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

Members also can get up-to-date education, legislative and conference information through CASB’s website, publications, email newsletters and social media channels.

## CUSTOM COMMUNICATIONS SOLUTIONS

CASB’s custom communications solutions sharpen board members’ ability to communicate strategically with a variety of publics – a skill that is essential for effective board leadership.

Our **communications audit service** is a comprehensive tool to assess how well the school district is communicating with and engaging its staff and community.

It is designed to:

- identify gaps in communications and misperceptions
- offer suggestions for capitalizing on 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 can conduct **focus group research** with staff and the community to assist boards in making important decisions.

CASB provides workshops on communications-related topics, including school district **marketing, customer service, community engagement** and more.

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



# ADVOCACY SERVICES

CASB's advocacy team represents school boards at the state and federal levels by lobbying members of the Colorado General Assembly and U.S. Congress while staying abreast of key legislative issues that relate to education.

## 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.
- **Hosts Days at the Capitol** program from January through April to give school board members from across the state a chance to experience the legislative process firsthand and help strengthen the voice of school boards.
- **Sends legislative updates and alerts** on a regular basis during the legislative session. CASB makes it simple and quick for board members to contact legislators and make their voices heard. CASB's *School Board Advocate* online newsletter is distributed every other week during the legislative session to inform 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.

# 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 in-district conversations to annual events, CASB's year-round leadership development offerings help members strengthen the effectiveness and relevance of their board. Resources also are available anytime, anywhere on the CASB website.

## WORKSHOPS & RETREATS

CASB offers skilled 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 building and leadership
- high-performance governing
- constituent and community engagement
- conflict resolution
- effective meetings
- visioning and goal-setting
- trust building
- evaluating board and/or superintendent effectiveness

On behalf of a local board of education, CASB facilitators also work with district/site staff, community leaders, BOCES and others.





# SUPERINTENDENT SEARCH

Finding the right superintendent to lead a school district is one of the most important – and difficult – tasks a school board must accomplish.

CASB helps local school boards find the best possible match for their unique district. The service CASB provides is distinguished 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

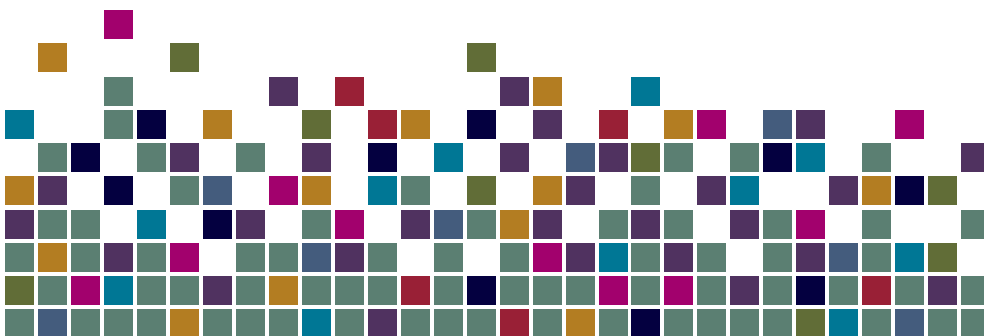
In a typical superintendent search project, CASB will:

- 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

CASB conducts more than 90 percent of all superintendent searches in Colorado for districts that use a search firm.

- 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.

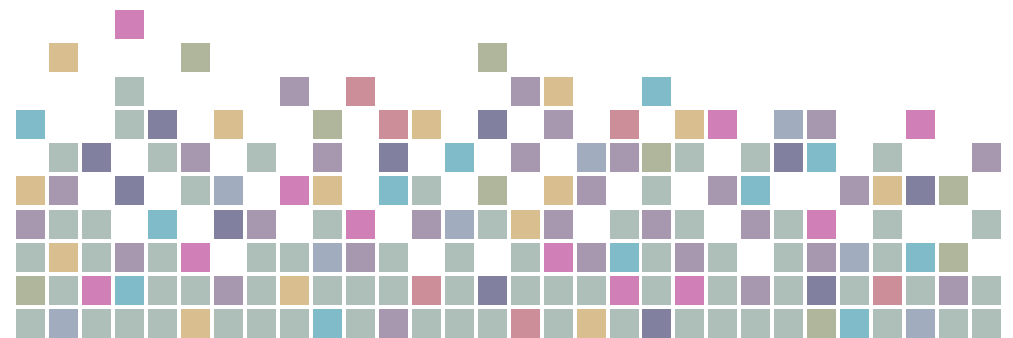
## BEST's PHILOSOPHY

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 [BEST-HealthPlan.com](http://BEST-HealthPlan.com).





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