



Professional Council Resource Manual

California Association of School Business Officials
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A letter from the President and CEO & Executive Director



July 27, 2018

Welcome to the newest edition of our Resource Manual for CASBO Professional Councils! Our goal is to create a resource that will enable all members to understand the role and activities of professional councils and to streamline operational procedures and practices.

Annually, this document will be expanded and updated to include information from the new website and database conversion project and to include more materials and resources. The document will be available to all CASBO members online.

We wish to thank the many member leaders and staff who helped us create this publication. We welcome your recommendations for changes or additions, as well as current samples of documents that you would like to share. Please send your recommendations and materials for future inclusion to Michelle Neto at mneto@casbo.org.

Professional councils are an important part of our history, tradition and future. Vibrant professional councils will enable our members to share their expertise and knowledge by networking, producing programs and workshops at the section and state level, and developing publications that highlight best practices and pertinent information. They will also assist us in advancing our legislative agenda and platform by tapping into the expertise of our members.

If you are currently active in a professional council, thank you! Your leadership makes a difference in our industry and benefits the children of California. If you are not actively involved, we say: WHY NOT? Your profession needs you! This year, CASBO will introduce new mentorship opportunities. Please stay tuned for more information and become a mentor!

With great respect,

A handwritten signature in black ink that reads "Christina Aguilar".

Christina Aguilar
Associate Superintendent, Business Services
Downey Unified School District
President
California Association of School Business Officials

A handwritten signature in black ink that reads "Molly McGee Hewitt".

Molly McGee Hewitt, CAE
CEO & Executive Director
California Association of School Business Officials



The new CASBO by Design Plan was adopted by the Board of Directors in October 2017

CASBO's History

CASBO is a private, nonprofit corporation, founded in 1928. It is the oldest statewide association of school administrators in California. Association members are the voice of the industry and oversee all areas of school business management and operations, including accounting, charter schools, chief business officials, child nutrition, facilities, financial services, human resources, maintenance and operations, payroll, purchasing, risk management, special education, technology, and transportation.

Our Mission

The mission of CASBO, the member-driven, recognized authority and leading voice in California school business, is to promote best practices and ethical values; develop effective leaders; provide advocacy; support the diverse needs of our members; and set the standard for excellence through ongoing, dynamic, timely and relevant professional development, mentorship, communication, collaboration and innovation.

Through the teamwork of dedicated volunteers and our staff, we create a strong organizational foundation that makes it possible to reach goals.

Mission Statement:

The mission of CASBO, the trusted authority on school business operations, is to support the success of all students through leadership, innovative professional development and advocacy.

Vision Statement:

CASBO: The foremost authority on school business.

Beliefs Statements:

We Believe...

Public education is essential to a free and informed society.

Public trust requires personal and professional accountability, responsibility and transparency.

CASBO fosters leaders who model integrity, transparency, respect and accountability.

Our diverse membership contributes to the overall success of the organization.

Ongoing professional development is essential to personal success and organizational excellence.

Mentoring develops leaders, promotes growth and builds success.

CASBO excels at providing expertise on issues relating to school business, which is an essential component for public school solvency.

Through political action, we can influence policy for the benefit of public education.

Strategic partnerships build success.



Creativity and innovation are vital for sustainability.

If CASBO is successful, all students win.

Parameters:

Our members will always be the priority.

We will embrace and promote ethical standards.

We will solicit, embrace and promote all forms of diversity and ensure inclusion.

We will foster an environment that encourages all members to participate.

We agree that all programs, practices, budgets and decisions must be aligned to the mission of CASBO.

We will strive for excellence under all conditions.

We will promote the best interest of students in business decisions.

Objectives:

To develop world-class leaders through professional development, professional certifications and mentorship opportunities.

To ensure communication and collaboration with partners to demonstrate our commitment to the success of all students.

To be the recognized leader and preeminent advocate for school business operations.

To strengthen our brand position.

Strategies:

Professional Development:

We will engage all members in professional development grounded in adult learning theory that incorporates just-in-time learning, active participation tailored to member needs and multiple modalities.

Marketing:

We will develop and execute a comprehensive and cohesive marketing plan.

Advocacy:

We will advocate for a full range of school business operations through outreach, education and a network of members, stakeholders and policymakers.

Leadership:

We will create a consistent road map to develop exceptional, diverse leaders throughout CASBO.



Communication:

We will provide timely, relevant and engaging information through multiple approaches of communication to meet the diverse needs of our membership and strengthen our presence in the education community.

CASBO Code of Ethics

CASBO maintains standards to guide its membership and help ensure the reputation of the association is maintained and enhanced at all times.

CASBO believes in the worth and dignity of all members and accepts the responsibility to embody the highest professional and ethical standards. CASBO recognizes the importance of integrity, devotion to excellence, and equal participation opportunities for all members of the association.

This code of ethics is a set of ideals to clarify organizational standards and members are expected to honor and follow normal professional standards of conduct in all areas of CASBO activities to ensure that the association serves the needs of California public education. Members are to act as trustees of the association and to promote goodwill for all those associated with the association. Honesty and integrity will be the guiding force of all members.

As part of their commitment to the school business profession and to CASBO, members will practice the following guiding principles:

- Members shall serve the association as a whole, putting the needs of the entire membership first.
- Members shall act in a professional manner in all activities with all members at all times.
- Members will provide for and encourage participation in all CASBO activities and programs without discrimination or harassment, providing equitable treatment for all members.
- Members shall not misrepresent their own professional qualifications.
- Members shall not tolerate other members acting in an unethical manner and shall work with CASBO leadership to correct these actions.
- To ensure continuity for the association and its members, all activities shall be in accordance with CASBO Bylaws and Manual of Procedures (MOP).
- Members have an obligation to support the profession and the association and not to misrepresent CASBO in public discussion.
- In the course of volunteer activities, members may have access to confidential information. All information is to remain confidential and shall be disseminated in accordance with CASBO Bylaws and MOP.



- Members shall uphold all state and federal laws, as well as their individual district policies and procedures.
- Members shall strive for excellence and innovation to enhance the association for current and future members.
- Members shall network and support other members sharing best business practices to ensure the success and growth of all members.

This Code of Ethics is intended to provide a framework for ethical decision-making, as no policy can provide specific guidance for all situations. It does not embody the totality of the CASBO ethical standards, nor does it answer every ethical question or issue that might arise. It is one element of a broader effort to create and maintain a quality association that gives ethical conduct the highest priority while cultivating a culture of accountability and transparency. This policy will be reviewed periodically.

CASBO Professional Standards

CASBO recognizes its vital role in supporting the education of students as well as supporting the instructional program and student achievement. CASBO further recognizes that its members are both mentors and evolving leaders in their individual fields of school business and as such are essential to the success of education. As leaders, the need for high standards and professional business practices is crucial for all aspects of school operations. The action of the school business professional directly impacts school districts, county offices of education, charter schools and other education organizations, as well as the local community, parents and students. It is the goal of CASBO to delineate guiding principles via this professional standards language to assist each member in understanding their individual role and to provide tenets for daily practice that produce positive results. As stewards of public resources comes a demand for accountability, transparency and integrity. A formal set of professional standards is required now more than ever. These guiding principles on professional standards of conduct become a framework to support the evolving role of school business professionals and form the foundation of daily decision making.

The school business official understands and demonstrates ability in the following areas to:

Leadership and Professionalism

- Execute and implement professional obligations and responsibilities with integrity.
- Refuse to use the position for gratification, preferential treatment, or personal gain.
- Pursue appropriate measures to correct failures of others to act in an ethical manner.
- Engage in the improvement and growth of the profession through active participation in professional organizations, dissemination of professional knowledge, and mentoring.
- Understand the role of a leader and apply various models of organizational leadership as appropriate.
- Confront the status quo when evidence exists that change is needed for the health and well-being of the association.

Management, Operations, and Organization

- Implement and maintain quality business practices through teambuilding, conflict resolution, motivation, and encouragement.



- Develop and accomplish specific goals and objectives as required and essential to the ongoing operations of the association.
- Understand and use inherent strengths of personnel to maximize results.
- Recognize both existing and potential problems and mitigate concerns by securing adequate and pertinent information to assuage concerns and conflict.
- Accurately disseminate and communicate to stakeholders, complex sets of data and critical information in articulate and easily understandable formats.

Safety and Well-being

- Support the principles of due process as well to protect both the civil and human rights of all individuals.
- Prioritize decision making in consideration of the well-being of students, staff and stakeholders.
- Promote safe and productive learning environments with respect to facilities, personnel, and educational programs.

Policy, Regulations, and Advocacy

- Practice within the professional ethics, standards, and policies of the CASBO organization.
- Execute, implement and uphold national, state and local laws, codes, regulations, and policies.
- Advocate for change where inconsistencies in professional ethics, standards, policies, laws, codes, and regulations exist.
- Identify the role of school/community/special interest groups and their influence on policy makers.
- Advocate for professional conditions and resources that will improve learning environment, outcomes, and delivery of educational programs.



Professional Councils

Professional councils are a reliable resource offering best practices for one of the 15 disciplines in the field. They are delegated to advocate what's best for the districts that they represent with other industries. The professional council names below are linked to their rosters on the CASBO website.

- [Accounting](#)
- Charter Schools (under development)
- [Chief Business Officials](#)
- [Child Nutrition](#)
- [Facilities](#)
- [Financial Services](#)
- [Human Resources](#)
- [Maintenance & Operations](#)
- [Payroll](#)
- [Purchasing](#)
- [Retiree](#)
- [Risk Management](#)
- Special Education (under development)
- [Technology](#)
- [Transportation](#)

Purpose of Professional Councils

Professional councils have been established for the purposes of serving as resources in the development of best practices, gathering and disseminating resources and information to the general CASBO membership, ensuring quality annual conference sessions in their field of interest, participating as a resource in CASBO's advocacy efforts and encouraging CASBO membership and participation among their peers. In addition, professional councils are encouraged to explore new and different ways to serve their fellow CASBO members within the context of the strategic plan and with the approval of the Board of Directors.

Inside Professional Councils

Each professional council shall have a chair, assistant chair and immediate past chair, each of whom serves a one-year term. At the completion of serving one year as assistant chair, that individual shall become chair for one year. A new assistant chair will be appointed for a one-year term by the designated CASBO officer. At the end of the chair's one-year term, he or she will become immediate past chair for a one-year term.

In the event that a chair position becomes open prior to the end of a term, the position shall be filled by the assistant chair for the remainder of the term. The assistant chair who becomes chair under these circumstances shall hold the chair position for the remainder of the previous chair's term and for the full term for which they were appointed.

In the event of a vacancy in an assistant chair position, CASBO's president shall immediately, in collaboration with the section president and state professional chair, appoint a replacement assistant chair. The person who is appointed assistant chair when the existing assistant chair is elevated to the chair position shall hold the assistant chair position for the remainder of the previous assistant chair's term and one additional year. The person who is appointed assistant chair when the existing assistant chair resigns or is removed from the position shall hold the assistant chair position for the remainder of the previous assistant chair's term and then be elevated to the chair position in normal succession and serve as chair for a period of one year.

Associate members may not serve as chairs or assistant chairs of professional councils. Each council may elect to invite guests to participate in the meetings of the council (such as Department of Education employees). CASBO will not reimburse travel costs for guests, adjunct participants or ex-officio members. CASBO will not reimburse associate members.



Professional Council Job Descriptions

Professional Council Chair

The state council chair is responsible for an active functioning council. The chair is also responsible for meeting goals and timelines established by the CASBO Board of Directors and the Annual Conference Committee (ACC). Specific responsibilities include:

1. Provide leadership and direct the activities of a state professional council, including the scheduling and chairing of council meetings.
2. Each professional council budget will be set by the CASBO Board of Directors, and all council expenditures and activities will conform to CASBO policies and practices. The professional council does not develop its own budget. Each chair is allotted \$5,000 per year by CASBO's CEO & Executive Director.
3. Review, sign and forward to CASBO for payment all reimbursement claims from committee member attendance at state professional council meetings, following the policies established by the CASBO Board of Directors.
4. Assign and coordinate the section professional council activities, prioritizing projects and establishing timelines and assignments by section interest, resources and size.
5. Collaborate with the ACC. Duties include:
 - Attend ACC meetings, which are scheduled by the ACC chair and CASBO's CEO & Executive Director. There are two to four meetings and/or conference calls per year. Meetings are often held geographically near the site of the following year's annual conference.
 - Act as a liaison between the professional council and the ACC.
 - Propose and coordinate sessions as developed by the professional council for inclusion in the annual conference program guide.
 - Enter workshop descriptions and related information into the ACC workshop database.
 - CASBO staff will send confirmation letters to all professional council annual conference speakers (e.g., date, time, place, presider, contact information, PowerPoint instructions, etc.).
 - Report to the professional council about ACC activities.
 - Report to the ACC about the activities of the professional council. Discussion at ACC meetings is mainly about annual conference. Attendees give verbal, not written, reports.



6. Coordinate and participate in the professional council's session presentations at annual conference, ensuring that all annual conference submission deadlines are met.
7. Provide written reports to the CASBO Board of Directors. The ACC chair reports to the board on behalf of the professional council chairs, using information the chairs provide at ACC meetings.
8. Cooperate with section professional councils in developing section workshops and special programs.
9. Respond to the request of CASBO for roster and meeting date information. The professional council chair provides this information by completing a form provided by CASBO and submitting it to the ACC chair prior to the first ACC meeting.
10. Use the services of, and exchange information and advice with, the Legislative Committee.
11. Support the goals and objectives of CASBO as defined in the current member-driven strategic plan (CASBO by Design 2.0).
12. Professional council chairs must place a major emphasis on intra-council communication. Copies of the state chair's official correspondence and meeting minutes should be sent to council members, the CASBO board liaison, the ACC chair and the CEO & Executive Director. Professional council minutes are sent to the CEO & Executive Director and the ACC chair at the same time they are sent to the professional council members.
13. Submit the professional council's yearly master calendar to the CASBO Board of Directors 30 days before the June board meeting.
14. Each professional council chair must sign the CASBO Conflict of Interest Policy statement on an annual basis. The policy and signature page are contained in the MOP.
15. Prior to annual conference, each outgoing professional council chair is to meet with the incoming chair to discuss the following year's activities. The outgoing chair shall provide the incoming chair with:
 - All official minutes of previous meetings;
 - All official correspondence files of the professional council;
 - All data necessary for the continuation of incomplete projects, which are to be carried over; and
 - Other records including: 1) professional council working file; 2) copies of all minutes where presentations were made or discussed; 3) conference planning material; and 4) prior budget requests, allocations and expenditures.
16. Prior to annual conference, the professional council chair contacts CASBO to find out the identity of the individuals whose names are being brought forward to the Board of Directors to fill vacant positions on the professional council. The chair then contacts those persons to make sure that they attend the professional council's meeting held at annual conference, if appropriate.



Professional Council Chair Succession

Prior to annual conference, each outgoing professional council chair is to meet with the incoming chair to discuss the following year's activities and provide the incoming chair with the items as specified in Professional Council Chair Job Description No. 15 (as set forth on page 8).

Professional Council Assistant Chair

In appointing the assistant chair, consideration will be given to technical ability; leadership and organizational qualities; tenure on a state-level professional council; interest; participation and distribution of leadership opportunities at the state and section level; and demonstrated skills as an excellent communicator. In addition, individuals who are appointed assistant chair of a professional council must be a current or former member of the professional council for at least one year prior to assuming the office as assistant chair. Assistant chair candidates must also support the goals and objectives of CASBO as defined in the current member-driven strategic plan (CASBO by Design 2.0).

Specific duties include:

- Attend all state professional council meetings/participate in all conference calls.
- Take the minutes of all state professional council meetings and/or conference calls, beginning with the meeting held at annual conference. Minutes are reviewed by the chair and past chair and then sent out to the professional council members (and CASBO's CEO & Executive Director and/or the ACC chair, as requested by the professional council chair) as a "summary." This summary should be immediately distributed by section representatives to the retirees in their sections. The summary is officially approved as minutes at the next subsequent professional council meeting.
- Prior to each state professional council meeting, prepare a written report summarizing the assistant chair's activities (e.g., emails sent, meetings attended, contacts/meetings with and feedback from members, issues to be dealt with, etc.) and bring copies of the report to the meeting.
- Prior to the state professional council meetings, send email to section representatives reminding them to bring copies of a written status report to the next meeting. If a section representative cannot attend the meeting, he or she should email a copy of his or her report to the assistant chair prior to the meeting.
- Participate in developing workshop sessions for annual conference (e.g., suggest topics, obtain speakers, preside over conference sessions, etc.).



- Assist the professional council chair as requested (e.g., schedule conference calls, identify potential professional council members, represent the chair at meetings, help plan conference sessions, send speaker confirmation letters, etc.).
- Upon appointment of a new professional council section representative, send a letter to the section president informing him or her that this individual will now be sitting on that section's board of directors as the chair of the section's professional council. This letter should be sent in April of each year, immediately following annual conference (or at any other time of the year, as necessary).
- Assist all section representatives as requested. Help new section representatives transition into their new roles.

Professional Council Assistant Chair Appointments

The appointment of state professional council assistant chairs is the responsibility of the incoming CASBO officers. All assistant chair appointments shall be made no later than 30 days prior to annual conference. Every consideration should be given to finding and developing new members and leaders for the professional councils.

Names of appointees to the positions of assistant chair shall be presented for ratification to the CASBO Board of Directors at a board meeting held no later than the June board meeting. The assistant chairs of the following professional councils shall be appointed by the assigned incoming CASBO officer.



LEADERSHIP APPOINTMENTS EXAMPLE

THE APPLICATION PROCESS FOR LEADERSHIP POSITIONS IS NOW OPEN!!

Applications for all open positions on CASBO committees and Professional Councils are due by **the last Friday in February**. Anyone interested in applying can do so by filling out a **FORM 16** which can be found on the CASBO website.

If you'd like to give back to the profession, improve yourself professionally, expand your professional network or know another CASBO member who would be interested, we encourage you to apply! You must be an active organizational employee member or a Career Builder member to apply.

Once received by CASBO, each form will be reviewed by the Nominations and Elections Committee and presented to the CASBO officers who are charged with making the appointments.

All committee and professional council terms begin at the end of each year's annual conference. The [CASBO Manual of Procedures](#) (or MOP) contains the eligibility requirements and member responsibilities for each committee or professional council.

The following positions are open for appointment:

(NOTE: Please submit applications ONLY for the positions available. Applications received for positions that are not eligible will be disqualified) A list of openings will be posted on the website and will be announced in late October.

State Operational Committees

Associate Member Committee:

- (6) Associate member positions

Awards Committee:

- (1) Member at large

Continuing Education & Certification Committee:

- (1) Sacramento Section representative
- (1) San Diego/Imperial Section representative
- (1) Shasta Cascade Section representative*
- (1) Associate member ex-officio representative

Legislative Committee:

- (1) Member at large
- (1) Member at large Central Section representative
- (1) Member at large Sacramento Section representative

Professional Standards & Leadership Committee:

- (2) Members at large
- (1) Associate member ex-officio representative



Professional Councils

Accounting:

- (1) Sacramento Section representative
- (1) San Diego/Imperial Section representative

Charter Schools:

- (1) Central Section representative
- (1) Eastern Section representative
- (1) Northern Section representative
- (1) Sacramento Section representative
- (1) San Diego/Imperial Section representative
- (1) Southern Section representative

Chief Business Officials:

- (1) Sacramento Section representative
- (1) San Diego/Imperial Section representative

Child Nutrition:

- (1) Sacramento Section representative
- (1) San Diego/Imperial Section representative
- (1) Shasta Cascade Section representative*

Facilities:

- (1) Eastern Section representative (one-year term)
- (1) Sacramento Section representative
- (1) San Diego/Imperial Section representative
- (1) Shasta Cascade Section representative*
- (1) Southern Section representative (two-year term)
- (1) Member at large (two-year term)

Financial Services:

- (1) Central Section representative
- (1) Shasta Cascade Section representative*
- (1) Southern Section representative

Human Resources:

- (1) Central Section representative
- (1) Sacramento Section representative (one-year term)
- (1) San Diego/Imperial Section Representative (one-year term)
- (1) Southern Section representative

Maintenance & Operations:

- (1) Central Section representative
- (1) Eastern Section representative (two-year term)
- (1) San Diego/Imperial Section representative (one-year Term)
- (1) Shasta Cascade Section representative*
- (1) Southern Section representative



Payroll:

- (1) Central Section representative
- (1) Eastern Section representative (two-year term)
- (1) San Diego/Imperial Section representative (one-year term)
- (1) Shasta Cascade Section representative*
- (1) Southern Section representative

Purchasing:

- (1) Central Section representative
- (1) Shasta Cascade Section representative*
- (1) Southern Section representative

Retiree:

- (1) Eastern Section representative
- (1) Northern Section representative
- (1) Sacramento Section representative (two-year term)
- (1) Shasta Cascade Section representative* (two-year Term)

Risk Management:

- (1) Eastern Section representative
- (1) Northern Section representative
- (1) San Diego/Imperial Section representative (two-year term)

Special Education:

- (1) Central Section representative
- (1) Eastern Section representative
- (1) Northern Section representative
- (1) Sacramento Section representative
- (1) Shasta Cascade Section representative
- (1) Southern Section representative

Technology:

- (1) Central Section representative (one-year term)
- (1) Eastern Section representative
- (1) Northern Section representative
- (1) Sacramento Section representative (two-year term)
- (1) San Diego/Imperial Section representative (two-year term)

Transportation:

- (1) Eastern Section representative
- (1) Northern Section representative
- (1) Shasta Cascade Section representative*
- (1) San Diego/Imperial Section representative (two-year term)
- (1) Southern Section representative (one-year term)

REMEMBER: The deadline to submit applications is the last Friday in February.

Please direct any questions to Michelle Neto at mneto@casbo.org



Professional Council Section Representatives Responsibilities

The members of the state professional council have the following responsibilities:

At the section level:

- Serve as the chair of your section's professional council.
- Contact the president of your section's Board of Directors to ensure that they have received the letter announcing your appointment and make sure that they have added your name to all email distribution lists.
- Contact potential members in your section. Recruit members for the section's professional council.
- Attend all meetings of your section board of directors. At those meetings, provide a written report on your activities.
- Develop an email distribution list for all the potential members in your section, using the CASBO List/Honorary Life Member List.
- Send three to four emails during the year to all members in your section. The emails should update them on the activities of the state professional council (e.g., attach meeting summaries/minutes); provide information on upcoming local and state activities (e.g., vendor shows; job-alikes; annual conference; date, time and location of professional council meeting at annual conference, if appropriate); recruit potential members to participate on the section professional council and solicit feedback on how they see their role in CASBO.
- If your section has an annual job-alike event, hold a job-alike session at the event and invite (via email) all the potential members in the section. Work with the section Board of Directors to fund the job-alike registration for those attendees.

At the state level:

- Attend all state professional council meetings/participate in all conference calls.
- Participate in the development of workshop sessions for the CASBO Annual Conference (e.g., suggest topics, obtain speakers and preside over a conference session).
- Prior to each of the state professional council meetings, prepare a written report summarizing your activities as a section representative (e.g., emails sent, meetings attended, contacts/meetings with and feedback received from retirees in your section, issues to be dealt with). If you cannot attend the meeting, email a copy of the report to the Assistant Chair prior to the meeting.
- Bring copies of the status report (and any other relevant materials) to the meeting and give a verbal report as well.
- Contribute to discussions, decisions and plans. Ask questions.
- Respond promptly to all requests from the committee chair for feedback, information and/or action.
- Submit reimbursement claim forms for attendance at professional council meetings to the chair within two weeks of attendance at the meeting. **Reimbursement claims submitted late (more than 60 days) will not be paid.**



Legislative Activities of Professional Councils

The strength of CASBO's advocacy program is the expertise of CASBO members. Accessing that knowledge to influence legislation is a primary responsibility of each professional council. Individual council member responses to inquiries from CASBO staff as well as the professional network of each council member is critical to CASBO's success in the legislative arena.

Initiation of Legislation

State professional councils are strongly encouraged to recommend legislative proposals and platform statements to the CASBO Legislative Committee.

Evaluation of Legislation Proposed by Others

The Legislative Committee or CASBO staff may refer legislative proposals to a state professional council for review and input. Councils are encouraged to participate in CASBO's legislative program by submitting proposals and responding promptly to inquiries from the Legislative Committee or CASBO staff. Council members are encouraged to forward requests to their section colleagues for broader input on important issues.

Advocacy

Periodically, the Legislative Committee or CASBO staff may contact professional council members requesting specific action on an issue, such as calling legislators or the governor to express support or opposition to an issue. Council members are encouraged to act on these requests in a timely manner and to forward these requests to their section colleagues for broader response.

State professional councils should remember that the official CASBO position on any legislation is determined by the Legislative Committee and the Education Advocacy Foundation Board of Trustees. In cases of urgent need for establishing a CASBO position, the state professional council chair should contact CASBO staff or the chair of the Legislative Committee directly.

It is imperative that no communication by any CASBO member be made to a legislative representative indicating a legislative position in the CASBO name unless that position has been approved by the Legislative Committee or the Education Advocacy Foundation Board of Trustees.

[CASBO Advocacy Network](#)

CASBO provides its members with effective advocacy support by educating elected officials and policy makers about issues affecting public education finance, labor law changes, and student success.

You can support CASBO's advocacy efforts by taking action now with our e-advocacy tools. Contact elected officials, track votes, and stay informed on important issues of the day.

Learn more by reading about our policy positions, by taking action through our online tools and by accessing important resources we've displayed for additional information.

- Join CASBO's [Advocacy Network!](#)
- Look up legislation, position on bills, and letters, search [here](#).
- Look up your legislator and contact information, click [here](#).



Current State Legislative Platform

CASBO aggressively advocates for sound policy in the areas of school business and finance. Through political advocacy and action, CASBO seeks to influence state and federal policymakers on business and finance issues for the benefit of public education.

The principles contained in the legislative platform for the California Association of School Business Officials (CASBO) provide basic parameters to guide positions adopted by CASBO's Legislative Committee and the Board of Directors on matters that are pending before the California Legislature. The platform and principles are consistent with CASBO's mission, strategic planning process, and initiatives.

Advocacy Principles

1. **Robust, High-Quality Education.** CASBO supports a robust school finance system that empowers local-educational agencies to invest in high-quality instructional services and programs that meet the needs of our students.
2. **Safe Learning Environments.** CASBO supports policies that foster local innovation to improve student achievement and create safe and optimal learning environments for our students, educators, and local communities.
3. **Fiscal Responsibility.** CASBO believes that public trust requires personal and professional accountability and responsibility and, in that spirit, CASBO supports sound policies that benefit public education and student success, consistent with the requirements of the state's Local Control Funding Formula.
4. **Commitment.** CASBO strives to be a voice for public education and its students, and to work collaboratively with all stakeholders, including the Education Coalition, education management associations, community-based organizations, and elected officials. We support policies that invest in our public schools and further California's goals to improve student achievement and success.

Advocacy Platform

Funding Stability

CASBO supports stabilizing the state's fiscal structure and local revenue authority to ensure public education has the appropriate funding support that aligns with providing equitable and high-quality education to all of our students.

Investing in Our Students

CASBO supports our state leaders commitment to successfully implementing the Local Control Funding Formula. The 2018 Education Week's Quality Counts survey shows California ranked 43rd in adjusted per-pupil spending. As we enter the next chapter in education funding, we urge you to aspire towards a future that commits to putting our students' academic success first and helps schools sustain innovative programs that ensure they are college and career ready.

Sustaining a Strong System of Support

CASBO supports Governor Brown's appropriation of \$1.8 billion in one-time resources, as those funds provide much needed relief for every school district at a time when cost of operations are surpassing state investments in public education. We also appreciate Governor Brown's interest in building a sustainable continuous improvement system that ensures every local educational agency has access to best practices to improve student outcomes.



Supporting Special Education

CASBO believes that our students with exceptional needs deserve equitable resources to support high-quality services and early childhood intervention. Unfortunately, the federal government has not maintained its commitment to fund the Individuals with Disabilities Education Act (IDEA). We commend Governor Brown for recognizing the need to increase recruitment and retention of special education teachers, but do not believe this addresses the root cause impacting special education services.

We believe that the state can begin to make strides by allocating funds to support efforts to attract interested candidates into the field of education and provide continuous professional development that enable teachers to succeed in the classroom and students thrive in all settings.

Inspiring Innovative Career Technical Education

CASBO appreciates the Legislature's and Governor Brown's support to sustain high-quality CTE programs. We believe it is critical for the state to partners with public schools to develop long-term, sustainable programs that help our students secure 21st century career opportunities.

Supporting Safe School Environments

CASBO supports the historic partnership between the state and local school districts and county offices of education to finance school facility construction and modernization projects. We make the following requests in the use of voter approved Proposition 51 Public School Facility Bond Initiative:

1. Establish a schedule of when general obligation bond funding will be available.
2. Increase the bond sales from the Governor Brown's proposed \$640 million to \$3 billion.
3. Support school districts' ability to provide "safe, secure, and peaceful" schools as stated in our state's Constitution.



Annual Conference Committee

Professional Council Chair serving on the Annual Conference Committee

Duties:

- Attend Annual Conference Committee meetings. (3 in person, 2 conference calls)
- Act as a liaison between his or her professional council and the Annual Conference Committee.
- Propose and coordinate sessions as developed by the professional council for inclusion in the annual conference program.
- Report to his or her council regarding Annual Conference Committee activities.
- Report to the Annual Conference Committee on the activities of the professional council.

The Role of Annual Conference Presidents

1. Arrive at the designated room prior to the start time.
2. Introduce yourself to the speaker and be sure everything needed for the session is available to the speaker
3. If using a PowerPoint, your speaker should have the presentation on a flash or jump drive. Bring your own flash or jump drive of the presentation as a back-up to be used in an emergency.
4. Remind the speaker of the length of the workshop so it will end on time. Ask if the speaker wants you to give a signal at any point as a “time check”.
5. Greet people as they enter the session.
6. Start the session on time.
7. Call the session to order by identifying yourself, the workshop title and the session number.
8. Remind attendees to take the survey on the conference app.
9. Introduce the speaker to the audience.
10. Monitor the room environment and assist as needed.
11. Keep track of the time, especially if the audience is asking questions, so the topic can be covered in the allotted period.
12. Thank the speaker and the audience after the session.
13. Ask the attendees to complete the evaluation forms on the conference app,
14. Review the evaluation prior to the next scheduled meeting so you can address any comments, etc. Be prepared to suggest whether this topic should be repeated next year.



2018-19 Annual Checklist

Director Board Reports due	October 8, 2018
Deadline to submit awards	November 30, 2018
Director Board Reports due	January 7, 2019
Director Board Reports due	April 1, 2019
Professional Council Applications due	February 28, 2019
Director Board Reports due	May 20, 2019
Section Roster	May 13, 2019
Annual Event Calendar	May 13, 2019
State Professional Council Recommendations	May 13, 2019

Guidelines for Reports to the CASBO Board of Directors

The CASBO Board of Director's meets four times a year in June, October, January and April. At each of these meetings, a written report is requested from: State Directors, Professional Councils, Standing Committees: The Professional Standards and Leadership Committee, The Continuing Education and Certification Committee, the Legislative Committee and other groups as requested. While time is reserved during the meetings for a discussion of these reports, a written report is requested.

At the beginning of each fiscal year, CASBO will notify effective leaders and chairs of the timelines for submission of these reports. Agendas are sent in advance of the meetings, so the timeline enables you to meet the timelines and insure that your reports are included. Reports submitted after the deadlines are delivered to the Board at their meeting.

A report to the board is a factual representation of what has occurred since the last report was given and may include items that include but are not limited to: Meetings held, professional development activities planned and executed, calendar information for upcoming meetings and events, budget updates implications for CASBO by Design, successes and challenges being experienced and any request for information or assistance. The goal of the report should be to inform and enlighten the board of directors on the progress and actions of the group and to provide feedback that enables them to make informed decisions.

The reports are normally one page in length and may be longer. Sample reports are included in this document for your reference. CASBO publications standards include the use of our logo and recommend that reports are single spaced, use Times New Roman type 12 font, and include the name of the group, who has prepared the report and the date presented.



Board Agenda Schedule – Fiscal Year 2018-19

Meeting Date	Minutes Review	Agenda Items Review	Agenda Reports Due	Final Agenda Packet Review	Agenda Packet Available in Board Effects
June 9, 2018	Monday, April 30	Monday, May 7	Monday, May 21	Wednesday, May 30	Friday, June 1
October 27, 2018	Monday, September 17	Monday, September 24	Monday, October 8	Wednesday, October 17	Friday, October 19
January 26, 2019	Monday, December 10	Monday, December 17	Monday, January 7	Wednesday, January 16	Friday, January 18
April 15, 2019	Monday, March 18	Monday, March 25	Monday, April 1	Friday, April 5	Monday, April 8



Establishing a New Professional Council

Professional councils have been established for the purposes of serving as resources in the development of best practices, gathering and disseminating resources and information to the general CASBO membership, ensuring quality annual conference sessions in their field of interest, participating as a resource in CASBO's advocacy efforts and encouraging CASBO membership and participation among their peers. In addition, each professional council is encouraged to explore new and different ways to serve their fellow CASBO members within the context of the strategic plan and with the approval of the Board of Directors.

Proposing a new Professional Council

The process of forming a new Professional Council begins with submission of a formal proposal to the Executive Director. The proposal is then reviewed by the Executive who makes a recommendation to the Board of Directors.

A checklist of criteria is provided in the following pages.

Proposal Content/Checklist

Submitter Information	<ul style="list-style-type: none"> ✓ Name of Submitter ✓ CASBO Member Number ✓ Submitter Employer Information ✓ Contact Information (phone and email) ✓ Bio Sketch (Including any previous CASBO activities)
Cover Letter	<ul style="list-style-type: none"> ✓ Professional council name ✓ Explanation of how the proposed professional council fits within the mission, vision and strategic plan of CASBO ✓ Evidence that there is a core group of CASBO members to represent an active and fully functional unitary interest. ✓ Explanation of need/rationale for the new professional council including: <ul style="list-style-type: none"> • A statement of goals and objectives of the proposed professional council with a plan of action for how the goals and objectives will be met • A statement outlining the themes and topics that the proposed professional council will address and expected outcomes (i.e., scholarly research or white paper) • Evidence that the subject area exists at a majority of member institutions involved in the general area of which the subject is a component. • Evidence that no other professional council meets the needs to be addressed by the proposed professional council, specifically why the creation of the new professional council is needed, rather than a study group within an existing professional council or other CASBO committee. • Confirmation that the establishment of this new PC will not threatened the existence of a current PC.
Support for establishment for the proposed Professional Council	<ul style="list-style-type: none"> ✓ A minimum of 25 signatures from CASBO members are required. ✓ A petition must include the following: <ul style="list-style-type: none"> • A statement indicating that the signatory:



	<ul style="list-style-type: none"> ○ Intends to join and requests affiliation with the proposed PC ○ Accepts membership, if the PC is established ○ Intends to be an active, participating member and contribute to the goals and success of the PC
Signatory Information	<ul style="list-style-type: none"> ✓ Name of signatory ✓ CASBO Member Number ✓ Employer Information ✓ Professional Title ✓ Membership Expiration Date ✓ A plan for meeting minimal criteria for operating and maintaining a PC

Organizational Structure

Process to form a Professional Council

New Professional Councils begin operations immediately upon notification by the CASBO Board. New Professional Councils are on probationary status for two years following approval and are then evaluated by the Board of Directors. Each Professional Council is assigned a liaison from the Board to serve as a resource.

A Plan for Meeting Minimal Criteria and Maintaining a Professional Council

- Plan and conduct at least one workshop at the Annual Conference.
- Work toward supporting CASBO’s Strategic Plan/CASBO by Design and other programs, and as appropriate
- Establish an effective communication mechanism with CASBO members
- Submit annual report of activities according to requirements contained in the MOP

Organizational Structure

- The organizational structure of a professional council normally consists of a chair, assistant chair, immediate past chair and one member from each section. It may also include an associate member as a non-voting member.

Review Process

- The CASBO Board of Directors, along with The Executive Director, will review and determine if the proposal satisfies all requirements for the submission process. At its next meeting or conference call, the Board will review the application and provide feedback and request follow-up information, if necessary.
- After review and discussion, the Board of Directors determines if they application should be accepted. If accepted, the proposal is forwarded and recommended for establishment to the Executive Committee.
- Review by the CASBO Executive Committee
 - If approved by the Executive Committee, the Professional Council will begin operation immediately after notification from the Executive Director
 - If the Executive Committee recommendation is unfavorable, the submitter may choose to take an additional year to modify the proposal while ensuring that the original intent is retained.



Criteria for Approval

- Approval for establishment of a new Professional Council may be given, provided that:
 - It represents and active and unitary interest of a group of CASBO members.
 - The proposed objectives are aligned with the goals and strategic directions of the association.
 - The proposed PC represents a district and unique topic/area of interest that is unable to find a place in an already established PC or other CASBO Committee.
 - It represents an established and reasonably extensive area of professional interest within Education as whole
 - It is financially sustainable.

Budget

Each council budget will be set by the CASBO Board of Directors and all council expenditures and activities will conform to CASBO policies and practices.

Council Expenditures

Each state council chair is responsible for approving the bills of the council members and forwarding them to the CASBO office for payment. All members of a state council must have paid current CASBO membership dues, as reimbursements will be withheld for non-members.

Approved expenditures are limited to: travel to Professional Council meetings, education materials, and council logo wear unless specifically authorized by CASBO's Executive Board.

Governance Meeting Expense Reimbursement

With the exception of associate members, CASBO members are eligible for approved expense reimbursement when attending CASBO governance meetings at the state and section levels (Board of Directors, Executive Committee, standing committees, operational committees, professional councils, task forces, etc.), except when the meeting is scheduled during the state Annual Conference.

Active, Honorary Life and Retired Members

Active, honorary life, and retired members, as defined in the organizational bylaws, will receive approved expense reimbursement for attending state governance meetings, when requested and authorized to attend.

Associate Members

Associate members provide for their own transportation, accommodations, meals and other expenses as necessary to participate in association activities.

Processing Expense Claims

Claims must be approved and signed by an authorized governance group chair or officer (see approval of claims below) and must include itemized receipts for all expenses other than private auto mileage and portage tips. Expenses claimed without authorized approval or a receipt may be denied. The following expenses are reimbursable, when necessary:

1. **Lodging**, when necessary. The cost of overnight hotel accommodations (including room and tax only) is reimbursable only if the governance meeting is more than one day or if the meeting location reasonably necessitates an individual's overnight stay. Requests by individuals for overnight stays in conjunction with established meetings must be approved in advance by the Executive Director.



2. **Transportation**, when necessary. Ground transportation (private vehicle, taxi/shuttle and tips, car rental, etc.) and/or air transportation will be reimbursed at **the lesser amount of either**:
 - a. the cost of private auto travel at the current standard IRS mileage rate or
 - b. the current cost of round-trip, coach airfare via commercial airlines plus ground transportation to and from airport.
 - c. When flying Southwest, *Anytime* or *Wanna Get Away* fares are acceptable. Business select fares are not reimbursed.
3. **Meals** at actual and necessary costs not to exceed the current standard IRS meal allowance guidelines.
4. **Miscellaneous**: Parking, portorage tipping, bridge tolls, telephone, printing and other similar reasonable expenses are reimbursable at actual cost.
5. **Receipts**: Expense claims submitted for reimbursement must include itemized receipts for meals and other activities. Summary receipts will not be reimbursed.

NOTE: Alcoholic beverages, including bar tabs, hotel room mini-bars, airline drinks or other alcoholic beverages are not reimbursable expenses.

Timeliness of Claims

Expense claims must be **completed, approved and submitted to the state office within 60 days** from the time of the expense to be reimbursed.

Acceptable and Reimbursable Expenses

The following expenses are reimbursable by CASBO when CASBO members are traveling on approved CASBO business:

- Meals at actual and necessary costs not to exceed the current standard IRS meal allowance guidelines.
- Business meals in surroundings conducive to business discussions and related directly to CASBO activities and business.
- Commercial air travel with every effort being made to take advantage of discounts and special offers.
- Ground transportation should be as economical as possible, with consideration being given to utilizing airport and hotel shuttles before using taxis or renting cars.
- Mileage, parking and tolls when appropriate. Mileage will be reimbursed at the current IRS mileage rate. When driving long distances, it becomes more economical for the association to reimburse for car rental and actual fuel expenses rather than to reimburse for mileage when using a personal vehicle.
- A maximum of three calls per day to home or office in non-emergency situations and in-room Internet charges. Total reimbursement not to exceed \$20 per day.
- Gratuities of \$3 per bag and 15 percent for taxis.



Non-reimbursable expenses

The following expenses will not be reimbursed by CASBO:

- Recreational expenses (movies, sporting events) or day-use health club fees.
- Alcoholic beverages, including bar tabs, hotel room mini-bars, airline drinks or other alcoholic beverages.
- Other personal expenses not related to CASBO business.
- Expenses not appearing on itemized receipts.

Approval of Claims

- Claims from governance group members must be approved by the group's chair.
- Claims from governance group chairs must be approved by the Executive Director.
- Claims from board members must be approved by the Executive Director.
- Claims from CASBO staff must be approved by their supervisor.

Alcohol at Events

No alcohol will be paid for by CASBO at any meal function (state, section, committee or professional council) or other event except those that are sponsored.

Special Appointments

Generally, CASBO will not reimburse for travel expenses for CASBO members who are representing the association at non-CASBO events or meetings unless the event, committee or task force is of special interest or importance to the mission of the association. When expenses are to be covered, those expenses shall be included in the CASBO budget under the appropriate item.

[Travel Expense Claim Form](#)



Creating Dynamic and Effective Programs

Sections offer programs in a variety of formats. They can be intense half or whole day workshops on specific topics, lunch and learn programs, Job-alikes, professional development days with a variety of workshops and general sessions. The opportunities and options are endless! Section sponsored professional development activities are essential to our members.

While the use of outside experts is welcomed, one of the foundations of CASBO has been and will continue to be utilizing the expertise of our member leaders directly. Being a presenter is a great way to gain experience in public speaking and to gain visibility as a subject matter expert or industry leader. We encourage sections to use local resources whenever possible!

These pages are designed to provide you with new ideas and resources.

Please remember that in order for professional development to be effective, we must:

- Continually improve our programs and presentations.
- Provide assistance to our members and by providing exceptional educational opportunities.
- Explore new methods of delivery and utilize a variety of delivery options.
- Experiment and try new ideas!

Please note that to ensure that you will have a good audience for your programs, you need to begin to advertise and promote the event at least six weeks in advance! The sooner you start advertising, the better! An annual calendar will assist in creating a quality program with maximum participation.

Some ideas to help you:

- Involve your entire board and professional council chairs in the development of your programs.
- Evaluate previous programs, speakers, and venues. Learn what your section members like and don't like in programs!
- Use the CASBO website, newsletter and email blasts to promote the event.
- CASBO can do online registration for you.
- Send flyers to school districts, members, PC's, and past attendees. Use members to distribute the flyers or access COE services to help.
- Utilize social media: Twitter, Facebook, Instagram
- Update your section or webpage to increase traffic!
- Invite surrounding sections to participate with you.
- Give incentives for registering early. Discounts and giveaways for a certain number of people are effective.
- Provide incentives to include more people to register as a group. Giving group discount rates allows for attendees to commit to attendance.
- Give away door prizes.
- Send a letter of invite or articles or other information from the speaker. Receiving official correspondences from the speaker lets attendees know who will be there.

Some Guidelines to follow:

- Price carefully! Remember that individual members and organizational member districts/LEA's get a discount.



- Coordinate schedules! Make sure that you are not competing with other professional development programs.
- Select locations that are easy to find and have sufficient free parking.
- Carefully craft your programs. Watch your titles! Too cute can be a turn off. Are your programs designed for specific disciplines? Do you need to
- Market the program and the speaker.
 - Features and benefits – think about what the unique features are and what benefits the program will provide the attendees.
 - Think of the benefits to the attendee and to their employer
 - Think “Value Added”, if I attend this program, what will be the value added to my career or LEA.

People want to know:

- Who should come?
- Why should they come?
- What will they learn?
- What will they leave with?
- Value to you? Your district?
- Time, Location, Cost
- Contact Information
- Directions and Parking

Find a Need and Fill It

- Listen to your colleagues
- Ask them what they want?
- Ask their supervisors what they need?
- Find best days of the week and best times
- Full day or half day?
- Lunch and learn?
- Webinars?

Get Creative!

Think out of the box! There are other ways to transfer information. Here are some ideas:

- Centers
- TED Talks
- Panels of experts
- Point and counterpoint speakers
- Multiple speakers/options

Types of Sessions

SNAP Sessions	30 minutes
IGNITE Sessions	15 minutes each
Deep Dive Sessions	2+ hours
Intensives	3-6 hours
Clinics	6-12 hours
Game Changers	1-2 hours
Workshops	45-60 minutes

Job-Alike Programs

Job-alikes are a great way to introduce new people to CASBO and to bring members together. To be effective, the program must have structure. Here are some hints for a successful event:

- *Select leaders who are organized and prepared well in advance*
- *Have topics for discussion prepared ahead of time. Start the program off with a guided discussion of a topic pertinent in the discipline.*



- *Have handouts or materials that can be shared available.*
- *Facilitate the program. Leaders need to make sure that all participants can speak and have a chance to participate.*
- *Encourage questions and ask questions! Seek out other opinions and points of view.*
- *Make sure that the discussions stay at a professional level.*
- *Allow the group to introduce themselves at the start of the program. Some samples of questions to ask:*
 - *Name*
 - *Title/Position*
 - *District*
 - *How long in their current role?*
 - *Major responsibilities?*
 - *Greatest challenge?*
 - *In order to be more effective in my job, I need:*
 - *What one piece of advice would you offer to people new to our profession?*
 - *What do you hope to learn today?*

Things to Avoid – Traps and Tunnels

- Too cute
- Not enough information
- Repeated programs
- Use of copyright materials
- Poor power points
- Sales pitches
- Poorly prepared speakers
- Outdated topics
- Using the same speakers over and over

Never Forget to Evaluate

- Program
- Speaker
- Location
- Time
- Determine if you will use a Survey Monkey Electronic Evaluation system or a paper evaluation.

Share results with your presenters! If the score is less than 70%, improvements must be made!



Where to get your speakers

Suggestions:

- CASBO Staff
- CASBO Officers
- [AMC Speakers Bureau](#)
- Associate Members
- Annual Conference Presenters
- COE
- CDE
- City or County Agencies
- Emergency Services
- Hospitals
- Universities
- Community Colleges
- Toastmasters
- TV or Radio Station
- Newspaper Columnists or Editors
- Elected Officials
- Key Officials: Police Chiefs, fire Marshals, Postmasters
- Professional Associations
- Students
- PTA's
- Constituent Leaders
- Local business or Chamber Members

Planning your Programs – What to talk about

- Trends
- Issues
- News
- Hard Skills
- Soft Skills
- Popular
- Need to know vs. Nice to know

Think about your Audience

- Who would benefit from this event?
- Does anyone else offer this?
- Does it meet CASBO Standards?
- Why will they come?
- Convenient Location?
- Online options
- Hours

CASBO Speaker and Presenter Criteria

As a professional association, CASBO utilizes a variety of speakers and presenters for conferences, workshops and professional development activities. In order to maintain our high standards of excellence and quality of our programs, the criteria are expected to be used when selecting speakers and presenters.

Overriding Principles in Selecting a Speaker or Presenter:

1. The speaker or presenter must provide the best educational opportunity to audience.
2. The opportunity to address CASBO audiences is a privilege.
3. Presentations shall not be a vehicle for directly advertising products or services.



Speakers

A speaker is a person or persons who deliver a message to an audience at a conference.

- Speakers include:
 1. Subject matter experts;
 2. Celebrities;
 3. Professional speakers,
 4. Dignitaries.

- Selection based on:
 1. Subject relevance;
 2. Interest to our members;
 3. Political acumen,
 4. Ability to engage audience.

- All speakers should meet the majority of criteria in the attachment.

- Paid speakers and invited keynote speakers:
 1. Annual Conference, CBO Symposium, CBO Boot Camp, Regional Workshops will be vetted by the Professional Staff with input from CASBO Leadership.
 2. Section Events and Workshops will be vetted by the Section Board.

Workshop Presenters

A Presenter is a person or persons who deliver instruction in a workshop or conference setting.

CASBO has had a tradition for over 85 years of using its own members to conduct research, study issues, and report findings to members for their professional development through presentations and workshop at all of the professional development venues.

Priority of Presenter Selection (in order of preference)

1. Qualified Members
2. Qualified associate member
3. State Department and FCMAT Officials
4. Other outside/Non-member Presenters
 - a. Should be considered only after first considering those above.
 - b. Considered when a special kind of expertise, experience, presentation or deliver is not found among out cadre of regular and associate members.

Identifying Qualified Speakers

1. The individuals selecting a speaker or presenter should make appropriate reference checks of those speakers and presenters they are not directly familiar with.
2. The CASBO group sponsoring the presentation will self-monitor the quality of the speaker and provide appropriate feedback both positive and negative to the speaker or presenter.
3. CASBO State Office Professional Staff



Program Ideas

- Image
- Leadership
- Interpersonal Communication
- Certifications
- Health
 - Life Balance
 - General Wellness
- Communications and Marketing
 - Social Media
 - Public Relations
 - Public Speaking
 - Writing
 - New and Updated Office Programs
- Management & Supervision
 - Evaluation
 - Morale
 - Teambuilding
 - Employee Training
 - Employee Orientations
 - Employee Retaining
 - Employee Dismissal
- Technology
 - Apps
 - Cyber Security
 - Tablets
 - Trends
- Customer Service
 - Phone skills
 - Serving our diverse publics
- Education IQ
 - Understanding:
 - Special Education
 - Common Core
 - Collective Bargaining
- Diversity Topics
- Generational Differences
- Conflict Resolution
- Emergency Planning
- Succession Planning
- Organizational Development
- Humor in the Workplace
- Time Management
- Paper Management



Recruiting and Retaining Involvement through Micro volunteering

Membership

- We want members who want to belong
- The new membership structure brings in more opportunities
- Why people join
 - Career advancement
 - Information that they need
 - Value to professional life
 - Personal connections
 - Professional certifications
 - Networking
 - Friendship

What CASBO has

- Promotes leadership at all levels
- Bring all disciplines together
- You need to work with other disciplines to succeed
- Skill development
- Certifications
- Advocacy
- You do not have to be in management to belong
- No other place you can go to network with all disciplines
- It is business rules at CASBO, not instruction

How to attract new volunteers and members

- Create a master list of volunteer opportunities in your section or council
- Recruit with transparency – offer the opportunity to all members and specify needed expertise
- Keep records of work! Know who did what for recognition and future projects
- When spots are filled, share other opportunities
- Clearly identify skills needed and match skills to opportunities

Determine jobs... manage expectations

- Role Name
- Time Commitment
- Any pre-requisites
- Contact or staff people
- Meeting requirements
 - Number of meetings
 - Length of time
 - In person vs. virtual meetings

Ideas for Volunteers:

- Usher or serve as a greeter
- Collect Tickets
- Registrar
- Write a review of a program, article, or book
- Write an article for newsletter
- Judge for a project
- Focus group member/leader
- Create a program



- Preside at a meeting
- Host a pre-meeting program
- Develop an Annual Conference Workshop
- Nominate for Awards/Roles
- Design a flyer, website ad, or another tech item

Member Recognition

Professional and personal recognition is important for career advancement in all educational disciplines. CASBSO recognizes this and is endeavoring to create new opportunities to meet member needs and expectations.

At the state level, CASBO has a well-defined and member driven program for awards and recognition. Unfortunately, many times, awards remain unused due to a lack of nominations. Please read the Awards page carefully to determine if your Section or Council would like to participate. Please contact [Gail Hillis](mailto:ghillis@casbo.org) at CASBO for more information (ghillis@casbo.org).

Member recognition comes in many forms! It may be as simple as a correctly spelled name on a badge, a welcome by name when attending an event, and a personal greeting. All human beings, CASBODIANS as well, have a need to feel welcomed, wanted and valued. Think about your programs and activities, is there a way to enhance this personal recognition of your members and guests? Personal recognition is also rooted in respect. Respect for expertise, for involvement, for support, for their time and for their participation. Great programs are an excellent way to show members and potential members that they are respected and valued!

Professional recognition may be gained through listings on programs, speaking opportunities, publications, awards or public appreciation for service or effort. Sections and Professional Councils are great vehicles to do this! Here are some ways you can recognize CASBO members:

- Including names of presenters, committee members and volunteers in programs and materials distributed at events.
- Creating a PowerPoint loop to be played before, during and after programs with names and pictures is possible.
- Making sure your web page is updated with correct names, titles, and pictures.
- Presenting awards and recognition tokens. A certificate, plaque or token of appreciation is a lovely gesture and could be displayed in their office.
- Writing letters of appreciation to their superintendent, board and direct supervisor thanking them for supporting the individual and complimenting them on their achievement.
- Introductions at events. Publicly thanking and introducing people so that others know who they are and what they contributed.
- Notes or emails of thanks and support.
- Articles on the website or in CASBO publications.



- Encourage new members to participate by allowing them to introduce speakers, host an event or participate. Share the spotlight and build leadership potential.
- Recognize and thank people continually. People need positive reinforcement!

Annual Awards

Smart Business Award

CASBO presents this award to an individual or organizational member for innovative, creative and meaningful contribution to the improvement of the profession and the efficiency of school districts. Award criteria include:

- Outstanding practices and ideas that result in significant contributions to school entities or the profession of school business management
- Program or innovation developed and successfully implemented by California school business professional(s)
- Program or innovation with statewide effect, or potential effect, on the business practices of other school districts around the state

Commitment to Education Award

CASBO presents this award to a member in recognition of a lifetime of professional achievement in school business management that has improved public education and the lives of schoolchildren throughout California. Award criteria include:

- Nomination by someone other than the nominee
- Service that has had a statewide effect with a quality and scope of work that transcends local and regional boundaries, benefiting the entire CASBO membership
- Statewide reputation for service to school business management

Pinnacle Award

CASBO presents this award to a member who, through personal sacrifice for the benefit of the entire CASBO membership, has served in a leadership capacity and earned a statewide reputation for that service. As part of this recognition, the recipient is awarded with honorary lifetime membership benefits. Award criteria include:

- Nomination by someone other than the nominee
- Longtime service in a leadership capacity that has had a statewide effect with a quality and scope of work that transcends local and regional boundaries, benefiting the entire CASBO membership
- Statewide reputation for service within the association that serves as a model for other CASBO members
- Personal sacrifice of countless hours and personal resources to the association for the benefit of all CASBO members



Associate Member of the Year Award

In recognition of longtime service to CASBO and California schools, CASBO presents this award to a deserving associate member who has dedicated numerous hours of time and selfless energy on behalf of CASBO and its members. Award criteria include:

- One nomination, by someone other than the nominee, from each of the seven regional sections
- Service that has had a statewide effect with a quality and scope of work that transcends local and regional boundaries, benefiting the entire CASBO membership
- Statewide reputation for service within the association that serves as a model for other CASBO associate members
- Personal sacrifice of countless hours and personal resources to the association for the benefit of all CASBO members

Section Member of the Year Awards

CASBO presents these awards to one active individual member from each of its seven sections who are dedicated CASBO leaders that have made a significant contribution to school business management at the section level. These people have been selected by their section board peers to receive this special recognition. Award criteria include:

- Nomination by the appropriate section president who is someone other than the nominee
- Section-wide reputation for service within the association that serves as a model for other CASBO members
- Personal sacrifice of countless hours and personal resources to the association for the benefit of all section members

[FORMS FOR EACH NOMINATION ARE AVAILABLE ON THE CASBO WEBSITE](#)

Meetings and Schedules

Meetings must be approved by the board in the beginning of the fiscal year. This occurs between April/June of every year. Professional Councils will at times be given a set time during an event to conduct meetings.

Meetings of state governance groups are encouraged to take place at the CASBO office in Sacramento. The office is centrally located and accessible for most members with minimal travel costs. The conference room at the office has been designed with a capacity to host the majority of the association's governance groups.

When meetings, including section governance meetings, are scheduled in locations other than the CASBO office, the following apply:

1. Meeting locations must be chosen that are convenient for the majority of members attending.
2. The choice of locations and activities must reflect positively on the association.
3. No governance group meetings may take place out-of-state.

Single-Day Meetings

1. In order to minimize the impact of travel on committee members, decrease the need for overnight travel, and to contribute to the effective management of association resources, current CASBO policy requires all governance group meetings to be single-day, in-and-out meetings.



2. Requests by individuals for overnight stays in conjunction with established meetings must be approved in advance by the Executive Director.

Alternatives for Meeting Attendance

Current CASBO policy requires that half of all state committee and professional council meetings take place via conference calls or virtual meeting using CASBO's virtual meeting providers. Section committees and professional councils are also expected to utilize conference calls and virtual meetings to reduce meeting expenses and to simplify member participation.

Face-to-Face Meetings

Meeting at the CASBO office is always encouraged! Call the CASBO office at (916) 447-3783 to schedule the CASBO Conference Room.

Conference Calls/E-Meetings/Go-to-Meetings

Contact Michelle Neto (mneto@casbo.org) to make arrangements.



Agenda Template



(Name of Committee)

Date of Meeting: (Current Date)
Location: (Select Location)
Time: (Select Time)

Chair: John Doe
Members: (Committee Members names)

CASBO STAFF: (CASBO Staff)

Invited Guests: Optional

A G E N D A

ITEM 1 APPROVAL OF AGENDA (amount of time) minutes

ITEM 2 REVIEW OF MINUTES FROM (insert previous meeting date) MEETING
Presented by: (Presenter's Name) ____ minutes
Action Item: Y N

ITEM 3 Presented by: (Presenter's Name) ____ minutes
Action Item: Y N

ITEM 4 Presented by: (Presenter's Name) ____ minutes
Action Item: Y N

ITEM 5 Presented by: (Presenter's Name) ____ minutes
Action Item: Y N

Adjourn

Future Meetings/DATE/LOCATION:

Date of next meeting
Address of next meeting

Attach Committee Roster with all contact information

Attach MIINUTES from previous meeting

MINUTES



Minutes Template



(Name of Committee)

Date of Meeting: (Insert Date)
Location: (Select Location)
Time: (Select Time)

Chair: (John Doe)
Members: (Member Names)
CASBO STAFF: (CASBO Staff)
Invited Guests: Optional

ABSENT: (Committee Members Absent)

MINUTES

ITEM 1 REVIEW OF MINUTES FROM (Insert previous meeting date) MEETING
Presented by: (Insert presenter's name)
Action Item: Y N
Note any changes to the minutes here.
AYE ____ NAY _____ ABSTAIN _____

ITEM 2 (Insert Item 2 Topic)
Presented by: (Insert Presenter's Name)
Action Item: Y N

ITEM 3 (Insert Item 3 Topic)
Presented by: (Insert Presenter's Name)
Action Item: Y N

ITEM 4 (Insert Item 4 Topic)
Presented by: (Insert Presenter's Name)
Action Item: Y N

Time of Adjourn: _____

TO DO:

- Person responsible/specific action to be taken/timeline
- Person responsible/specific action to be taken/timeline
- Person responsible/specific action to be taken/timeline

Future Meetings/DATE/LOCATION:

(Insert date of next meeting)
(Insert location of next meeting)

Attach Committee Roster with all contact information



***Sample * Sample * Sample * Sample * Sample * Sample * Sample ***

October 10, 2012

Hello CASBO Southern Section Retirees!

As you may (or may not) know, the CASBO State Retiree Standing Committee has transitioned into the State Retiree Professional Council, with the same privileges and expectations as all the other State Professional Councils. Under the leadership of current chair Susi McLane, the Retiree Council members are reaching out to retirees in each section to encourage and invite you to participate in upcoming events and provide you with opportunities to share your expertise and experience with others in the profession and to catch up with your fellow retirees.

Invitation to Attend Events

As the Southern Section representative to the Retiree Professional Council, I'd like to invite you to attend the following events (see attachments to this email for details):

*** Eastern Section/Southern Section Annual Vendor Show and Workshops (October 25, 2011, at the Pomona Fairplex/Sheraton Fairplex)**

The annual vendor show will be held from 8:30 a.m. to 11:15 a.m., followed by four workshops held from 11:30 a.m. to 12:30 p.m. Registration for the vendor show and workshops is only \$5. Parking is free, and a complimentary continental breakfast will be served. Retirees are welcome to attend a workshop of their choice or, if there is enough interest, we could have our own separate meeting to discuss the role of retirees in the current school business/CASBO environment.

*** Southern Section Job-Alike Workshops (January 27, 2012, in El Segundo, near LAX)**

This popular annual event includes break-out, job alike sessions on Accounting/Attendance Accounting, CBOs, Child Nutrition, M&O/Facilities, Payroll/Human Services and Purchasing/Accounts Payable. Retirees are welcome to attend a job alike group of their choice, or, if there is enough interest, we could have our own separate meeting.

Early bird registration for CASBO members is \$30 plus \$3 for parking. There is a possibility that I might be able to partially subsidize the cost of retiree attendance.

Minutes of State Retiree Professional Council Meeting

The State Retiree Professional Council holds two official meetings each year; one at the annual conference and one in September. Attached to this email are the minutes of the April 9, 2011, meeting.

Feedback Requested

Since this is my first attempt at outreach to Southern Section retirees, I would appreciate your feedback on the following questions:

- 1) Do you want to receive further communications of this sort?
- 2) Do you have any interest in attending either of the events described in this email? If yes, which one(s)?



3) Are you interested in attending meetings of the local Southern Section Professional Councils (formerly known as Section R&D committees) (e.g., Finance, Payroll, Accounting, Child Nutrition)?

4) Are you interested in getting together informally with other CASBO retirees for lunch?

5) Would you be interested in applying for the position of Southern Section representative on the State Retiree Professional Council when that position becomes vacant in 2012?

6) As a retiree, how would you like to participate in CASBO?

7) Any other thoughts or comments?

Thank you in advance for your input. As a fellow retiree, I would like to create an environment where you, as a Southern Section retiree, feel that you have a voice and an opportunity to be as involved as you would like to be in the association.

(insert name, contact information, and attachments)



***Sample * Sample * Sample * Sample * Sample * Sample * Sample ***

January 7, 2012

Hello CASBO Southern Section Retirees!

This is an update to the email I sent you in October 2011. All of the representatives on the CASBO State Retiree Professional Council are reaching out to retirees in each section to encourage and invite you to participate in upcoming events and provide you with opportunities to share your expertise and experience with others in the profession and to catch up with your fellow retirees.

Invitation to Attend Southern Section Job-Alike Workshop (January 27, 2012, in El Segundo, near LAX)

As I mentioned in my prior email, CASBO Southern Section is holding their annual Job-Alike Workshop on January 27, 2012 (see attached flyer). This popular yearly event will include seven break-out, job-alike sessions on issues relevant to Accounting, Attendance Accounting, Chief Business Officials, Child Nutrition, M&O/Facilities, Payroll/Human Resources and Purchasing/Accounts Payable. Retirees are welcome to attend a job alike session of their choice.

In addition, if there is enough interest, I'd like to hold a separate break-out session for retirees to discuss issues of interest to you and the types of workshops, sessions, etc. you'd like to see offered for retirees, either at the annual conference or at Southern Section events. While Job-Alike registration for CASBO members is \$30/\$35 and \$38 for non-members, **CASBO Southern Section will pay for your registration if you notify me of your intent to attend by Wednesday, January 18th** Parking (\$3) is on your own.

Minutes of State Retiree Professional Council Meeting

The State Retiree Professional Council holds two official meetings each year; one at the annual conference and one in September. Attached to this email are the minutes of the September 15, 2011, meeting. Attached to your prior email were the minutes of the meeting held at the April 2011 conference.

Feedback Requested

The feedback I received from my October email indicated that most of you wanted to receive additional updates. Some wanted to get together for lunch and others said they might want to participate more actively in the future. For those of you who did not respond in October, I'm including below the questions I asked in my first email:

- 1) Do you want to receive further communications of this sort?
- 2) Do you have any interest in attending either of the events described in this email? If yes, which one(s)?
- 3) Are you interested in attending meetings of the local Southern Section Professional Councils (formerly known as Section R&D committees) (e.g., Finance, Payroll, Accounting, Child Nutrition)?
- 4) Are you interested in getting together informally with other CASBO retirees for lunch?



5) Would you be interested in applying for the position of Southern Section representative on the State Retiree Professional Council when that position becomes vacant in 2012?

6) As a retiree, how would you like to participate in CASBO?

7) Any other thoughts or comments?

Thank you for your input. As a fellow retiree, my goal is to create an environment where you, as a Southern Section retiree, feel that you have a voice and an opportunity to be as involved as you would like to be in the association.

(insert name, contact information, and attachments)



***Sample * Sample * Sample * Sample * Sample * Sample * Sample ***

March 22, 2012

Hello Southern Section Retirees!

Conference Update

The 2012 CASBO Conference is just around the corner and it's being held in sunny San Diego (a relatively easy drive for Southern Section members) from April 10-13. Registration for retirees is \$85. Workshops that are geared specifically for retirees will be held on April 11-13 and include:

- *Your Retirement Plan at Work*
- *Estate Planning - Wills and Trusts*
- *Retirement - Expectations versus Reality*
- *Health Care Reform and Medicare*
- *Retirement is Just the Beginning*
- *How to Hire a Retiree*
- *Working in Retirement*

More details about these workshops can be found on page 21 of the Conference

Brochure: http://www.casbo.org/associations/7093/files/CASBO2012_regbroch_proof8.pdf

All Retirees Invited to Attend the Retiree Professional Council Meeting at the Conference

The State Retiree Professional Council will be holding its annual meeting for retirees during the conference to review 2011-12 accomplishments and to plan for 2012-13. **All retirees attending the conference are invited and encouraged to attend.** The meeting will be held:

Date: Thursday, April 12

Time: 1:30 to 3:45 p.m.

Location: At the conference - room to be announced

Retiree Meeting Held at January Job-Alike Event

On January 27, 2012, CASBO Southern Section held its annual Job Alike event, attended by over 200 persons. In addition to the other break-out sessions that focused on specific school business disciplines, I hosted a Retiree break out-session, which was attended by four retirees. While our group was small, we had a great discussion, which included suggestions for future conference topics on issues faced by retirees. Some of the suggestions made and issues raised included:

- Conference sessions for retirees should be consolidated on the days that most retirees attend.
- Conference workshops should be held on topics such as *How do I Become a Consultant* (how to price your services, whose contract do you use, panel discussion); *How to Market Yourself as a Consultant* and *Staying Current with Technology*.
- How often do districts use the Retiree Interim Service Search section on the CASBO Website to hire retirees as consultants? How can CASBO help market retirees to districts? Can County Offices help with this?
- Can School Services of California offer a special subscription rate for retirees who work part-time at districts?

I hope to see some of you at the Conference and at the April 12th State Retiree Professional Council meeting! Let me know if you have any questions or suggestions.

(insert name, contact information, and attachments)



Board Report Template



To: (Name), President

From: (Director Name), _____ Section State Director

Regarding: Board Report

Date: (Date of Board Meeting)



***Sample * Sample * Sample * Sample * Sample * Sample * Sample ***



Smart business. Smart schools.™

To: Christina Aguilar, President
From: Paul Ziegler, Shasta Cascade Section State Director
Regarding: Board Report
Date: June 9, 2018

Shasta Cascade’s year is in full swing under the leadership of President Jenny Bickley, with some new faces in some of the Officer and Director positions. There are also some key positions that have yet to be filled, including those of the President Elect and Director I. There has been progress filling the outstanding Professional Council slots, with just four slots remaining open at this time.

The section is busy planning its professional development and training schedule for the year. Confirmed workshops include “Budget Basics and Beyond” which will be held in Eureka on September 25th, and “Accounts Payable – How to Pay the Bills” in Redding on October 30th. Other workshops are in the queue but do not yet have scheduled dates.

The Fall Conference will be held on October 18th at the Gaia Hotel and Spa in Anderson. Section leadership is working on speakers, topics, and format for the event, with featured speakers Bill McGuire and Nina Boyd already in place.

The Holiday Workshop is scheduled for November 30th in Redding, while Professional Collaboration Workshops are tentatively booked for March 20, 2019, in Eureka, and March 22, 2019, in Redding.

Increasing membership remains one of the section’s goals going into the new year. Now that the initial rush of new CASBO members has settled a bit, we are expecting to work with updated lists and reach out to districts that have not yet joined the association. This is seen as a way of invigorating existing members and increasing participation at the section level, as well.

Lastly, the section is hoping to be well represented at the Leadership Forum in July. Recent discussion has the section officers and directors determining who will be able to attend the upcoming event.



***Sample * Sample * Sample * Sample * Sample * Sample * Sample ***



Smart business. Smart schools.™

To: Christina Aguilar, President
From: Kristi Blandford, Sacramento Section State Director
Regarding: Board Report
Date: June 9, 2018

The year has been flying by. The Sacramento Section has had a busy and productive year. We are very happy with our Lunch/Brunch and learns as well as our Spring Conference. The topics have been well received and attendance for the most part has been great. We are looking forward to building another full calendar next year.

Kelly Burks is our outgoing President and she has done a great job and continuing to move the section down this path. Jay Van Duzer is our incoming President and we are sure he will do a great job as well.

Our last Lunch and Learn was on “CSAM/SACS Codes” and the turnout was great as well as the information given. Both attendees and the presenter felt like it was a good format. Our end of the year meeting has been moved to June 8, so I will be unable to attend. The Board will recap this year and send us off till August.

I want to thank all of the CASBO Board members and staff for a great year on this board and the continued support and network. I look forward to another year.



***Sample * Sample * Sample * Sample * Sample * Sample * Sample ***



Smart business. Smart schools.™

To: Christina Aguilar, President
From: Lydia Cano, Southern Section State Director
Regarding: Board Report
Date: June 9, 2018

I'm excited to share that the Southern Section held its First Year-End Celebration and 2018/19 Planning event on May 11, 2018 at the Santa Anita Racetrack. Our out-going President, Thomas Tan, worked hard this year to grow the Southern Section and help motivate members to think outside the box. The event at the Santa Anita Racetrack was to thank the Southern Section Board members for their hard work all year and then help our new President, Keith Crafton, get a jump start on planning the calendar for 2018/19. We were also joined by Molly McGee-Hewitt and Christina Aguilar, who shared about what was going on in CASBO at the State level and the upcoming Annual Conference in April 2019.

The morning meeting time was scheduled from 8:00 a.m. to noon. During this time we discussed that past year's events and what worked and what didn't work as well. We reviewed our section roster and discussed the vacancies and how each of us could reach out to others in the Southern Section and invite them to a meeting. We reviewed the draft of the Southern Section Manual of Procedures (MOP). This year it is our goal to revise the Southern Section MOP to make sure it is in line with the CASBO State MOP. With a revised MOP, it is our hope that we will be better able to recruit new members because we will be able to provide them with the MOP that will have a clear description of all the Job Duties of the Southern Section Board members. We also reviewed our 2017/18 Budget and developed the 2018/19 Budget, and finally, we built our calendar and selected our meeting locations.

The meeting took a little longer than we anticipated but ended in time for the 1st Race Post Time at 12:30 pm. At this time we moved from our meeting room to our suite for lunch and some fun at the races. We even had a race named in honor of the CASBO Southern Section. It was a great way to relax and spend time with the Board Members in the Southern Section. We are looking forward to a great year in 2018/19 as we hold our events and help support Christina in planning the 2019 CASBO Annual Conference.



***Sample * Sample * Sample * Sample * Sample * Sample * Sample ***
Board Meeting Recap – Sent on Your Behalf



June 20, 2018

Dear Colleagues,

On June 8 and 9, 2018, the CASBO Board of Directors held its annual one-day leadership event followed by its June board meeting. The meeting was held in Monterey, and I was pleased to participate and represent our section.

If you are new to CASBO, the members of our Board of Directors and Education Advocacy Foundation (EAF) meet four times a year: in June, October or November, January, and April. Board officers serve as an executive committee and meet monthly on CASBO business. It is my honor to serve as a member of the board and play a role in the wonderful growth and development of our association. I want to keep you informed of the governance of the association by taking a moment to share some information about the recent meeting and encourage your participation in some important CASBO initiatives.

The biggest news for CASBO continues to be our growth. As of this communication, we have over 23,500 members representing more than 600 school districts! This is wonderful news because it means we can serve even more school business operations professionals, providing them with needed professional development and legislative advocacy services. It also means that there are more opportunities for member involvement, especially in state, section and professional council activities.

The CASBO 2018 Annual Conference & California School Business Expo was a success. As you may know, it is our premier professional development event. This year, we welcomed over 1,500 practitioners — 340 of whom were first-time attendees! — and 1,100 guests to Sacramento. We offered these participants more than 160 workshops, two outstanding general sessions, our annual economic summit, a sold-out expo, and a variety of networking and social events. If you could not attend this year, [please consider it for next year](#).

Plans for our 2019 Annual Conference & California School Business Expo at the San Diego Convention Center are underway. The Annual Conference Committee and Annual Conference Volunteer Task Force are meeting soon to plan the event. There will be a limited number of scholarships available, so please watch your email for announcements about them in late 2018; and mark your calendar for April 15-18, 2019. Registration and other program materials will be available later this fall.

We also encourage your participation in a variety of CASBO leadership groups, including our new Charter Schools and Special Education Professional Councils, and our existing Leadership Development, Membership, and Communications & Marketing Committees. Please continue to [read our bi-monthly newsletter](#) for information about these and other ways you can serve; and if you're interested in representing your section, complete and submit the [Form 16 Application for](#)



[Appointment](#). (You may also contact Michelle Neto, our Director of Governance & Leadership, at (916) 504-2254 or mneto@casbo.org for additional information.) Remember, your transportation and expenses are paid, and these opportunities give you contacts, insights and methods to improve your career and professional skills!

The first day of our June meeting was dedicated to building our team and enhancing our leadership of CASBO. Our program was facilitated by CASBO Past President Pearl Iizuka, who serves as a governance trainer for the board. We heard reports from CEO & Executive Director Molly McGee Hewitt, who reviewed our processes and protocols and discussed strategic planning; and from Deputy Executive Director & Chief Strategy Officer Tatia Davenport, who shared insights into the changing face of CASBO and how we can maximize our services to our members. We also had time to get to know each other better and share our stories, challenges and successes.

On the second day, we held our formal board meeting, which included customary updates from our professional staff and member leaders on topics such as the budget, professional development and legislative advocacy activities, and certifications. We heard reports from our officers, section directors, and professional council and committee chairs; approved committee appointments and our 2018-19 budget; formalized our processes and protocols, including those for the formal evaluation of our CEO & Executive Director; and established our board committee structure. We also discussed plans for the upcoming 2018 Executive Leadership Forum and our 2019 Annual Conference.

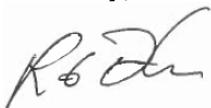
Assistant Executive Director for Governmental Relations Sara Bachez and Legislative Chair La Tanya Kirk-Carter presented a briefing on the budget and current legislation. I am pleased to report that CASBO continues to achieve or exceed our program and financial expectations, and we will end the 2017-18 fiscal year meeting our budget obligations and with a profit.

Our new board meeting process allows us to use our time to direct our attention to discussions with a more strategic focus. These discussions are intense and allow us to spend significant quality time discussing major issues and upcoming projects. Tatia Davenport led our strategic discussion at this meeting, and we explored methods for CASBO to assist its sections and professional councils in better serving our members.

As your section director, my goal is to represent you and keep you informed of the leadership actions and activities of CASBO's Board of Directors and EAF. If you have any questions or information you would like to share before our next board meeting on October 27, 2018, in Sacramento, please contact me.

CASBO staff is also available to answer your questions or provide you with additional information. You may contact Molly McGee Hewitt at (916) 504-2246 or molly@casbo.org at any time.

Thank you for your membership and participation in CASBO!
Sincerely,



Richard G. De Nava
State Director
Eastern Section



CASBO Website

All things CASBO ... at your fingertips!

Find what you need quickly and easily on the CASBO website. We are continually designing and improving it to match the different ways you look for information online.

Use our easy navigation menu bar at the top of our home page, or click on the little magnifying glass in the upper right-hand corner and type your keyword(s) or phrase(s) into our site search tool.

Find Your CASBO Contacts

Find our member-leaders, board of directors, partners and CASBO staff online:

1. Visit www.casbo.org
2. Hover cursor over the “About” menu until the drop-down menu appears
3. Choose the group you’d like to view; for example:
 - [Leadership](#)
 - [Committees & PCs](#)
 - [Partners](#)
 - Etc.

Access CASBO Resources

Find resources such as forms & brochures, our newsletter, bookstore, etc., online:

1. Visit www.casbo.org
2. Hover cursor over the “Resources” menu until the drop-down menu appears
3. Choose the resource you need; for example:
 - [Job Listings/Career HQ](#)
 - [Membership Directory](#)
 - [Publications \(includes Buyers Guide\)](#)
 - Etc.

Peruse Professional Development Offerings

Find state and regional workshops and programs and register for them online:

1. Visit www.casbo.org
2. Hover cursor over the “Learn” menu until the drop-down menu appears
3. Choose the resource you need; for example:
 - [Events](#)
 - [Workshops](#)
 - [Certifications](#)
 - Etc.

See What’s Going on in Your Section

Learn about our seven sections, find your own, and register for or promote upcoming events:

Visit www.casbo.org > [Sections](#):

- See the section map
- Access the [Section Event Registration Setup Request Form](#)*
- Find your own section page by clicking on your section name
- Etc.



**Also available under Resources > Forms and Brochures*

Follow Our Governmental Relations Team

Stay up to date on CASBO's efforts to advocate for sound legislative policy in the areas of school business and finance:

Visit www.casbo.org > [Advocacy](#):

- [Policy Action Center](#)
- [NewsBreak advocacy newsletter](#)
- [Ignite LCFF Budget Toolkit & LCFF Guides](#)

CASBO Communications

Understanding the CASBO Brand

Brand Management is Important

With every brand name comes a brand identity, and a responsibility to manage that brand identity. CASBO is no exception. As directed by the strategic plan, guidelines were developed to ensure a uniform look for all communications media. This quick reference guide provides the basics of our brand identity and establishes graphic standards for all materials that carry the CASBO name, including all printed materials (magazine, newsletter and brochures), website, wearables and other logo items, section and other materials.

People gain a perception about who we are based on what they see and read in our varied informational and promotional communications. So, whether we're CASBO members, association leadership or state office staff, we're all ambassadors of the CASBO brand.

We are in the process of updating our CASBO Style Guide and will have it published on our website very soon. In the meantime, here are a few things to know.

Elements of Consistency

A brand identity is the sum of all the various elements that combine to build an overall brand perception. The CASBO identity relies on the consistent use of a few simple elements:

- Logo usage at the state and section level, including taglines and font colors
- Partner indicia usage, including font colors
- CASBO fonts and colors
- Messaging and “voice” of the association

Importance of Consistency

The strength of the brand relies on consistency. We are a professional association, and as such, we need to communicate our professional image through every exposure and touch point.



History of the CASBO Logo

In doing research for the development of the CASBO logo, information was taken from various brainstorming sessions, member surveys and focus groups. What came out of that research was our members' belief that CASBO is an association of professionals. CASBO is a place of convergence, of coming together, focus, collaboration, a hub, a center, a focal point of information. From those themes, an abstract logo was designed:

- Elements of different sizes and shapes that converge toward a common goal
- Information and resources radiate out
- Each of the wedges represent one of the CASBO sections

CASBO Taglines

A tagline is another element which helps establish a brand's identity. It's a phrase that captures the overall focus of an organization and how it benefits its members and potential members. CASBO has two taglines:

- Smart business. Smart schools.™
- The foremost authority on school business.

CASBO's Logo and Tagline are Federally Trademarked

This prevents the use of the CASBO logo and/or taglines by any other ASBO, association, private company or individual. It also heightens the level of responsibility for all that use it in order to maintain the trademark.

CASBO Logo and Tagline Usage

We use the logo, tagline, colors, fonts and messaging consistently to reinforce the CASBO brand on

- Print and digital collateral materials
- Website
- Wearables (apparel, hats, tote bags, etc.)
- Section and partner materials

CASBO Logo Wearables

CASBO members love logo wear! If you are serving in CASBO state and/or section leadership, and wish to order logo wear for your group, you may request logo files to provide to your graphic designer and/or product fabricator*:

Visit www.casbo.org > Resources > Forms and Brochures > Logo Request Form

*CASBO has an approved, recommended provider that you may use, if you wish. Square One has been the best vendor we've used, but you are by no means under any obligation to use them:

Nancy Warren
Square One Promotional Products
11170 Sun Center Drive, Suite 300
Rancho Cordova, CA 95670
Tel: 916-290-6915
Fax: 916-290-6920
Email: sales@squareonepromo.com
Website: www.squareonepromo.com

To see what is available, visit:

- www.companycasuals.com
- www.4logowearables.com

There is no pricing listed, but Nancy will provide you with a quote when you choose your options and quantities.



Guidelines for Logo Usage

Following are a few guidelines to help maintain consistent usage of the CASBO brand.

- **GUIDELINE #1: Maintain clear space.**
Don't crowd the logo! The logo should be surrounded by clear space. It is imperative for easy readability of the logo and guarantees that the logo will maintain its integrity despite the other elements around it. A good rule of thumb: maintain clear space around the logo equal to the size of the square in the logo.
- **GUIDELINE #2: Keep proportions constant.**
When placing a logo into a document (flyer, ad, brochure, etc.) from a digital source, it is important to use caution so as not to stretch or pull the logo, thereby distorting it from its correct dimensions. The logo is never to be stretched in an effort to "fill" or accommodate an existing space. When placing the logo within a text layout document, like Microsoft Word or PowerPoint, constrain the proportions by holding down the 'shift' key when resizing.
- **GUIDELINE #3: Use the appropriate size of logo.**
 - Not too small: The logo should be legible
 - Not too big: The logo should not be overly dominant and should be in proportion with the other elements. A good rule of thumb: Logo should not be any wider than 3.5" on shirts.
- **GUIDELINE #4: Use CASBO colors.**
Whenever you use the CASBO logo, you must use the approved two-color, black & white, or all-white versions, printed on a solid-color background. No substitutions.
 - Two-color logo:
 - Blue: Pantone 293C
 - Gray: Pantone Cool Gray 9C
 - Black & white logo:
 - Black: Pantone Black
 - Gray: Pantone Cool Gray 9C
 - All-white logo:
 - Reverse out of black or other solid color
- **GUIDELINE #5: Use correct section logo.**
Custom logo variations are available and should be used. CASBO section logos may not be altered or recreated.
- **GUIDELINE #6: Use the CASBO fonts.**
CASBO has two official typefaces: Univers Condensed (sans serif) and Palatino (serif). Univers Condensed is the font used in the logo type and full name, as well as the main display font for our visual communications and collateral materials. Palatino is the primary text font and can be used for display or larger font size usage. Each font family includes a range of weights (light, medium, bold), as well as the standard, regular and italic uses. Design discretion must be used when choosing varieties within each family.

To facilitate the shared use of documents generated by CASBO members and staff and distributed universally in the PC environment, an alternate typeface solution has been



established: For correspondence/business documents, our primary font is Arial, a contemporary sans serif typeface. Use it for text copy, as well as in headlines and subheads. Our secondary font is Calibri, which also is a sans serif typeface. Use it for captions, headlines, subheads and text as dictated by the design of each piece. Because these documents need to maintain a professional style, never use a script or decorative font. Other fonts for publications must be approved by CASBO's communications team.

- GUIDELINE #7: Work with a CASBO staff member when creating specialty items. All specialty items reflect the CASBO brand. Work with our staff members when creating specialty items to ensure that work from all sections properly reflect the brand image.
- GUIDELINE #8: Use consistent messaging. Talking points were created to ensure consistent messaging. Refer to them so that references to CASBO's benefits, philosophy, mission are consistently referred to when talking about the association. Below you will find an example of CASBO talking points in bullet format.
 - In General:
 - CASBO is the premier resource for business practices and policies in the education community.
 - Connect with industry leaders.
 - Discuss problems, share ideas and find solutions.
 - Become the expert at what you do and build your LEA's capacity.
 - Stay informed on the issues of the day.
 - Membership:
 - CASBO thrives on member participation and contribution.
 - Connect with industry colleagues who are the informed and experienced feet on the ground in California public schools.
 - CASBO provides peer guidance and networking opportunities.
 - CASBO members are the voice of the industry.
 - CASBO is *the* place where school business leaders go to grow.
 - No other association can claim the breadth and depth of members in all school business disciplines.
 - Professional Development:
 - CASBO offers a career's worth of growth opportunities.
 - CASBO is your source for professional development in all school business disciplines.
 - Leadership begins here.
 - CASBO provides content that evolves in direct response to member-expressed needs and California's budget and policy changes.
 - CASBO offers in-depth training on today's foremost topics, paired with solutions you can immediately implement in the real world.
 - Be the recognized expert in your discipline.
 - Build expert skills. Boost agency capacity. Benefit from a last investment in your future.
 - Get the skills you need to thrive in your professional life and lead and transform education.
 - Advocacy:
 - CASBO has a responsibility to provide advocacy and support for public school students.
 - CASBO aggressively advocates for sound policy in the areas of school business and finance, which is essential to quality public education.



- CASBO seeks to influence state and federal policymakers on business and finance issues for the benefit of public education.
 - CASBO provides its members with effective advocacy support by educating elected officials and policy makers about issues affecting public education finance, labor law changes, and student success.
- **GUIDELINE #9: Always follow the guidelines!**
Anytime the CASBO logo or name is used, it is a representation of the entire association. If the logo or name is used incorrectly, it can open the association up to potential legal liabilities. Think before using the CASBO logo or name. Also, using copyrighted material from other entities without permission exposes CASBO to potential legal liabilities. When in doubt, ask! Please [contact Joyce Tribbey](#), and she'll be glad to help.

Copyright Adherence

Any publications, reports and articles distributed as representative of CASBO shall be prepared with strictest adherence to all copyright laws, and full acknowledgment and credit shall be given for all resource and reference materials used. Any publications developed by professional councils are the property of CASBO. CASBO's CEO & Executive Director and other appropriate staff are the only individuals who may authorize others to reprint CASBO approved publications or articles.

[Meet Our Staff](#)

CASBO staff has the professional expertise positioned to support our strategic focus and commitment to excellence and professionalism throughout the field of school business management. Click on the Meet Our Staff link for a list of the current staff and their contact information.

