

# CASBO ORGANIZATIONAL SUBSCRIPTION

A HIGH-VALUE INVESTMENT FOR YOUR ENTIRE SCHOOL BUSINESS TEAM

As a **Primary Contact**, you play a critical role in ensuring your organization receives full value from its CASBO Organizational Subscription. CASBO provides high-value access to training, resources, networking, and advocacy across **15 school business disciplines**, helping your team stay informed, compliant, and confident in a rapidly changing environment.



## Education & Professional Development

- Access to CASBO School Business University (SBU) with 100+ on-demand courses
- Members-only pricing on conferences, certificates, certifications, and workshops
- Leadership and professional skill development for emerging and experienced staff



## Professional Networking

- Discipline-based Professional Roundtables for real-world problem solving
- Local CASBO Section events that strengthen regional collaboration
- A community of job-alike professionals that support peer connection and knowledge sharing



## Advocacy & Government Relations

- Timely legislative updates and implementation guidance
- Direct access to CASBO's Governmental Relations team, which actively represents school business interests at the State Capitol



## Tools, Resources & Talent Supports

- Subscriptions to CASBO publications, e-news, and podcasts
- Job postings and talent resources through CASBO Career HQ

## Disciplines Covered

- Accounting
- Administrative Services
- Chief Business Officials
- Child Nutrition
- Facilities
- Financial Services
- Human Resources
- Maintenance & Operations
- Payroll
- Purchasing
- Risk Management
- Special Education
- Superintendents
- Technology
- Transportation

[membership@casbo.org](mailto:membership@casbo.org) | (916) 447-3783

# Activate. Equip. Connect.

FROM SUBSCRIPTION TO MEANINGFUL STAFF IMPACT

## SIMPLE STEPS TO MAXIMIZE YOUR MEMBERSHIP

*Learn how to get started!*



1

### Designate Who Gets Access

Your Organizational Subscription allows you to extend benefits to all appropriate business staff.

- Identify which roles and staff should receive access
- Notify CASBO so accounts can be activated accordingly

2

### Share the Benefits with Your Staff

Once staff are identified:

- Share the Member Welcome Brochure with them
- Encourage staff to activate their profiles at: [casbo.org/activate](https://casbo.org/activate)
- Reinforce that this benefit is included by the organization and supported by leadership

After activation, staff will receive a short email series highlighting job-critical resources, training opportunities, plus ways to engage locally and statewide.

3

### Include CASBO in Your New Hire Onboarding

Organizations increase the value of their subscription by embedding CASBO into the onboarding process.

To help new hires ramp up faster and build professional connections.

- Include this document and the Member Welcome Brochure in onboarding materials
- Have new hires activate their CASBO profile in their first week
- Encourage early use of role-assigned SBU courses

## We're Here to Support You

Our Member Services team is here to help you maximize your organizational subscription.

[membership@casbo.org](mailto:membership@casbo.org) | (916) 447-3783