

# TRAINING & EVENTS CATALOG



ALABAMA  
ASSOCIATION OF  
SCHOOL BOARDS

2023-2024







# Training for Excellent School Board Leaders

Providing school board leaders with quality training is a key tenet of the Alabama Association of School Boards' mission statement. AASB's award-winning "school for school board members" offers coursework throughout the year in face-to-face sessions and 24 hours a day through our School Board U online leadership development portal.

AASB's training year begins July 1 and ends June 30. In addition to our four major conferences and two new board member orientation sessions each year, our staff brings training directly to school boards across the state. All year long, expert trainers hit the road to conduct whole board training workshops or customized sessions. The training can be for an individual school board or for clusters of school boards located in the same region. AASB also offers training during annual meetings in each of its nine districts. The goal is to provide high-level, research-based training in an economical and convenient way.

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# WHOLE BOARD TRAINING

## Interactive Training for Excellent Boards

Quality training is one way the Alabama Association of School Boards accomplishes its mission to develop excellent school board leaders. Our exemplary training team comprises AASB staff members with decades of experience working with and for boards as well as a cadre of former board members and superintendents who were schooled in the real world. Improve your skills via AASB's interactive courses created to meet boards' needs. The state requires 2 hours of whole board training per year for board-superintendent teams, but more importantly, research says school boards are more effective when all members of a school board learn together as a team.

*Choose from a variety of standard workshop topics within 7 key categories, or request a custom workshop to meet your board's needs.*

## ALL-NEW EARLY BIRD PROMOTIONS

**Schedule and complete your 2023-2024 AASB-led Whole Board Training in JULY, AUG. or SEPT. and receive:**

- Eligibility to win one of five priority board registrations for AASB Summer Conference 2024 ;
- Entry of your board secretary into one of three drawings for a \$50 gift card; and
- 10% off the regular Whole Board Training fee

**Schedule and complete your 2023-2024 AASB-led Whole Board Training in OCT., NOV. or DEC. and receive:**

- Eligibility to win one of five priority board registrations for AASB Summer Conference 2024 ; and
- Entry of your board secretary into one of three drawings for a \$50 gift card

To learn more, visit  
[AlabamaSchoolBoards.org/WBT](http://AlabamaSchoolBoards.org/WBT)



### AN EFFECTIVE TEAM

Clarified roles & improved team communication



### AN EFFECTIVE EVALUATION

Defined expectations & meaningful feedback



### A WELL-TOLD STORY

Meaningful relationships with stakeholders



### DATA & GOALS

Measurable progress & performance



### FINANCIAL OVERSIGHT

Enhanced understanding of school finance



### STUDENT ACHIEVEMENT

Sharpened focus on student learning



### BOARD & THE LAW

Familiarity with critical laws & regulations

Prices range from \$599 to \$950 (plus mileage), or join up with other school boards in your area to share the cost.



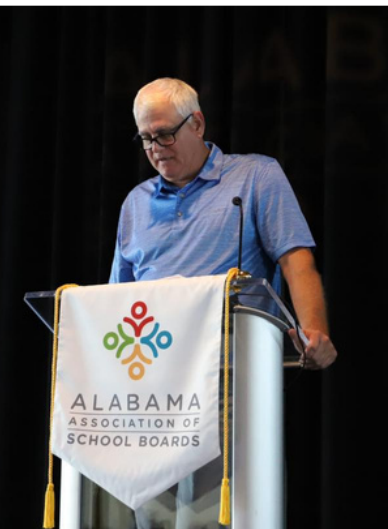


# CALENDAR AT-A-GLANCE

2023

## JULY

- July 14:** Roles & Responsibilities Orientation (Montgomery)
- July 15:** Effective Boards & Relationships Orientation (Montgomery)
- July 20:** Webinar - Understanding Alabama's Performance on NAEP



## OCTOBER

- Oct. 1 & 2:** Fall Academy Core Conference, Leadership for Community Engagement (Montgomery)
- Oct. 2:** Fall Post-Conference Workshop- The New Generation of Drugs Impacting Students (Montgomery)

## AUGUST

- Aug. 24 & 25:** COSSBA Urban Boards Symposium (Chicago, Illinois)
- Aug. 29:** District 4 Meeting (Montgomery)
- Aug. 31:** District 3 Meeting (Ozark)



## NOVEMBER - DECEMBER

- Nov. 2:** Webinar - CTE Credentialing 101
- Nov. 8:** State Board of Education Advocacy Day Panel & Dinner (Montgomery)
- Nov. 9:** State Board of Education Advocacy Day (Montgomery)
- Nov. 30:** Pre-Convention Workshop - Continuous School Improvement (Birmingham)
- Nov. 30 - Dec. 2:** AASB Winter Convention & Delegate Assembly (Birmingham)

## SEPTEMBER

- Sept. 5:** District 8 Meeting (Decatur)
- Sept. 7:** Webinar - "What School Board Members Need to Know about the Literacy Act and How to Communicate with Constituents"
- Sept. 7:** District 2 Meeting (Selma)
- Sept. 11:** District 1 Meeting (Saraland)
- Sept. 12:** District 9 Meeting (Huntsville)
- Sept. 14:** District 5 Meeting (Homewood)
- Sept. 18:** District 6 Meeting (Anniston)
- Sept. 21:** District 7 Meeting (Tuscaloosa)
- Sept. 25-27:** COSSBA Federal Advocacy Institute (Washington, D.C.)





2024

# CALENDAR AT-A-GLANCE



## JANUARY

**Jan. 5:** Roles & Responsibilities Orientation (Montgomery)

**Jan. 6:** Effective Boards & Relationships Orientation (Montgomery)

## FEBRUARY

**Feb. 1:** Webinar - Topic TBA

**Feb. 10:** Board Officers Workshop (Montgomery)

**Feb. 22-25:** COSSBA Annual Conference (Dallas, Texas)

**Feb. 27:** Advocacy Day, Districts 6, 7, 8, 9 & CSFOs (Montgomery)

## MARCH

**March 1:** Pre-Conference Poverty Simulation Workshop (Huntsville)

**March 1:** Pre-Conference "Early Bird" Workshop (Huntsville)

**March 1 & 2:** March Academy Core Conference, Leadership for Policy & Planning (Huntsville)

## APRIL

**April 2:** Advocacy Day, Districts 1, 2, 3, 4, 5 & CSFOs (Montgomery)

**April 17:** Advocacy Day, All AASB Districts (Committee Day)

**April 18:** Webinar - Topic TBA

**April 20:** Leading for Equity Workshop (Montgomery)

## MAY

**May 2:** Webinar - Topic TBA

## JUNE

**June 27:** Pre-Conference Early Bird Workshop, School Safety Summit (Gulf Shores)

**June 27 - 30:** AASB Annual Summer Conference (Gulf Shores)

## IMPORTANT REMINDER

**June 30, 2024**, is the end of the 2023-2024 training year. All board members must have completed a total of six state-mandated annual training hours by this date. Two of these hours must be Whole Board Training hours. See back cover for more information about state training requirements.



# COURSE REGISTRATION FEES, DESCRIPTIONS & CREDIT HOURS \*

## ROLES & RESPONSIBILITIES ORIENTATION

[8 hours]

**July 14, 2023**

Cost: \$99 board members  
\$79 superintendents  
8 a.m. to 5 p.m.  
AASB Office | Montgomery

**January 5, 2024**

Cost: \$99 for board members/  
\$79 for superintendents)  
8 a.m. to 5 p.m.  
AASB Office | Montgomery

*Part 1 of AASB's Orientation, Roles & Responsibilities, covers the nuts and bolts of education law, ethics, finance, effective board meetings, board member expectations and other key topics to help new school board members succeed.*

## EFFECTIVE BOARDS & RELATIONSHIPS ORIENTATION

[6 hours]

**July 15, 2023**

Cost: \$79 board members  
\$59 superintendents  
8 a.m. to 3 p.m.  
AASB Office | Montgomery

**January 6, 2024**

Cost: \$79 board members  
\$59 superintendents  
8 a.m. to 3 p.m.  
AASB Office | Montgomery

*Part 2 of AASB's Orientation, Effective Boards & Relationships, focuses on how school board members establish and maintain relationships with each other as well as with the board attorney, community, policymakers and others to improve student learning.*

## AASB POWER LUNCH WEBINARS

[1 hour]

Cost: \$55 individuals,  
\$210 groups

**July 20, 2023**

*Understanding Alabama's Performance on the NAEP*

**Sept. 7, 2023**

*What School Board Members Need to Know about the Literacy Act and How to Communicate with Constituents*

**Nov. 2, 2023**

*CTE: Credentialing 101*

**Feb. 1, 2024**

*Topic TBA*

**April 18, 2024**

*Topic TBA*

**May 2, 2024**

*Topic TBA*

## COSSBA NATIONAL EVENTS

[www.COSSBA.org](http://www.COSSBA.org)

**Aug. 24 & 25, 2023**

Urban Boards Alliance (UBA) Symposium, Chicago, Illinois

**Sept. 25 - 27, 2023**

Federal Advocacy Conference  
Washington, D.C.

**Feb. 22 - 25, 2023**

COSSBA Annual Conference  
Dallas, Texas

## FALL DISTRICT MEETINGS

**Navigating Student Discipline**

[1.5 hours]

Cost: \$39 (includes dinner)  
All meeting times 6 to 8:30 p.m.

**District 1**

**Monday, Sept. 11, 2023**  
Saraland Early Education Center

**District 2**

**Thursday, Sept. 7, 2023**  
Wallace State Community College (Selma)

**District 3**

**Thursday, Aug. 31, 2023**  
Hoppergrass Restaurant (Ozark)

**District 4**

**Tuesday, Aug. 29, 2023**  
AASB Office (Montgomery)

**District 5**

**Thursday, Sept. 14, 2023**  
Homewood High School (Homewood)

**District 6**

**Monday, Sept. 18, 2023**  
Classic on Noble (Anniston)

**District 7**

**Thursday, Sept. 21, 2023**  
Hotel Capstone (Tuscaloosa)

**District 8**

**Tuesday, Sept. 5, 2023**  
The Magnolia Room (Decatur)

**District 9**

**Tuesday, Sept. 12, 2023**  
The Jackson Center (Huntsville)



## FALL ACADEMY CORE CONFERENCE

### Leadership for Community Engagement

[6 hours]

**Oct. 1 & 2, 2023**

Cost: \$209 early registration;  
\$229 late registration  
Renaissance Montgomery Hotel

*School boards need more than just skills to survive a television interview. Community engagement brings together public relations, media relations and internal and external communication to enhance relationships between schools and those they serve.*

## >> POST-CONFERENCE WORKSHOP

### The New Generation of Drugs Impacting Students

[2 hours]

**Oct. 2, 2023**

Cost: \$109 early registration;  
\$119 late registration  
12:15 to 2:15 p.m.

## STATE BOARD OF ED. ADVOCACY DAY

[2 hours]

**Nov. 8 & 9, 2023**

Cost: FREE  
AASB Office | Montgomery

**Wednesday, Nov. 8, 6 to 8 p.m.**  
Enjoy training and discussion on advocacy strategies for impacting public education policy, followed by dinner.

**Thursday, Nov. 9, 8 a.m.**  
Start the day at AASB's office with a light breakfast and training session, followed by a visit to the Gordon Persons Building for the State BOE meeting and work session.

## AASB CONVENTION & DELEGATE ASSEMBLY

[8 hours]

**Nov. 30 - Dec. 2, 2023**

Cost: \$299 early registration;  
\$319 late registration  
Sheraton Birmingham Hotel

## >> PRE-CONVENTION WORKSHOP

### Continuous School Improvement

[3.5 hours]

**Nov. 30, 2023**

Cost: \$55 early registration;  
\$75 late registration  
Sheraton Birmingham Hotel

## BOARD OFFICERS WORKSHOP

[6 hours]

**Feb. 10, 2024**

Cost: \$75  
AASB Office | Montgomery

## ADVOCACY DAYS

[2 hours]

Cost: FREE  
AASB Office | Montgomery

**Feb. 27, 2024**

Districts 5, 6, 7, 8, 9 & CSFOs\*

**April 2, 2024**

Districts 1, 2, 3, 4 & CSFOs\*

**April 17, 2024**

Legislative Committee Day  
(All AASB Districts)

*\*We've designated special dates for each district; however, board members may sign up to participate on any of the Advocacy Days.*

## SPRING ACADEMY CORE CONFERENCE

### Leadership for Policy & Planning

[6 hours]

**March 1 & 2, 2024**

Cost: \$209 early registration;  
\$229 late registration  
Westin Huntsville Hotel

*This course focuses on the board's role in policy development and strategic planning as well as liability and immunity issues.*

## >> PRE-CONFERENCE POVERTY SIMULATION

[2.5 hours]

**March 1, 2024**

Cost: \$59 | 9 - 11:30 a.m.  
Westin Huntsville Hotel

## >> PRE-CONFERENCE EARLY BIRD WORKSHOP

[2 hours]

**March 1, 2024**

Cost: \$79 | 1 - 3 p.m.  
Westin Huntsville Hotel

## EQUITY WORKSHOP

[8 hours]

**April 20, 2024**

Cost: \$125  
AASB Office | Montgomery

## SUMMER CONFERENCE

[6 hours]

**June 27 - 30, 2024**

Cost: \$349 early registration;  
\$369 late registration  
The Lodge at Gulf State Park

## >> PRE-CONFERENCE SCHOOL SAFETY SUMMIT [6 hours]

**June 27, 2024**

Cost: \$159 early registration;  
\$179 late registration  
The Lodge at Gulf State Park



## Online Courses. Any Time, Any Place, At Your Pace.

AASB's electronic learning platform, School Board U, is a self-paced, online leadership development portal that gives school board members access to board training materials, courses and resources to grow skills and improve school board effectiveness. All core courses within AASB's School Board Member Academy are available in School Board U, as well as a host of electives and archived webinars. Courses range from 30 minutes to 8 hours, and several options are free! Among the available courses:

### CORE COURSES

- Leadership for Academic Achievement
- Leadership for Community Engagement
- Leadership for Creating Positive Climate & Culture
- Leadership for Developing a Highly Effective Staff
- Leadership for Financial Accountability
- Leadership for Policy & Planning

### ORIENTATION COURSES

- Roles & Responsibilities Orientation
- Effective Boards & Relationships Orientation

### ELECTIVE COURSES

- Eight Habits of Highly Effective Boards
- The Board's Role in Budgeting
- The Board's Role in Personnel Hearings
- Students' Rights Workshop
- Technology Trends in Learning
- NSBA's Key Work of School Boards
- Beginner's Guide to Communications Patterns
- Board Evaluation Best Practices
- Religion in Public Schools

### ARCHIVED WEBINARS

- ADA & FMLA Issues (2020)
- Avoiding & Responding to a Data Breach (2019)
- Boosters, Clubs & Other Non-Public Funds (2018)
- Eliminating Poverty as an Education Barrier (2018)
- Building Relationships with Local Leaders (2023)
- Charter Authorizing & Conversion Charters (2023)
- Common Audit Mistakes School Boards Make (2023)
- Creating a Culture of Character (2022)
- Decreasing the Achievement Gap with STEM (2021)
- Drawing the Line: School Boards & Redistricting (2020)
- Effective Board-Superintendent Relations (2019)
- Empowering Students Through Social Emotional Learning (2020)
- Financial Data Trends (2018)
- Handling Parental Challenges to Class Materials (2022)
- Impact of Sleep on Student Health & Learning (2022)
- Impact the Narrative: Community Engagement Bonus Session (2020)
- Improving Literacy: Planning for Success (2022)
- The Key Work of School Boards (2018)
- PARCA Survey Results (2022)
- Politics on Campus: Guidance for School Board Candidates (2020)
- School Finance Bootcamp (2021)
- Storming the Castle: Calming Angry Constituents (2021)
- Students & The First Amendment (2020)
- Student Protests & Teacher Walkouts (2019)
- Student Discipline & Due Process (2022)
- Talking to Your Community About Counseling Standards (2022)
- Tools & Tips for School Systems to Tell Their Story (2019)
- What School Board Members Need to Know About Special Ed (2018)
- What New FLSA Overtime Rules Mean for Your School System (2020)

To learn more, visit

[AlabamaSchoolBoards.org/SchoolBoardU](https://AlabamaSchoolBoards.org/SchoolBoardU)





# WAYS TO EARN YOUR HOURS

Whole Board Training 2 hours  
 2 AASB Online Courses + 4 hours  
 6 hours

Board Retreat or Full-Day Board Training 6-8 hours

Whole Board Training & AASB Fall or Spring Conference 2 hours  
+ 6 hours  
 8 hours

Whole Board Training 2 hours  
 2 AASB Webinars +2 hours  
 Advocacy Day +2 hours  
 6 hours

Whole Board Training 2 hours  
 AASB Orientation + 6-8 hours  
 8-10 hours

Whole Board Training 2 hours  
 AASB Convention OR Summer Conference + 7-8 hours  
 9-10 hours

Whole Board Training 2 hours  
 Fall District Meeting +1.5 hours  
 3 AASB Webinars + 3 hours  
 6.5 hours

Whole Board Training 2 hours  
 District Meeting + 1.5 hours  
 Poverty Simulation + 2.5 hours  
 6 hours



# THE SCHOOL BOARD MEMBER ACADEMY

AASB's "school" for school board members provides ongoing training on important education, legal and governance issues. School board members are automatically enrolled in the School Board Member Academy and notified of face-to-face and online leadership development opportunities.

To earn the various Academy awards, school board members attend AASB conferences worth a specified number of training "hours" and participate in core curriculum courses, striving for four achievement levels. Upon completing the Academy, school board members who continue to develop their boardsmanship skills annually can attain the distinction of Master School Board Member and ultimately have their names added to the Master Honor Roll. Awards are based on hours earned each Academy year, which begins July 1 and ends June 30.

## ACADEMY ACHIEVEMENT LEVELS



## SPECIAL DESIGNATIONS



Level 4, plus 15 hours, including one additional core course. Receives a plaque that can be updated each year Master status is earned.



Earns Master status for five consecutive years and participates in one Poverty Simulation and one Advocacy Day experience by fifth year. Receives a gold name badge and a Master Honor Roll plate for the Master plaque.



# AWARDS & RECOGNITIONS

AASB oversees a variety of awards and recognition programs for school board members. These programs include both group and individual awards and a special statewide recognition month. Learn more below about how these distinguished honors are recognized.



## MASTER SCHOOL BOARD MEMBER

Recognizes board members who have completed all four levels of the AASB School Board Member Academy and continue their training from year to year. Their accomplishment is recognized at AASB's Annual Convention in December.



## MASTER HONOR ROLL

Recognizes board members who have earned Master School Board Member status five consecutive years. These members are honored during AASB's Annual Convention in December.



## TEAM TRAINING ACHIEVEMENT AWARD

Formerly known as the President's Award, the Team Training Achievement Award recognizes school boards that have had 60 percent or more of their members attend at least three AASB conferences in an academy year and, in that same year, have had all members of their boards meet state-mandated training requirements. The award is presented at AASB's Fall District Meetings.



## ALL-STATE SCHOOL BOARD MEMBER AWARD

AASB's highest honor, the All-State School Board Member Award commends up to five past or present school board members across the state who have exhibited exemplary boardmanship. Nominations are accepted in the early fall, and winners are announced during a special awards luncheon at AASB's Annual Convention in December.



## SCHOOL BOARD MEMBER RECOGNITION MONTH

School board members devote countless hours to help provide an excellent education for every child and to give citizens a voice in education decision making. To acknowledge boards' hard work, Alabama celebrates School Board Member Recognition Month each January, honoring local board members with thank-you letters, certificates and events for their commitment to Alabama's schoolchildren.



# WHAT THE LAW REQUIRES

Alabama's School Board Governance Improvement Act requires school board member training and new board member orientation. AASB offers a "school for school board members" through its School Board Member Academy. Each academy training year runs **July 1-June 30**.

Deadlines for State-Mandated Orientation	Roles & Responsibilities Orientation (R&R)	Effective Boards & Relationships Orientation (EB&R)
All newly seated board members	✓ Must take within one year of the July 1 after taking office	✓ Must take within one year of the July 1 after taking office
Annual Training Requirements	2 Hours of Eligible Whole Board Training	4 Hours of Eligible Training * <i>may include individual and/or group training hours</i>
All board members	✓ Must take	✓ Must take

**The 2023-2024 training year ends June 30, 2024.** State law requires annually 6 hours of total training (includes 2 whole board training hours for all board members). The law also requires orientation courses for new school board members. AASB's two-part orientation fulfills the state's orientation requirement as well as the state ethics course requirement for public officials. Orientation hours count toward fulfilling 4 hours of the state's 6-hour annual training requirement. Online orientation and other courses are available at [AlabamaSchoolBoards.org/SchoolBoardU](https://AlabamaSchoolBoards.org/SchoolBoardU). Not all circumstances may be accounted for in this illustration. Some considerations made for certain unique or exceptional circumstances.

To learn more, call 800-562-0601 or email [training@AlabamaSchoolBoards.org](mailto:training@AlabamaSchoolBoards.org) with the subject "Leadership Development."