



# Whole Board Training

Interactive Training for  
Excellent Boards



ALABAMA  
ASSOCIATION OF  
SCHOOL BOARDS

*Developing excellent school board leaders through  
quality training, advocacy and services*

**[www.AlabamaSchoolBoards.org](http://www.AlabamaSchoolBoards.org)**

# BECOME AN EVEN STRONGER BOARD!

Quality training is one way the Alabama Association of School Boards is accomplishing 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. The team is prepared to help you improve your skills via 33 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. AASB's standard and customized training sessions allow the whole board to come together and focus on a particular area of need, discuss the school system's specific situation, ask questions and develop plans for improving performance.

## A BENEFICIAL EXERCISE

“As a new superintendent to the job and system, I have to say that AASB's whole board training was one of the most beneficial exercises that I experienced in my first year. I highly recommend the activity for any board of education and superintendent that wants to build a stronger and more effective relationship for improving student achievement.”

— W.L. “Trey” Holladay III, Athens City Schools Superintendent

## STATE REQUIREMENTS

- 02 “Interactive whole board training” hours must be completed annually by each board-superintendent team.
- 06 Hours of continuing education must be earned annually by each school board member. Two of those hours should reflect your whole board training.
- 14 Hours of coursework are included in AASB's two-part orientation. This satisfies the one-time requirement for an orientation covering specific topics.

## TIDBITS

- 7/1 The training year begins July 1 and ends June 30. Training hours do not roll over from year to year.
- 8/1 Each Aug. 1, AASB must provide the state superintendent of education a report indicating whether each board member met training requirements in the previous training year.
- 10% A 10% discount is applied to whole board workshops scheduled for July, August or September.



# AN EFFECTIVE TEAM

## Clarified roles & improved team communication

### Basic Conflict Resolution

2-4 hours | \$550

Whether a leadership team is actively in conflict or teetering on the brink, this training helps the team understand each member's communication style, address ongoing issues and develop clear agreements about how the board will go forward.

### Better Boardmanship

2 hours | \$550

Quality teamwork takes a good working relationship among board members and between the board and superintendent. Leadership team members will learn how to work together more effectively and develop clear agreements about how the board will operate going forward. Each team member will also learn about the others' communication styles and how to better work with team members whose styles differ.

### Boardmanship 101

2 hours | FREE TO MEMBER BOARDS

This practical course uses numerous real-world scenarios to help members and the superintendent clearly understand one another's roles. A great introduction for new board members, this training also serves as an important refresher for even veteran board members.

### Building a Stronger Board Team

2 hours | \$550

Based on the work of Patrick Lencioni and researchers' findings on best practices for school boards, this session explores what sets successful teams apart and helps you identify collective behaviors that are helping - or hurting - your team.

### Communicate in Style

2-4 hours | \$550

Nothing torpedoes a board's effectiveness and the relationship between a board and its superintendent faster than chronic miscommunication. Using an online assessment, taken prior to the training, we will identify the communication style of each board member and the superintendent. Reports are generated to give each member a deeper understanding of how he or she communicates and makes decisions. AASB then teaches the board-superintendent team to work with each style to improve team function and communication.

### Custom Conflict Resolution

CALL FOR PRICING

Designed for teams with ongoing conflict and/or deeper divisions, this customized series of sessions aims to help teams work through the issues creating problems. The series will include individual training, facilitated team discussion and development of team operating agreements.

### Parliamentary Procedure

2 hours | \$550

Used properly, *Robert's Rules of Order* gives board meetings the structure and order needed to accomplish business effectively. We'll walk you through the rules, customs and ethics that govern school board meetings. Every member of the board-superintendent team should understand how to conduct a deliberative meeting.

**Superintendent Search**

2 hours | FREE TO MEMBER BOARDS

This workshop is for boards faced with appointing a superintendent. Selecting a superintendent is one of the most important actions a school board takes. In this **pre-search** workshop, AASB walks boards through the legal requirements related to a search, discusses the pros and cons of various search options and facilitates initial discussion of the skills and qualities the board will look for in the system's next CEO.

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**AN EFFECTIVE EVALUATION**  
Defined expectations & meaningful feedback

**Board Self-Evaluation**

2 hours | \$450

Self-evaluation is critical to the board's efforts to continuously improve its performance and should be done at least every other year. Prior to the session, each board member completes an anonymous online assessment of the board's performance. AASB then analyzes the results and, in a work session, facilitates board discussion of the results. This session is also invaluable to boards interested in setting goals for improving board performance.

**Board Self-Evaluation + Goal Setting**

3 hours | \$500

Is your board operating effectively? Are there areas the board could focus on to improve its own performance? Prior to the session, each board member completes an anonymous online assessment of the board's performance. AASB then analyzes the results and, in a work session, facilitates board discussion of the results, including a 1-hour goal setting session that is tied directly to the school board's self-evaluation results.

**CSFO Evaluation**

2 hours | \$550

The position of chief school financial officer is unique under Alabama law. On the one hand, the law specifies the CSFO is hired and terminated by the board and has a fiduciary duty to the board. On the other, the superintendent is legally charged with serving as the CSFO's day-to-day supervisor. As a result, school boards and superintendents both should evaluate their respective portions of the CSFO's duties. This training provides the information both need to ensure the evaluation process is fair and leads to continued performance growth. Use this session as a stand-alone training or with AASB's CSFO evaluation service.

**Superintendent Evaluation**

2 hours | \$550

School Systems progress when their boards set clear, measurable expectations for the superintendent annually. As a part of that process boards must evaluate his or her progress toward meeting those expectations. This session provides the board with the training needed to ensure the evaluation is both fair and productive. It also covers the mechanics of a quality superintendent evaluation process. Use this session as a stand-alone training or as part of AASB's superintendent evaluation service.

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**A WELL-TOLD STORY**  
Enhanced relationships with stakeholders

**Community Engagement**

2 hours | \$550

Schools tend to be the heart of their community. It's no wonder community expectations for schools are soaring. Discover the value of meaningful engagement. Participate in a facilitated discussion of strategies school systems use to engage stakeholders and build a lasting relationship with their community.

**Media & Public Relations**2 hours | \$550

Telling your success stories in ways that interest and engage your community requires an understanding of how public relations and media relations work in the 21st century. Learn ways to communicate more effectively with internal and external stakeholders and build public support for your schools.

**Social Media Pitfalls, Potholes & Pointers**2 hours | \$550

How can school systems effectively and creatively use social media to connect with their community and the digital natives in their schools? Learn tips for steering clear of social media tripwires that can spark lawsuits, lead to job loss or cause public embarrassment. Discuss the dos and don'ts of using social media as a school board member.



# DATA & GOALS

## Measurable progress & performance

**Data 101: Understanding Data**2 hours | \$550

Can your board identify and understand the data that will be most helpful in informing decisions? This introductory data workshop teaches boards how to read various types of reports and to use cost-benefit analysis when looking at a program's value. Boards also learn ways to help their communities get a clearer picture of school system performance. Follow this primer with Data 201 & 301 for a deeper look at data.

**Data 201: Using Data to Drive Decisions**2 hours | \$550

This advanced data workshop is dynamic and grounded in research. It gives you a detailed look at the various data types available to Alabama school boards and helps you identify questions to ask to ensure your school system continuously improves. It is a logical next step for those who have had Data 101 training.

**Data 301: Exploring Your ACT Gaps**3 hours | \$550

In this session, the board-superintendent team will review achievement gaps highlighted by their high school ACT results and begin discussing the causes and solutions. The session includes discussion of the board's role in closing the gaps vs. the roles of the superintendent and staff as well as information about questions board members should be asking.

**Introduction to School Finance**2 hours | \$550

AASB encourages your team to brush up on the basics of school finance. The laws, rules and new developments that drive local-level funding decisions have certainly changed over the years. AASB will also teach you to read and understand financial statements. Follow this primer with Monitor Your Financial Health for a more strategic look at fiscal accountability.

**Monitor Your Financial Health**2 hours | \$550

The critical areas of board leadership include financial stewardship and accountability. Your board should have a solid understanding of the system's financial health. Learn about Alabama's School Fiscal Accountability Act and your chief school financial officer's fiduciary responsibility to the board. This advanced level workshop complements Introduction to School Finance.



## Strategic Planning

2 hours | \$550

Why is strategic planning so crucial and what does the process involve? The strategic planning process helps boards and their superintendents gain community buy-in, improve student performance and move toward organizational excellence. What are the dos and don'ts? Get practical advice and learn the mechanics of a quality strategic planning process. This session can be used as a stand-alone training or as part of AASB's strategic planning service.

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## BOARD & THE LAW

### Familiarity with critical laws & regulations

#### Board's Role in Personnel Hearings

2 hours | \$700

This scenario-based training walks the board through the pitfalls superintendents and boards can face when dealing with personnel matters and personnel hearings. Learn the right and wrong way to handle persistent parents, board member bias and aggressive attorneys using video vignettes and live discussion.

#### Charter School Law

2 hours | \$700

Deciding whether to become a charter school authorizer requires a clear understanding of the benefits and obligations associated with Alabama's charter school law. Learn the basic components of the law, along with specific issues your board should consider before making this game-changing decision for your school system.

#### Ethics & Nepotism

2 hours | \$700

When family or business interests intersect with your school board duties, missteps can be costly. This training session provides you with a deeper understanding of what the nepotism and ethics laws allow – and prohibit – when it comes to board members, the superintendent and system employees.

#### Fair Labor Standards Act

2 hours | \$700

No board plans to run afoul of the Fair Labor Standards Act. But noncompliance happens and often means expensive lawsuits, low employee morale and trouble for a school system. Learn what rules apply to exempt, non-exempt and contract employees and the right questions to ask your superintendent to avoid wage-and-hour issues and other ticking time bombs that need to be diffused.

#### Legal Considerations in Personnel

2 hours | \$700

This roundup of personnel-related legal topics can help your board avoid costly mistakes. You will learn important information such as avoiding discrimination claims, posting vacancies, what you can and can't disclose about personnel and how to manage employee grievances.

#### Open Meetings & Public Records

2 hours | \$700

Learn about the requirements of the Open Meetings Act and Alabama's public records laws. Ensure adequate notice of meetings and proper use of executive sessions. Conduct the people's business in public with confidence.

#### Sexual Harassment

2 hours | \$700

Sexual harassment is a serious issue, but school systems with the right policies, procedures and staff training can lower their liability exposure and better protect staff and students. A school system's improper response - or failure to respond-to allegations could lead to legal nightmares. The scope of this issue can extend from students and employees to third parties, so don't be caught off guard.

Special Education2 hours | \$700

The population of students receiving special education services has grown. Learn how IDEA and Section 504 impact special education and your system with strategies for avoiding pitfalls in this ever-expanding area of education.

Students First Act & Teacher Accountability Act2 hours | \$700

There is much superintendents and boards should know about employment actions, including when and how to reassign, transfer and discipline education employees and principals. This training details the Students First Act and Teacher Accountability Act's rules for personnel actions and walks the board through common mistakes boards make when serving as judge and jury in those actions.

Students' Rights2 hours | \$700

Before implementing that new policy or procedure, ask whether it impedes on students' rights. To answer that question, it's necessary to know what those rights are. This workshop takes a comprehensive look at the rights of students – from privacy and school prayer to search and seizure.

Title IX2 hours | \$700

Boards of education operate under the watchful eye of the Office for Civil Rights, which enforces multiple federal laws meant to prohibit discrimination, including Title IX. Learn how this law designed to combat gender discrimination in schools can impact a variety of areas including sexual harassment, program offerings and sports.

Working with Your Board Attorney2 hours | \$700

Your board attorney is a key player on the leadership team. How do you choose an effective board attorney? What should you expect to pay? What are the rules of confidentiality? What do you do if the relationship goes bad? These are just some of the practical, real-world questions that will be answered in this one-hour workshop.

In addition to our 33 Standard Workshops,  
AASB offers these whole board training options:

Custom Workshops

Whole board training can focus on a specific area of need for your school board. These may be areas identified during your own board conversations, the evaluation process, strategic planning, annual goal setting, accreditation, state intervention or through community feedback. AASB can design a custom workshop or board retreat to help.

Book Studies

Board-superintendent teams can elevate and enrich their learning with book studies. Choose a thought-provoking book from our list. Then schedule an AASB facilitator to guide discussion of the key leadership concepts. On the shelf are books about change, student achievement, teamwork, leadership and more. Call for the list.

Poverty Simulation

Experience one month of poverty in one hour with AASB's Poverty Simulation, an eye-opening opportunity for board members and school staff to build awareness and empathy for students living in poverty. When your full board participates, the Poverty Simulation counts as your two-hour Whole Board Training credit. The simulation requires 30-80 participants and approximately 20 volunteers. Contact our Leadership Development team or visit [AlabamaSchoolBoards.org/PovSim](http://AlabamaSchoolBoards.org/PovSim) for more information.

# Choose from 33 Standard Workshops

- Basic Conflict Resolution
  - Better Boardmanship
  - Boardmanship 101
  - Board's Role in Personnel Hearings
  - Board Self-Evaluation
  - Board Self-Evaluation + Goal Setting
  - Building a Stronger Board Team
  - Charter School Law
  - Communicate in Style
  - Community Engagement
  - CSFO Evaluation
  - Custom Conflict Resolution
  - Data 101: Understanding Data
  - Data 201: Using Data to Drive Decisions
  - Data 301: Exploring Your ACT Gaps
  - Ethics & Nepotism
- Fair Labor Standards Act
  - Introduction to School Finance
  - Legal Considerations in Personnel
  - Media & Public Relations
  - Monitor Your Financial Health
  - Open Meetings & Public Records
  - Parliamentary Procedure
  - Sexual Harassment
  - Social Media Pitfalls, Potholes & Pointers
  - Special Education
  - Strategic Planning
  - Students First Act & Teacher Accountability Act
  - Students' Rights
  - Superintendent Search
  - Superintendent Evaluation
  - Title IX
  - Working with Your Board Attorney

## LOW RATES!

- Most workshops are \$550 for up to 4 hours. Legal workshops are \$700.
- Fully customizable, full-day board retreats of 4 or more hours are \$950.
- Mileage will be charged.
- A discount is available when boards contract for multiple sessions.
- When multiple boards train together, there is a cost savings.
- For extensive customization, call AASB for pricing 334.277.9700.

## Train with Neighbors

School boards within driving distance of each other can share whole board training expenses to save money and enjoy an opportunity to learn with their neighbors. Coordinate the topic, date, time and location, then contact us to handle the rest.

Schedule a custom or standard whole board workshop today!

Leadership Development  
Alabama Association of School Boards

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