

Minnesota School Boards Association



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THE MINNESOTA SCHOOL BOARDS ASSOCIATION is a private nonprofit organization and is a leading advocate for public education by supporting, promoting, and strengthening the work of public school boards. Effective leadership and a strong governance team are foundations of successful schools. The work of school board members today will shape a generation of Minnesota students as they become productive citizens and competitive workers in the global economy. MSBA is committed to providing services and programs to help its members navigate the complex world of education governance. The value of MSBA goes beyond lists of programs and services with long names. MSBA saves its member school districts time and money, builds productive governing boards, and provides a strong, collective voice for public education at the Minnesota Legislature, in the U.S. Congress, and among the media.



Kirk Schneidawind
Executive Director

Membership and Governance

Membership in MSBA is voluntary. One hundred percent of Minnesota's public school boards are members of MSBA. Also, many charter schools and other education-related entities have become MSBA affiliates. By working collectively through MSBA, school boards from school districts of every size and location — small and large, urban and rural — can ensure the needs of their local schools are met.

MSBA is located in St. Peter (70 miles south of Minneapolis) and employs more than 20 staff members with expertise in areas of governance, management, finance, communications, policy, legal matters, elections, and advocacy. Staff members provide on-call technical and risk-management assistance at no charge to the member school district leadership team, which includes board members, superintendents, business officials, administrative assistants, and staff.



Deborah Pauly
President
Jordan



Michael Domin
President-Elect
Crosby-Ironton

MSBA is divided into 13 Director Districts across the state. Members within each Director District elect a representative to MSBA's Board of Directors. The Board selects its own President-Elect, who then serves as President and Past President. (Please see Page 2 for MSBA Board of Directors.)

MSBA Board of Directors



Heidi Jones

Director District 1
Red Wing



Linda Leiding

Director District 2
Lake Crystal
Wellcome Memorial



Jeanna Lilleberg

Director District 3
Atwater-Cosmos-
Grove City



Cheryl Polzin

Director District 4
Wayzata



Suzy Guthmueller

Director District 5
Centennial



Lucy Payne

Director District 6
Mahtomedi



Joel Albright

Director District 7
Rosemount-
Apple Valley-Eagan



Zuki Ellis

Director District 8
St. Paul



Kirby Ekstrom

Director District 9
North Branch Area



Jon Karger

Director District 10
Pelican Rapids



John Berklich

Director District 11
Hibbing



Jim DeVries

Director District 12
Mahnommen



Kristi Peterson

Director District 13
Shakopee

Consultation and Resources

Members can often avoid expensive charges from service providers by calling MSBA first. Experts on staff can provide members information on a variety of risk-management and personnel management topics including, but not limited to, the Open Meeting Law, the bid law, data practices, negotiations, employment issues, federal and state law, and specific employment statutes like the Family and Medical Leave Act. MSBA staff field more than 20,000 member contacts each year.

Data Hub

MSBA's Data Hub is an online tool that provides members data relative to teacher settlements, administrative salaries and benefits, negotiated master agreement language, and more.

Model Master Agreements

To assist members in the administration of labor contracts and negotiations, MSBA works with school law attorneys to craft Model Master Agreements that contain excellent sample language addressing many of the most significant labor contract issues.

Master Agreement Analysis

For a fee, MSBA staff will provide a detailed written analysis of master agreements for teachers, superintendents, nonlicensed staff, and other bargaining units. This service is aimed at helping member negotiators craft sound agreements and understand the implications of their existing master agreement language.

Elections

MSBA staff can help members with questions regarding Minnesota's complex election laws and regulations, including school board vacancies.



Gary Lee

Deputy Executive Director



Amy Fullenkamp-Taylor

Director of Management Services



Maria Lonis

Associate Director of Management Services



Tiffany Gustin

Associate Director of Management Services

District Financial Services

MSBA has a number of programs designed to save school districts time and money. Through the power of pooled resources, MSBA is able to offer efficient and effective financial programs.



Joel Stencil
Director of
Association
Finance

Minnesota School District Liquid Asset Fund Plus (MSDLAF+)

MSDLAF+ is a comprehensive cash management program created in 1984 by the adoption of a declaration of trust by three Minnesota school districts — the initial investors. The fund was established for the purpose of allowing Minnesota public school entities and districts (collectively “school districts”) to pool their investment funds to seek the highest possible investment yield, while maintaining liquidity and preserving capital.

Minnesota Tax and Aid Anticipation Borrowing Program (MNTAAB)

MNTAAB helps members address cash flow issues. The power of pooled purchasing gives districts an advantage in the short-term debt market. It’s easy to participate, borrowing costs are low, and the pool proceeds can be reinvested to provide a competitive rate of return to districts. **Partners: Baker Tilly and the Minnesota Service Cooperatives.**

Minnesota Power Card (P-Card) Program

The **Minnesota P-Card Program** offers secure procurement cards that simplify district purchasing and bill paying. Members may earn a rebate based on purchasing volume. **Co-sponsors: Minnesota Association of School Administrators and the Minnesota Association of School Business Officials.**

BoardBook

BoardBook is an electronic tool that makes assembling and distributing board meeting packets easy and opens the door for paperless board meetings.

Sourcewell

Sourcewell (formerly the National Joint Powers Alliance) offers members contract purchasing solutions that are leveraged nationally to enable contracted suppliers and member agencies to work smarter and more efficiently as they do business with each other.

Educators Benefit Consultants Administration and Compliance Service and Cafeteria Plan Administration

Educators Benefit Consultants (EBC) reduces administrative burdens associated with 403(b)/457 deposits for school districts. The service speeds deposits, reduces errors, promotes consumer choice, and helps protect districts from IRS penalties. EBC also specializes in Section 125 flex plans and has more than 800 clients. Annual discrimination testing, Department of Labor 5500 filing, and Guaranteed Plan Documents make this plan “audit proof” for school districts.

PaySchools

PaySchools provides members with an efficient, easy method to collect fees and receive payments by electronic check or credit card for school lunches and anything else related to the school district. **Co-sponsors: Minnesota Association of School Administrators and the Minnesota Service Cooperatives.**



Where School Boards Learn to Lead

MSBA Insurance Trust (MSBAIT)

The Minnesota School Boards Association Insurance Trust (MSBAIT) was created in 1972 to meet the insurance needs of MSBA members because, in the past, school districts were sometimes unable to obtain certain types of insurance from the commercial insurance industry.

MSBAIT was conceived to ensure member school districts would always have access to the insurance they need.

MSBAIT is governed by a Board of Trustees (all are locally elected school board members) and administered by experts in the field.



Gary Lee
Deputy Executive Director

MSBAIT offers the following endorsed programs, through Marsh & McLennan Agency, to MSBA members:

- Workers' Compensation
- Property, Inland Marine, and Crime
- School Leaders' Legal Liability
- Automobile Liability and Physical Damage
- General Liability
- Excess Liability



In addition, MSBAIT offers MSBA members group term life insurance and group long-term disability insurance through National Insurance Services.

Policy Services

Good school district governance starts with good policies. The MSBA/MASA Model Policy Manual is a comprehensive legal guide for efficient management of all aspects of the school system. MSBA reviews and updates the policies at least annually to reflect new legislation, agency regulations, and court cases. MSBA members can adapt and adopt these policies rather than spend time and money writing them from scratch. All MSBA members can access legislatively mandated model



Terry Morrow
Director of Legal and Policy Services

policies. The remaining policies are available to Policy Services subscribers.

MSBA Model Policies are published in a manual accessible online and indexed to quickly locate needed language. Policies can be downloaded from the MSBA website.

An MSBA Policy Audit is helpful for Policy Services subscribers that seek a comprehensive review of their current policies. MSBA will analyze a district's policies for compliance with current state and federal requirements and create an informative Audit Report setting forth suggested revisions and other recommended changes.



Where School Boards Learn to Lead

Conferences and Workshops



Katie Klanderud
Director
of Board Development



Paula O'Loughlin
Associate Director
of Board Development

MSBA conferences and seminars explore the topics, trends, and innovations that keep members informed and inspired. These sessions are opportunities to network with colleagues from across the state and share ideas.

Leadership Conference

MSBA's Annual Leadership Conference is a top-notch, two-day conference with no registration fee. MSBA provides this free conference in January as part of members' annual dues. The conference features nationally recognized speakers, workshops on a variety of topics, a School Excellence Showcase, and an Exhibit Hall with more than 200 exhibitors.

Summer Seminar

The Summer Seminar focuses on leadership issues and includes the latest information on legislation, curriculum, and management topics. The seminar invigorates school leaders as they plan for the new school year.

Early Bird Sessions

MSBA members are offered pre-conference "Early Bird" sessions that focus on timely issues.

MSBA School Board Workshop Series

MSBA's School Board Workshop Series is the most important set of workshops for members because it sets the foundation for their work. This workshop series covers all aspects of school board service, including the financial and management instruction mandated by state law.

Officers' Workshop

School board officers learn the ins and outs of running an effective meeting at the Officers' Workshop, including school board powers, unusual voting requirements, the Open Meeting Law, and focused sessions for individual officers.



2020 MSBA All-State School Board

Negotiations Seminars

One of the most important — and often most challenging — roles of the leadership team is negotiating master agreements with staff. Every other year, MSBA conducts a series of seminars with the latest information and tools for your negotiations.

Trust Edge Workshop

Developing trust and gaining its advantages starts with individuals and then extends to their school board team and beyond. Learners are guided by trained MSBA staff through valuable content within the Trust Edge 8-Pillar Framework as outlined in David Horsager's best-seller, "The Trust Edge."

In-Services for School Boards

MSBA will bring customized instructional programs to member school boards in their own school districts. These sessions are designed to build strong leadership teams with clearly established roles and expectations. The programs are **Developing Mutual Expectations**, **School Board Self-Evaluation**, and the **Superintendent Search Workshop**. MSBA offers different in-services to help members improve the quality of their boards. Each in-service is tailored to a district's unique needs. Contact MSBA staff for more details.

Elections

The laws governing elections are numerous and complex. MSBA partners with other organizations to offer periodic election training. The training complies with state law.

Executive Search Services

MSBA's **Executive Search Services** are grounded in providing collaborative, highly-professional, affordable and efficient search processes that support school boards in fulfilling one of their most important responsibilities — hiring a superintendent.

MSBA's process approaches all searches from a school board perspective, with every decision made through the lens of board leadership. From start to finish MSBA's search team partners with the school board and provides assistance to ease the onus of the search process, professionally handling all details of the search and guiding the school board through the entire process. This partnership allows the school board to concentrate on the most important aspects of the search — interviewing the most qualified candidates and selecting the next superintendent to lead their district.

The Minnesota School Boards Association is a member of the National Affiliation of Superintendent Searchers (NASS) and has conducted nearly 80 executive searches.

MSBA has also developed a **Hiring the Right Superintendent Workshop** to help member boards prepare for their role in conducting a successful superintendent search.



Barb Dorn
Director of
Leadership
Development and
Executive Search

Strategic Planning Services

Do you want to get everyone on the same page? Does your school board-superintendent team believe improvement is important? **MSBA's Strategic Planning Services** can help you put your school district's strategic plan on the right course with our experience and knowledge.

School board-superintendent teams use different terms to describe school district planning and goal-setting, including developing school district ends and aims; strategic planning; strategic focuses and directions; or beliefs, mission, vision and goals work. Regardless of what the process is called, school boards are responsible for clarifying the school district's purpose and direction.



Gail Gilman
Director of
Strategic
Planning and
Board Leadership



Where School Boards Learn to Lead

MSBA: Quick Facts

- Founded in 1920, MSBA is the nation's eighth-oldest school boards association.
- MSBA's Annual Leadership Conference is free to members.
- MSBA has lobbyists working on behalf of school leaders in St. Paul.
- MSBA staff field more than 20,000 member contacts each year.

Advocacy for School Boards

The MSBA Government Relations team is well-respected and represents Minnesota's 333 school boards at the state Legislature on a wide array of finance and policy issues.

Delegate Assembly

The MSBA Delegate Assembly is recognized at the state Capitol as one of the most grassroots approaches in creating legislative policies and gathering input for the MSBA legislative platform.

Capitol News

Members can stay up-to-date on issues impacting school boards and public education with a weekly e-newsletter (The Weekly Advocate) and online blog (The Advocate).

Advocacy Tour

Each September, the Government Relations team travels Minnesota to bring together school board members to discuss policy and funding issues that impact school districts. Ideas generated through these meetings help build the MSBA Legislative Platform.



Denise Dittrich
Director of
Government Relations



Kimberley Dunn Lewis
Associate Director of
Government Relations

Advocacy Institute

MSBA's Board of Directors and Government Relations staff participate in the National School Boards Association's (NSBA) Advocacy Institute in Washington, D.C., which includes lobbying Minnesota's congressional delegation on Capitol Hill.

Social Media

The Government Relations team utilizes Twitter to allow school board members to get real-time, action from Minnesota State Capitol during the Legislative session.

Communication

MSBA keeps its members informed with electronic and print publications at www.mnmsba.org.

The Leader Newsletter

The Leader newsletter updates members about MSBA news and events, topical news items, timely administrative topics, and lists members' administrative job openings.

MSBA Journal Magazine

The Journal — MSBA's official magazine publication — is distributed six times annually. The Journal includes school features, exploration of leadership issues and in-depth stories on education trends, and showcases student art and contains a directory of vendors.

MSBA eClippings

Members can subscribe to MSBA's free, electronic eClippings to receive a daily email with education-related headlines from the state's newspapers. This service has nearly 2,000 subscribers.



Greg Abbott
Director of
Communications and Marketing



Bruce Lombard
Associate Director of
Communications and Marketing

Social Media

MSBA posts education and Association news on Facebook (facebook.com/mnmsba), Twitter (twitter.com/mnmsba), YouTube (youtube.com/mnmsbavideo) and Instagram (instagram.com/mnschoolboards).

Surveys

MSBA conducts periodic member surveys to get a statewide picture of referenda, legislative issues, and other topics. Results are shared with members.

Standards for School Board Leadership

The Role of the School Board

As the entity legally charged with governing a school district, each school board is responsible to its community for governing efficiently and leading effectively to provide for equitable education, resulting in high student achievement.

The following five standards are essential to being an effective, high-performing school board team.

Standard 1: Conduct and Ethics

The school board, as a whole, provides leadership to the community on behalf of the school district by conducting its business in a fair, respectful, legal, and responsible manner.

An effective, high-performing school board strives to meet the following benchmarks:

- A. Recognize the school board team consists of school board members and the superintendent and evaluates its performance at least annually.
- B. Take full responsibility for its activity and behavior at and away from the school board table.
- C. Encourage its members to express their individual opinions, respect others' opinions, and vote according to their convictions.
- D. Speak with one voice after reaching a decision.
- E. Spend time on board governance work rather than staff work — focuses on the ends, not the means.
- F. Provide for orientation and ongoing training for all school board members.
- G. Follow established policies, including the chain-of-command, by directing people with concerns to the appropriate staff.
- H. Set an example of respectful and civil leadership.

Standard 3: Structure

The school board, to achieve its vision, establishes organizational and physical structures for student and staff success.

An effective, high-performing school board strives to meet the following benchmarks:

- A. Create organizational and physical structures based on equity in which all students and staff have the resources and supports to maximize achievement.
- B. Advocate and provide for learning through rigorous curriculum, effective technology, and a safe and secure environment.
- C. Select and employ one person — the superintendent — as the school district's chief executive officer to lead and manage the school district.
- D. Hold the superintendent accountable for school district performance and compliance with written school board policy.
- E. Delegate the authority to the superintendent to recommend and evaluate all school district staff within the standards established through written school board policies.
- F. Accept ultimate responsibility for the care, management, fiscal oversight, and control of the school district while understanding that the day-to-day operations will be conducted by the staff.

Standard 4: Accountability

The school board is accountable to the community for constantly monitoring the conditions affecting the school district as a whole.

An effective, high-performing school board strives to meet the following benchmarks:

- A. Recognize the duty to itself and the community to determine whether the authority delegated to the superintendent is being used as intended.
- B. Evaluate the superintendent's performance at least annually.
- C. Use student achievement data and other indicators when available as the basis for assessing progress toward school district goals and compliance with school board policies and state and federal laws.
- D. Recognize the distinction between "monitoring data" (data used by the school board to address accountability) and "management data" (data used by the staff for operations).

Standard 2: Vision

The school board, with community input, envisions the educational future of the community and then formulates the goals, defines the outcomes, and sets the course for the school district.

An effective, high-performing school board strives to meet the following benchmarks:

- A. Use clear, focused, attainable, and measurable goals and outcomes to support gains in student achievement.
- B. Develop a strategic plan which includes well crafted school district belief statements, mission statement, vision statement, goals, and objectives that enable the school board to evaluate school district performance.
- C. Regularly monitor the strategic plan to evaluate progress toward goal achievement and school district success.
- D. Ensure that the school district belief statements, mission statement, vision statement, goals, and objectives are reflected in school board policies, mirrored in the budget planning and implementation efforts, and is supported district-wide.
- E. Communicate the strategic plan and the progress to the community.

Standard 5: Advocacy and Communication

The school board advances its vision at the local, regional, state, and national levels.

An effective, high-performing school board strives to meet the following benchmarks:

- A. Focus on community-wide concerns and values that best support equity and student achievement rather than being influenced by special interests.
- B. Develop communication strategies to build trust between the school board and the superintendent, staff, students, and community.
- C. Utilize a public relations strategy that supports the flow of information into and out of the school district.
- D. Engage and build relationships with both public and private stakeholders.
- E. Advocate on local, state, and national levels.