



2020

Annual membership report

Serving you and your district every day

Throughout its 65 year history, OSBA has been a member-driven organization serving Ohio's public boards of education. As a school board member, OSBA is your association, one with a well-established reputation for service and advocacy on behalf of public education.

By all measures, 2020 was a year like no other. Ohio's schools faced unprecedented challenges the likes of which we had never experienced. True to our mission, OSBA is very proud to have delivered superior service, unwavering advocacy and creative solutions to our members at a time when they needed them most.

OSBA interacted with every district throughout the year, whether through phone calls, emails or training. More than 98% of member districts used an OSBA service or endorsed program in 2020.

Much of what OSBA does is unseen by many members. Answering urgent questions, locating information and working with other associations and state agencies don't draw headlines, but they fulfill members' essential needs. Our staff expertly provides these services day in and day out.

Advocacy efforts

In 2020, OSBA successfully advocated in getting many measures around COVID passed, such as report card prohibition in 2019-20; no state testing in 2019-20; flexibility for teacher and principal evaluations; the ability for school boards to meet remotely; and discretion in the third grade reading guarantee promotion. Staff also worked with the Ohio Department of Education (ODE) and Gov. Mike DeWine to express districts' feedback and needs on school reopening plans. OSBA's lobbyists continue to meet with legislators, the State Board of Education and ODE to advocate for the needs of districts during the rule-making process.

During the Annual Business Meeting of the Delegate Assembly, a new equity plank that covers racism was

added to OSBA's Legislative Platform. The platform is an ongoing, evolving document that conveys to legislators, policymakers, the public and the media OSBA's positions on issues.

OSBA products and services

OSBA constantly explores new member services, products and programs that benefit school boards across Ohio. Our staff continues to provide valuable services like strategic planning, board development, transportation consulting, policy development, superintendent and treasurer searches, communications programs and labor relations. In addition to those services, staff have developed workshops to reach additional members of district teams. These efforts form the core of OSBA's unwavering commitment to be a sound steward of your district's dues and confidence.

Staff attorneys again answered thousands of calls from members seeking legal information in 2020, many with questions related to COVID-19. These calls saved districts hundreds of thousands of dollars in attorney fees. Our Legal Assistance Fund participated in school litigation involving a wide range of key issues this year. It provided support in recent cases concerning sovereign immunity for educators, territory transfers and district reopening plans. Our support in these cases contributes toward favorable judicial decisions that will have a very positive impact on our members, their districts and their students.

Outreach efforts

OSBA worked with over 20 associations and agencies to hold a Mental Health and Social-Emotional Learning Summit on Feb. 25 in Columbus. Over 1,100 people attended this free event that provided relevant information to school board members, administrators, educators, counselors, psychologists, support staff, mental health professionals and parent leaders. Additionally, a series of webinars took place in the spring that discussed mental health issues and COVID-19.



OSBA ... working for you

Visit www.ohioschoolboards.org to see a comprehensive overview of OSBA's services.

We continue to partner with the Character Lab Research Network to conduct real-world studies on student success in Ohio schools.

Seminars and workshops

In 2020, more than 7,900 members registered for over 100 workshops, webinars and regional conference. Besides new board member workshops, these trainings covered topics essential to school district governance and management.

Included in the above numbers were over 2,400 board members and administrators that attended 21 free Town Hall webinars that covered a variety of issues pertaining to COVID-19 and its impact on schools.

The virtual Capital Conference and Trade Show offered attendees 65 learning sessions, networking chats, express talks, the Student Achievement Fair, Student Performing Arts, Spotlight Sessions, the Trade Show and many other events. On-demand sessions from the conference are available until Dec. 31.

Communications

OSBA publications — both print and electronic — ensure members have the latest and most useful information at their fingertips. For example, the monthly OSBA Update e-newsletter transitioned to a weekly email during the first six months of the pandemic to keep members informed during this time of rapid change and uncertainty. A new podcast was launched in February, providing new ways to connect with members and share timely information. OSBA's flagship publication, the Journal magazine, continued to feature association activities, innovative articles, and stories and photos highlighting school districts and student achievement. Other OSBA publications include the Briefcase, School Management News, Policy Development Quarterly, School Law Summary, The Link, CommunicationPlus and Success.

OSBA continues to be the voice of public education, being mentioned in over 1,400 news stories statewide. The OSBA website provides members convenient access to timely information. OSBA continues to expand the use of social media to connect with members through Facebook, Flickr, Instagram, LinkedIn, Twitter and YouTube. OSBA's tweets have

been viewed over 2.6 million times this year, with an average of 161.5 impressions per follower. User engagement is over 77,000, with our messages being retweeted over 3,300 times. Posts across all of OSBA's social media platforms have been viewed more than 3.1 million times.

Additional programs

The SchoolComp program, Ohio's largest and most stable workers' compensation pool, has projected savings of over \$2.8 million for the 2020 program. This will bring the total savings for schools to over \$46 million. In addition, the Group Retrospective Rating program returned \$4.2 million in premium refunds to participants.

Power4Schools, through ENGIE Resources, continue to supply electricity to districts with the lowest energy prices available. Forecast5 Analytics Inc. provides data analysis software designed specifically for Ohio's schools.

OSBA offers low rates and enhanced benefits to school districts for group term life, group term accidental death and dismemberment, disability, voluntary life and dependent life insurance through GradyBenefits. In addition, school board members receive \$100,000 of business travel accidental death and dismemberment (AD&D) insurance coverage as a free benefit as part of their OSBA membership. Coverage applies when board members are performing school board business, on school property or traveling in their capacity as board members.

Our partnership with Hennes Communications provides crisis communication service for members, including a free 30-minute consultation for OSBA-member districts if they are in need of crisis communications assistance. Other exclusive programs, including PayForIt, BoardDocs and the position and treasurer bond program, continue to save districts thousands of dollars annually.

If you would like to learn more about how OSBA can assist your district or how to become more involved with your association, please contact Mark Bobo, Membership Retention & Engagement Consultant, at mbobo@ohioschoolboards.org.

OSBA offers numerous progressive programs and services to your district, and the value of membership repays the investment in dues many times over. As a new year begins, take pride in the collective accomplishments of school boards and OSBA. Together we are making a difference in millions of lives.

OSBA leads the way to educational excellence by serving Ohio's public school board members and the diverse districts they represent through superior service, unwavering advocacy and creative solutions.