



2021

Annual membership report

Serving you and your district every day

For 66 years, 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.

OSBA's leadership and staff serve districts of every type, every day. We know that one size does not fit all. As you strive to provide a world-class education to your students, OSBA fully embraces its mission to lead the way through superior service, unwavering advocacy and creative solutions.

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, endorsed program or service provider in 2021.

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 2021, OSBA successfully fought to implement a new state school-funding formula; report card reform; a pathway out of academic distress; and a new transportation formula. We also helped eliminate the practice of charter school and voucher funding being deducted from individual school districts' funding. OSBA advocacy continued in other areas, such as bus driver shortages and the Statewide Community Learning Center Advisory Committee. We worked with the Ohio Department of Education (ODE) and Gov. Mike DeWine to share districts' thoughts and needs around school reopening plans and pandemic response methodologies.

Your lobbyists met with all new legislators in the 134th Ohio General Assembly and provided each with the 2021 OSBA Legislative Platform and our legislative

recommendations and priorities. OSBA's lobbyists continue to work with the State Board of Education and ODE to advocate for the needs of districts during the rule-making process.

OSBA products and services

OSBA staff constantly explores new member services, products and programs that are benefiting school boards across Ohio. Our staff continues to provide valuable services like strategic planning, board development, transportation consulting, policy development, superintendent and treasurer searches and communications programs. 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 have responded to over 1,000 calls and emails from members seeking legal information in 2021, saving districts hundreds of thousands of dollars in attorney fees. The OSBA Legal Assistance Fund provided support in important cases of statewide significance, including the COVID-19 pandemic; district and employee liability; the Open Meetings Act; and other legal matters impacting all Ohio schools.

Additional Programs

The SchoolComp program, Ohio's largest and most stable workers' compensation pool, has projected savings of over \$1.9 million for the 2021 program. This will bring the total savings to \$48 million. In addition, the Group Retrospective Rating program returned over \$1.1 million in premium refunds to participants.

Power4Schools, an electricity purchasing program, has saved schools \$2.4 million so far in fiscal year 2022. Since its inception, Power4Schools have saved districts over \$55 million on their electricity bills.

We partnered with Hennes Communications to create a new communication audit service for members. We continue to partner with Forecast5 Analytics Inc. to



OSBA ... working for you

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

provide 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.

Other exclusive programs, including PaySchools, BoardDocs and the position and treasurer bond program, save districts thousands of dollars annually.

Outreach efforts

OSBA continues to work with many statewide associations and agencies. We are more engaged than ever with the Ohio High School Athletic Association and the state's employee associations — the Ohio Education Association, Ohio Federation of Teachers and Ohio Association of Public School Employees. OSBA worked with the Ohio Educational Service Center Association, helping navigate census challenges and providing protective equipment to schools during the pandemic.

Working with ODE, we made progress on important projects such as "I Educate Ohio," the department's new initiative regarding supports for Ohio's educators, and the Military Interstate Children's Compact Commission. Teaming with nontraditional partners such as the Center of Science and Industry enabled OSBA to help deliver science kits and food to underserved areas of the state. 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 2021, more than 2,700 members registered for 101 workshops and webinars on topics essential to school district governance and management.

OSBA implemented hybrid workshops in August and increased our on-demand offerings, including the six-part Informed Governance Series. These in-depth sessions were specifically designed for board members and are available 24/7.

Over 6,500 people attended this year's Capital Conference and Trade Show and took advantage of more than 130 learning sessions, the Student Achievement Fair, Spotlight Sessions, the Trade Show and many other events.

Communications

OSBA publications — both print and electronic — ensure members have the latest and most useful information at their fingertips. OSBA's flagship publication, the Journal magazine, features association activities, innovative articles, and stories and photos highlighting school districts and student achievement. Offered free as a membership service, the Journal also features columns by association staff to help board members and administrators fulfill their leadership roles. Other OSBA publications include the Briefcase, School Management News, Policy Development Quarterly, School Law Summary, The Link, CommunicationPlus and Success.

Through the Business Honor Roll and Media Honor Roll programs, OSBA and local school districts recognized 173 local businesses and 55 reporters and media outlets that support education.

The OSBA website provides members convenient access to timely information. OSBA continues to expand its use of social media to connect with members through Facebook, Flickr, Instagram, LinkedIn, Twitter and YouTube. Posts across all of OSBA's social media platforms have been viewed more than 1.9 million times, and our total social media audience. We started a weekly #ZoomFor2 video that appears on Twitter, Facebook and Instagram. Guests are invited to speak for 2 minutes or less, providing expert insights on hot topics in public education.

If you would like to learn more about how OSBA can assist your district or become more involved with the association, please contact Mark E. Bobo, membership 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.