



# Annual Report 2011



# From the president



I want to start off by recognizing you, our membership, for again exceeding expectations. You are, individually as well as collectively, the reason WSSDA continues to lead the public education community in our state. You also give us a national voice on education issues.

We are making a difference. In every district across Washington State, amazing things are occurring in classrooms. Students are actualizing their potential in spite of fewer resources and more demands from those outside our community, state and even the education community.

Too many of our education decisions are being driven by partisan politics rather than solid research and best practices. This must stop.

Public education is in the midst of a paradigm shift. The insidious erosion of local

governance is compounded by decreasing funding. Simultaneously, districts face ramped up accountability undermined by shifting standards.

The good news is that we have always found creative ways to 'do more with less' while striving for increased student achievement. Now we must increase our own board achievement and illustrate the innovation in our public schools and show how they can sustain improvement.

During my visits and conversations across the state, I have witnessed myriad examples of just how inventive public schools are and how collaborative local boards can be with their neighboring districts. The strategic methods employed by governance leaders save money and resources without jeopardizing student achievement.

In spite of being labeled as failing schools





due to the failure to meet AYP, Washington's public schools are graduating productive individuals prepared for their future.

I believe we are standing at a time of great opportunity. We are at the cusp of a sea change in local governance. If we take charge, we can be the authors of change. If we choose not to be the instruments of change, we will be made redundant by those who would impose changes upon us.

Those outside harbingers of change do not fully comprehend the philosophy of public education nor, I believe, are they focused on the best interests of all children. That is our ultimate and most important role.

Nurturing the zeal for learning while

meeting standards is a balancing act school directors understand. Each of you is to be applauded for your passion and dedication to our collective future.

I am honored to have served you these past years as a member of the WSSDA Board of Directors and, most recently, as part of your executive cadre.

I thank you for the warm welcome I have received and the wealth of information shared for the benefit of our districts. I treasure memories of our conversations and overwhelming demonstrations of friendship so freely shared. That is the personal legacy I have received from you.

Thank you for allowing me to serve.

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# From the executive director



As I reflect on completing my first full year as your executive director, I can honestly say no one works harder than elected school directors in advocating for the improvement of public education in our state. I am honored to lead your association.

During my travels this year, I visited a wide variety of schools. Some were small, some large. They were rural, urban and suburban. I experienced a common bond among school board members.

What pulls us together as a powerful organization is your passion and commitment to set high standards and create the environment where all students can succeed. We want them to graduate from high school ready for post-secondary education and life-long learning.

In 2011, WSSDA completed several high-leverage changes to serve members more efficiently and effectively.

## **New Web site launched**

I was especially excited about the new Web site we launched in July. Our new Web site brings members relevant research, timely publications, reference manuals, recorded webinars, issue briefs, hot topic reports and links to outside resources. If you haven't visited the resources section of our Web site — you are missing a gold mine of ideas.

## **Increased legislative visibility**

WSSDA worked hard to increase visibility and representation during the 2011 regular and special legislative session. Members received 64 legislative updates, 126 first reading blogs and 10 special reports.

The first Legislative Boot Camp was conducted during the annual conference and received very high marks!

WSSDA also increased its presence on various agency and statewide committees and





task forces. This helped put WSSDA at the table where policy is being set. If you aren't receiving these important legislative updates, just sign up on our Web site.

#### **Revised policy reference manual**

Legal staff completed revision and updates to the WSSDA Policy Reference Manual. This covered 284 policies and 147 procedures. Our new Policy Reference Manual is being hosted on our new WSSDA Web site. You can contact our legal staff for more information.

#### **Online board self-assessment**

In 2011, WSSDA introduced a cutting edge tool to help board members strengthen governance for improved student learning. This service is free for all school boards. Boards take a survey online and receive a report that measures growth and includes

a resource guide to help understand and use the data to build goals.

You can take the survey anytime during the year. Contact the Leadership Development Services Department for more information and a sample assessment and report.

My staff and I are deeply committed to ensuring your membership dues are invested in those services that provide you with high quality training, increased advocacy, updated policy support and increased networking and communication.

WSSDA's credibility and reputation as the "go-to" organization for expertise and advocacy on K-12 issues is growing!

Thank you for your service to improving public education.

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*Jonelle Adams*

# Top 2011 accomplishments

## Budget cuts pave way for stable dues

- Cost cutting in administration and improved revenues allowed WSSDA to hold membership dues to a 1% increase in 2011 and no increase in 2012. In personnel costs alone, WSSDA reduced the budget by \$171,000, or more than 12 percent, over the two years. Membership dues help support salaries and benefits, the WSSDA Board of Directors, WSSDA committees and task forces. They also pay for information technology, maintenance and operations, printing, strategic planning, and contracted services.

## WSSDA launches new tools for board self-assessment

- WSSDA developed the first validated self-assessment based on school board standards in 2012. This tool and its reports allow Washington school boards to examine their performance compared to the school board standards. Hundreds of school directors and superintendents contributed to the design of the assessment and report. Through grant funding and the assistance of The BERC Group and Anderson Consulting, all Washington school boards are able to use this tool at no cost. It helps them

focus on their performance and establish goals for improvement.

## Changes lead to high marks for annual conference

- It was not business as usual for WSSDA in 2011. The executive director and board made a strategic decision to hire an outside consultant to manage our annual conference. This required a reconfiguration of WSSDA staff assignments. The result was one of the highest rated conferences we have had. With nearly 100% approval ratings on multiple key indicators, members expressed their satisfaction with and benefit from the changes. Attendees can anticipate on-going efficiencies and improved quality in coming conferences.

## WSSDA unveils new Web site

- The association launched a new Web site in mid-year to better meet the needs of school directors. A product of extensive user research and some new products, the site is attracting more visitors. Those visitors are viewing more pages and using the site for longer periods of





time. The average length of a visit, for example, has nearly doubled from 2.5 minutes to 4.5 minutes. During the coming year, we plan to increase marketing of the site and add products and services requested by customers.

### **All model policies updated in 2011**

- WSSDA completed a broad review and revision of its Policy Reference Manual during 2011. This manual includes the complete set of sample policies. These policies form the foundation of WSSDA's policy services. This comprehensive process updated legal references and clarified language. We eliminated redundant or unnecessary language and policies. It was a first step in preparing the policies to be housed and accessible on WSSDA's Web site for subscribers of the Policy Online service.

### **Fee-based subscription services generate increased revenue**

- WSSDA's fee-based products and services generated \$574,000 in revenue during 2011. This compares to \$572,000 the prior year. Fees came from publications such as Policy News, School Law Digest, School Law Policy Online and On

Call. Fees were also collected for BoardDocs, training, workshops, superintendent search, strategic planning, Leadership WSSDA, and other services. Board Docs supports paperless board meetings. These products and services reflect the association's commitment to use its expertise to assist school directors as public school policymakers.

### **Legislative Boot Camp added to annual conference**

- WSSDA added a popular full-day boot camp as an early bird session to the annual conference. The morning session covered the basics of how to read a bill and tips for communicating with legislators. The afternoon included 10 legislators – most of whom are former school directors – participating in small group conversations. The sessions gave morning participants an opportunity to try out their new skills in messaging. The boot camp explained how to build a year-round advocacy program. Feedback was very positive and WSSDA plans to add a legislative boot camp to the 2012 Legislative Assembly, as well as the annual conference.



# Finance report

WSSDA ended the 2011 fiscal year with an excess revenue over expenditures of \$301,178.

The financial report is a condensed summary of the Statement of Net Assets as of December 31, 2011. The financial statement presents information focusing on assets and liabilities, with the difference between the two reported as "net assets."

The net assets category provides a broad overview of the association's finances. Net assets serve over time as a useful indicator of WSSDA's financial position.

WSSDA's net assets totaled \$1,896,082 in 2011 compared to \$1,594,904 in 2010. This is an

increase of \$301,178 or 18.9 percent. The net increase reflects additional assets of \$77,961 and a decrease in liabilities of \$223,217.

The Statement of Activities presents information showing changes in WSSDA's net assets during 2011 and focuses on association revenue and expense activity, with the difference between the two reported as excess (or deficiency) of revenues over expenses. The December 31, 2011 statement shows an excess of revenue over expenses of \$301,178 for a total of \$1,896,082 and corresponds to the total net assets (assets less liabilities) on the Statement of Assets.

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## Condensed comparative statement of net assets

	2011	2010	Amount Increase (Decrease)
<b>Assets</b>			
Current Assets	\$1,237,520	\$1,121,809	\$115,711
Capital Assets, Net of Depreciation	1,299,491	1,337,241	(37,750)
<b>TOTAL ASSETS</b>	<b>2,537,011</b>	<b>2,459,050</b>	<b>77,961</b>
<b>Liabilities</b>			
Current Liabilities	60,606	171,842	(111,236)
Long-Term Liabilities:			
Compensated Absences	95,323	137,304	(41,981)
Mortgage Payable	485,000	555,000	(70,000)
<b>TOTAL LIABILITIES</b>	<b>640,929</b>	<b>864,146</b>	<b>(223,217)</b>
<b>Net Assets</b>			
Invested in Capital Assets, Net of Related Debt	719,168	644,937	74,231
Restricted	84,602	84,602	0
Unrestricted	1,092,312	865,365	226,947
<b>TOTAL NET ASSETS</b>	<b>\$1,896,082</b>	<b>\$ 1,594,904</b>	<b>\$301,178</b>

## Statement of activities

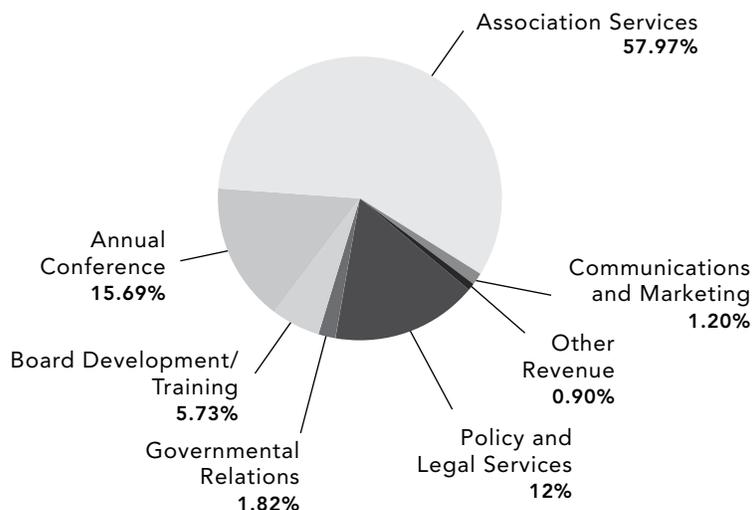
	Governmental Activities 2011
<b>Expenses (Current by Program)</b>	
Association Services	\$931,467
Less Capital Asset Outlays	(10,302)
Less Principal Payment on Mortgage	(70,000)
Plus Disposals (net book value)	23,214
Plus Depreciation Expense	24,838
Decrease in Compensated Absences Liability	(41,981)
<b>TOTAL ASSOCIATION SERVICES</b>	<b>857,236</b>
Policy and Legal Services	519,032
Governmental Relations	290,481
Leadership Development	427,058
Annual Conference	422,094
Communications & Marketing	188,284
<b>TOTAL EXPENSES</b>	<b>2,704,185</b>
<b>Program Revenues</b>	
Association Services	1,743,549
Policy and Legal Services	502,116
Governmental Relations	53,533
Leadership Development	171,463
Annual Conference	473,260
Communications and Marketing	34,635
<b>TOTAL PROGRAM REVENUES</b>	<b>2,978,556</b>
<b>Grant Revenue</b>	<b>0</b>
<b>Other Revenue</b>	
Interest Income	17,907
Rental Income	0
Other Income	8,900
<b>TOTAL OTHER REVENUE</b>	<b>26,807</b>
<b>TOTAL REVENUE</b>	<b>3,005,363</b>
<b>Excess (Deficiency) of Revenues over Expenses</b>	<b>301,178</b>
<b>Changes in Net Assets</b>	
Beginning	1,594,904
Ending	\$1,896,082

## WSSDA revenue

increased from  
\$2.9 million in  
2010 to \$3.0  
million in 2011.



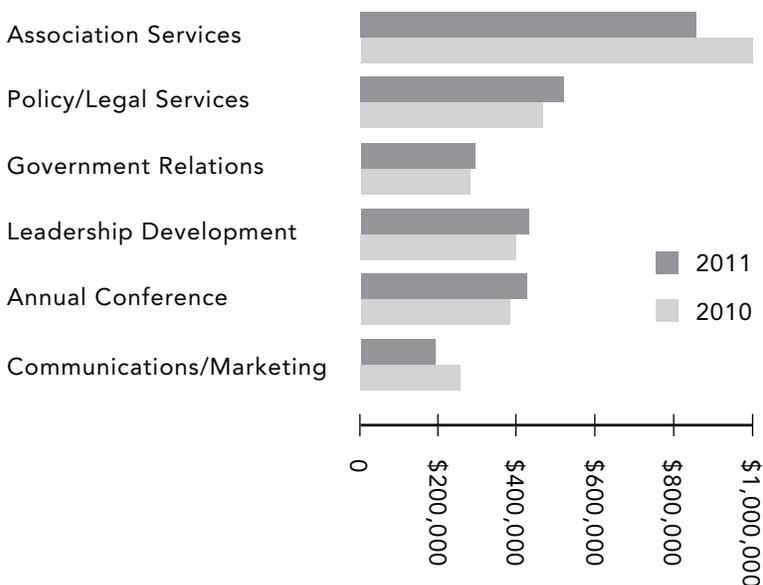
## Revenue by program



## Financial highlights

- Long-term mortgage debt decreased by \$70,000. The decrease in debt is the result of principal payments during the year.
- WSSDA increased its reserves by \$226,947.
- The annual conference was held in Bellevue and provided revenue of \$473,260 at a conference cost of \$422,094 (including salaries).
- Annual dues increase was 1% or \$17,256.
- BoardDoc's (paperless board meeting) product contributed \$70,511 increase to revenue and Policy Consulting (policy book consultation) added an additional \$19,628.
- WSSDA received \$89,657 of funding from OSPI to fund Lighthouse training for districts that are classified by OSPI as in need of improvement. This is part of an interagency agreement for Lighthouse training for the lowest performing schools.

## WSSDA program expenses



## 2011 WSSDA officers and board of directors

PRESIDENT

**Deborah Heart**  
*Goldendale*

VICE PRESIDENT

**Debbie Long**  
*Central Valley*

PRESIDENT-ELECT

**Mary Fertakis**  
*Tukwila*

PAST PRESIDENT

**Kevin Laverty**  
*Mukilteo*

NSBA BOARD OF DIRECTORS

**Anne Golden**  
*Walla Walla*

DIRECTOR AREA 1

**David Iseminger**  
*Lake Stevens*

DIRECTOR AREA 2

**Nancy Merrill**  
*Enumclaw*

DIRECTOR AREA 2

**Carol Van Noy**  
*Riverview*

DIRECTOR AREA 3

**Rick Maloney**  
*University Place*

DIRECTOR AREA 4

**Cindy Kelly**  
*Port Angeles*

DIRECTOR AREA 5

**Chuck Namit**  
*North Thurston*

DIRECTOR AREA 6

**Roy Parsons**  
*Kelso*

DIRECTOR AREA 7

**Tracy Zahn**  
*Bridgeport*

DIRECTOR AREA 8

**Bruce Drollinger**  
*Naches Valley*

DIRECTOR AREA 9

**Chris Nieuwenhuis**  
*Riverside*

DIRECTOR AREA 10

**Dean Kinzer**  
*Pullman*

DIRECTOR AREA 11

**Kay Brader**  
*Prosser*

