# 2006-2007 Annual Report

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AASPA 2007 was an extraordinary year of accomplishments for many reasons. In October of 2006, we adopted the most ambitious budget and program commitment in the history of AASPA; our professional development program and member services have expanded in a multitude of ways to reach out to our members; our membership totals for the year have established a new all time high in the history of our organization; and we have established a new program to retain the collective wisdom of our past presidents.

We have accomplished more with fewer resources than perhaps any national educational organization of our size. The AASPA staff, under the dedicated and committed leadership of Dr. Jody Shelton, has assumed a greater national role for the organization and assumed greater responsibility for the planning and implementation of the annual conference. AASPA has established itself as a leader among leaders with our involvement with the Learning First Alliance in Washington D.C. and Dr. Shelton has recently been elected as the Vice Chair of Trust for Insuring Educators, a consortium of 65 educational organizations, giving AASPA a greater voice and visibility among international educational organizations.

Professional development programs have expanded in a myriad of directions in an effort to reach out to our members and provide services and support that will have a positive, beneficial impact on member needs. Our annual conference is a premier professional development event that brings HR leaders together from around the world to share ideas, promote organizational goals, strengthen and expand knowledge and skills, and create a sense of unity among the diverse philosophies of our members. Rather than relying on AASPA members to come to a single destination for activities, AASPA has distributed our programs geographically around our country. AASPA Summits were presented in San Diego, California and San Antonio, Texas; AASPA Boot Camp was offered in Nashville Tennessee along with the Support Personnel Seminar; our annual conference is held in Kansas City, Missouri for 2007 and Seattle, Washington in 2008. Online “Webinar” trainings were provided throughout the year that can be accessed from any geographic location with Internet access and our E-Mentor program provides new AASPA members one-on-one support by pairing them with an experienced AASPA member who can share his or her knowledge and advice via e-mail or phone. Planning and organizing the professional development calendar is a monumental task and we extend our gratitude and appreciation to AASPA staff members Stephanie Marker and in particular, Jen Osborne, for an exceptional job of making our success look so effortless.

AASPA 2007 was a year of firsts in many ways. Our membership goal was 2007 members in 2007 which we exceeded with an all time membership record of 2041 members. We extend our special gratitude to Dr. Nancy Biggs and the members of the Membership Committee for an extraordinary effort to take the membership recruitment to every state and province within our organization. We also want to congratulate Dr. Jody Shelton and staff members Andy Mathes, his replacement Matt Merrigan, and Ingelise Posey, for an exceptional effort to diligently monitor and revise strategies to recruit and retain new members.

The strength of our organization has always been the phenomenal dedication and contribution of our members who serve on our AASPA committees, provide leadership as committee chairs, and assist in planning our outstanding annual conference, and, without question, the exceptional leadership of the AASPA Executive Board, most of whom have served in many capacities on committees before assuming executive board leadership. Whether as a regional representative, secretary, president-elect, Continued...
The role and influence of these extraordinary leaders serve as the very heart of our organization and it is this accumulative knowledge and experience that we must not overlook as our organization moves forward to new heights. In an effort to recognize the contribution of our former presidents and to retain the collective wisdom of our leadership, the Executive Board and I have established the Council of Presidents as an informal advisory group to the Executive Board. This group will be invited to meet with the Executive Board at the annual conference each year to discuss and provide input on the vision and direction of AASPA. By retaining close connections with the leadership of the past, we retain the benefits of their wisdom and institutional memory to help guide the path of our future.

Organizational success is achieved with contributions from every AASPA member who volunteers their time and energy to help AASPA toward continuous growth and attainment of new organizational achievements. Congratulations to the entire AASPA family for an exceptional year of achievement.
AASPA's Mission
The American Association of School Personnel Administrators provides leadership in promoting effective human resource practices within education through professional development activities and a broad-based resource network.

AASPA Strategic Plan
In October of 2006, AASPA's Executive Board created a strategic plan centered around the following goals:

Professional Development
- Develop and conduct ongoing “balanced” professional development offerings for new and veteran members.
- Examine the feasibility of developing a certification / HR credentialing / academy program.

Membership
- Increase membership by working closely with the National Office in developing strategies that attract and retain individuals interested in membership with AASPA.
- Develop a network of contacts that encourages affiliates to work with AASPA to promote activities and interaction; and identify opportunities for AASPA leadership to interact with and support affiliate activities.
- Create a more effective Web site.

National Goal
- Create a greater presence with and to foster credibility among national agencies, organizations and governmental bodies to promote AASPA goals and objectives.

AASPA Staff
Dr. Jody Shelton
Executive Director
Stephanie Marker
Assistant to the Executive Director
Jen Osborne
Professional Development Coordinator
Matt Merrigan
Membership Specialist / Office Manager
Ingelise Posey
Office Assistant

Keeping the Human in Human Resources
My fifth year serving as executive director has been stellar. It has been a pleasure serving you with the opportunity to work for continued value for AASPA members. Under the outstanding direction of Doug Gephart and the Executive Board, AASPA has reached new plateaus in several different areas, including exceeding membership goals, increasing member services, and establishing our voice at the national level.

We exceeded our goal of 2007 members in 2007, through the efforts of the Membership Committee, Board, AASPA members, and AASPA staff. To exceed this goal in a time when gaining members is difficult for organizations makes a strong statement for the work all of you have done as well as for the value members are finding through their AASPA membership.

We have increased member services through our professional development opportunities, resources, and new Web site. This year we doubled the number of Webinars available to members, and the interest in this type of online learning is increasing. We have provided more resources through our publications department, including publishing AASPA’s Family and Medical Leave Act Compliance Manual, written by two attorneys experienced in HR and education law. The launching of our Web site is also on the achievement list for 2006-07. It has been an extensive project because of the number of pages that comprise our site. We are pleased with the comments received about the ease of navigation and the professional look. We also appreciate everyone’s patience as we worked through the technical bugs. We know there are some changes to make that will further enhance the service it provides to you, and we will be working on those in the coming year.

We are excited about meeting the objectives of the strategic plan outlined by the Board in 2006. We are proud to announce that we have achieved nearly all the objectives as outlined and are looking forward to setting new goals and levels of achievement. One of those strategic areas was to increase our national focus. I have been amazed at how quickly that has happened for us. By joining the Learning First Alliance, serving on the Educational Research Service and Trust for Insuring Educators boards, and being invited to participate in several different discussions with national educational and research organizations, AASPA is creating a strong name for itself in Washington, D.C.

I want to make sure we thank the business partners who have helped us realize our goals this year. With the beginning of our new Elite Sponsorship Program, eight sponsors have committed generous amounts toward supporting AASPA, and many others have contributed through advertising and sponsoring other events.

The accomplishments for AASPA also would not have been possible without the wonderful AASPA staff. They are a cohesive team with a feeling of ownership in reaching goals for our organization.

Even as we reach the next “plateau” for AASPA in meeting or exceeding our goals for the year, there is only a little time to stop and enjoy the view. Instead, we must reach for the next peak in improving and adding services. New goals have been set and we are brainstorming and researching ideas for new member services, new resources, and ways to improve our current offerings.

There are many ideas and challenges to pursue in the years ahead. We are open to your ideas and needs. Please feel free to contact us when we may be of service to you. We strive to “keep the human in human resources” by providing exceptional customer service and ensuring we have made your job a little easier. Onward and upward!
Professional Development

This year’s events were held across the United States and the Internet, reaching 640 HR professionals in school districts. Below are some of the “stats” on AASPA’s successful professional development program:

AASPA’s 68th Annual Conference:
Get Your Motor Runnin’!
October 18-21, 2006
Detroit Marriott at the Renaissance Center
Detroit, MI
Attendees: 366

AASPA Summit 2007:
HR Leadership
January 25-26, 2007
The Dana on Mission Bay
San Diego, CA
Attendees: 22
April 26-27, 2007
El Tropicano Riverwalk Hotel
San Antonio, TX
Attendees: 33

Personnel Administrator Boot Camp
June 18-19, 2007
Sheraton Downtown Nashville
Nashville, TN
Attendees: 52

Support Personnel Seminar
June 20, 2007
Sheraton Downtown Nashville
Nashville, TN
Attendees: 13

Webinars
“Pandemic Planning”
November 16, 2006
Attendees: 21

“Communications in HR”
December 7, 2006
Attendees: 14

“Support New Teachers Through Mentoring and Induction Programs”
March 7, 2007
Attendees: 19

“Attracting Special Education Teachers”
March 28, 2007
Attendees: 18

“Performance Pay: The Aldine Way”
June 6, 2007
Attendees: 21

Legal Webinar Series:
June 13, 2007 – “EEOC”
July 11, 2007 – “Hiring J-1 Foreign Nationals”
August 8, 2007 – “FMLA”
Attendees: 27

“Optimizing Substitute Teachers”
August 1, 2007
Attendees: 10

“District and School Values-Based Interviewing”
September 26, 2007
Attendees: 24

Professional Development Survey
In the spring of 2007, AASPA members were polled on their professional development preferences. Some highlights of results include:

70% said their preferred resource to improve job skills is a workshop or conference.

65% find the presentation to be most beneficial when attending a conference.

62% expect their professional development travel to stay the same in the upcoming year.

The top items that limit professional development travel were district budget limitations (52%) and inability to leave duties (34%).

55% would like to see AASPA provide more small conferences, while 43% would like to see more Web-based training.

49% of respondents said they are able to attend 1-3 out-of-office events annually.
Statement of Purpose:
The committee will assist in identifying and developing meaningful and appropriate staff development opportunities for members on a local, regional, national, provincial, and international basis during the 2006-2007 year.

The committee will assist the conference committee in identifying professional development strands for the annual conference that address and support improvement in the knowledge, skill, and abilities for current and future job expectations.

The committee will provide suggestions for topics to be the focus of the association's Perspective and annual Best Practices publications. The members of the committee shall assist in identifying potential authors from both within and outside of AASPA who shall be approached about writing an article addressing a specific focus topic including, but not limited to, any potential author and/or presenter who may have presented or had published articles at the provincial or state level.

Activities and Accomplishments:
• An updated committee roster was developed through contact with each member of the 2005-2006 Professional Development Committee.
• The committee voted on the theme of “Leadership in HR” for the 2007 Best Practices magazine. Committee members submitted and solicited articles for the magazine.
• Professional development events held included summits in San Diego and San Antonio, a Boot Camp in Nashville, and a support personnel seminar in Nashville.
• A professional development survey was conducted in June of 2007 to survey the membership on professional development preferences.
• Three additional Webinars were added to the professional development calendar for the summer on legal topics.

Comments and Recommendations:
Kudos again to the Herculean job of the national headquarters’ staff, especially to Jennifer Osborne. She has been excellent to work with and extremely patient throughout the year as our committee members balance their real jobs with the work of the committee on behalf of the Association.

The committee members, both veteran and new members, have been responsive to the requests and support of staff of the Association and leadership of the committee.

The following recommendations are being made as enhancement of the work of the committee on behalf of the Association:
• Continue to blind copy the chair as well as committee members of the requests that are made by the membership on the listserv/AASPA Forum. This year, it appears that there was a great need for job descriptions, performance improvement plan templates, and an HR handbook for school administrators.
• The Association should gather data from HR offices across the country to establish best practices regarding staffing of an HR office, software, filing systems, etc.
• Review the salaries of the Association staff in order to retain great staff members like Jennifer and Jody.
Membership

Half Price Membership
This year’s half-price membership campaign was also successful. 155 members joined for half-price between March 1 and September 30, 2007. This was an increase of 42 members gained from last year’s half-price membership campaign.

Half-Price Members By Category
[Table not shown]

Membership Recruitment:
No Personnel Professional Left Behind Program
This year’s membership recruitment program brought in 76 new members. Thank you to everyone who participated. The winners are as follows:

$50 Bookstore Gift Certificate: Patricia Einfalt, Professional Assistance, Inc., Palo Alto, CA

$100 Bookstore Gift Certificate: Dick Schromm, Educational Support Service, Fair Oaks, CA

Free Career Center Ad: Steve Williams, Woodburn Public Schools, Woodburn, OR

Free Kansas City Conference Registration: Rob Cowell, Hazelwood SD, Florissant, MO

Membership Surveys
In 2007, exit and entrance surveys were conducted of non-renewing members and new members respectively to determine why people join AASPA and why people leave AASPA. Below are a few highlights from these surveys.

Membership Exit Survey
(non-renewing members)
38% of respondents said their reason for not renewing membership is related to budget issues, followed by changing departments/positions (22%), affiliate meeting their needs (8%), not satisfied (8%), and retired (5%). Other answers (35%) included the time and costs involved, choosing another organization, or membership not applicable or utilized enough.

76% of respondents said they would recommend AASPA to a colleague.

Membership Entrance Survey
(brand new members)
41% said their primary reason for joining AASPA is the professional development opportunities. This was followed by networking (35%), annual conference (9%), publications (6%), other answers (6%), and newsletters (3%).

68% of respondents said they heard about AASPA from a colleague.

Respondents said the most satisfying thing about their AASPA membership was the information and resources (31%). Another 22% enjoyed the networking opportunities.
Statement of Purpose:
The goal of the committee is to increase membership by working closely with the National Office in developing strategies for promoting, coordinating and facilitating AASPA membership activities that will attract, retain, and inspire membership with AASPA by promoting services and benefits.

Comments and Recommendations:
The committee is pleased to report that the number one goal, that of increasing membership, has been successful, thanks to the very hard work of many, many AASPA members around the country. Special thanks go out to the AASPA staff for their continual work at building our membership base, and also to the Board who are out amongst potential members recruiting!

The committee is working on a Membership Pyramid of regional membership contacts for AASPA, which should be in place for 2007-08.

The committee is working on revising the Membership Best Practices Manual.

The committee also recommended revisions to the Operational Handbook to align it with current practices.

Membership Committee
Chair
Nancy Biggs
Co-Chair
Eric Cunningham

Region Reps
Steve Williams, Region 1
Cathy Skinner, Region 2
Pat Valentine, Region 3
Cary Dritz, Region 4
Carrie Durley, Region 5
Sanita Savage, Region 6
Members
William Addy
James Antis
Pam Arrington
Douglas Behnke
Lori Belha
Jim Buck
Daphne Buckley
Wayne Burke
Suzanne Burkholder
Michelle Burton
Linda Busfield
Marlene Bustani
Anne Callahan
Anthony Caliri
Deborah Coley
John Curcio
Marcia Daniels
Greg Dietz
Cathy Donovan
Annie Doughty
Ann Feldmann
Harold Fitner
Lowell Ghosey
Henry Gonzales
David Halstead
Nancy Hancock
Marion Hartung
Randy Hathaway
Annette Henderson
Richard Higginbotham
John Hinton
Mary Holliday
Kathy Kessler
James Kling
Harriet Konstantinidis
Lisa Kudelka
Mary Larson
Gary Lenti
Charles Leunig
Aundrea Locke
Alex Martin
Arturo Martinez
Andy Matthews
Pam McBee
Javier Melendez
Catherine Metevelis
Perihan Awad Morsi
Donna Mullins
James Murray
Gary O’Connor
Ramon Osuna
Katie Palmer
Sophie Paul
Rose Bard Peppin
Robert Peter, III
Fred Primm
Patrese Pruden
Larry Reznicek
David Ruhland
Fay Ruotolo
Valerie Schwartz
Richard Scott
Renee Sedlack
Terry Serbin
David Shull
Paul Shroot
Marcia Smith
Flip Steinour
Doug Sumner
Ojeta Townes
Jaime Valentine
Michael Vransevic
Curt Wary
Jane Webb
William Weber
Atila Weninger
Kevin Wibbels
Beverly Williams
Bruce Zahradnik

Board Liaison
Sanita Savage

Staff Liaison
Matt Merrigan
National Focus

The goal of a stronger national presence for AASPA is coming to fruition much faster than we anticipated even a year ago. It is amazing to watch the evidence of this that comes across our desks on a weekly, sometimes even daily basis. This evidence consists of invitations received from a variety of national organizations, including policy groups, research groups, and national consortiums, all inviting AASPA to help influence the direction of the future of education in the United States. Although we had to be selective in choosing those events to participate in due to scheduling and travel costs, the fact that we are receiving these invitations still affirms the fact that our recognition is increasing at the national level. Here is a summary of AASPA’s activities at the national and international level:

Learning First Alliance:
AASPA joined the Learning First Alliance (LFA), a coalition of 17 top education associations in the United States. Membership is by invitation only. Executive Director Dr. Jody Shelton participated in seven Board Meetings, two in Washington and five by conference call. AASPA was also represented by seven participants including Board Members and other affiliate leaders at LFA’s Leadership Summit, March 9-11, 2007, in Washington, DC. The summit explored the future of public education in the United States.

Center on Education Policy:
AASPA participated in the Center on Education Policy’s roundtable discussion meetings in Washington, DC, on November 29, 2006, on the highly qualified teachers provision of NCLB, and on May 1, 2007, on the special education teachers provision. The discussions were attended by over 20 other education organizations and AASPA’s current Position Paper on NCLB was distributed to those attending.

Other Initiatives:
• AASPA is one of 140 organizations to sign the Joint Statement on NCLB, created by the Forum on Educational Accountability.
• The AASPA Executive Board approved supporting and distributing materials on the Children’s Defense Fund and their efforts to help uninsured children.

Collaborative Relationships:
• Several discussions were held with Phi Delta Kappa on supporting the Future Educators Association (FEA) program. AASPA’s Web site now links to a special page on the FEA Web site to educate members on this program.
• The Executive Board approved for Pi Lambda Theta to recognize the Herb Salinger Award.

Any recipients of this award will now be invited to join Pi Lambda Theta, an international honor society and professional association in education.

Examples of Other Invitations Received:
• Freedom to Lead: The Principal’s Autonomy Gap
  Hosted by Thomas B. Fordham Institute, May 16, 2007
• The Forum on Educational Accountability Meeting
  A working group of some of the signers of the Joint Statement on NCLB, June 13, 2007, discussion of releasing expert panel report on joint statement of NCLB
• Preparing STEM Teachers: The Key to Global Competitiveness
  Congressional Briefing, hosted by AACTE and the U.S. Senate Science, Technology, Engineering and Mathematics (STEM) Education Caucus, June 21, 2007
• National Strategy Forum,
  hosted by the National Board for Professional Teaching Standards, Hunt Institute for Educational Leadership and Policy, and NEA, October 4-5, 2007
National Focus

Legislative & Governmental Committee

Chair
Jean Sophie

Members
Debbie Bullock
Bill Coyle
Lyle Evans
Marv Feinberg
Sarah Meaker
Sophie Paul
Chuck White

Board Liaison
Winston Odom

Staff Liaison
Stephanie Marker

Statement of Purpose:
The committee will monitor and inform AASPA members of pending legislation involving and impacting school personnel initiatives in the states and provinces of the United States and Canada as well as at the international level. The committee shall identify offices, key contacts and/or Web sites of governmental agencies, legal firms, and professional associations, which announce/review pending and adopted legislation as well as judicial rulings impacting personnel education to which the AASPA’s Web page may be linked. Of particular interest are the pending changes for the renewal of the No Child Left Behind (NCLB) legislation.

Activities and Accomplishments:
Chuck White presented the updated NCLB Position Paper at the annual conference in Detroit (October 2006). The committee created and administered a survey of members on the topic of AASPA’s Position Paper on NCLB in spring 2007. 169 members responded to the questionnaire. Overwhelmingly, our members support the six areas covered on the survey. Comments showed that there are concerns regarding highly qualified in different states and the impact of the lack of highly qualified areas in hard-to-fill positions.

Executive Director Jody Shelton also attended several legislative updates in Washington D.C. with various educational groups. I look forward to joining Jody in our communication with this umbrella group of educators working on legislation and developing relationships with legislators. This supports the member concerns of being involved at the federal level on the ground floor of future legislation.

Comments and Recommendations:
The committee makes the following recommendations to the Board:
1. Post final report of survey feedback on AASPA’s website.
2. Develop a plan to utilize the comments from members on the survey.
3. The final version of the AASPA NCLB Position Paper should remain unchanged based upon survey feedback from AASPA members. This paper should be posted on AASPA’s website and reviewed every year.
4. More recruitment of committee members needs to take place, with biweekly e-mails to all committee members to keep in touch. A phone conference regarding major committee business should take place twice a year.
5. Provide model letters and ideas for communication strategies with key policy makers concerning the final AASPA NCLB Position Paper. The national office can distribute to USDOE and key Congress policy makers before the end of January 2008.
6. Sign on as an Association in support of the Joint Organizational Statement on the No Child Left Behind Act.
7. Support as an Association that members of AASPA are committed to recruiting, hiring, and placing the very best, qualified teachers and paraprofessionals to motivate all students to become the best they can be. This may best be accomplished as part of an AASPA “mission statement” to share with the membership and potential members.
8. Establish a Human Resources in Education Leadership Program to be modeled after several successful programs that are being piloted or currently in place (i.e. VASPA Institute of Educational Leadership (IEL) partnership pilot or the Washington and Oregon Human Resources in Education Leadership Programs (HELP)). The committee also suggests exploring the potential of integrating some of the personnel professional training components which are sponsored by SHRM with those of AASPA, which specifically relate to personnel/HR functions within a school environment (possibly a cooperative training venture). By establishing such a program AASPA is making the statement that as an Association we must have high standards to move the profession forward.
Committee Reports

Conference Time & Place Committee

Statement of Purpose:
The committee will provide a recommendation as to where to hold the 2012 annual conference.

The committee will solicit interest from Region 2 affiliates to possibly host the annual conference in October 2012 and will confirm the affiliate(s) commitment to host the annual conference. This information shall be used to identify hotels and dates for the conference.

Activities and Accomplishments:
The committee recommended Chicago, IL for the 2012 conference, but when site research began, few favorable responses from Chicago hotels were submitted. The committee considered three options: 1) Accepting the one bid submitted from a downtown Chicago hotel for $239/night plus a 5%/year increase resulting in $305-$320/night by 2012, with the conference held the last week in September; 2) Asking for bids 45 minutes from downtown in Rosemount at hotels such as the Hyatt Regency; 3) Consider other towns such as Minneapolis, Cincinnati, Cleveland and Indianapolis.

Comments and Recommendations:
The committee has no recommendations at this time as further research is still being done to find a suitable location.

Constitution & Bylaws Committee

Statement of Purpose:
The committee will conduct a review of the Constitution and Bylaws to determine what, if any, additions, deletions or revisions should be made. The committee shall consider and recommend changes that would correctly align the procedures and expectations of the Operational Handbook, the Constitution and Bylaws, and current decisions of the Executive Board.

Activities and Recommendations:
The committee reviewed the Constitution and Bylaws and the AASPA Operational Handbook. At this time, the committee does not have any recommendations for changes in the constitution, bylaws, or Operational Handbook. These documents will be reviewed and discussed again in the fall.
### Committee Reports

#### Nominations Committee

**Chair**
Mary Hopkins  
Co-Chair
Gloria Simon

**Members**
Suzanne Burkholder  
Richard Higginbotham  
Marcie McKaig  
Lorene Moore  
Cathy Rannels  
Craig von Behren  
Bill Weber  
Barb Wright

**Board Liaison**
Pat Valentine

**Staff Liaison**
Stephanie Marker

**Statement of Purpose:**
The committee will present recommendations for candidates for the Executive Board.

**Activities:**
The committee publicized the vacancies. The committee reviewed the qualifications of the nominees and determined that all are well qualified.

**Comments and Recommendations:**
The slate of candidates is:
- **President-Elect:** Carrie Durley
- **Recording Secretary:** Trini Garza
- **Region 3 Representative:** Robert Buganski
- **Region 4 Representative:** Steve Betando

#### Herb Salinger Personnel Administrator of the Year Award
**Recipient:** Dr. Nancy Biggs, Lincoln Public Schools

#### Raymond E. Curry Award
**Recipient:** Dr. Sanita L. Savage, Region 6 Representative

#### William L. Hunter – Point of Light Award
**Recipient:** Fred Primm, Sumter County School District

#### Arch S. Brown Award
**Recipient:** Texas Association of School Personnel Administrators

#### Honorary Memberships
**Recipients:** Sherrie J. Evans, Patricia J. Einfalt, William Weber

#### Special Recognition Award
**Recipient:** Dr. Mary Hopkins, Carrollton-Farmers Branch Independent School District

#### Newsletter Award
**Recipient:** Northside Independent School District

#### Website Development Award
**Recipient:** Shawnee Mission SD

**Comments and Recommendations:**
1) Explore avenues for broader representation of states in award categories.  
2) Change the deadline for award nominations to April 1 beginning with the 2007-2008 year.

#### Recognition Committee

**Chair**
Sharmon Wilkinson

**Members**
Ken Baden  
Ray Bihun  
Jerry Byrd  
Dan DePasquale  
Yolanda Gavito  
Therrell Myers  
Lucia Schirard  
Doug Sumner  
Ryan Thomas

**Board Liaison**
Cary Dritz

**Staff Liaison**
Stephanie Marker

**Statement of Purpose:**
The committee will recognize outstanding contributions: (1) by members to AASPA, (2) by members or districts to school personnel administration, (3) by those outside AASPA in the area of school personnel administration, and (4) of AASPA affiliate organizations.

**Activities and Accomplishments:**
Award recipients:
- **C.S. Robinson Award:**  
  **Teacher Evaluation Systems: Linking Teacher Performance to Student Achievement**  
  **Recipient:** Lori Belha, Wheaton–Warren Community Unit School District #200

- **Newsletters**
  - **Newsletter Award:** Northside Independent School District
  - **Website Development Award:** Shawnee Mission SD
Committee Reports

Scholarship Committee
Chair
Trini Garza
Members
Carrie Gibson
Alex Martin
Angelia Nicholas
Brenda Seals
Addie Swinney
Candace Wildy
Beverly Williams
Danielle J.S. Diaz
Board Liaison
Stephen Williams
Staff Liaison
Jen Osborne

Statement of Purpose:
The committee will select the recipient of the Leon Bradley Scholarship and will recommend the process and criteria for any future scholarships which may be awarded by AASPA. Further duties include providing suggestions for expanding funding opportunities to support annual scholarships.

Activities and Accomplishments:
The committee recommended and the Executive Board approved the suggestion to announce the Leon Bradley Scholarship recipient during one of the general sessions in lieu of hosting an evening reception during the AASPA Conference in Kansas City.

Comments and Recommendations:
The 2007 Leon Bradley Scholarship recipient is Amanda Tifft from the University of Nebraska, Lincoln.

The committee discussed the following ideas for the Board to review and recommend a decision:

Idea 1: Open up the Leon Bradley Scholarship to students in all regions
Reasoning:
A) Since the Board decided not to invite the winner to conference to receive the award due to cost, the winner’s location is no longer as big an issue.
B) Members of education departments may be more prone to recommend quality students on a yearly basis instead of once every six years.
C) More applicants should mean more quality and deserving students.

Concerns:
A) There will be too many applications and too little time to evaluate them.
B) Regional “flavor” will be lost.

Idea 2: Create a new scholarship for high school seniors preparing to enter or admitted to an education program. It could be much smaller (around $250).
Reasoning:
A) These are students that members have contact with and could recommend.
B) The intent of changing the scholarship committee from the Leon Bradley Committee to the general Scholarship Committee was to leave room for more scholarships to be created.
C) Offer a scholarship for all students entering education fields, not just minorities.
D) Could be viewed by members as an indirect benefit of membership: getting the students in their schools scholarships.

Concerns:
A) It may take some attention off of the Leon Bradley Scholarship.
B) $250 may not be enough money to draw interested applicants.
C) It would be more difficult to track these students.
D) Many students change their major or area of study in the first few years of college.

Ad Hoc Minority Recruitment Committee
Chair
Janet Kearney
Members
Jan Beatty
Rebecca Cooper
Ann Feldman
Trini Garza
Mary Hopkins
Patricia Lyons
Sanita Savage
Addie Swinney
Bill Trost
Board Liaison
Pat Valentine
Staff Liaison
Stephanie Marker

Statement of Purpose:
The committee will produce a publication to provide AASPA members with information on successful minority recruitment models.

Activities:
The committee completed the research and Dr. Kearney completed a draft of the publication in April 2007. Many thanks to the school districts who contributed research for the publication: Albemarle County Public Schools, Charlottesville, VA; CAMRA Consortium Program, Cleveland, OH; Carrollton-Farmers Branch ISD, Carrollton, TX; Des Moines Community Public Schools, West Des Moines, IA; and Lubbock ISD, Lubbock, TX.

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Ad Hoc Certification Task Force

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Cherie Rickert
Gloria Simon
Pamela Swanson

Board Liaison
Winston Odom

Staff Liaison
Stephanie Marker

Activities and Accomplishments:
After initial conference calls to discuss strategies, a survey was developed and submitted to the Committee and to AASPA Board members. The results of the survey indicated:
1. There is a need for an HR certification program. The certificate could be university-affiliated, but the curriculum/instruction should be under the control of AASPA. The certificate should last 5 years, with lifetime certificates given after re-certifications.
2. It would be most favorable if the cost is fully or partially borne by the participant’s district.
3. The program should be no more than 2 years. The instruction should be a combination of off-site/on-site/online.
4. The program should give priority to member districts, but can be open to others as well.
5. The program should not affiliate exclusively with any one program. Responders felt the culture of school district HR was sufficiently specialized that AASPA should develop and manage it.
6. It was felt that an advisory board from AASPA should develop the program, but that an AASPA administrator should manage it.
7. Specific tuition rates ranged from $500 to $1000, but a final number should be developed based on the anticipated costs of the program and AASPA’s share of revenue.

Comments and Recommendations:
Items for further consideration:
1. Where states do not have an existing program there is a clear need for a certification program. Even where states have programs, participants may also desire to hold a national/international certification. AASPA will need to consider how the program will compete with state entities.
2. Monies for professional development within school systems are unfortunately usually limited. Where individuals who have district support decide to participate in a certification program it is likely to draw from their ability to attend other AASPA events.
3. Although surveyed participants felt it was important to maintain a tuition between $500 and $1000 annually, it is known from experience that may be difficult to achieve. The tuition fee itself may be near $1000, but participants must also consider related travel costs. If AASPA intends to see a marginal profit from the program it is likely the annual fee would be closer to $1500 or more.
4. It is important that attendees have the opportunity to be together in on-site activities for some major portion of the program. It also appears to be important to attach the program to a college/university structure.
5. Resources will need to be identified to develop a specific program. While it may be desirable to attach the program to an existing program, the survey participants felt this needs to be a separate program with a curriculum that is focused on school HR functions.

The task force recommends that the Board continue the study of this issue with the intended result of developing a certification program. Any program must be professionally sound, possess the ability to attract attendees to maintain the program over time, and must be financially
In January 2007 AASPA began a new program for our business partners called the “Elite Sponsorship Program.” In this program, AASPA business partners are encouraged to sign up for a customized sponsorship package for one flat fee for the entire year. This program gives AASPA’s most dedicated sponsors the extra recognition they deserve for all the support they give over the year. The business partners select a sponsorship level and then choose a la carte which events and items they would like to sponsor.

Elite Sponsors receive the following benefits:

- Receive Annual Conference exhibit information one week prior to other business partners.
- Unlimited number of staff in booth during the Exhibit Hall Reception at the annual conference.
- Level of contribution recognized on the Elite Sponsor page of each AASPA newsletter publication.
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Thank You to Our 2007 Elite Sponsors:

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AASPA AUDIT SUMMARY REPORT
For Fiscal Year 2005-2006

General Information:
- During the 2006-2007 fiscal year, a full audit was completed by the firm Keller and Owens for the fiscal year ending September 30, 2006.
- The audit opinion was expressed in a report dated February 16, 2007.
- The Board approved a new three-year agreement with Keller and Owens to complete annual audits. This audit represents the first year of the new agreement.
- The audit was conducted according to auditing standards generally accepted in the United States of America.
- Information listed in this audit summary comes from the actual audit report.
- Any member of AASPA who would like a copy of the full audit report should contact our national office or one of the Board members.

Summary Statement:
- Keller and Owens indicated in the management letter that there were no unusual accounting policies or accounting methods used by AASPA. They were able to conduct the audit in an efficient manner. They appreciated the assistance and cooperation extended to the audit team while conducting the audit.

Summary of Audit Information:
- Annual Revenue: $674,398
- Annual Expenses: $558,646
- Annual Revenue exceeded Annual Expenses by $115,752.
- Annual Expenses were in line with the budget.
- Program service expenses represented 75% of total expenses, which is well within acceptable guidelines.

Additional Observations:
- AASPA moved from debt to a positive balance sheet in the 2003-04 fiscal year.
- On October 1, 2004 the AASPA balance sheet moved from a deficit of $106,376 (unrestricted net assets) to a positive position of $1,393. At the close of 2005, AASPA’s financial position moved to a positive position of $142,514. For 2006, AASPA’s financial position moved to a positive position of $261,493.
- AASPA has a strong cash position for 2006 and it should be even stronger for 2007.
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