mission
To become the international school personnel association of choice through quality services and leadership.

vision
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.
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executive board

Dr. Cathy Skinner  
President  
Superintendent  
Woodridge School District #68  
Woodridge, IL  
skinnerc@woodridge68.org

Dr. Jane D. Webb  
Immediate Past President  
Retired  
Rogers School District #30  
Rogers, AR  
janewebbbar@cox.net

Dr. Sanita Savage  
President-Elect  
Coordinator of Leadership Development  
Richland County School District One  
Columbia, SC  
sfrazier@richlandone.org

Dr. Cathy Donovan  
Recording Secretary  
Executive Director of Elementary Personnel Services  
Olathe Public Schools USD #233  
Olathe, KS  
donovanc@olatheschools.org

Larry J. Reznicek  
Region 1 Representative  
Director of Human Resources  
Campbell County School District No. 1  
Gillette, WY  
lreznicek@ccsd.k12.wy.us

Paul Hertel  
Region 2 Representative  
Associate Superintendent  
Community Consolidated School District 62  
Des Plaines, IL  
hertelp@d62.org

Rob Wedge  
Region 3 Representative  
Human Resources Specialist/Classified  
Carroll County Public Schools  
Westminster, MD  
rwwedge@carrollk12.org

Dr. Karen Gasket  
Region 4 Representative  
Assistant Superintendent for Human Resources  
Paradise Valley Unified School District #69  
Phoenix, AZ  
kgasket@pvschools.net

Dr. Liz Duran-Swinford  
Region 5 Representative  
Superintendent for Human Resources  
Vicksburg Warren School District  
Vicksburg, MS  
eswinford@vwsd.k12.ms.us

Dr. Addie Swinney  
Region 6 Representative  
Executive Director, Human Resources  
Auburn City Schools  
Auburn, AL  
aswinney@auburnschools.org

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Executive Director Report

The 2010-2011 year for AASPA has been one of transition. Most of the Association’s good work was conducted in the months prior to my joining the organization on September 1, 2011. However, the accomplishments of the National Office staff are highly apparent as I worked to orient myself during September. The National Office has worked diligently throughout the year to ensure the delivery of high quality services our members have come to expect. Following the appointment of Doug Gephart in November, 2010, as the Interim Executive Director, his work began to ensure continuity and quality of services to our members. I am indebted to Doug for the work that he has done and the support, time, and effort he has afforded me in taking over the helm of AASPA. As a long time member, Executive Board Member and Past President, Doug’s efforts as Interim are just the most recent demonstration of his commitment to our organization. We all owe him a big “THANK YOU!”

The other staff members and the Executive Board, led by president Cathy Skinner, stepped up to leadership role in ways that also ensured smooth sailing for the Association over the past year. These efforts included the contributions of Emily Franzenburg, Membership and Marketing Specialist, who joined the staff on April 1, 2011. Along with Sandy Reigel-Wachter in Professional Development and Ingelse Posey as Office Assistant, the entire National Office staff continued our focus on connecting with our membership (current and potential), resource availability and access, quality professional development opportunities, professional networking, and responsiveness to member needs and requests.

AASPA resource networking comes to our members by way of the web page, connections with experienced school human resource professional found in our membership, our business partners, book store, and AASPA publications. Professional development continues to be delivered through the Boot Camps for new HR administrators, Webinars, and the annual conference. As with most organizations, AASPA’s accomplishments come in the successes of our members. Four stellar examples of this are Tamira Griffin, Annette Mikula, Aura Lee Norris, and Cara Riddel who are the first graduates of the AASPA National Certification Program. These four professionals have earned the title of Certificate of School Human Resource Administration or CSHRA. I will be relying on them over the next months as we map the continuation of this program.

Networking is a major benefit to belonging to any organizations. At AASPA over this past year, members have made those connections the annual conference or other professional development activities, staying connected with HR issues through AASPA presence on LinkedIn, Facebook, and Twitter. Additionally, we remained available to any member upon request to connect them with a talented and experienced HR professional in their area who can stand ready to advise, coach, or just be a knowledgeable friend.

It is no surprise that the impact of funding reductions to school districts across the country has affected attendance at AASPA sponsored professional development events. These financial limitations may also contribute to increased challenges in retaining and recruiting members. This reality has an understandable effect on the Associations financial picture. This being said, AASPA’s financial condition is strong. The budgeting approach taken by Doug Gephart and which I intend to carry forward will ensure continued stability and allow for future growth in meeting our members’ needs.

The growth and vibrancy of our Association is based on our membership driven mission of “promoting effective human resources practices within education through professional development activities and a broad-based resource network.” As the new AASPA Executive Director, I am committed to maintaining and developing the experiences and services desired by our members across the United States and Canada. I look forward to the coming months and years, as we build the future together.

Sincerely,

Dr. Michael Redburn
Executive Director
President’s Message

I must begin by saying “thank you to the members of AASPA” for giving me this extraordinary opportunity of being your president this past year. It truly has been an honor and privilege serving AASPA. The experience has been one of the most memorable of my life, and it was quite a year. I would highlight this past year as the year of “transition.”

We began this past year with a fantastic conference in Myrtle Beach, SC followed by the resignation of Executive Director Jody Shelton. In November of 2010, Doug Gephart was asked to assume the responsibilities as the Interim Executive Director until such time a new Executive Director could be recruited and selected to lead AASPA. I personally cannot thank him enough for taking on such a challenge in none the less, challenging times. He truly did a stellar job and his leadership took AASPA to the next level in his short nine months in the position.

The initial vacancy posting for the next executive director resulted in a fairly large pool of candidates. Interviews were held in January at the Overland Park office in conjunction with the mid-year executive board meeting. Following the interview process, the Executive Board offered the position to a highly qualified and energetic candidate with human resource and AASPA knowledge. However, after carefully considering the offer from AASPA, and consulting with family members, the candidate declined to accept the position in the interest of personal and family reasons.

A second vacancy notice was posted listing the position open until filled, with the intent of screening applications by the end of May; with formal interviews scheduled for the middle of June. The second vacancy notice resulted in a very strong pool of experienced, highly qualified candidates. Interviews were held in Reno, Nevada in conjunction with the regular scheduled board meeting. Following the conclusion of the interviews, the Executive Board identified a highly qualified candidate with experience as a public school human resources administrator, school superintendent, and professor of higher education to serve as the next Executive Director of AASPA. Thus, the hiring of Dr. Michael Redburn was completed and he began the position on September 1, 2011.

Dr. Redburn is coming to AASPA with 26 years of public school administrative experience: a superintendent, assistant superintendent for human resources, curriculum director, and principal. His breadth of experience includes working with elected boards, planning and delivering professional development opportunities, developing and implementing district-wide goals, and working effectively with a broad range of people. Additionally, he has served as an executive board member for the local United Way and Public Library Foundation, giving him the direct experience and insight into the expectations of board members serving in nonprofit, service organizations. Dr. Redburn most recently was an Assistant Professor in Educational Leadership at the Montana State University in Bozeman, Montana, a position he held for five years. The Board is thrilled to have Michael leading our organization forward into the future and with only a month into the position, he has quickly become acclimated to AASPA’s day to day operation and Kansas everyday life.

If you have had any contact with the national office in the last six months, you may have noticed a new voice on the phone. Anna Quisenberry resigned her position to accept a position with a local company that will allow her to focus more on her major interest of corporate marketing. Six candidates were selected for interviews. The successful candidate was Emily Franzenburg who previously worked for the Golf Course Superintendents Association of America in Lawrence, KS. Prior to that position she served on staff for the Big 12 athletic conference in Irving, TX. Emily joined AASPA on April 1st and assimilated quickly into her role with the AASPA staff. She has already demonstrated her ability to adapt quickly to her new role and has exhibited high levels of initiative to not only learn the responsibilities of her position, but also take the appropriate steps to move forward in her position. Emily has already become an effective team member and will prove to be a tremendous asset to AASPA as she further grows into her position.

During the past year, AASPA held two Boot Camps: one in San Diego, CA (February 3-4, 2011) and the other one in San Antonio, TX (June 23-24, 2011). These Boot Camps provided quality professional development activities for new or experienced human resources personnel. The training was again a huge success from the standpoint of the quality of workshops and professionalism of the presenters. Evaluations from attendees raved over the high quality of professional development and positive interaction among participants. Congratulations are extended to Sandy Reigl-Wachter for her effort to plan the conference, recruit sponsors and attendees. Additionally, in the area of professional development, seven Webinars were presented throughout the year.
In conclusion, I want to take this opportunity to thank the committee chairs/co-chairs and committee members for their collaboration and involvement this year; the AASPA Executive Board, who guided the work of the organization through another successful year; Mr. Doug Gephart, our Interim Executive Director, who lead AASPA through the transition of leaders; the national office staff – Sandy, Emily, and Ingelise – for their dedication in moving AASPA to greater heights; and you, the membership as a whole, for your commitment to AASPA in these tough economic times. In the current financial climate, we are all required to do more with less; and many of you had to make some tough choices and sacrifices in order to support AASPA. We appreciate and applaud you for staying the course as we continue to keep AASPA the premier, international human resources organization for school personnel administrators.

Serving AASPA with honor and pride,

Dr. Cathy Skinner
AASPA President
2010-2011 Committee Members

Constitution & Bylaws
Justin Schooley (WV), Co-Chair
Dell Goodwin (AL), Co-Chair
Paulajane Hancock (VA)
Angela Nicholas (MD)
Paul Shrout (MO)
Tom Bean (IL)
Liz Duran-Swiford (MS), Board Liaison

Legislative & Governmental
David Hartz (AR), Co-Chair
Don McGohan (AR), Co-Chair
Doug Behnke (OH)
Renee Jacobson (WA)
Karen Gaskel (AZ), Board Liaison

Membership
Mark McPherson (CO), Co-Chair
Walter Simmons (TX), Co-Chair
Kimberly Beam (NJ)
David Besgrove (MO)
Patrick Bingham (VA)
Amy Dillon (KS)
Christine Hedstrom (WI)
Annette Henderson (AR)
Mary Jessie (GA)
Susan Moore-Fontenot (TX)
Cara Riddle (OH)
Tim Rogers (TN)
David Ruhland (MI)
Millie Williams (LA)
Sanita Savage (SC), Board Liaison

Nominations
Kim Chambers (IL), Co-Chair
Mary Hopkins (NE), Co-Chair
Steve Cummins (IL)
John Hedstrom (WI)
Annette Henderson (AR)
Richard Higginbotham (MI)
Winston Odom (VA)
Jeffrey Rahmberg (MI)
Randi Seaberg (WA)
Terry Serbin (MI)
Regina Wright (TX)
Addie Swinney (AL), Board Liaison

Professional Development
Amy Holcombe (NC), Co-Chair
Mildred Balanciere (TX), Co-Chair
Randy Davis (IL)
Lorene Essex (TN)
Craig Gilman (VA)
Stephanie Gordy (GA)
Cynthia Hamlet (MD)
Renee Jacobson (NE)
Gary Kaufman (TN)
Hasna Muhammad (NY)
Nancy Patterson (NM)
Bettye Perkins (NY)
Cathy Ratcliffe (IL)
Tiffany Slater (MO)
Renee Zoladz (IL)
Larry Reznicek (WY), Board Liaison

Recognition
Beth Dalton (IL), Co-Chair
Christine Hedstrom (WI), Co-Chair
Tom Bean (IL)
Kay Byers (NE)
Jerry Byrd (TX)
Mary Beth Lehmanowsky (NE)
Connie Long (SC)
Paul Montgomery (TX)
Sharmon Wilkinson (MO)
Rob Wedge (MD), Board Liaison

Scholarship
Pat Dillard (VA), Co-Chair
Roger Bartlett (GA), Co-Chair
Wayne Bark (MD)
Patrick Bingham (VA)
Parker McKenna (MO)
Bettye Perkins (NY)
Paul Hertel (IL), Board Liaison
Social media
AASPA is now using social media to make member communication faster and more interactive. Office updates and useful links are posted several times a week on the AASPA Facebook page where members can ask questions or “like” information and status updates that AASPA provides. AASPA is using Twitter to retweet 140 characters of news from other education groups and the US Department of Education. AASPA’s Twitter account is also connected to its Facebook page so any information will be echoed to Twitter as well. LinkedIn is a way for members to put their AASPA membership and involvement on their online resume. The AASPA LinkedIn group is great for posting questions and finding other AASPA members with whom to connect.

Member engagement
As a member driven organization, there is no better way to make AASPA stronger than to engage our members and encourage them to pursue activities and tasks that will help them leave a legacy at both their school district and AASPA. It can be as easy as submitting an article, facilitating a conference clinic, beginning the long journey of restructuring a committee or helping to plan the professional development schedule in years to come. It is important to know that everything you do is a step towards AASPA becoming a stronger and more connected organization.

Membership numbers
Active - 1,251
Associate - 140
Complimentary - 2
Honorary - 38
Retired - 48
Business - 36
Institutional - 80
Institutional Associates - 217
Institutional Associates Extras - 21

Total Members - 1833
2010 Annual Conference
AASPA’s 72nd Annual Conference
“Catch the Wave”
Sheraton Myrtle Beach
October 12-15, 2010

Workshops
Personnel Administrator Boot Camp
February 3-4, 2011
San Diego, CA

Personnel Administrator Boot Camp
June 23-24, 2011
San Antonio, TX

Webinars
Human Capital Management Webinar Series, Webinar 1
November 16, 2010

Selective Recruiting and Hiring, Webinar 2
December 8, 2010

Introducing...TalentEd Perform K-12 Performance Evaluation on Cloud Software
December 13, 2010

Quality Induction and Professional Development, Webinar 3
January 18, 2011

Evaluating Teacher and Principal Effectiveness, Webinar 4
February 9, 2011

Best Practices in Strategic Compensation, Webinar 5
February 23, 2011

Growing a Diverse Population of Highly Effective Teachers
March 1, 2011
Learning First Alliance
The AASPA Executive Board, on behalf of membership, has continued to expand the role of the organization beyond services to members through a commitment to become a presence at the national level. Consequently, AASPA has become a member of the Learning First Alliance (LFA), a consortium of the 17 leading education associations in the nation dedicated to improving student learning in America’s public schools. LFA believes that education associations must take responsibility for uniting key players in the education field, focusing attention on critical education issues, and using sound research to promote the continual and long-term improvement of public education. The significant attributes of being a member of LFA are: developing position papers intended to influence congressional leadership; direct contact with staff and leadership of the Department of Education and congressional representatives; participation in group meetings with Secretary of Education and department staff; participation in forums; participation in Department of Education focus groups to solicit input and comment on critical issues, and endorsement and participation in rallies as a show of force with congressional leadership. This past May four members of the executive board attended a Summit in Washington, D. C. They were: Doug Gephart, Interim Executive Director; Dr. Cathy Skinner, President; Dr. Sanita Savage, President-Elect; and Dr. Addie C. Swinney, Region 6 Representative.

Pilot certification program
AASPA has launched its certification program as a pilot year. AASPA accepted 14 applicants, four of whom have completed their certification this year. Each individual has submitted documentation that revealed high levels of competence in each of the 18 core positions within the six Human Resource functional areas approved by the AASPA Board. These candidates are: Tamira Griffin, Annette Mikula, Aura Lee Norris and Cara Riddel. Therefore, the new credential will be titled: Certificate of School Human Resource Administration or CSHRA. Congratulations to our new AASPA Human Resource Certified individuals! For participating in the pilot year, candidates will have earn a 10 year certification and work hand in hand with AASPA to perfect the certification program process. Pilot year applicants will also have the opportunity to be considered as a candidate for the examining board for future applicants.
## Financials - year ending 9/30/10

### REVENUE

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<th>Description</th>
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<td>Active Members</td>
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<td>CBIZ University Course</td>
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<td>ICIS</td>
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<td>Advertising</td>
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<td>Career Net</td>
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<td>Leon Bradley Scholarship Fund</td>
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<td>Certification</td>
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<td>Unidentified Receipts (Freight Charges)</td>
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<td>Professional Development Revenue</td>
<td>143,633.00</td>
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<td>Conference Income</td>
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<td>Conference Refunds</td>
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<td>Conference Sponsors &amp; Exhibitors</td>
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<td>Summit Registrations &amp; Sponsors</td>
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<td>Regional Meetings &amp; Sponsors</td>
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<td>Webinar</td>
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<td><strong>Total Professional Development Revenue</strong></td>
<td><strong>562,289.36</strong></td>
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### EXPENSES

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<td>Professional Development Expenses</td>
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<td>Annual Conference</td>
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<td>Summits</td>
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<td>Regional Training</td>
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<td>Webinar</td>
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<td>Leon Bradley Scholarship Expense</td>
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<td>Contingency Fund</td>
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<td>Credit Card Fees</td>
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<td>Depreciation</td>
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<td>Insurance</td>
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<td>Internet Expense (Incl. Web Site mgmt)</td>
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<td>Legal Services</td>
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<td>Mail Machine Rental</td>
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<td>Marketing Program</td>
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<td>Miscellaneous</td>
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<td>Newsletters</td>
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<td>Office Equipment</td>
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<td>Publications</td>
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<td>4,071.35</td>
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<td>State Leadership Conference</td>
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<td>Subscriptions</td>
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<td>Telephone and Long Distance</td>
<td>2,830.38</td>
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<td>Travel Executive Director</td>
<td>9,360.83</td>
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<tr>
<td>Utilities (Gas &amp; Electricity)</td>
<td>-</td>
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<tr>
<td>Water</td>
<td>-</td>
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<tr>
<td>Total General &amp; Admin. Expenses</td>
<td>426,974.38</td>
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<td><strong>TOTAL EXPENSES</strong></td>
<td><strong>597,047.00</strong></td>
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AASPA Audit Summary Report 2009-2010

General Information
• Audit completed by Ifit Company for the fiscal year ending September 30, 2010.
• Audit opinion expressed in report dated June 2011.
• 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
Ifit Company 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 $572,674.14
• Annual Expenses $597,047
• Annual Expenses exceeded Annual Revenue by $24,372.86. Annual Expenses were in line with the budget.
• Program service expenses represented 77.5% of total expenses, which is 0.7% above 2009.

Additional Observations
• For 2008, AASPA’s financial position moved to a positive position of $336,548.
• For 2009, AASPA’s financial position moved to a positive position of $327,599.
• For 2010, AASPA’s financial position moved to a positive position of $296,701.
Gold Elite Sponsor

Netchemia

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Silver Elite Sponsors

Kelly Educational Staffing®

Generalasp

University of Phoenix®