MISSION:
AASPA will be the school human resources association of choice.

VISION:
AASPA will provide every member with services, resources, and information vital to successful school HR practices in the interest of students.
EXECUTIVE BOARD

Paul Hertel
President
Associate Superintendent
Community Consolidated SD #62
Des Plaines, IL
hertelp@d62.org

Dr. Addie C. Swinney
Immediate Past President
Executive Director, Human Resources
Horry County Schools
Conway, SC
aswinney@horrycountyschools.net

Dr. Richard Valenta
President Elect
Assistant Superintendent of Human Resources
Denton ISD
Denton, TX
rvalenta@dentonisd.org

Dr. Cathy M. Donovan
Recording Secretary
Executive Director, Elementary Personnel Services
Olathe District Schools #223
Olathe, KS
donovanc@olatheschools.org

Hank Harris
Region 1 Representative
President
Human Capital Enterprises
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hank.harris.consulting@gmail.com

Rick Arnett
Region 2 Representative
Assistant Superintendent / Human Resources
Accounting
West Bloomfield School District
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arnettw@wbsd.org

Dr. Justin Schooley
Region 3 Representative
Associate Superintendent of Human Resources
Berkeley County Schools
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Joe Strickland
Region 4 Representative
Director of Human Resources
Clovis Municipal Schools
Clovis, NM
joe.strickland@clavis-schools.org

Jason Liewehr
Region 5 Representative
Director of Secondary Personnel
Carrollton-Farmers Branch ISD
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liewehrj@cfbsisd.edu

Gwendolyn J. Conner
Region 6 Representative
Director of Human Resources
Lancaster County School District
Lancaster, SC
gwendolyn.conner@lcsdmail.net

2013-14 AASPA STAFF

Kelly Coash-Johnson
Executive Director
kelly@aaspa.org

Sandy Wachter
Director of Meetings & Events
sandy@aaspa.org

Molly Hildreth
Marketing Specialist
molly@aaspa.org
It has been an honor to serve as AASPA’s President for 2013-2014. I am very proud of all we accomplished over the past year of transition. As this annual report demonstrates, AASPA Executive Board members and staff worked tirelessly to advance our mission to provide members with services, resources and information vital to successful school HR practices in the interest of students.

This year one of the boards big priorities was to successfully complete the search to fill our vacant Executive Director position. Under the leadership of board members, we conducted a thorough search process that resulted with the hiring of Kelly Coash-Johnson. Kelly is off to a great start at AASPA. Under Kelly’s leadership AASPA’s has increased the communication to the members and is working to build new relationships with educational associations, stakeholders and new members. In her short six months we have already seen more activity through our state affiliates. Revenue is on an upswing and we are conducting more webinars and professional development opportunities. I am very excited to see where Kelly takes our organization in the future.

As an organization we are dedicated to helping shape the future of school HR through knowledge and collaboration. In June we set a record with more than 100 attendees at the Boot Camp in Chicago. We are celebrating an upward trend in membership and financial stability.

Let me take this opportunity to thank my fellow outgoing board members Dr. Addie Swinney and Gwendolyn Conner for their dedicated years of service to AASPA. It has been my pleasure to work with and learn from each of these individuals. I can assure you that AASPA has benefited from their service.

Finally I would like to thank you for your continued involvement in AASPA. Thank you for your efforts to grow our association and advance the profession across the country. I believe the true strength of our organization is the membership. Your willingness to volunteer and serve is what makes AASPA the most important association for school personnel administrators anywhere in the world.

Sincerely,

Paul Hertel
President, American Association of School Personnel Administrators, 2013-2014
Associate Superintendent, Community Consolidated School District 62
Executive Director’s Report

Since joining AASPA as executive director on April 1, 2014 – I have witnessed first-hand the good work that AASPA accomplishes every day on behalf of our members and in the interest of students. I am proud to lead an organization that advocates on behalf of our members and our mission.

I have enjoyed learning about AASPA’s long history of actively contributing to the growth and development of its members. A great debt is owed to those who built our association and guided us through its initial development.

I am pleased to present this report, which highlights AASPA’s activities and accomplishments this past year. This is an exciting time for AASPA. The association is growing and taking new steps to revitalizing and strengthening our programs and services for school leaders. We are building and enhancing our relationships with State Affiliates and State Leaders. It is through these efforts that we are able to reach out to new groups of school administrators and school HR personnel.

The Association Executive Board and staff have worked hard this year to enhance membership benefits, advocate for school human resources, advance AASPA’s mission and deliver high quality professional development opportunities. Members can plan on seeing more “free” benefits such as monthly webinars on a variety of topics and more weekly communications from your leadership and staff. In addition, we will be working to add more professional development opportunities and events in the future.

It is a great privilege to serve as executive director of an organization whose work is so important to the nation’s schools. I invite you to learn more about our ongoing efforts by visiting the AASPA website at www.aaspa.org.

There are myriad challenges ahead, but I am confident with AASPA’s leadership, we will continue to inform, educate and mentor our members. Together we will continue to achieve success in 2014-2015 for our members.

Sincerely,

Kelly Coash-Johnson
AASPA Executive Director
Membership

Member Development
AASPA is a renowned and quality organization in the eyes of its members. There remains, however, a large untapped pool of school administrators who would benefit from AASPA’s services. Raising awareness of AASPA was a specific focus for the 2013-2014 Executive Board and one that will continue into the next year. Small school district superintendents, charter school leaders and principals are examples of school administrators who engage in human resource functions on a daily basis, but may lack the resources and knowledge necessary to conduct their activities to the full potential. AASPA endeavors to reach out to these professionals to offer them the legal and technical school-specific HR support that is unique to our Association.

<table>
<thead>
<tr>
<th>AASPA Benefit</th>
<th>Active</th>
<th>Associate</th>
<th>Institutional</th>
<th>Business</th>
<th>Retired</th>
<th>Student</th>
</tr>
</thead>
<tbody>
<tr>
<td>Best Practices E-magazine (1 annually)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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</tr>
<tr>
<td>Perspectives E-magazine (3 annually)</td>
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<td>HR Focus E-newsletter (by-weekly)</td>
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<td>Networking</td>
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<td>✓</td>
</tr>
<tr>
<td>Members Only Online Service to include: Archived publications, Sample Documents for Job Descriptions, Interview Questions, Evaluations</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
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<td>Members Only Optional Insurance Program</td>
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<tr>
<td>Member Rate for Publications/Books</td>
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<td>✓</td>
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</tr>
<tr>
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<td>Free Webinars</td>
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<tr>
<td>Ability to Serve on Committees</td>
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</tr>
</tbody>
</table>

AS OF 09/30/2014
Active - 1,076
Associate - 125
Complimentary - 7
Honorary - 34
Prof/Student - 8
Retired - 41
Business - 35
Institutional - 77
Institutional Associate - 234
Institutional Associate Extra - 37
TOTAL MEMBERS - 1,674
MEMBERSHIP

MEMBER BENEFITS

Best Practices - AASPA’s Best Practices magazine explores the “best practices” of school districts on one current topic. It is published once a year and sent electronically to all members. Archived issues are available for members. Topics include:
• Transforming human resources in the 21st Century
• Teacher evaluation
• Student achievement
• Legal issues
• Diversity

Perspectives - AASPA’s Perspective magazine features articles, news and association information of interest to AASPA members. It is published three times per year and sent electronically to all members. Archived issues are available for members.

HR Focus - We are dedicated to covering the latest news to keep you informed. Arriving via email every other week, AASPA’s HR Focus e-newsletter highlights current issues in HR and school administration nationwide. The HR Focus also highlights a current blog and recognizes a current AASPA member.

Networking – Our members value the unique networking opportunities that only AASPA can provide. In addition to annual face-to-face networking opportunities, we’re taking networking to a new level with social media. Look for future information about blog posts and online discussions.

Members Only Online Service to Include: Sample documents collected from members. Sample documents are being updated on a regular basis and are provided as a service to members. Current samples include: job descriptions, interview questions, evaluations and state handbooks for HR Leaders. Webinars and magazines are also archived.

Members Only Insurance Program – AASPA members are eligible for favorable group pricing, specialized coverages, and association discounts on insurance protection from leading carriers. Plans are provided through the Trust for Insuring Educators (TIE), of which AASPA is a member.

Optimal Insurance Discounts

Professional Liability
• Professional liability insurance for W-2 employed educators; $1 million or $2 million coverage option
• Student professional liability insurance; $1 million in coverage –only $25 a year
• Private practice professional liability insurance; coverage options up to $1 million per occurrence / $3 million aggregate

Home & Auto
• GEICO auto / motorcycle insurance
• Homeowners / renters / condominium insurance
• Umbrella liability insurance

Life Insurance
• Group term life insurance plans from New York Life Insurance Company
• Accidental death & dismemberment
• Disability income protection

Health Plans
• Dental insurance
• Long-term care insurance
• Individual and employer-group health insurance plans that meet all requirements of the Affordable Care Act
• International travel / medical plans
• Cancer insurance

Member Rate for Publications/Books – AASPA is committed to providing the tools and resources school personnel administrators need most. That’s why we’re excited to expand our bookstore with new publications and publishers specifically for school personnel administrators—and provide a discount just for AASPA Members. Our featured books cover a range of topics such as hiring, compensation, dismissal, evaluations, legal issues, leadership, technology, best practices and more.

Member Rate for Conferences/Meetings – AASPA offers various opportunities to attend the Annual Conference and other in-person workshops and events at a discounted rate for members. Members may receive credit hours towards PHR, SPHR and GPHR recertification through the HR Certification Institute.

Free Webinars – As an AASPA member you are welcome to attend any webinar for free or access recorded webinars under our “Members Only” section of our website.

Office Holding/Voting Rights/Committee Involvement – Officers and committee members are a driving force in the development of new programs, initiatives and services for members and school personnel administrators. As an Active Member you can help mold the future of school personnel administration and AASPA.
2013 ANNUAL CONFERENCE
AASPA’s 75th Annual Conference
Mission: San Antonio
Grand Hyatt Hotel - San Antonio, TX
October 1-4, 2013
(Final Attendance: 483)

BOOT CAMPS
Personnel Administrator Boot Camp
January 23-24, 2014
Phoenix, AZ
(Final Attendance: 67)

Personnel Administrator Boot Camp
June 26-27, 2014
Chicago, IL
(Final Attendance: 118)

WEBINARS
We’re Teaching Applicants, Too?
November 13, 2013

Creating a Best Practices Volunteer Background Screening Program
December 5, 2013

ACA Implementation Regarding Non-Teaching Employees
July 21, 2014

Building and Improving Comprehensive Human Capital Systems in Education
August 19, 2014

Teachers & the Internet: You Posted What?
September 24, 2014
AASPA has moved over to a new database system for tracking membership and events. This new system will allow members to renew and register for events in a more efficient manner. In addition, the system does not require a server based system which decreases cost to the association.

Effective May 1, 2014, AASPA increased dues to the following rates. Prior to this minimal adjustment, there had not been an increase since 2009.
- Active - $195
- Associate - $125
- Institutional - $425
- Institutional Extra - $75
- Business - $195
- Retired - $55
- Professor/Student - $30

We have begun using a new email distribution system, Constant Contact. This new system allows us to better communicate with members and non-members. Through Constant Contact, AASPA is distributing HR Focus, announcing the AASPA Book of the Month, promoting events and membership benefits.

We are putting new life into our social media. Connect with us on LinkedIn, Twitter and Facebook to keep up-to-date with AASPA. This allows you to post questions and get member input.

Number of followers as of 9/30/14:
- LinkedIn: 957
- Twitter: 395
- Facebook: 179
BUDGET DEFICIT DESCRIPTION

• The 2013-14 Annual Expenses exceeded the Annual Revenue by **$32,951.59**.

• While AASPA has experienced deficit budgets over the past few years, the 2013-2014 budget year deficit as of 8/31/14 (11 months) is $12,160.41, suggesting positive growth.

• This circumstance reflects a structural imbalance in the Association’s budget which is being addressed through on-going budgeting and accounting strategies such as making significant reductions in planned expenditures.

• The Association continues to meet its financial obligations on a monthly and annual basis.
General Information

- Audit completed by Ifft & Co. PA for the fiscal year ending September 30, 2013
- Audit opinion expressed in report dated June 2, 2014
- Audit was conducted according to auditing standards generally accepted in the United States of America
- The financial statements were prepared on the accrual basis of accounting
- 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

The management letter provided by Ifft & Co. PA indicated they had received sufficient and appropriate evidence to conduct their audit. There were no unusual accounting policies or accounting methods used by AASPA.

Summary of Audit Information

Annual Revenue $594,872.35
Annual Expenses $627,823.94
Annual Expenses exceeded Annual Revenue by $32,951.59

Additional Observations

- There were no significant adjustments proposed by the auditors
- There were no instances of fraud noted by the auditors
- There were no significant deficiencies in internal control noted by the auditors

Historical End of Year Financial Information

2010-2011 - $29,049.17
2011-2012 - ($42,869.21)
2012-2013 - ($32,951.59)
2013-2014 11 month completed $12,160.41
* Unofficial numbers pending 2013-2014 audit review

Membership Revenues

Membership dues were increased this past year which will lead to a healthier dues revenue in 2014-2015. A renewed emphasis on membership marketing and retention will continue to enhance the membership numbers.

Investments and Reserves

AASPA continues to have reserves and although significantly impacted by the declines in the past years, has put in place budgetary guidelines which should provide for annual contributions to and capital preservation of those reserve funds.
THANK YOU TO OUR 2013-14 BUSINESS PARTNERS & COMMITTEE VOLUNTEERS!

Constitution and By-laws
Dr. Tom Bean (IL), Chair
Dell Goodwin (AL), Co-Chair
Angelia Nicholas (MD)
Paul Hertel (IL)
Dr. Justin Schooley (WV), Board Liaison
Kelly Coash-Johnson (KS), Staff Liaison

Recognition
Dr. Beth Dalton (IL), Chair
Christine Hedstrom (WI), Co-Chair
Dr. Kay Byers (NE)
Paul Montgomery (TX)
Marla Styles (NE)
Dr. Roberta Hill (TN)
Rick Arnett (MI), Board Liaison
Sandy Wachter (KS), Staff Liaison

Nominations
Dr. Connie Long (SC), Chair
Dr. Arthur Holmes (SC)
Dr. Jesse Washington (SC)
Regina Wright (TX)
Dr. Renee Zoladz (IL)
Alice Walton (SC)
Dr. Karen Gasket (AZ)
Joe Stickland (NM), Board Liaison
Sandy Wachter (KS), Staff Liaison

Membership
Charles White (OR), Chair
Kerry Parker (NM), Co-Chair
Melva Cardenas (TX)
Dr. Mary Laffey (MO)
Dr. Richard Valenta (TX), Board Liaison
Molly Hildreth (KS), Staff Liaison

Legislative & Governmental
Dr. Kim Chambers (IL), Chair
David Hartz (TX)
Al Rodriguez (TX)
Gwendolyn Conner (SC), Board Liaison
Kelly Coash-Johnson (KS), Staff Liaison

Scholarship
Linda Mitchell (IL), Chair
Juanita Smith (VA), Co-Chair
Rob Wedge (MD)
Deborah Sullivan (MD)
Wayne Bark (MD)
Tracy Najera (OH)
Hank Harris (DC), Board Liaison
Molly Hildreth (KS), Staff Liaison

Professional Development
Dr. Amy Holcombe (NC), Chair
Tina Johnson (NC), Co-Chair
Sylvia Harper (AL), Co-Chair
Dr. Randy Davis (IL)
Melodee Parker (KY)
Natalie Dooley (AL)
Dr. Renee Hyde (NE)
Larry Reznicek (WY)
Dr. Cyndy Stephens (GA)
Dr. Sanita Savage (SC)
Mary Anderson (SC)
Jennifer Flinn (KY)
Dr. Addie Swinney (SC)
Nancy Patterson (NM)
Tiffany Slater (MO)
Jason Liewehr (TX), Board Liaison
Sandy Wachter (KS), Staff Liaison