



## 2018–19 TASB Officers

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*A report on the December 2018 TASB Board of Directors Meeting  
Austin, Texas*

## Getting Ready for the Legislative Session

With the 86th Texas Legislature right around the corner, legislative issues and updates were key topics for the TASB Board at its December meeting.

In the upcoming session, TASB will build on the successful social media advocacy campaign, [Texans for Strong Public Schools](#), which was launched for the 85th session. The goal is to mobilize public school advocates to speak even more loudly to their lawmakers about the need to support Texas public schools.

Beginning this month, TASB is running social media ads urging the state to pay its fair share of school funding and make school funding a priority.

### ***Be an Advocate***

School leaders are invited to get involved in the advocacy campaign:

1. [Send a letter to your legislators](#).
2. Text "Schools" to 313131 to receive advocacy updates from TASB.
3. Share the [Texans for Strong Public Schools website](#) with your friends, family, and neighbors.
4. Keep an eye on TASB's [Facebook page](#) and [Twitter account](#) for posts, videos, and ads.

## ***Attend the Legislative Conference***

TASB and the Texas Association of School Administrators (TASA) are hosting the [Legislative Conference](#) February 26 at the Sheraton Austin Hotel at the Capitol. Trustees and administrators will hear insights from political insiders on the upcoming legislative session.

Association staff will provide updates on legislative happenings and proposed bills to prepare attendees to meet with legislators and their staffers later that day. After the conference, buses will be available to take attendees to the Capitol for appointments with legislators in the afternoon

The conference is free; however, [preregistration is required](#).

## **Student Video Contest Now Open**

Entries are being accepted for the [2018–19 Student Video Contest](#). TASB hosts the contest every other year to coincide with the legislative session. Students are invited to show off their creativity and tell the world what makes their schools special.

Prizes will be awarded in three categories: elementary, middle, and high school. First place wins \$5,000, and second place receives \$2,500. Prizes will be awarded to the school district to be used in the students' classroom or campus.

There is no entry fee for the contest; entries are limited to one per campus. The deadline to enter is January 18. [Visit the Student Video Contest web page](#) for contest rules and to see previous winners.

## **XG Summit Focuses on Board's Role in Student Achievement**

As part of our commitment to visionary leadership, TASB is hosting the second biennial [XG Summit](#) January 10–11 at the Sheraton Austin Hotel at the Capitol. The XG Summit covers the multiple ways that governance

affects student success—for all students, for subpopulations, and for the varied areas of the state.

Researchers from around the country will share their expertise, including:

- David Lee, former school board member, former superintendent, and current professor of education in Mississippi
- Danielle and Daniel Eadens, research professors from the University of Northern Arizona
- Meredith Mountford, governance researcher and professor from Florida's University of the Atlantic
- Raymund Paredes, commissioner of higher education for the Texas Higher Education Coordinating Board
- Mike Morath, Texas commissioner of education
- Bobby Blount, Northside ISD trustee
- Mesquite ISD, trustees and administrators

[Register now to attend the XG Summit](#). Early-bird rates and group discounts are available through December 20.

## **School Finance Training Coming to Online Learning Center**

A new series of school finance training modules will soon be available in the [TASB Online Learning Center](#) (OLC). Fundamentals of School Finance is designed to empower trustees, and potentially members of the community, to advocate about school funding before state and federal leaders. A minimum of 10 modules will cover topics such as the Foundation School Program, facility funding, school taxes, enrichment funding, advocacy tips specific to school finance, and much more. The training is expected to be available in the OLC before the start of the legislative session in January.

## **New Directors Elected to TASB Board**

Two new Directors were announced at the December meeting and will take their seats at the next TASB Board meeting in April. Joining the Board are Mary Jane Hetrick (Dripping Springs ISD), Region 13B, and Steve Brown (Ector County ISD), Region 18. Both are interim positions.

[Hetrick](#) is in her second term on the Dripping Springs ISD Board of Trustees. She is a 2017 Leadership TASB graduate and Master Trustee. She also has served two years as a Delegate to the TASB Delegate Assembly.

[Brown](#) dedicated 35 years to Ector County ISD (ECISD) as a teacher and administrator. After retiring from the district, he decided to continue serving the district by running for the ECISD Board. He is in his second term as a trustee.

## Celebrating Trustees Who Plant Seeds of Success

January is [School Board Recognition Month](#), and local school districts are invited to honor the dedicated work of their school trustees. The recognition month was initiated by TASB to help Texas districts and communities express their appreciation to those who serve on local boards.

Each fall, TASB provides [a resource kit filled with ideas and sample materials](#)—including a news release, artwork, and certificates—to help with honoring board members and letting the community know of their many contributions. The 2019 recognition month is centered on the theme of "Planting Seeds of Success."

## NSBA Advocacy Institute Set for January

The National School Boards Association (NSBA) will host its [Advocacy Institute](#) January 27–29 at the Washington Hilton in Washington, DC. This is the premier conference for federal school board advocacy, helping local

school board members develop winning strategies and get energized to advocate for their public schools nationally and at home.

The 2019 conference will focus on the 116th Congress after midterm elections. Featured speakers include Pulitzer Prize-winning author Jon Meacham. Sunday and Monday will consist of general and breakout training sessions, while attendees will travel to Capitol Hill on Tuesday to visit with legislators.

[The registration deadline is January 11.](#)

## Superintendent Salary Survey Highlights

Results of a survey of district trends in superintendents' salaries and benefits were recently released by TASB HR Services. For the sixth year, superintendent pay increases continue to hover at 3 percent. The average pay increase in 2018–19 for continuing superintendents was 3.1 percent, up from 2.9 percent last year. The average superintendent salary in Texas for 2018–19 is \$148,854, a 1.9 percent increase from last year and continuing the upward trend of base salaries. Half of reported superintendent salaries in Texas are \$128,000 (median) or lower.

[Read more survey highlights in the HRX.](#) HR Services members can access the full 2018–19 salary survey results in [DataCentral](#).

## Garcia Nominated for NSBA Officer Position

TASB Past President Viola Garcia has been nominated for the position of secretary-treasurer on the National School Boards Association (NSBA) Board of Directors. Currently NSBA's Southern Region director, Garcia has served her local board, Aldine ISD, since 1992 and held all four board offices. A graduate of Leadership TASB and Master Trustee, she is a member of the Mexican American School Boards Association and has served as that group's president. She was nominated to the national position by the TASB Executive Committee on behalf of the TASB Board.

## **Pilot for Regional Facebook Groups Underway**

TASB is exploring how regional Facebook groups can enhance communications among trustees. A pilot group is currently underway for Region 20. TASB Directors are serving as moderators for the conversations. This new tool will provide TASB Directors an easy way to share information about the Association and stay in touch with what is going on throughout the region they represent. Stay tuned for more information in the spring.

## **Upcoming Training**

### ***TASB Conference for Administrative Professionals***

Held twice a year, [the conference](#) allows administrative professionals to network with those in similar roles from across the state and provides training specifically designed for them. The first conference, held October 18–19, was well attended; the second conference, set for February 7–8, is on track to have an even larger attendance. This year's optional early-bird session examines What Kind of Creative Thinker Are You?

### ***Winter Governance Seminar***

The 22nd [Winter Governance Seminar](#) is set for February 21–23 in Galveston. Keynote speakers include Anne Grady, an expert on communication, leadership, emotional intelligence, and resilience, and Poet Ali, a creative troubadour, writer, and advocate. The program will again focus on Student Voices, with students participating in breakout sessions, a panel discussion, and the new Students Inspired showcase.

### ***Spring Workshops***

Dates are being set for the 2019 workshops. The Spring Workshops bring professional and leadership development opportunities to school board members in 16 locations around the state. [Keep watching the event page for details on dates and locations.](#)

## ***Summer Leadership Institute***

Planning is underway for the [2019 Summer Leadership Institute](#) (SLI), set for June 13–15 in San Antonio and June 20–22 in Fort Worth. Keynote speakers will be Leon Logothetis, TV host, producer, author, global adventurer, and philanthropist; Wes Moore, the CEO of Robin Hood, the largest anti-poverty nonprofit in New York City; and Natalie Stavas, award-winning Harvard physician, mentor, runner, and international humanitarian. In addition, the Post-Legislative Conference will be offered at both SLIs on Wednesday evening.

## **In Other Action, the Board Approved:**

- Minutes for September 27, 2018, Board Meeting
- Minutes for September 29, 2018, Delegate Assembly
- 2017–18 Financial Statement and Audit
- TASA/TASB Convention Joint Venture Agreement
- 2018–23 TASB Energy Cooperative Service Agreement
- TASB Energy Cooperative Amended Affinity and License Agreement
- Changes to Board policy regarding the Director candidate interview process
- Executive director compensation and 2019 employment agreement

The next meeting of the TASB Board of Directors is April 6 in Austin.

Editor: [Denise Schulz](#)

**TASB Communications**