

# ASBO Today

**T**oday, ASBO International is a professional association of more than 5,000 school business management professionals. Members include noninstructional employees at the local, state, and national levels from specialized areas in school business management, as well as the generalized field of school business administration.

## PROFESSIONAL DEVELOPMENT AND RECOGNITION

As it was 100 years ago, ASBO's mission is to provide programs and services to promote the standards of school business management practices, growth, and the effective use of educational resources. Major vehicles for fulfilling that mission are professional development programs, publications, recognition programs, and opportunities for involvement in the association and the profession.

### Professional Development

ASBO International is dedicated to providing the professional develop-



ment opportunities and resources school business officials need to be more effective school business managers and education leaders, and to providing the recognition they and their districts deserve for a job well done. The association offers a variety of career and personal development opportunities tailored to meet member needs, whether they have an hour or two for a Webcast

or a several days for intensive coursework.

### The Annual Meeting and Exhibits—Learning During and After

The ASBO Annual Meeting and Exhibits continues to be an invaluable source of professional development for school business officials. Each year, participants have more than 200 sessions

1970  
First "pre-meeting workshops" held at the ASBO Annual Meeting

1972  
William H. Milliken, Jr., recognized for his attendance at 50 consecutive ASBO Annual Meetings



1971  
The Certificate of Excellence in Financial Reporting (CAFR) program begins

1973  
ASBO membership surpasses 5,000  
ASBO President John T. Lucas testifies before the House Education Committee on the Better Schools Act of 1973

1974  
Alaska ASBO established

to choose from—many with Continuing Education Units and Continuing Professional Education credits—to ensure they are on the cutting edge of what is going on in the profession.

All school business managers need is an Internet connection to keep abreast of current issues affecting their school district. The ASBO Live Learning Center offers click and play access to more than 75 hours of sessions recorded at the ASBO Annual Meeting and Exhibits.

## Publications

*Prior to 1920, the literature of school business administration was almost nonexistent. What there was consisted mostly of reprints of papers read at the annual conventions, the printed annual reports of the conventions, and a few locally circulated brochures on custodial techniques and personnel practices. In the late Twenties and the early Thirties bibliographies began to appear, which indicated some material on educational finance, budgetary practices, school house architecture, and school supplies had been published during the early years of the Twenties.*

—GEORGE W. GRILL,  
*ASBO: The First 50 Years*



ASBO provides members with information about the latest developments in school business management through its publications, including research bulletins, surveys, reports, books, newsletters, and a monthly magazine, *School Business Affairs*.

## School Business Affairs

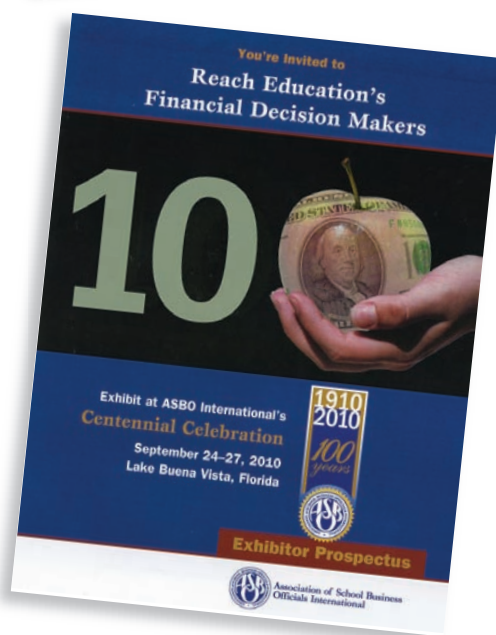
Launched in 1936 as an eight-page monthly newsletter, the first issues of *School Business Affairs* (SBA) highlighted research findings, news, and announcements on issues and events of interest to members.

During its first two decades, SBA was published thanks to the efforts of dedicated ASBO members.

When ASBO established a headquarters, staff members took over the publication, which expanded quickly and continued to evolve throughout the years. Today, the 44-page, four-color magazine is published 11 times a year and covers the full spectrum of school management issues.

## Accents

In 1981, the association began publishing *ASBO Accents*, a bimonthly newspaper focused on member news, current legislative and administrative activities, as well as relevant state, provincial, regional, national, and international news. *ASBO Accents* also helped publicize workshops, conferences, seminars, and publications of interest to members.



**1976**  
Arkansas ASBO and New Hampshire ASBO established

Senator Edward Kennedy delivers keynote address at the ASBO Annual Meeting



**1977**  
The Australia Council of Bursars' Association established

Nuclear-proliferation pact signed by 15 countries, including U.S.

**1978**  
The first lapel pin appears at the ASBO Annual Meeting

U.S. Senate approves Panama Canal neutrality treaty



**1979**  
ASBO holds first annual leadership conference

Margaret Thatcher becomes British prime minister

**SCHOOL BUSINESS AFFAIRS**  
OFFICIAL ORGAN OF NATIONAL ASSOCIATION OF PUBLIC SCHOOL BUSINESS OFFICIALS  
ISSUED 1941

**President Cate Announces Convention Program**  
 Ambassador Hotel, Atlantic City, N. J.  
 October 13-16th

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**INCREASE IN MEMBERSHIP FOR NEW YEAR MEMBERS**

How many that membership gain... in 1941. The membership gain... in 1941. The membership gain... in 1941.

**Special meeting**

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**SCHOOL BUSINESS POWER**

**Association of School Business Officials of the United States and Canada**

**School Business Affairs**  
OFFICIAL ORGAN OF THE ASSOCIATION OF SCHOOL BUSINESS OFFICIALS OF THE UNITED STATES AND CANADA

States and Provinces to be Involved More in International ASBO; Voice in Policy Matters

**YOU don't belong to this Association! IT belongs to YOU!**

**HAPPY NEW YEAR**

**THE "INVOLVEMENT" ISSUE**

There are several ways in which the International ASBO... to be a more active participant in the development of the organization...

**SCHOOL BUSINESS AFFAIRS**  
OFFICIAL ORGAN OF THE ASSOCIATION OF SCHOOL BUSINESS OFFICIALS OF THE UNITED STATES AND CANADA

**Data Processing**

**SCHOOL BUSINESS AFFAIRS**  
OFFICIAL ORGAN OF THE ASSOCIATION OF SCHOOL BUSINESS OFFICIALS OF THE UNITED STATES AND CANADA

**School Facilities, School Environments: Creating a Climate for Learning**

Air Quality and Student Performance  
 The Managing Architect  
 Getting Results with Technology

ALSO: ASBO INTERNATIONAL'S 2003 PINNACLE AWARD WINNERS

**sba SCHOOL BUSINESS AFFAIRS**  
OFFICIAL ORGAN OF THE ASSOCIATION OF SCHOOL BUSINESS OFFICIALS OF THE UNITED STATES AND CANADA

**The Human Resources Side of Business Management**

Creating Results with Technology  
 Improving Operations and Efficiency  
 For Technology Today's Schools and Programs

**ASBO ACCENTS**  
THE NEWS PUBLICATION OF THE ASSOCIATION OF SCHOOL BUSINESS OFFICIALS INTERNATIONAL

Windblown and Wet: Overcoming Adversity As Floods and Tornadoes Cancel School

**Flood Damage in Ohio**

The report of a major flood... in the state of Ohio... the report of a major flood... in the state of Ohio...

**ASBO Accents**  
THE NEWS PUBLICATION OF THE ASSOCIATION OF SCHOOL BUSINESS OFFICIALS INTERNATIONAL

How to Prepare a Crisis Plan and Secure Schools Against Violence

**Crisis Preparation**

The report of a major flood... in the state of Ohio... the report of a major flood... in the state of Ohio...

**School Business Affairs, 1941-2009**  
**ASBO Accents, 1981-2001**

In 2002, the newspaper changed from print to electronic format and became known as *Accents Online*. The biweekly e-newsletter features ASBO news, tips and tools for school business professionals, and member profiles. It also recognizes

membership milestone anniversaries and new members.

**School Business Daily**  
*School Business Daily*, sent via e-mail every weekday morning, was launched in 2007 to provide news

stories from the past 24 hours—gathered from newspapers, television, radio, and journals—related to business and financial management, legislation, nutrition, safety and security, and other issues relevant to school business management.



**1982**  
 North Carolina ASBO established

**ASBO conducts first Comprehensive Membership Needs Assessment**



**1984**  
 ASBO headquarters move to Reston, VA

**1981**  
 ASBO Accents is launched

IBM introduces first personal computer

**54**

**ASBO ACCENTS**  
THE NEWS PUBLICATION OF THE ASSOCIATION OF SCHOOL BUSINESS OFFICIALS INTERNATIONAL

Windblown and Wet: Overcoming Adversity As Floods and Tornadoes Cancel School

**Flood Damage in Ohio**

The report of a major flood... in the state of Ohio... the report of a major flood... in the state of Ohio...

**1983**  
 ASBO membership surpasses 6,000

**Professional registration program adds new designation: RSBS**

## ASBO Books

ASBO publishes books on a variety of topics, such as Governmental Accounting Standards Board standards, finance and accounting, technology, legal and legislative issues, school business administration, facility management, and best practices.

## ASBO Website

ASBO launched its comprehensive Website in 1996 as an effective, interactive communications tool. In the subsequent 14 years, the Website has grown to serve members with a treasure trove of online resources. Resource centers offer tool kits focused on special topics, blogs for exchanging information on urgent issues, membership and corporate directories, and a career center. Members have 24-7 access to recorded annual meeting sessions on the Live Learning Center. Attendees of educational sessions can even print certificates verifying earned Continuing Education Units and Continuing Professional Education credits and maintain their transcripts from their own computers.

The next wave of technological advance will engage school business professionals in social networking, enabling members who are time zones apart to collaborate with ease. With the pace of change constantly accelerating, one can only imagine how archaic these wonders we now marvel at might look 100 years from now.



## Recognition Programs: Shining the Spotlight on School Business

From its earliest days, ASBO leaders have understood the role of recognizing achievements as a means of bringing positive attention to those who work in school business management as well as the profession itself. To that end, ASBO established several recognition and awards programs.

### Certificate of Excellence in Financial Reporting

The first of ASBO's recognition programs, the Certificate of Excellence in Financial Reporting, was launched in 1971. The program

reviews school districts' accounting practices and reporting procedures used in their Comprehensive Annual Financial Reports.

The purposes of the program are to

- Encourage school systems to adopt and use generally accepted accounting principles,
- Encourage school systems to adopt sound financial reporting procedures,
- Recognize excellence in school financial reporting, and
- Enhance the credibility of financial management of school systems by recognizing and publicizing excellence in school financial reporting.

**1985**  
ASBO's name changes to Association of School Business Officials International

**1987**  
International treaty signed in Montreal calls for a 50% reduction in the use of CFCs by the year 2000



**1989**  
Donna R. Gloschen becomes ASBO's first woman president

First World Wide Web server and browser is developed by Tim Berners-Lee (England)

**1986**  
Southern African Bursars of Independent Schools Association (SABISA) established

**1988**  
Wyoming separates from Rocky Mountain ASBO to form Wyoming ASBO

NASA scientist James Hansen warns of the dangers of the global warming



Districts earning the coveted Certificate of Excellence are recognized by ASBO and increase their financial management credibility among stakeholders.

Now nearing the end of its fourth decade, the Certificate of Excellence remains a significant achievement. Several hundred applications are received annually, and many school districts strive to earn the award year after year.

### Eagle Awards

For years, ASBO leaders yearned to give proper recognition to those who demonstrated their continued dedication to the field. After careful and collaborative planning, the Eagle Awards were launched in 1992 to honor school business officials who are models in the profession and demonstrate outstanding leadership. The Eagle Awards are the highest honor bestowed on ASBO members.

Some program elements have been refined over the years. Originally, three honorees were individually recog-

nized for service to the profession, service to the community, and service to the school district, and an International Eagle winner was recognized for service in all three areas. In addition, 11 other exemplary school business officials were invited to participate in the ASBO Institute (now the Eagle Institute), a summer leadership program. Since 1997, the program has recognized four candidates annually. One person earns the International Eagle Award and three others earn the Distinguished Professional Award.

The first four top honorees, recognized in 1992, were

- International Eagle Award: William H. Sullivan, RSBA, Naples, Florida
- Outstanding Service to the Community: Thomas R. Moore, RSBO, London, Ontario
- Outstanding Service to the Profession: Ronald E. Everett, Ph.D., Executive Director, Illinois ASBO
- Outstanding Service to the School: Dorothy Pannell-Martin, President, InTEAM Associates, Alexandria, Virginia

Since the program's inception, more than 100 school business professionals have been honored with the prestigious Eagle Award.

### Pinnacle Awards

In 1993, the Pinnacle Awards premiered to recognize original and innovative organizational practices that make a difference in schools and in the profession. The program honors individuals from every field of school business management who implement replicable best practices, proposals, or new ideas in their school district.

Each year, one honoree receives the Pinnacle of Excellence Award and three honorees receive Pinnacle of Achievement Awards.

The first honorees, recognized in 1993, were

- Pinnacle of Excellence: Nadine L. Mann, East Baton Rouge School District, Baton Rouge, Louisiana

**1990**  
President Bush signs Clean Air Act

**1992**  
Eagle Awards begin  
  
Colorado separates from Rocky Mountain ASBO to form Colorado ASBO



**1991**  
Gopher, the first user-friendly Internet interface, created at the University of Minnesota

**1993**  
Pinnacle Awards launched  
  
British House of Commons approves European unity pact

**1994**  
National Bursars Association Limited established

South Africa elects Nelson Mandela as president



PINNACLE AWARD RECIPIENTS, MARCH 2003

- Pinnacle of Achievement: John A. Crafton, Methuen Public Schools, Methuen, Massachusetts
- Pinnacle of Achievement: Sharon A. Kerr Burkybille, RSBA, Hastings-on-Hudson Unified School District, Hastings-on-Hudson, New York
- Pinnacle of Achievement: Patricia J. Pedersen, Euclid City Schools, Euclid, Ohio

To date, 70 people have been recognized with the Pinnacle Award.

### Meritorious Budget Awards

In 1995, ASBO initiated the Meritorious Budget Awards program, which recognizes school systems that demonstrate excellence in their annual budget presentations. The program promotes ASBO's mission to "provide programs and services to promote the highest standards of school business management practices, professional growth, and the effective use of educational resources."

The goals of this program are to

- Provide clear budget presentation guidelines,
- Define state-of-the-art budget practices,

- Encourage both short- and long-range budget goals,
- Promote sound fiscal management practices,
- Promote effective use of educational resources,
- Facilitate professional growth and development for the budget staff, and
- Help build solid development, analytical, and presentation budget skills.

The first Meritorious Budget Awards in 1995 were presented to

- Great Valley School District, Malvern, Pennsylvania
- Mt. Lebanon School District, Pittsburgh, Pennsylvania
- Morton College, Cicero, Illinois
- Owen J. Roberts School District, Pottstown, Pennsylvania
- Salt Lake City (Utah) School District

Since the program's inception, 350 school districts have earned the Meritorious Budget Award.

### Bridges to the Future

The realm of school business is so vast that it can be daunting, especially to those who have recently joined



1974 MIAMI BEACH

1995  
Meritorious Budget Awards begin

1997  
European Union plans to admit six nations



1996  
Approximately 45 million people are using the Internet

[www.asbointl.org](http://www.asbointl.org) is launched



1998  
President Clinton outlines first balanced budget in 30 years

1999  
Latin American Association of School Business Officers established



the profession. In 2004, ASBO launched the Bridges to the Future program, which awards scholarships to new school business officials to allow them to take advantage of professional development opportunities and to tap into myriad school business management resources.

Each year, 20 scholarships of \$2,000 each are awarded to ASBO members who have been in the profession for fewer than five years. Recipients use scholarship funds to attend the Annual Meeting and Exhibits, where a preconference workshop and networking luncheon are held specifically for them.

To date, 115 Bridges to the Future scholarships have been awarded.

### Professionalism: Raising the Bar

*A slight but observable undercurrent of professionalization began to appear in the early Twenties. An increasing number of younger persons with previous educational experience entered the field, and as the years advanced, men with college degrees became the rule rather than the exception. After 1930, the pace of professionalism quickened . . .*

*Out of all the talk and meditation on the subject the conviction grew that professionalization could be measured in part by . . . special training in the subject, supplementing previous general education . . . and by making ASBO a stronger and more professional organization in every way.*

— GEORGE W. GRILL, *ASBO: The First 50 Years*

### Professional Standards and Code of Ethics

ASBO has taken great strides to establish itself as a professional organization. *The School Business Administrator*, published in 1960, helped begin to assuage the concern of establishing those in school business management positions as professionals. The publication laid out fundamental definitions and descriptions of the work and role of school business officials. It also set forth professional qualifications, responsibilities, and ASBO's first code of ethics, which the association officially adopted at the 1963 annual meeting.

At the same annual meeting, the association took another significant step toward professionalization. A special committee (dubbed ASBO in the Future) reported findings related to certification and professional standards:

*We think it is the job of ASBO to accept school business officials that come to us regardless of background and to work with them, help them, and upgrade the profession in our service to the schools. We prefer the use of the term "professional standards."*

From then on, ASBO actively developed and disseminated standards for school business officials, keeping in mind that they would require regular review and revision to ensure that they remain properly aligned with the ever-changing role of the school business official.

The current professional standards address seven basic areas: the educational enterprise, financial resource management, human resource management, facility

**2000**  
America Online agrees to buy Time Warner, the nation's largest traditional media company, for \$165 billion

**2002**  
Accents Online, ASBO's first e-newsletter, debuts

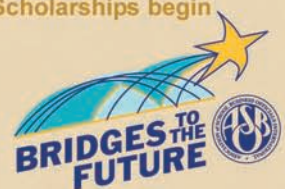


**2001**  
ASBO publishes International Professional Standards

Terrorists attack on September 11

**2003**  
Congressional Budget Office predicts federal deficit of \$480 billion in 2004 and \$5.8 trillion by 2013

**2004**  
Bridges to the Future Scholarships begin



management, property acquisition and management, information management, and ancillary services. They also include a code of ethics. ASBO believes that adherence to these standards and the code of ethics is essential for school business officials not only to earn and keep the trust of stakeholders but also to be viewed as “professional.”

### Professional Registration Program

Another means of professionalization involved the assurance of ASBO members being recognized as professionals by their peers within and outside the field of education. Perhaps George Grill’s words noted earlier were what spearheaded efforts to establish the professional registration program in 1964.

The goals of the professional registration program are to

- Raise the professional standards of those engaged in school business administration;
- Improve the practice of business administration by encouraging school business officials to participate in a continuing program of professional development;
- Identify people who follow prescribed standards of performance and conduct, and who have acceptable knowledge of the principles and practices of school business administration, related disciplines, and laws that govern and affect schools; and
- Award special recognition to school business officials who have demonstrated a high level of competence and ethical fitness in school business administration.

The professional registration program has three designations:

- Registered School Business Administrator (RSBA)
- Registered School Business Official (RSBO)
- Registered School Business Specialist (RSBS)

This program has served as a successful forerunner to the next step in professionalization as ASBO continues to raise the bar: certification.



### Certification Program

In 2004, the ASBO Board of Directors approved a position statement on certification encouraging the development of job position standards. In 2007, a task force of ASBO members and affiliates examined the association’s role in credentialing. The task force’s recommendations guided the next year’s efforts of market research, which determined that a North American certification program was not only feasible but vital: states and provinces have varying requirements for school business management positions or none at all.

In 2009, the board of directors approved the addition of an independent certification commission to develop a certification program for the school business management profession.

This voluntary certification program includes eligibility criteria, an examination, and a recertification process. The program recognizes school business officials for their job knowledge and skills, sets the standards and continues to build credibility for the profession, and limits school fiscal management risk, thus benefiting districts, schools, and the students they serve.

**2005**

372,000 children uprooted due to Hurricane Katrina

Ron Everett, Ph.D. receives ASBO’s first Dr. Fred Hill Award

**2009**

Development begins for a certification program for North American school business professionals

Barack Obama inaugurated as the first African-American President of the United States



**2010**  
ASBO International celebrates 100 years of building the school business management profession

**2007**

Don Friesz, former Virco vice president, recognized for his attendance at 50 consecutive ASBO Annual Meetings







1974 MIAMI BEACH

How fitting that in 2010—the 100th anniversary of ASBO’s inception—ASBO will launch the certification program focusing on identifying competent school business officials who are responsible for school business finances and business operations.

### Committees

*Periodically, committees on organization, functions, and procedures must study our organizational setup and make recommendations for improvements.*

—WESLEY L. BROWN, ASBO:  
*The First 50 Years*

The association’s committees have existed nearly as long as ASBO itself. They were originally formed as research committees, and while many of them disbanded after serving their purpose, others have continued to serve the membership—evolving as



1988 DETROIT

necessary to keep up with current times—by conducting and reviewing research to help shape different elements of the school business management profession.

New committees are formed when the association recognizes issues of growing concern. For example, in the early 1990s, Richard Learn, a long-standing ASBO member, shared with then-president Paul Swinford that environmental issues, including air quality control, were at the forefront of education issues and that school business officials needed to stay on the cutting edge. Swinford asked Learn to take the lead in addressing those concerns and that’s how the Environmental Aspects Committee was founded.

Committees are made up of ASBO members who specialize in particular areas; they write articles for ASBO publications, provide guidance for annual meeting programming, and meet with other organizations that share the same focus.

ASBO has 15 professional committees:

- Accounting, Auditing, and Budgeting
- Environmental Aspects
- Human Resources and Labor Relations
- Information Systems
- International Aspects
- Legal Aspects
- Legislative Affairs
- Management Techniques
- Professional Development
- Pupil Transportation
- Purchasing and Supply Management
- Risk Management
- School Facilities Management
- School Finance
- School Food and Nutrition Management

The breadth of the areas addressed by these committees underlines how much the association has broadened its focus during the past century.

*“If school business administrators fail to lead...there will be fewer and fewer children’s successes to celebrate.”*

**Ron Everett, Ph.D.**