Global School Business Network
User Guide

This user guide contains several tutorials to help ASBO members learn how to use the Global School Business Network, ASBO International’s online networking community for school business officials.
What’s in the User Guide?

1. **A quick start guide on how to use the network.** This resource teaches new members how to log in, accept Terms & Conditions, build a profile, edit privacy settings, and change email preferences.

2. **A tutorial about how to use the network’s advanced features,** including how to manage your contacts; find a contact via the network’s member directory; download a contact’s vCard; and access your contributions (blogs, discussion threads, etc.) on the network.

3. **A tutorial about how to start a discussion on the network** by posting a discussion thread in an online community that also includes a sample post as reference for making your own.

4. **A tutorial about how to blog on the network** that also includes ASBO International’s Blogging Guidelines and a sample blog entry to inspire you to create your own.
New to the Network? Let’s Get Started!

[This quick start guide will help members quickly learn how to use the network’s basic features, including how to log into the network, accept Terms & Conditions, build your profile, and change your privacy settings and email preferences.]

Log into the Network

1. You can access the Global School Business Network homepage from ASBO International’s main website, or by going directly to network.asbointl.org.

From ASBO International’s main website, click the “Network” tab, located at the upper right corner. This will take you to the Global School Business Network website.
2. From the Global School Business Network website, click the blue “Sign in” button in the top right corner, and log in with your username and password (from your welcome email).

3. Enter your username and password and click “Submit” to log in. **Forgot your password? You can get it here** or click the “Forgot Password” link on the “Login” webpage.
Accept Terms & Conditions

1. After you log into the Global School Business Network homepage for the first time, you will see a Terms & Conditions notice.

2. Read through ASBO International’s Terms & Conditions, scroll all the way down, and click “Yes” to indicate you understand and agree to our terms for using the network.

Note: In order to use any features of the network (build a profile, add a contact/friend, edit your settings, etc.) you MUST first accept our Terms & Conditions.

3. If you do not log into your account and accept terms within several days of the date you received your welcome email for network access, we may send an additional email to remind you to do so.
Build Your Profile

1. To access your profile page from the network’s homepage, click the drop down arrow in the top right corner, then click the gray "Profile" button.
2. Update your general information on your profile page.

- **Add a profile photo:** Click the gray "Actions" button on the left, below the photo area. A small window will pop up; click "Change picture" to add/change a photo. To remove a photo, click "Remove picture."

- **Update your contact information:** Click the pencil icon next to the "Contact Details" section on the left side of the page.

- **Edit your Bio section:** Click the pencil icon by the "Bio" section in the center of the page.

- **Build your profile from your LinkedIn® account (Optional):** Click the green "Import Your Info" button to quickly build your profile with information from your LinkedIn® profile.
3. Update your social links, education, job history, and professional association information on your profile page.

- **Link your social media accounts to your network profile:** Click the gray “Actions” button next to the “Social Links” section, then select the account type (Twitter, Facebook, etc.) that you want to link to your network profile from the dropdown menu. A window will pop up; enter your profile URL for that social media account to link it to the network.

  **Note:** If you’ve successfully linked a social media account to your profile, an icon for that account will appear beneath the “Social Links” section.

- **Add new Education, Job History, and Professional Associations entries:** Click the green “+Add” button in the section you want to add an entry to, then fill out your information.

  **Note:** To edit or remove a specific entry within a section, click the pencil icon (to edit) or trash icon (to delete) adjacent to that entry.
4. Update your honors and awards, geographical region, job classification, school system budget and enrollment information, and credentials on your profile page.

- **Add new Honors and Awards entries:** Click the green "Add" button on the right side, under the "Honors and Awards" section and fill out the required information.

- **Edit your geographical region:** Click the pencil icon next to the "Geographical Region" section to edit where you practice your profession.

- **Add Job Classification, School System Budget and Enrollment, and Credentials entries:** Click the green "Add" button for each section you want to add an entry to and fill out the required information.
Customize Your Settings

1. Access your profile page via the network homepage. (From the homepage, click the dropdown menu with your photo in the top right corner and click the gray “Profile” button.)

2. Click the “My Account” tab under your name and title on your profile page. Select “Privacy Settings” from the menu to go to the “Privacy Settings” page. From there, you can:

- **Opt in or out** from the Member Directory by clicking “Yes” or “No.” Opting in allows other members to search for and access your profile through the directory.

- **Choose privacy settings for each profile section** to determine how your information is shared. Privacy options include: “Public,” “Members Only,” “My Contacts,” and “Only Me.” Select your privacy preference for each section from the respective dropdown menu.
3. Don’t forget to save your settings!

- **After you’ve customized your privacy settings**, click the blue “Save Changes” button at the bottom of the page to apply your new settings.
Customize Your Email Preferences

1. Access your profile page via [the network homepage](#). (From the homepage, click the dropdown menu in the top right corner and click the gray “Profile” button.)

2. From your profile, click the “My Account” tab under your name/title and select “Email Preferences” from the menu. From there, you can customize how you receive alerts for:

- **General Emails.** (Participation opportunities from members and administrators.)
- **Community Emails.** (Invitations to join a community.)
- **Contact Requests.** (Invitations to connect with other peers on the network.)
- **Comment Notification Emails.** (Alerts to inform you when someone comments on your content on the network.)

**Note:** To change the recipient email address for email alerts, click the blue “please specify a new email address” link within the “General Emails” section.
3. Don’t forget to save your settings!

- When you’ve finished customizing your email preferences and notification settings, click “Save Changes” at the bottom of the page to apply your settings.

Ready for the next step? Practice what you’ve learned and log in, then build your profile and customize your privacy settings and email preferences today!

Also, learn how to use all of the network’s features by reading the "Beyond the Basics: How to Use the Network" tutorial located in this toolkit.

Questions? Contact Callan Broos, ASBO International project coordinator, 866.682.2729 x7066.
Beyond the Basics: How to Use the Network

[This tutorial teaches users how to use the network’s advanced features. Users should already have logged in, accepted Terms & Conditions, completed their profile, and edited their privacy and email settings. For step-by-step instructions to complete these tasks, refer to the “New to the Network? Let’s Get Started!” toolkit tutorial.]

Manage Your Connections

Access your friends, networks, and subscribed communities all in one place!

1. **Log into the Global School Business Network** and access your profile page. On your profile page, click the “My Connections” tab and you will see three options on a dropdown menu:

   - **Contacts**—View, sort, and remove your network members in/from your contact list.
   - **Networks**—View which peers on the network share similar geographical, career, education, and other affiliations and interests as you do.
   - **Communities**—View all of the communities you’ve joined and explore new ones too.

Access and Manage Your Contact List

1. From the "Contacts" page, you can:

   - **Sort your contact list** and view your contacts’ profile pages on the network.
   - **Send a private message** to a contact on your list.
   - **Remove a contact** from your list.
   - **Export your contact list** as an Excel or CSV file.
2. To organize your contacts by name (A–Z and Z–A), location (city, state, or country), and/or company name, click the option you want from the dropdown menu on the left, at the top of your contact list.

3. To view a contact's profile on the network, click their name and you will go to their page.

4. To send a message to a contact, click the gray “Send Message” button at the far right side of their name.

5. To remove a contact from your contact list: click the gray “Remove Contact” button at the far right side of their name.

6. To export your contact list to an Excel or CSV file, click the gray “Export” button below the “Contacts” heading, above your contact list.
Add a New Contact to Your Contact List

1. Find the contact that you would like to add to your list (either through a post the person made on the network, or by looking the person up in the network’s Member Directory).

How to Find a Contact via the Network’s Member Directory (Basic Search):

- Click the “DIRECTORY” tab at the top of the network’s homepage to go to the “Basic Search” webpage of the directory to look up a member on the network.

- The “Basic Search” tab will automatically be selected, so fill in any of the search fields (first name, last name, company name, or email address) for the person you want to find. These fields are optional, so only fill in the information that you want or know.

- Click the blue “Find Members” button to check the directory for members who match your search criteria.

**Note:** Make a mistake? Click the gray “Clear All” button to reset the fields and start again.
How to Find a Contact via the Network’s Member Directory (Advanced Search):

- Click the “DIRECTORY” tab at the top of the network’s homepage to go to the “Basic Search” webpage of the directory. Then click the “Advanced Search” tab (under the “Member Directory” heading) to search for a member on the network.

- On the “Advanced Search” page, fill in any of the search fields to find the person you’re looking for. Each field is optional, so only fill in the information that you want or know.

- Click the blue “Find Members” button to submit your search criteria for the directory.

Note: Make a mistake? Click the gray “Clear All” button to reset the fields and start again.
2. When you’ve found your contact, hover your mouse over his/her name or photo icon and a small window will appear. Click the gray "Contact Request" button to send an invitation to connect. (If the person accepts your invite, you will be added to each other’s contact lists.)

Can’t find who you were looking for? Click the gray “Back to Search Options” button to go to the search page, then revise your criteria and try again.

Note: Instead of hovering over the person’s name or photo icon to add them as a contact or send a message, you can also click the gray "Add as Contact" or "Send Message" buttons to the left of the contact’s name in the directory’s search results.

(This is an alternative way to send messages to contacts without having to go to your “Contacts” page to find them in your contact list first.)
Access a Colleague’s vCard from the Network

Find someone on the network you want to connect with regularly? Download their vCard and save it to Outlook (or your other email software) to import it into a digital business card!

1. To download a colleague’s vCard from the network, first go to the person’s profile page. From there, click the gray “Download vCard” button to access his or her vCard.

Note: If the person is already on your contact list, access their profile from your “Contacts” page. If they’re not, find them via the Member Directory instead. (Or, click their name/photo next to any blog or discussion they’ve shared on the network too.)
View and Manage Your Network Contributions

Access and manage all of the discussion posts, blogs, and library entries that you’ve shared on the network!

1. **From your profile page**, click the “My Contributions” tab to view all discussion posts, blogs, and library entries that you have posted on the network.

2. **To access a specific contribution**, click the discussion, blog, or library file that you would like to view, under the “Discussion Posts,” “My Blogs,” or “My Library Entries” headings.
Earn Points & Ribbons on the Network

1. You will accumulate participation points and ribbons based on your activity on the network and relationship with ASBO International.

2. Earn points and ribbons by blogging, starting discussions, and engaging with your peers. If you earn enough points, you may be featured on the network homepage in the “Most Active Member” list.

Note: The “Most Active Member” list changes according to the top contributors for every week, so stay active on the network to keep your ranking!
3. In addition to earning points, you can earn ribbons on the network too. "New Blogger," “SFO® Certificant," and "Most Valuable Member" are just some of the ribbons you can earn. Your activity on the network and ongoing involvement with ASBO International will help you unlock more ribbons to show off on your profile page.

**Note:** See the "Most Valuable Member" gold ribbon and “ASBO Staff” blue ribbon, shown below.

**Ready for the next step?** Read the “Ready to Start a Discussion on the Network?” tutorial to learn how to start and join conversations on the network.

**Questions?** [Contact Callan Broos](mailto:cbroos@asbontl.org), ASBO International project coordinator, 866.682.2729 x7066.
Ready to Start a Discussion on the Network?

[This tutorial will show you how to start a discussion on the network's online communities and provides a sample discussion post to inspire you to get engaged on the network.]

Starting a discussion on the network provides a great way to ask a question of your peers. It’s also the perfect opportunity to engage in rich, compelling discussions about your profession. Whether you’re seeking a solution, looking for new best practices, or trying to expand your network, the Global School Business Network is the resource to turn to!

How to Create a Discussion Post

Are you ready to start a conversation, but need a little guidance? Don’t worry, just follow these simple instructions.

1. First, log into the Global School Business Network homepage. Forgot your password? You can get it here or click the “Forgot Password” link from the “Login” page.

2. Next, click the “PARTICIPATE” tab at the top left of the page and select “Post a Message.”
3. On the "Post a Message" webpage, fill out the appropriate fields to create your discussion post. When starting a discussion thread, think about the audience you would like to be able to see your post. Do you want all members or a specific community group to view it? Select your audience group from the “To” dropdown menu.

**Note:** If you want to share your expertise or write on a topic of interest, create a blog. If you want to start a conversation or ask a question, you should create a discussion post instead.

**Post a Message**

![Diagram of the "Post a Message" interface with annotations explaining how to select the audience group from the "To" dropdown menu and how to cross post to multiple communities.]

**Note:** To post a message to more than one community (audience) at a time, click the “Cross Post To” dropdown menu, then select the second community you would like to post the message to.

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11401 North Shore Drive Reston, VA 20190-4232  P 866.682.2729  F 703.708.7060  asbointl.org
3. Enter the title of your discussion post in the “Subject” field. Then type your message in the large “Message” box.

4. To attach a file to your discussion post, click the gray “Attach” button. This will open a pop-up window to select and upload your file(s).

   **Note:** You can select and upload files from a variety of platforms, including your computer, Facebook, Google Drive, Dropbox, and more. Follow the window prompts and the file(s) will be added to your post.

5. When you've finished creating your discussion post, publish it by clicking the blue “Send” button. (Make a mistake? Click the gray “Cancel” button to discard your post.)
Need ideas? Here's an example of a great discussion post on the network!

1. State Payment of Pension Costs "On Behalf" of Districts

Posted May 18, 2015 2:12 PM

ASBO members,

Here in Alaska as elsewhere, we have seen a significant increase in pension liabilities. A few years ago, the state took a look at the payment and accounting for these liabilities and decided to keep the rates school districts pay for the state pension system per employee relatively low and consistent. The rising expenditure picked up for the state is paid "on behalf" of districts by the state, and districts are required to book the "on behalf" as both a revenue and an expense in their financial statements.

Are districts in other states booking these large "on behalf" payments?

As you can imagine, this has resulted in a significant increase in metrics such as per pupil expenditures, as much as several thousand $/student. If other states are not accounting for pensions this way, Alaska’s per pupil expenditures may be "apples to grapefruit" when compared to other states.

Thank you for your comments and consideration!

Amy Lujan
Executive Director
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Ready for the next step? Put your knowledge to the test and start a discussion on the network!

Also, read the "How to Blog on the Network" tutorial, located in this toolkit, so you can start blogging too!

Questions? Contact Callan Broos, ASBO International project coordinator, 866.682.2729 x7066.
How to Blog on the Network

[This tutorial includes ASBO International’s Blogging Guidelines for using the network, how-to instructions for creating a blog, and a sample post to inspire ideas of your own.]

Hello potential bloggers! Do you have any interesting information or materials on school business that you think your fellow members should know about? Whether it’s a presentation, a relevant news article, quick tips, or another useful resource—we want you to post about it on the Global School Business Network!

**Follow These Guidelines to Ensure Your Blog Is Relevant, Useful, and Engaging!**

1. **Subject:** Don’t know what to write about? Your thoughts, concerns, and ideas about school business management are great places to start. Also, general professional issues and firsthand experiences make great blog-worthy topics.

2. **Style:** Use a conversational writing style, but stay on topic. Write as if you’re conveying your thoughts to a colleague or friend.

3. **Length:** Keep it short and simple. Most blogs have between 200 and 800 words.

4. **Tone:** Be responsible and respectful of others.

5. **Substantiation:** Only contribute content you know is accurate.

6. **Editing:** Carefully review your blog post for grammar, punctuation, spelling, and clarity prior to submission.

7. **Promotion:** You should not be marketed to on the network, so if you see any marketing, sales, or promotional content, please contact us.
Ready to Create a Blog on the Network? Here’s How!

Blogging is a great way to network and share useful news and information with your peers in our online communities. Do you have a great idea for a blog that you just can’t wait to share? Follow the instructions below and you’ll be posting in no time!

1. First, log into the [Global School Business Network homepage](https://www.asbintl.org). Forgot your password? [You can get it here](https://www.asbintl.org) or click the “Forgot Password” link from the “Login” page.

2. Next, click the “PARTICIPATE” tab at the top left of the page and select “Post a Blog.”
3. On the “Post a Blog” webpage, fill out the title and message fields for your blog.

**Note:** If you want to share your expertise or write on a topic of interest, create a blog. If you want to start a conversation or ask a question, you should create a discussion post instead.

**Post a Blog**

![Post a Blog form](image)

4. Decide whether you want to associate the blog with a specific online community on the network. If you do, select the community from the dropdown menu adjacent to the text “Associate this post with a community.”

- If you **DON’T** want to associate your blog with a specific community, your blog post will be submitted to the main site for everyone to read.

- If you **DO** want to associate your blog with a specific community, select it from the dropdown list.
5. Choose your privacy settings to specify who can read and post comments on your blog.

- **Public:** *(Preferred option for who can read your blog.)*
  Anyone can view or comment on your blog, and search engines can access it. This option will give your blog the broadest exposure possible.

- **Authenticated:** *(Preferred option for who can comment on your blog.)*
  All users able to log into the website may read or comment on your blog entry. This may include non-members too.

- **ASBOINTL Members:**
  Only ASBO International professional members can view or comment on your blog; all other network members are excluded.

- **Members Only:**
  Any network member can view or comment on your blog, including ASBO International and ASBO affiliate members.

- **No Comments Allowed:**
  No one may comment on your blog, regardless of membership and network access.

6. To save a draft of your blog to return to later, click the light blue “Save for Later” button. To submit your blog immediately, click the dark blue “Publish” button.

Make a mistake? Click the gray “Cancel” button to discard your blog entry.
Need ideas? Here’s a great sample blog!

Is School Funding Fair? A National Report Card

By ASBO International posted 20 days ago

Sneak Preview from Accounts Online July 9, 2013

The Education Law Center’s Fourth Edition of its national report card on school funding points out that even in the upswing after the Great Recession, public school funding in most states continues to be unfair, and more specifically, inequitable, often shortchanging the nation’s poorest students. In fact, in many states, school funding remains below pre-recession levels.

School funding has been in the spotlight for years, yet disparities continue. For example, New York State spends $18,607 annually on each of its students—the highest in the nation. Compare that to Idaho, whose $6,369 annual per-pupil spending ranks last. And the majority of states don’t systematically provide additional funding to low-income students, which contributes to the increased achievement gap.

While education is funded at the national level in most countries, it is a state responsibility in the United States, with state finance systems accounting for about 90% of all school funding. This report shows that the various methods used to finance education aren’t designed to deliver equitable funding to schools.

Some of the findings include:

- "Regressive" funding—or that which provides less funding to districts with higher concentrations of low-income students—exists in 14 states, including Nevada, which provides students in poor districts only half of what those in low-poverty districts receive—the worst in the nation.
- "Flat" funding systems, which don’t provide any appreciable increase in funding to address the needs of students in high-poverty districts, exist in 19 states.
- Although four states (North Carolina, Oklahoma, Tennessee, and Utah) provide slightly higher funding to high-poverty districts, overall funding levels are so insufficient that they are ranked among the lowest in the nation.
- Many states with unfair school funding systems don’t appear to be moving toward improvement. Arizona, California, Nevada, and Oregon allocate a very low percentage of their states’ gross state product to fund public education.
- Only four states (Delaware, Massachusetts, Minnesota, and New Jersey) demonstrate fair school funding systems, defined as sufficient overall funding and significantly higher funding for high-poverty school districts.

Based on funding data from 2007 through 2012, the report card was released along with a report by The Leadership Conference on Civil and Human Rights’ Education Fund, entitled Cheating Our Future: How Decades of Disinvestment by States Continues to Jeopardize Equal Educational Opportunity.

"It’s clear and unequivocal that states and school districts across the country are cheating their futures by failing to invest in their own children,” says Wade Henderson, president and CEO of The Leadership Conference. "It’s both a moral and economic imperative that our nation dramatically change the way it distributes educational resources to advance true equity."

Download the full report card.

Ready for the next step? Create your first blog on the network today!

Questions? Contact Callan Broos, ASBO International project coordinator, 866.682.2729 x7066.