

Communication on a Shoestring Budget

Free Ways to Reach Your School Community

Ohio School Boards Association
Capital Conference
November 11, 2013

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**NORDONIA HILLS CITY
SCHOOL DISTRICT**

Inspiring every student to value learning, community and excellence

Reading
 Writing
 Math
 Civics
 Geography
 Science
 Foreign Language
 Physical Education
 Art and Music
 Organized Athletics
 Home Economics
 Vocational Education
 School Lunch Program
 Half-day Kindergarten
 School Transportation
 Business Education
 Driver's Education
 Consumer Education
 Advanced Placement Program
 Head Start
 Sex Education
 Multicultural Awareness
 Antismoking Education
 Special Education
 Drug and Alcohol Abuse Education
 Peace, Culture, and Recreation Education
 Career Education
 Parent Education
 Behavior and Justice
 Character Education
 Environmental Education
 Women's Studies
 African American Studies
 Gay, Lesbian, and Bisexual Studies
 Global Education
 Teen Pregnancy Awareness
 Nonsexist Education
 Expanded Learning and Gifted Opportunities
 Hispanic Heritage Studies
 Illness, Biotechnology, and Water Safety
 Early Childhood Education
 Alternative Education
 Breakfast Programs
 English-as-a-Second-Language
 After-school Programs
 Social Abuse Prevention
 Bilingual Education
 Preschool Programs for Children
 Goals 2000 (Republican)
 Child Abuse Monitoring
 Conflict Resolution and Peer Mediation
 CPD
 HIV/AIDS Education
 Goals 2000 (Democrat)
 Full-day Kindergarten
 Health and Fitness Programs
 Health Insurance and Health Maintenance
 Expanded Computer and Internet Education
 More Standardized Testing
 Bullying Prevention Programs
 No Child Left Behind (Republican)
 Personal Finance Literacy
 Distance Learning
 Expanded Health and Psychological Services
 Character Education
 Tech Prep and School to Work Programs
 At-Risk and Dropout Prevention
 Homeless Education
 Civil Resistance Programs
 Three Start, Early Start, Even Start, Prime Start
 Race to the Top (Democrat)
 Tobacco Programs
 Tobacco Use and Tobacco Policies
 Test-prep Programs
 Obesity Monitoring

Schools Cannot Do It Alone

Building Public Support for
 AMERICA'S PUBLIC SCHOOLS

CONTAINS THE BLUEBERRY STORY

JAMIE VOLLMER

Clark, Joe

From: Clark, Joe
Sent: Tuesday, September 17, 2013 8:45 AM
To: Clark, Joe
Subject: Key Communicator Update 9/17/13

Hi, everybody. We had an incident involving an electrical fire on a bus this morning. All students and the driver are safe.

The bus carries students to Valley Christian Academy in Aurora. The bus picked up about 5-6 students at Rushwood, then made its way to its second stop at Lee Eaton. As the bus approached Lee Eaton, the driver noticed a strange smell and saw some smoke. Thinking the bus was experiencing problems with the radiator, the driver radioed for a back up bus to meet him at Lee Eaton so he could continue his route.

He pulled into the Lee Eaton parking lot and evacuated the bus. All students were safe.

The smoke then became more intense and the driver noticed some smoldering. He called the Northfield Village fire department, who came and extinguished the fire. The bus will be towed back to the bus garage and examined.

Students boarded the new bus and were taken to school. Per protocol, a new driver was assigned to finish the route.

Joe Clark, Ph.D.
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Follow me on Twitter @DrJoeClark
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**Todd Stuart****@ToddStuart1** FOLLOWS YOUDirector of Curriculum, Instruction, and Professional Development
Boston Heights, Ohio**2,653**
TWEETS**344**
FOLLOWING**365**
FOLLOWERS**Following**Followed by [Debi Swan](#), [Anna Tolin](#), [Kathleen Grendel](#) and 100+ others.**Tweets****Todd Stuart** @ToddStuart1

28m

[@VirginiaRessa](#) [@DrJoeClark](#) [@OHEducation](#) we are excited 2!
Great things happening in our district. Excited to be on this platform to share

[View conversation](#)**Todd Stuart** @ToddStuart1

3h

Meetings this morning at NHS. You can feel the energy for the game tonight.

[Expand](#)**Todd Stuart** @ToddStuart1

3h

Presenting a lot this year at upcoming conferences. Planning today with [@DrJoeClark](#) for Communication on a Shoestring Budget at OSBA Conf.

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5h

We are going to be a part of or lead three to four different Straight A Fund grants this fall in Nordonia Schools!!! Exciting times!!!

[Expand](#)



Joe Clark
@DrJoeClark

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drjoelarklog.wordpress.com

NORDONIA HILLS CITY
SCHOOL DISTRICT

Inspiring every student to value learning, community and excellence

13,406
TWEETS

1,494
FOLLOWING

3,715
FOLLOWERS



Edit profile

Tweets



Joe Clark @DrJoeClark

1 h

Nordonia Lancer Marching band prepares to host annual festival of bands the-news-leader.com/education/2013...

Expand

← Reply Delete ★ Favorite ... More



Joe Clark @DrJoeClark

2 h

@gunnellAP @casas_jimmy @hickstro @burgessdave @writeguyjeff @skrashen @wkrakower @mjteeee Awesome every week John! Thanks!

View conversation



Joe Clark @DrJoeClark

2 h

Thanks Bill! @mrbillforrester @kseniamica @royanlee @preetbanerjee @RebeccaStaples @NYCKidsbookshop @pattimarathon @Alex__Johnstone

View conversation



Joe Clark @DrJoeClark

2 h

@Cantigue_Lead @Joesanfelippofc @HankGrishman Thanks Tony! Glad to be part of your PLN.

View conversation



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2 h

@gcouros Great article in this fall's @OAESA Principal Navigator! pic.twitter.com/CIRJW2xPFm

Important subjects to kick off the school year

Welcome to September! The Nordonias Schools have gotten off to a great start to the 2013-14 school year. This month I would like to touch on a few items.

State Report Card: As you read about in the News Leader a few weeks ago, we received our report card from the Ohio Department of Education, and we are very excited at the results. As you know, the state has done away with the old rating system you were used to (Excellent, Continuous Improvement, etc.) and replaced it with a system that gives letter grades (A, B, C, D, F).

If the state did not change systems, the Nordonias Schools would have been rated Excellent with Distinction again. Even with the new ratings, the Nordonias Schools had the second highest grade average in Summit County. Most impressive is that we earned the highest Performance Index in district history, and overall our students exceeded Value Added, meaning they learned more than a year's worth of material in a single year.

Nordonias students get a top-notch education. We are proud of the work we do, but we are not content to rest on our laurels. We will continue striving to improve instruction so we can best prepare our students for college and careers.

ALICE Training: As part of our continued focus on safety training for our staff, we have scheduled ALICE training for our entire certified staff and a majority of our classified staff in Oc-

SUPT'S
CORNER

Dr. Joe Clark



Alert-Lockdown-Inform-Counter-Evacuation.

ALICE is a concept that allows response options to persons who suddenly find themselves in an active shooter event or intruder event. Created by a former Texas police officer who

"If the state did not change systems, the Nordonias Schools would have been rated Excellent with Distinction again."

recognized that traditional lockdown procedures were not helping people survive, ALICE builds on shelter-in-place procedures by adding alternative actions that will increase survivability during such attacks.

With feedback from our local safety forces and our District Safety Committee, we have decided that the ALICE program will be used to enhance, not replace, our current safety practices. It is our plan over the next several months

much of our student body (initially high school and middle school) trained on this new procedure.

We hope that we will never need to use any of these strategies. Students safety is our highest priority, however, so we will continue to be proactive in creating a safe, nurturing school environment.

Parent Mentor Program: A parent mentor is the parent of a child with a disability employed to help school districts and families by providing training, support, and information services. Kitty Boylan is the parent mentor for the Nordonias Schools.

Ohio parent mentor projects are funded through grants from the Ohio Department of Education. The mission of the Ohio parent mentors is to provide the necessary support and resources to families of children with disabilities and the professionals who serve them.

Some of the services provided by the parent mentor include guiding parents through the special education process including understanding their rights and responsibilities, listening and providing support to families and staff, providing information and resources, attending IEP and other meetings when requested, and conducting information sessions and workshops.

You can reach Kitty Boylan at 330-908-6219 or by email at parent.mentors@nordoniaschools.org.
Camp Huddle 2013: Join

SCHOOLS

FROM PAGE 8

us on Sunday, Sept. 22 from 1:45 to 4 p.m. at Nordonias High School's Boliantz Stadium for the 2013 Camp Huddle. Camp Huddle is for individuals 7-years-old or older, with or without special needs. Camp Huddle's mission is to bring people together to participate in a day of inclusive sports and play and to pro-

friendship in a fun, safe environment. You are invited to participate, volunteer, or just stop by and cheer the kids on.

For more information, please call 216-548-9621 or visit camphuddle.webs.com.

#PTChat: Parent Teacher Chat (#PTchat) is a social media conversation that enables parents, family engagement practitioners, teachers and others to develop new and innovative approaches to part-

nerships. I will be co-moderating this chat all year. Join me from 9 to 10 p.m. every Wednesday on Twitter. If you are not on Twitter yet, please consider joining. Twitter is a great way to keep updated with Nordonias Schools activities, and it is completely free.

As always, thanks for supporting the Nordonias Schools, have a great month, and remember to follow me on Twitter @Dr-JoeClark

it's friday!

News for teachers and staff of Nordonia Hills City Schools

September 27, 2013

Superintendent's Notes...

Grant Winners: The Nordonia Schools Foundation awards up to \$6,000 annually for teacher mini-grants (a maximum of \$500 each). The next round of grants will be in the spring. If you are interested, look for more information from Todd Stuart.

Congratulations to the following teachers for being awarded Nordonia Schools Foundation grants in this fall round!

Shannon Blair	NHS	\$500.00	Kindles in the Classroom
Erika Canitano	Middle School	\$244.65	Pedometers
Mary Schrembeck	Middle School	\$500.00	OMEA Jazz Performance
Andrea Pylypiak	Ledgeview	\$199.00	HoverCam T-3 Document Camera
Michelle Kerns	Ledgeview	\$199.00	HoverCam T-3 Document Camera
Kristi Gunyula	Lee Eaton	\$498.94	Recycled Art: Plastic Jewelry



What doesn't kill you makes you stronger:

The Under Armour Power In Pink™ campaign celebrates the many women who use fitness and exercise in their fight against breast cancer. It's time 2012's survivors pass the torch to three new amazing women to be the ambassadors of our 2013 Power In Pink™ Survivor campaign. Nordonia High School Intervention Specialist **Kim Hernandez** is one of those amazing women.

Here is her story, which you can also find at this link:

<http://www.underarmour.com/shop/us/en/power-in-pink/stories?storyId=3494228>



When I was diagnosed in March 2012 at the age of 34 of stage 2 infiltrating ductal carcinoma, I turned to my husband and sister and said, "I need you to be strong for me because I am going to get through this!" From that point on I knew my life would never be the same. I was about to go through chemotherapy, a bilateral mastectomy, and radiation. I was up for the biggest fight of my life. I knew that I had to have a positive outlook and a great support team to win this fight. I learned like the quote says, "that life was not about waiting for the storm to pass. It was about learning how to dance in the rain." Having a good attitude was everything. I had to believe that I was going to get through this and that I was going to be a stronger person in the end. I had to look at all the positive that would come out of having cancer. Cancer has empowered me to change my life

forever for the better. It inspired me to change many aspects of my life. I have more faith, strength, and courage than ever before. I changed my eating habits, lost 50 pounds and I am in the best shape that I have ever been in my life. I ran my first 5k this past May and I would have never imagined doing that before I had breast cancer. I am truly blessed to be an inspiration to so many of my friends and family. One of my favorite quotes that keeps me motivated is, "I'm braver because I fought a giant and won. I'm stronger because I had to be. I'm happier because I learned what matters. I stand taller because I am a survivor!"

HAPPY BIRTHDAY to the following folks celebrating their special day next week:

❖ Bethany Mosher	MS	September 28
❖ Anne Iskra	LV	September 29
❖ Lu Ann Squirek	HS	September 29
❖ Rich Griffith	RW	September 30
❖ Andrea Novess	MS	October 1
❖ Amy Dorsey	LV	October 2
❖ Carol Craft	HS	October 3
❖ Melanie Dillon	RW	October 3
❖ Rob Rardin	HS	October 4



Go
Knights!

Homecoming 2013

Congratulations to the following students for being selected to the 2013-14 Homecoming Court!
The King and Queen will be announced at tonight's homecoming game against Green. See next week's "It's Friday" for their names.

Freshman Attendants – **Morgan Kiernan** and **Ryan Smith**

Sophomore Attendants – **Haylee Holt** and **Johannah Jones-Bey**

Junior Attendants – **Rachel Slonsky** and **David Murray**

Queen Candidates:



Olivia Biss



Jackie Grayson



Monica Sutkaytis

King Candidates:



Joe Stein



Logan Strauss

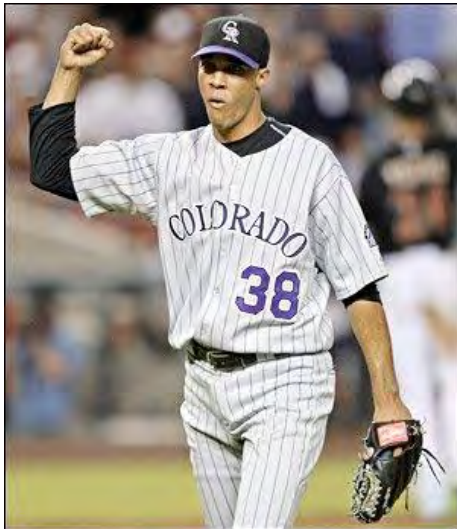


Kevin Chonko

Last Week's Trivia: You guys love food trivia! Fifty-one of you knew that the pictured menus came from Buffalo Wild Wings (BW3), Denny's, Olive Garden, Red Lobster, and Steak 'n Shake. Lee Eaton Intervention Specialist **Katie Grendel** was pulled from the hat to win a \$5 Subway gift card.

This Week's Trivia: With the Indians about to make the playoffs (knock on wood), name these five current Indians who are shown in uniforms from their former teams. You will get your name in the hat once for each correct answer, which you must submit by midnight Sunday to joe.clark@nordoniaschools.org. The winner will receive a fabulous prize.

A.



B.



C.



D.



E.



Have a great weekend!

Joe

Friday Focus



SHIFTS IN MATH FOR COMMON CORE

- #1 FOCUS
- #2 COHERENCY
- #3 FLUENCY
- #4 DEEP UNDERSTANDING
- #5 APPLICATION
- #6 DUAL INTENSITY

SHIFTS IN ELA FOR COMMON CORE

- #1 BALANCING INFORMATIONAL AND LITERARY TEXTS
- #2 BUILDING KNOWLEDGE IN CONTENT AREAS
- #3 STAIRCASE OF MORE COMPLEX READING
- #4 TEXT BASE LESSONS/ ANSWERS/ DISCUSSIONS
- #5 WRITING FROM SOURCES
- #6 ACADEMIC VOCABULARY

Shifts in More Detail

Shifts in Math

- **Focus:** Significantly narrow and deepen the scope. Less is more. Students reach strong conceptual understanding and are able to transfer mathematical skills and understanding across concepts and grades.
- **Coherency:** Connect the learning within and across grades –VERTICAL ALIGNMENT-**extension of previous learning**
- **Fluency:** Students have speed and accuracy with simple calculations- memorize core functions
- **Deep Understanding:** Students should see math as more than a set of mnemonics or discrete procedures (memorize but have no idea why they are doing it) ****More than one way to get to the answer**** Find different ways for students to get the answer
- **Application:** Choose the appropriate concept for application-real world situations. Teachers in content areas outside of math, particularly science, ensure that student are using math - at all grade levels- to make meaning of and access content.
- **Dual Intensity:** Students practicing and understanding-more balance – we are intense about students being fluent and application.

Priorities for Focus in Math

	10% Sample	20% Rethink and Link	70% Intensive Focus
K-2 examples	<ul style="list-style-type: none"> • Patterns • Statistics/Data • Probability • Estimating computations 	<ul style="list-style-type: none"> • Geometry and measurement 	<ul style="list-style-type: none"> • Addition and subtraction concepts, skill, problem solving
3-5 examples	<ul style="list-style-type: none"> • Patterns • Statistics/Data • Probability 	<ul style="list-style-type: none"> • Area, volume 	<ul style="list-style-type: none"> • Multiplication and division of whole numbers and fractions, balance of concepts, skills, problem solving
6-8 examples	<ul style="list-style-type: none"> • Statistics 	<ul style="list-style-type: none"> • Quantitative relationships and functions 	<ul style="list-style-type: none"> • Proportional reasoning and linearity • Algebra • Geometric measurement

Shifts in ELA

- **Informational Text Balance:** Students today are asked to read little expository text. The demands of college and career ready: 80% Informational texts!
- **Building Knowledge in Content Areas:** The standards read that more rigorous and informational text needs to be read not only in ELA classes but in the rest of the classes.
- **Staircase of Complexity:** There has been a steady decline since 1962 in reading level expectations.
- **Text Based Answers:** Rich and rigorous discussions/lessons/answers based on a common text. Be sure to align questions to the text, not asking for students opinions.
- **Writing from Sources:** Students provide evidence to inform or argue rather than the personal narrative or creative writing.
- **Academic Vocabulary:** By focusing on the comprehension of pivotal and commonly found words, teachers constantly build students' ability to access more complex texts across the content areas (Tier II words).

Tier 1 – “the words of everyday speech usually learned in the early grades”

Tier 2 – “far more likely to appear in written texts than in speech” and “appear in all sorts of texts”

Tier 3 – “specific to a domain or field of study (*lava, carburetor, legislature, circumference, aorta*)” – “often explicitly defined by the author of a text, repeatedly used, and otherwise heavily scaffolded (e.g., made a part of a glossary)”

Please click [here](#) to get videos, charts/graphs and many more resources regarding CCSS

Additional Resources

SMART Science and Mathematics Achievement Required for Tomorrow

A cornerstone of SMART’s educational mission is providing high-quality professional development for teachers. SMART’s services and resources are designed to meet the organizational needs of the Pre-K-12 community in the areas of mathematics, science, and technology education and are fully aligned with state and national mathematics, science, and technology content standards. By clicking below on the links provided, you will be taken to a site that hosts test release questions. Please use Google Chrome. The Password that you will be asked to use is: smartitems*2014

- [Math Released Test Items](#)
- [Science Released Test Items](#)
- [Reading Released Test Items](#)

PARCC-ELA Resource

One of the major shifts of the CCSS is an emphasis on developing skills for comprehending and analyzing informational texts. Increased exposure to informational texts better prepares students for the various types of texts they will encounter in college and the workplace. The array of passages selected for assessment from K-12 should support the development of the necessary skills to handle this range of informational texts.

Another shift is an increased emphasis on the analysis across multiple texts, often of varied genres and media. Several standards, especially for reading literature, require intertextual and multi-media analysis. These expectations require special attention to selection of related passages, chosen specifically to support assessment of the full range of expectations.

This document offers guidelines for selecting passages regarding five considerations. These guidelines should inform the training of passage finders in order to ensure a pool of acceptable passages that can support assessment of the CCSS for the PARCC summative assessments. These guidelines will also inform form assemblers as they construct forms that will assess the full continuum of standards. In choosing passages, passage finders should consider:

- A. Using the framework for determining Text Complexity
- B. Selecting a variety of text types (including different types of texts, a balance of authors by gender and ethnicity, and texts that appeal to a diverse student population)
- C. Selecting passages that allow for a range of standards/evidences to be demonstrated to meet the PARCC claims
- D. Pairing Passages Effectively
- E. Meeting Demands of Bias and Sensitivity Guidelines

Dr. Clark's Chronicles

Musings of Dr. Joe Clark, Superintendent, Nordonia Hills City School District

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Some Kids Have Harleys, Others Have Scooters. The Destination Is the Same

Posted on [September 23, 2013](#)



As if there were any doubt, I am officially uncool. I bought a scooter.

It's a tiny little 50cc Honda Metropolitan. If you're like me, you have no idea what 50cc means. What it means is this: if the wind is at my back and I'm going downhill, I can go 40 mph. If I'm going uphill, just hope you're not in a hurry if you're behind me.

I'm not "Motorcycle Guy." Motorcycles scare me to death. I will never own a motorcycle.

But I love my new scooter. I ride it to the park, where I like to take hikes. And I ride it to the grocery store, as long as I am buying only something smaller than a watermelon, which is

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