

BRIEF CASE

THE OHIO SCHOOL BOARDS ASSOCIATION

Serving the public school leadership team



Don't miss your chance to register for the OSBA Capital Conference

The 2023 OSBA Capital Conference and Trade Show is rapidly approaching. If you and your colleagues have not yet registered, now is the time. This year's event features an expanded program with 150 educational sessions; a stellar slate of keynote speakers; the Student Achievement Fair; and the nation's largest exhibition of school products and services. There also are countless opportunities to share ideas and solutions with thousands of Ohio's education leaders. And, again this year, OSBA is offering a special group rate that makes the conference the most affordable in the country. Once a member district registers more than six people, it pays a flat fee of \$2,400, which enables an unlimited number of additional individuals to register. The conference is Nov. 12-14 at the Greater Columbus Convention Center. To learn about presenters, special events and Center for Public Investment Management and Continuing Legal Education credits available at the conference, visit <http://conference.ohioschoolboards.org>.

Celebrate American Education Week in November

Start making plans now to commemorate American Education Week, which runs Nov. 13-17. The week will provide schools and communities around the country with an opportunity to celebrate public education and honor individuals who are working to ensure that every child receives the best learning experience possible. Each day has a special focus: Nov. 13 is Kickoff Day; Nov. 14 is Family Day; Nov. 15 is Education Support Professionals Day; Nov. 16 is Educator for a Day; and Nov. 17 is Substitute Educators Day. For more information on ways to celebrate during American Education Week, visit www.nea.org.

Nonprofit debuts education technology quality certification program

School districts have bought an average of 2,600 unique educational technology tools, but students and educators report that they only use an average of 42 tools on a regular basis. Digital Promise, a nonprofit dedicated to addressing digital learning gaps and helping education leaders choose the most effective digital tools, has partnered with school districts around the country to design a certification program that helps schools find educational technology products that stand out from the pack. The process begins with identifying educators' priorities and creating an application for vendors to complete, which evaluates the vendors' ability to deliver those priorities. Digital Promise experts help to assess the applications and award partnerships. Educators can look up whether educational technology providers have been certified by other districts before reaching out, saving significant time and money in a highly saturated market. To learn more and to view a list of products that have been certified, visit <https://productcertifications.digitalpromise.org>.

Oct. 9, 2023

Volume 55 Issue 19

Contents

More news.....	2
<i>School athletic coaches must complete mental health training; Resources help schools get ready for 2024 Purple Star Awards; OSBA online</i>	
Bulletin Board.....	3
Communications...	4
Information.....	10
Public Schools Work!.....	11

Route workshop information to:

- Administrators
- Principals
- Communication specialists
- Transportation supervisors

School athletic coaches must complete mental health training

As of Oct. 3, state law requires coaches of youth athletic teams to complete a mental health training course designed to help them spot risk factors and symptoms of common mental health disorders in children and teens. Information about these requirements is now listed on the Ohio Department of Education's coaching permit page, available at <http://links.ohioschoolboards.org/ohio-coaching>. The training can be accessed through the Ohio Department of Mental Health and Addiction website at <http://links.ohioschoolboards.org/ohio-mental-health-training>.

Resources help schools get ready for 2024 Purple Star Awards

Children whose parents or guardians serve in the military face unique challenges at school, often

Indian Hill student helps set world swimming record

Jason Zhao, a student at **Indian Hill EV**, anchored the junior world record relay in the 4x100-meter freestyle event for team USA at the 2023 World Junior Swimming Championship in Netanya, Israel. He swam his portion in 48.64 seconds.

"I am super honored to have the opportunity to represent the United States on the international level," Zhao told a local TV station. "A huge thank you to all my teammates, coaches and support staff on Team USA."

In August, Zhao also won the 2023 Summer Junior National Championship 100-meter freestyle at 49.39, making him the fifth-fastest 15-16-year-old in history.

The board of education recognized Zhao in September.

Source: 13abc.com

moving frequently or requiring support to cope with the temporary absence of a parent for a period of months or years. The Ohio Department of Education's Purple Star Award is meant to promote understanding of these students' needs by recognizing schools that go above and beyond

to partner with military families for the betterment of their children's education. The department offers resources for schools, including details on appointing a military family liaison and legal requirements for identifying military-connected students, at <http://links.ohioschoolboards.org/ohio/purple-star-training>. Applications open Nov. 1.



Briefcase

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Leading the way as the respected voice of Ohio public education.

OSBA online

• www.ohioschoolboards.org

The 2023 Capital Conference is just around the corner. As you prepare for your conference experience, check #OSBACC on OSBA's social media channels for up-to-the minute news and information, plus photos and stories from past and present conferencegoers. And if you have conference questions or comments, or even just want to tell everyone how excited you are, add #OSBACC to your post to join in the conversation.



BULLETIN BOARD

compiled by Melanie Price, senior administrative assistant of communication services

Board changes

Portsmouth City and Scioto County Career Technical Center Board of Education member **Barbara Borden-Gibson** announced her resignation effective Sept. 7. ••• **Yellow Springs EV** appointed **Scott Fife** to the board effective Sept. 1. He replaced Dr. **TJ Turner**, who resigned in August.

Administrative changes

Superintendent

North Union Local (Union) Superintendent **Richard Baird** announced his retirement effective Dec. 31. ••• **Portsmouth City Superintendent Scott Dutey** announced his retirement effective Jan. 3.

Treasurer

Monroe Local (Butler) hired **Amy Moore** as treasurer effective Jan. 1. She will replace **Holly J. Cahall**, who is retiring. Moore is currently assistant treasurer at **Sycamore Community City**. ••• **Plymouth-Shiloh Local (Richland)** hired **Tracy Konik** as treasurer effective Nov. 1. She will replace **Gavyn Bazley**, who took the treasurer position at Pioneer Career and Technology Center. Konik is currently budgetary assistant at **Perkins Local (Erie)**.

Sympathies

Former **Bryan City** Board of Education member **Charles Arthur "Butch" Isaac** died Sept. 17. He was 84. ••• Former **Hicksville EV** Board of Education member **Don L. Brown** died Sept. 23. He was 89. ••• Former **Pandora-Gilboa Local (Putnam)** Board of Education member **Mildred "Millie" Lugibihl** died Sept. 10. She was 88. ••• **West Clermont Local (Clermont)** Board of Education member **Michele Lynn Delaney** died Sept. 18. She was 56.



Unlock your students' full potential

Student achievement workshops deliver customized results to guide your district to success

To schedule your customized training session, contact **Kim Miller-Smith**, senior student achievement consultant, at (614) 540-4000 or kmillersmith@ohioschoolboards.org.



Ohio School Boards Association



COMMUNICATIONS

by Connie Potter

Cultivating business partnerships

The goals of schools and businesses are intertwined. Schools are tasked with preparing students for their next steps, including entering the workforce. Businesses need a strong labor pool. It only makes sense that these two entities partner in readying students for future success.

These partnerships can come in many forms, including guest speakers, job shadowing and mentorships, to name a few. The goal is to make learning more relevant for students and to create better-trained employees for local businesses to hire.

While the focus is typically on students, a key component of any partnership is working with teachers. Businesses can help teachers stay up to date on workplace trends and mentor them in emerging skills needed in their industries. Summer work opportunities provide a valuable way for teachers to learn firsthand what it's like to work in a particular field and better convey that knowledge to their students.

After-school jobs and summer internships can be an incentive for students who are interested in developing job skills and earning money.

A frequent frustration of

employers is that job seekers lack the “soft skills” that are so important to workplace success.

One of the big lessons students can learn from business partners is the value of skills such as teamwork, punctuality, dependability and communication.

In some of the best partnerships, teachers and industry experts collaborate to develop the class curriculum. In one Oregon school district, a large welding company partnered with the high school's welding program. The company donated equipment and helped develop the curriculum to include training in specific skills for its job needs. The icing on the cake? The company guaranteed well-paying jobs upon graduation to students who completed the program.

Both sides benefit when schools and businesses get creative in finding ways to collaborate. Consider this example: Some high school English classes partner with local senior centers to help the seniors write their life stories. Students hone their listening and writing skills as they work with the seniors to write descriptions of some of the memories they want to pass on to their families. An added benefit is that the residents get to connect with younger people, and

the students get to feel the value of helping someone else.

Some districts organize business advisory councils and meet regularly to discuss how they can work with local businesses to better prepare students for the workforce. By inviting students to the meetings to talk about their vocational programs, schools can connect with businesses on a deeper level. Business leaders get excited when they interact personally with students, and they are more apt to want to get involved in some way — by donating materials and equipment, being a guest speaker or providing internships.

A partnership must be a two-way street, with benefits for both sides. As you offer opportunities for businesses to get involved in your schools, offer something in return. Something as simple as a framed certificate of partnership makes business owners and staff feel valued and allows the company to show the public its support for the schools. Look for opportunities to publicly thank your business partners — such as in your school newsletter or on your website — so they gain some community recognition. And find other ways to show appreciation,

Continued on page 9



Fall Communications Workshop

Why attend

This engaging, virtual workshop will include timely and useful discussions, information and demonstrations on:

- tips for engaging parents and keeping your community up to date on district initiatives;
- best practices for election campaign communications, including working with candidates for your school board and an overview of and practical applications for the Ohio auditor of state's levy guidance;
- how to shine a spotlight on the positive stories within your district.

Date and time

Wednesday, Oct. 11
9 a.m.-noon

Location

Virtual

Cost

\$70

Register

www.ohioschoolboards.org/events



OHIO SCHOOL BOARDS
ASSOCIATION

www.ohioschoolboards.org
8050 N. High Street, Suite 100 | Columbus, Ohio 43235



OSBA 2023
**COFFEE
- CHAT -**

**ARMING YOUR PEOPLE
ON THE FRONT LINES:
CRISIS COMMUNICATIONS
BEST PRACTICES**

Oct. 17 | 8:30 a.m.-9 a.m.

Key takeaways:

- Discuss how the fundamental best practices of crisis communications apply.
- Learn how building a communications process can help.
- Cover the value of prepared scripts.

Speaker:

Thom Fladung, Hennes Communications

For more information and to register: www.ohioschoolboards.org/events



OSBA FORUM

Join us as we discuss the current issues in public education.

Date	Time	Cost
Oct. 24	11:30 a.m. to 12:30 p.m.	Free

Join us and learn about The Student Leadership Research Collaborative, which gives students a structured platform to research, discuss and solve issues they identify. In addition, OSBA staff will cover what to expect at this year's Capital Conference.

Register at: www.ohioschoolboards.org/events





Master of Transportation Administrator Series



Student transportation administrator training program

The safety, reliability and efficiency of a district's bus service are maximized when the school transportation manager has the specific knowledge and skills needed to manage the service effectively. The goal of the Master Transportation Administrator (MTA) program is to provide learning opportunities in the many key areas affecting transportation.

OSBA brings its depth of resources in safety practices, fleet management, federal regulations, and state codes for student transportation together to support this training curriculum. This program exceeds the requirement in Ohio Administrative Code for annual transportation in-service training.

Curriculum

The complete curriculum includes classes in each of three proficiencies – compliance, operations management and governance (including policy and fiscal matters). Each year of the curriculum focuses on just one of these proficiencies.

Complete all three-modules and the district project framework question form, to be acknowledged as a Master Transportation Administrator by OSBA.



MTA Module 2

Personnel management
Oct. 25, 2023



MTA Module 3

Transportation rules and regulations
Nov. 29, 2023



MTA Module 4

The transportation handbook
Jan. 24, 2024



MTA Module 5

Public relations and working with the media
Feb. 21, 2024



MTA Module 6

Designing your operational plan, and building keys for success
March 20, 2024





WORKSHOP REGISTRATION

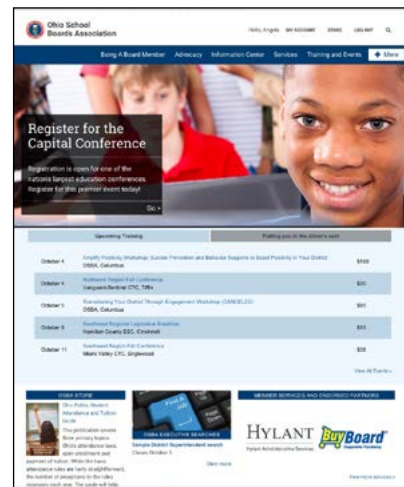
Register at www.ohioschoolboards.org/workshops

OSBA members can access member-only information, including workshop registration, by logging in to the OSBA website.

How to log in

Click on “Log in to your account” on the top right of the website. Log in using your email address on file and your password. Click “Reset your password” if needed.

If it says “We could not find your email address,” or if this is your first time logging in to the site, click “Create new account.” At the username prompt, enter your email address, select your affiliation and school district, and click “Submit.” Create a password and add your job title on the next screen. An email with a link to activate your account will be sent to you. Click on the link to activate your account, and you will be directed to a home screen.



OHIO SCHOOL
BOARDS ASSOCIATION

STUDENT ACHIEVEMENT FAIR 2023

Nominate a student program or artwork

The OSBA Capital Conference Student Achievement Fair highlights outstanding student performance groups and fresh, innovative initiatives from school districts across the state. The fair will be held during the OSBA Capital Conference.



DATE

Monday, Nov. 13

TIME

10 a.m.-2 p.m.

LOCATION

Greater Columbus
Convention Center

NOMINATION DEADLINE

Friday, Oct. 27

Student Achievement Fair district programs

The Student Achievement Fair showcases exemplary programs that improve student achievement. Examples of district programs in the Student Achievement Fair include photography, agricultural, environmental, science and transition-to-work programs.

Student digital art display

The Student Achievement Fair features a digital student art show. Outstanding artwork by students from school districts across the state will be on display.

Have questions? Contact:

Amanda Husmann

ahusmann@ohioschoolboards.org

Kim Miller-Smith

kmillersmith@ohioschoolboards.org

(614) 540-4000 or (800) 589-OSBA

Scan the QR code for booth details or to nominate a student program or artwork.



Communications, continued from page 4

such as having a quartet from your orchestra or a small singing group from the school choir perform at the business during the year.

It's also helpful to remind businesses of the value of being good corporate stewards. Partnering with local schools and assisting with fundraising efforts, back-to-school activities and literacy programs provide positive press for the business.

Some businesses find that being supportive of schools is a draw for employees. Many people value working for a company that supports the community. Some consider it a perk when their

employer allows them the opportunity to perform volunteer work in the schools.

Deciding who might be a good partner is often a matter of a simple conversation. Invite the owner of a local business to coffee and get to know them. Talk with them about district programs and your dreams for new opportunities for your students. Then ask if they might be interested in working together in some way.

As you seek community partnerships, it's important to define what you want to accomplish and set expectations. If the goal is to create more job opportunities for

students, then you may work with a business partner to create an internship program that hires a specified number of interns during the school year. Having written goals makes it clear what each partner aspires to do to move the relationship forward.

Working together with business partners can open the door to additional resources and expanded learning opportunities for students. It also provides community outreach and engagement. It's an investment worth the time and energy it takes to develop.

Source: Washington State School Directors' Association

OSBA CAPITAL CONFERENCE

JOIN US FOR OHIO'S PREMIER EDUCATION CONFERENCE!

INSPIRING
KEYNOTE
SPEAKERS



CHUCK UNDERWOOD
First General Session



MARY STEENBURGEN
Second General Session



SAM GLENN
Monday Conference Luncheon



STUDENT PERSPECTIVES
OSBA Black Caucus Dinner

NOV. | 12-14 | 2023

CONFERENCE.OHIOSCHOOLBOARDS.ORG



INFORMATION

OSSC hosting free anonymous reporting systems conference

Registration is now open for the 2023 National Anonymous Reporting System Conference, hosted by the Ohio School Safety Center (OSSC). Held Oct. 17-18 at the Greater Columbus Convention Center, this event features experts who will share best practices on bystander reporting, privacy rights and the psychology behind school shootings. This event is free to attend.

Day 1 is open to the public. OSSC recommends school staff, administrators, school counselors and resource officers, first responders and state school safety leaders attend these sessions. In addition to hearing from experts in the field, attendees can network

with other schools and agencies that support information sharing. OSSC will be available to answer questions on the Safer Ohio School Tip Line and behavioral threat assessments.

Sessions on Oct. 17 feature:

- Counseling psychologist Dr. **Peter Langman**, who will present “Preventing School Shootings,” in which he will identify the psychology of school shooters and address warning signs of impending violence.

- “Improving School Safety Through Bystander Reporting,” which will cover a toolkit with strategies K-12 school districts can use to enhance safety reporting programs and encourage

bystander reporting. This session is presented by the School Safety Task Force from the Cybersecurity and Infrastructure Agency from the U.S. Department of Homeland Security and U.S. Secret Service National Threat Assessment Center.

- Safer Schools Together will provide an overview of its Digital Threat Assessment, which helps users examine concerns posted on social media through a safety / threat assessment lens.
- A lunch and learn with exhibitors, including Sprigeo, Anonymous Alerts, Bolo Stick LLC, Sandy Hook Promise and Threat Extinguisher, among others.

Day 2 is exclusively open to state school tip line programs outside of Ohio. The WestEd team will provide technical assistance to state-based programs to help them improve their services. States will work together on activities to highlight best practices in various areas, such as creation, education, training and marketing, and create with unique blueprints for their states to implement.

Event details are posted at <https://narsconference.com>. To register, visit <https://tmc.swoogo.com/nars2023>.

FREE MEMBER RESOURCES

Effective Advocacy for School Leaders

OSBA's publication, “Effective Advocacy for School Leaders,” includes nine steps to help school board members and administrators become strong advocates for their school districts.

Download this resource at <http://links.ohioschoolboards.org/effective-advocacy>



PUBLIC SCHOOLS WORK!

compiled by Scott Gerfen, assistant editor

13 Ohio public schools receive National Blue Ribbon honors

Thirteen Ohio public schools were recognized as National Blue Ribbon Schools by the U.S. Department of Education (USDOE). The recognition is based on the school's overall academic performance or progress in closing the achievement gaps among student subgroups on assessments.

The Ohio public schools honored were:

- East Elementary School, **Mount Vernon City**;

- Fort Recovery Middle School, **Fort Recovery Local (Mercer)**;
- Granville Middle School, **Granville EV**;
- Kensington Intermediate School, **Rocky River City**;
- Lake Middle/High School, **Lake Local (Stark)**;
- Northwest Middle School, **Northwest Local (Stark)**;
- Orchard Middle School, **Solon City**;
- Ragersville Elementary School, **Garaway Local (Tuscarawas)**;

- Robert C. Lindsey Elementary School, **West Geauga Local (Gauga)**;
- Robinwood Lane Elementary School, **Boardman Local (Mahoning)**;
- Walnut Elementary School, **Teays Valley Local (Pickaway)**;
- Walnut Hills High School, **Cincinnati Public**;
- Western Reserve Elementary School, **Western Reserve Local (Mahoning)**.

Source: USDOE

PLANNING
FOR
SUCCESS

What will your district look like two, five or eight years down the road?

As leaders in your district, it's important to look toward the future and anticipate opportunities and roadblocks in preparing students for school and lifetime success.

Let OSBA be your partner in developing an effective, aligned strategic plan to map your district's future. Call us at (800) 589-OSBA to get started today.

OHIO SCHOOL BOARDS ASSOCIATION

October 2023

- 10 *Last day for voter registration for November election — RC 3503.01, 3503.19(A) (30 days prior to election).*
- 11 Fall Communications Workshop
..... Virtual
- 12 Southwest Region Fall Conference
..... Wilmington
- 15 *Last day for certification of licensed employees to State Board of Education — RC 3317.061; last day to provide immunization status reports to the Ohio Department of Health — RC 3313.67(D).*
- 17 Coffee Chat: Arming Your People on the Front Lines: Crisis Communications Best Practices Virtual
- 23 Auditorium Stage Equipment Maintenance 101, Public Schools Edition
..... Virtual
- 24 OSBA Forum Virtual
- 25 MTA 2023-24 Module 2: Personnel Management..... Columbus and Virtual
- 26 Northwest Region Fall Conference
..... Fostoria
- 26 Auditorium Stage Equipment Safety 101, Public Schools Edition Virtual
- 26 *Pre-general election campaign finance reports must be filed by certain candidates appearing on the ballot (by 4 p.m.) detailing contributions and expenditures made from*

the last day reflected in the previous report to the close of business on Oct. 18, 2023 (12 days before election) — RC 3517.10(A)(1). End of first ADM reporting period — RC 3317.03(A).

November 2023

- 2 Capital Conference Business Briefing
..... Virtual
- 7 *General Election Day; Special Election Day — RC 3501.01 (first Tuesday after the first Monday).*
- 12-14 OSBA Capital Conference
..... Columbus
- 12 Northeast Region Executive Committee Meeting Columbus
- 12 Northwest Region Executive Committee Meeting Columbus
- 12 Southeast Region Executive Committee Meeting Columbus
- 13 Central Region Executive Committee Meeting Columbus
- 29 MTA 2023-24 Module 3: Transportation Rules & Regulations
..... Columbus and Virtual
- 30 *Deadline to file consolidated school mandate report — RC 3301.68; last day for the board of education to submit its five-year projection of operational revenues and expenditures for the current fiscal year and the ensuing four fiscal years to the Ohio*

Department of Education — RC 5705.391.

December 2023

- 1 Winter School Finance Workshop
..... Westerville
- 7 Southwest Region Executive Committee Meeting West Chester
- 10 *Last day to submit certification for income tax levy to Ohio Department of Taxation for March election — RC 5748.02(A) (100 days prior to election).*
- 12 Coffee Chat: Cost of Taking Payments in K-12 Education..... Virtual
- 15 *Last day to submit emergency or current operating expenses levy to county auditor for March election — RC 5705.194, 5705.195, 5705.213, 5705.219(C) (95 days prior to the election) post-general election campaign finance reports must be filed by certain candidates appearing on the ballot (by 4 p.m.) detailing contributions and expenditures made from the last day reflected in the previous request to the close of business on Dec. 8, 2023 (38 days after the election) — RC 3517.10(A)(2).*
- 19 OSBA Forum Virtual
- 20 *Last day for school district to file resolution of necessity, resolution to proceed and auditor's certification for bond levy with board of elections for March election — RC 133.18(D); last day for county auditor to*