

# BRIEF CASE

THE OHIO SCHOOL BOARDS ASSOCIATION

Serving the public school leadership team



## Register soon for Capital Conference special events

Seating for the OSBA Black Caucus Dinner and Conference Luncheons during the 2022 OSBA Capital Conference is filling up fast. These ticketed events feature keynote speakers such as noted educator and Harambe Youth Organization founder **Lynnette Miller** at the Black Caucus Dinner, 2022 National Teacher of the Year **Kurt Russell** at the Monday luncheon and Olympian **Amanda Beard** at the Tuesday luncheon. Seats are available only to registered attendees and the registration deadline for the dinner and luncheons is Oct. 24, so don't wait — register now at [conference.ohioschoolboards.org](http://conference.ohioschoolboards.org).

## Legislation removes school district's ability to conduct raffles

The Ohio General Assembly recently enacted House Bill 110, which may restrict schools' legal ability to fundraise through raffles. The bill implements revisions to the Ohio Revised Code which remove the words "public schools" from the list of institutions permitted to conduct charitable raffles without a bingo license. The state has not yet clarified whether this is an intentional policy change or simply a drafting error in language. OSBA's Division of Legal Services released a memo to help our member districts better understand the change and will continue to provide updates, as available. Learn more at <http://links.ohioschoolboards.org/raffles>.

## Child food insecurity hits 20-year low with help from schools, federal funds

Despite an overall economic downturn, the U.S. Department of Agriculture reported that food insecurity among children in 2021 was at its lowest level since 1998. Much of the improvement can be attributed to federal programs implemented through the public school system, such as universal free school lunches and reimbursements to families for missed school lunches. The report highlights the critical role public schools play in reinforcing the social safety net for children. You can view the data here: <http://links.ohioschoolboards.org/usda>.

## Public records training available at Capital Conference

State law requires that school board members or their designees complete three hours of public records training per term. An easy way to ensure your district upholds this regulation is to register for the 2022 Capital Conference. Attendees can receive the latest information from the state auditor's office and fulfill the training requirement during a Spotlight Session at 8:30 a.m. on Tuesday, Nov. 15. Learn more at <http://links.ohioschoolboards.org/public-records>.

**Sept. 26, 2022**

Volume 54 Issue 18

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## Route workshop information to:

- Administrators
- Principals
- Communication specialists
- Transportation supervisors

### Free webinar teaches social media skills

OSBA service provider Hennes Communications will offer a free, 30-minute webinar on Oct. 18 at 8:30 a.m. on how to use social media to manage crises, recognize misinformation online and become a better-informed advocate for your district. Register to attend at <http://links.ohioschoolboards.org/social>.

### Ransomware group 'disproportionately' targeting K-12 education

The FBI and Cybersecurity and Infrastructure Security Agency (CISA) issued a joint safety alert Sept. 6 warning schools about ransomware incidents targeting K-12 education. In the past few months school districts around the country have been targeted by malicious actors who obtained sensitive student data and threatened to leak it publicly

### Student's lemonade stand raises money for supplies

A second-grader at **Fairfield City's** North Elementary School finished the summer with a large profit from his lemonade stand. Instead of buying something for himself, **Cayden Cummings** donated the nearly \$2,500 to his school to buy supplies and other items for students in need. Principal **Denise Hayes** was stunned by Cummings's donation. "He's a great example of little people doing big things in our community," she told a local newspaper. Last year, Cummings used the \$3,000 he raised from the lemonade stand to help the school buy a new piece of playground equipment. He's been running the lemonade stand for the past three summers. Source: WLWT-TV

unless paid a ransom. The attacks were linked to the hacker group Vice Society, which the FBI first began tracking in 2021. Read the report and details on how to protect your school from cyberattacks here: <http://links.ohioschoolboards.org/cybersecurity>.

### Mark your calendar for American Education Week

American Education Week begins Nov. 14. Created in 1921 by the National Education Association to promote literacy among American children, this celebration aims to teach communities about the history of public education in America and recommit to the continual improvement of our learning institutions. It's a great time to talk to students and families about the importance of education and what ordinary citizens can do to ensure education is accessible to every child.

### OSBA online

● [www.ohioschoolboards.org](http://www.ohioschoolboards.org)

As you plan your Capital Conference visit, the VendorBook can help you decide in advance which vendors are must sees for your district. Find it at <http://links.ohioschoolboards.org/2022VendorBook>.



## Briefcase

Ohio School Boards Association  
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*A one-year subscription to Briefcase is \$150 for up to 15 subscribers. Briefcase also is available electronically by email. For more information, contact Susie Cinadr at the address or fax number above or email [scinadr@ohioschoolboards.org](mailto:scinadr@ohioschoolboards.org). Briefcase is published semimonthly by the Ohio School Boards Association.*

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OSBA leads the way to educational excellence by serving Ohio's public school board members and the diverse districts they represent through superior service, unwavering advocacy and creative solutions.



# BULLETIN BOARD

compiled by Melanie Price, senior administrative assistant of communication services

## OSBA executive searches

### Treasurer

District

① Akron City

Deadline

Oct. 14

Contact

OSBA Search Services, (614) 540-4000

### Superintendent

District

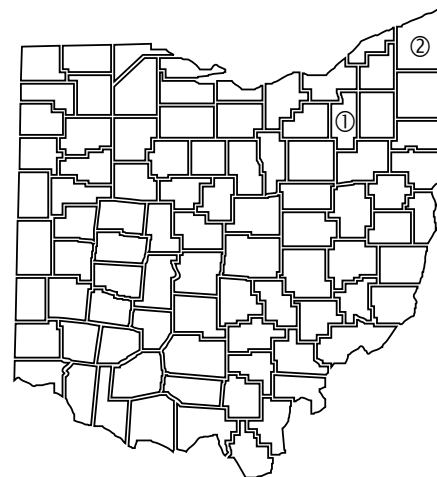
② Ashtabula Area City

Deadline

TBD

Contact

OSBA Search Services, (614) 540-4000



## National searches

Position

Superintendent

Location

Minonk, Ill.

Deadline

Oct. 4

Contact

Thomas F. Leahy, Illinois Association of School Boards, (217) 528-9688, ext. 1153

## Board changes

Wooster City appointed **Cody Austin** to the board effective Sept. 19. He replaced **Michael Knapic**, who resigned in August.

## Administrative changes

### Superintendent

Union Local (Belmont) hired **Sam Lucas** as interim superintendent effective immediately. He replaced **Ben Porter**, who resigned.

### Treasurers

Celina City hired **Tom Sommers** as interim treasurer effective Sept. 26. He replaced **Darren C. Jenkins**, who took the interim treasurer position at **Big Walnut Local (Delaware)** effective Sept. 25. Jenkins replaced **Jeremy Buskirk**, who resigned. ●●● Maple Heights City hired **Taylor Friedrich** as treasurer effective Sept. 6. He replaced **Kathy Jo Beverly**, who resigned. Friedrich previously was assistant treasurer for **Parma City**. ●●● Youngstown City hired **Bryan Schiraldi** as treasurer effective Sept. 8. He replaced Interim Treasurer **Sandy Huddleston**. Schiraldi currently is treasurer at **Lowellville Local (Mahoning)**.

### Editor's note

Job postings must be received six weeks before the application deadline to ensure timely publication.  
Thank you for your cooperation.

## Sympathies

Former Barnesville EV Board of Education member **Robert J. Wilson** died Sept. 5. He was 90. ●●● Former **Buckeye Local (Ashtabula)** Board of Education member **William Bening Dunne** died Sept. 8. He was 63. ●●● Former **Eastwood Local (Wood)** Board of Education member **Marion E. Layman** died Sept. 5. He was 97. ●●● Former **Parkway Local (Mercer)** Board of Education member **Norman L. Fleming** died Sept. 4. He was 89. ●●● Former **Southwest Local (Hamilton)** Board of Education member **June Merten** died Sept. 2. She was 93. ●●● Former **Toledo City Superintendent Frank Dick** died Sept. 5. He was 96. ●●● Former **Union Local (Belmont)** and **Belmont-Harrison JVSD** Board of Education member **Allen E. Mann** died Aug. 23. He was 86.

## Searching for a new superintendent or treasurer?

Ohio School Boards Association has provided fully customized executive searches for more than 40 years.

- Professional search consultants with school board experience
- Customized to your district's needs
- Affordable and competitive pricing
- OSBA guarantee

Let us share how we can help your board.



OHIO SCHOOL BOARDS ASSOCIATION



“

OSBA provided much more to our district and board than simply advertised. They brought a wealth of experience and expertise that aided the board every step of the way, from gathering and organizing information for the initial posting to involving staff and community members with the process and, ultimately, allowing us to select the right person for the job.

**Blake Regan** | **Alexander Local (Athens)** board member

”

[www.ohioschoolboards.org/osba-search-services](http://www.ohioschoolboards.org/osba-search-services)

8050 N. High Street, Suite 100 | Columbus, Ohio 43235  
(614) 540-4000 or (800) 589-OSBA



Ohio School Boards Association

# Master of Transportation Administration Program



OSBA offers this training curriculum to support administrators who are responsible for student transportation. This program meets and exceeds the requirement in the administrative code for annual transportation in-service training.

These half-day workshops — offered from 10 a.m. to 2 p.m. — include a working lunch and time for questions. Each class is \$105, or you can purchase an MTA subscription for \$700 to attend all six sessions in the series. Contact **Doug Palmer**, OSBA senior transportation consultant, for subscription information. All workshops will be offered virtually and in-person at the OSBA office, 8050 N. High St., Columbus, 43235.

## Upcoming workshop dates:

- Sept. 28: Payment in lieu of transportation/school choice transportation
- Nov. 2: Student management and training
- Dec. 7: Rules and laws governing Ohio student transportation
- Jan. 19: Driver records, background checks and compliance needs
- Feb. 22: Emergency transportation planning
- March 29: Fleet compliance

To view class details and register, visit [www.ohioschoolboards.org/master-transportation-administration](http://www.ohioschoolboards.org/master-transportation-administration).

# Administrative Professionals Workshop: Push the reset button



**Friday, Oct. 14 • 10 a.m.-2 p.m. • OSBA Office, Columbus or virtual • Cost: \$105**

**9:30 a.m. Registration**

**10 a.m. Welcome**

**10:05 a.m. Reset your records**

The basis for all school district operations is the law, implemented through policy. This session will feature an overview of federal and state laws and rules that govern student and public records. Learn the necessary policies and procedures for retaining and managing records, discover best practices for responding to public records requests and find resources for later questions.

*Jennifer A. Hardin, senior deputy director of legal services, OSBA*

**10:50 a.m. Stretch break**

**10:55 a.m. Reset your resources**

What do you think of as the ingredients, tools or resources you use to get your work done? Maybe your resources are less tangible and include things like the sources you tap for emotional and physical energy, wellness or creativity. Review practical ways to keep all your resources handy and ready to be of service.

*Cheryl W. Ryan, director of board and management services, OSBA*

**11:40 a.m. Lunch (provided) and networking**

**12:15 p.m. Reset your crisis communications best practices**

Staff on the front lines of any organization often are the first to get questions about a crisis. With today's challenging communications atmosphere, it's important to protect your school's reputation by being prepared before the phone calls and emails start. Learn best practices of crisis communications; how to manage outrage; and the value of prepared scripts.

*Thomas Fladung, managing partner, Hennes Communications*

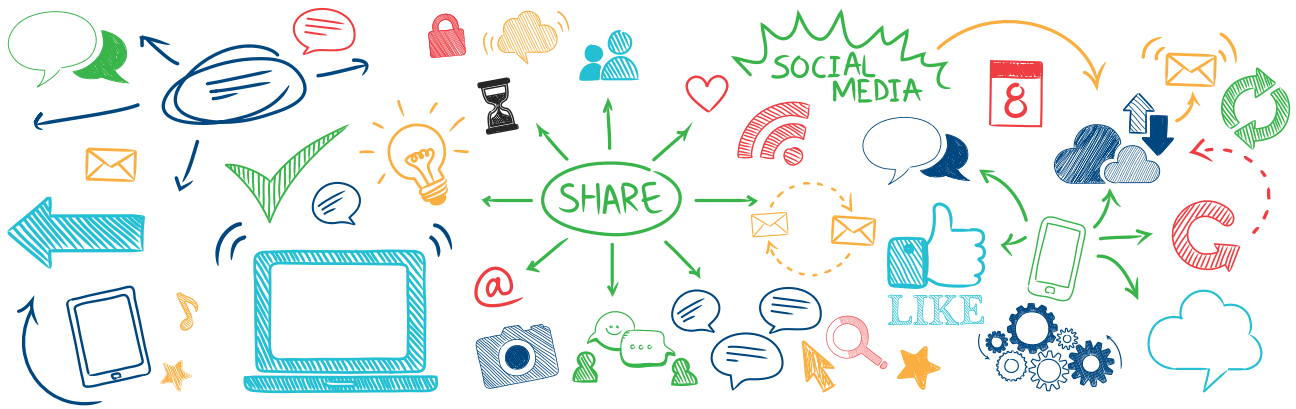
**1:05 p.m. Reset your habits: A practical guide to personal growth**

We all face complexity in our relationships, professional lives and communities. In order to thrive, innovate, excel and be happy, we must build consistent, solid habits. Learn how to make a difference in every area of your life by resetting your mindset and focusing on simple behaviors that will result in healthy habits.

*Dr. Kathy McFarland, deputy chief executive, OSBA*

**2 p.m. Adjourn**

To register, visit [www.ohioschoolboards.org/workshops](http://www.ohioschoolboards.org/workshops)



# Fall 2022 Communications Workshop

OHSPRA and OSBA are pleased to be teaming up to host the Fall 2022 Communications Workshop. This workshop will include timely and useful discussions, information and demonstrations on best practices to effectively communicate the steps you're taking to keep your schools safe; how editorial calendars can organize your workflow and keep your team on track; and how communication handbooks can provide guidance and accountability for your district's communications.

## Date

**Thurs., Oct. 27**

## Time

**9 a.m.–noon**

## Location

**Virtual**

## Cost

**\$65**

## Register

[www.ohioschoolboards.org/workshops](http://www.ohioschoolboards.org/workshops)

**9 a.m.**

### Welcome

#### **Safety first: Strategies for sharing safety efforts with your community**

With safety — particularly school safety — at the top of everyone's mind, it's important that we are communicating regularly with our communities on what is being done to keep our schools safe. Tune into this panel discussion with operations and communication directors from **New Albany-Plain Local (Franklin)**, **Springboro Community City** and **Springfield City** as they discuss school safety and security and how to effectively communicate the steps that you are taking to keep your schools safe.

**10:30 a.m.**

### Break

**10:45 a.m.**

#### **Using editorial calendars to navigate your workload**

**Delaware Area Career Center's** director of public information shares how she uses an editorial calendar as a visual workflow that helps her team schedule their work on a daily, weekly or monthly basis and keep their work-life organized. Participants will receive a template calendar to start using in their own district.

**11:15 a.m.**

#### **Communication handbooks: Your guide to amazing district communications**

Let's face it, with the majority of school communications departments being one- or two-person shops, most of us have to rely on others within our organizations to assist us in communicating with our many publics. In this session, **Plain Local's (Stark)** director of public relations explains how she has created a comprehensive communications handbook that outlines branding, use of logos and other communication standards. Learn how a communication handbook can help you hold others in your organization accountable for their communications efforts.

**11:45 a.m.**

### Final questions, wrap up and adjourn



# WORKSHOP REGISTRATION

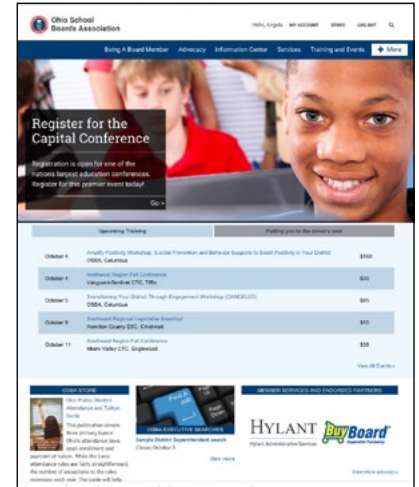
Register at [www.ohioschoolboards.org/workshops](http://www.ohioschoolboards.org/workshops)

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.



## Nominate student programs and artwork for the 2022 OSBA Student Achievement Fair

Participate in the fair on Monday, Nov. 14, from 10 a.m.–2 p.m., at Greater Columbus Convention Center

### Student Achievement Fair district program

The Student Achievement Fair showcases exemplary programs that highlight student achievement. Examples of previous district programs in the Student Achievement Fair include 1-to-1 technology programs, STEM courses for middle grades, workforce exchange programs and career center culinary arts programs. One hundred programs showcasing student achievement will be selected.

### Digital student art display

The Student Achievement Fair features outstanding artwork by students from across the state. Don't miss this chance to nominate some of the highly creative artwork coming from your district's students.

Nominate a program or artwork today at <http://conference.ohioschoolboards.org/student-achievement-fair>





# COMMUNICATIONS

by Connie Potter, communications consultant

## What should you put in your newsletters?

Newsletters traditionally have played an important role in helping schools communicate with parents. But are newsletters still relevant when schools have so many other communication tools at their disposal?

The answer is a resounding yes!

Newsletters are an essential tool for keeping parents informed about upcoming events, field trips, new programs and more. They help keep parents engaged with what's going on at school and build positive relationships.

The printed newsletters of years past have given way to electronic versions that are easier and quicker to produce. But they still fill the same role, delivering useful information on a regular schedule so parents can count on them as a consistent source for updates.

Electronic newsletters can be as simple or as elaborate as you have the time and staff to produce. Some schools create a newsletter that is essentially an email with a bulleted list of items. Others use templates to create more visual appeal. The most important thing is that the newsletter is useful, relevant and timely.

Whatever design is used, it's important that the format works well on mobile devices. Smartphones have become the

main device that parents use to check email. In 2021, about 85% of U.S. adults owned a smartphone, according to the Pew Research Institute, and the rate rises to 95% for those ages 30-49. The number remains high across all income levels. For about one-fourth of Americans earning less than \$30,000 per year, a smartphone is their only access to the internet.

Some schools produce weekly newsletters, others send them monthly. Sometimes schools hesitate to send a weekly newsletter because they may not have a lot to share, but shorter newsletters aren't a bad thing. Readers are far more likely to read a one- or two-minute long email each week than a 10-minute read once a month. Commit to a regular schedule where the newsletter is sent on the same day each week so parents know it's coming. When parents know when to expect your content, they will look for it.

So what type of information should you include?

● **Upcoming events.** Nothing is more irritating to a parent than to find out after the fact about an event they might have wanted to attend, such as a field trip or school play or musical. Let them know the details of upcoming

events, including time, place and where to buy tickets (if needed).

● **Important changes.** Are you adding a new program or eliminating an after-school activity? Is the school moving to a new bell schedule? These are things parents want to know before they happen. Don't wait until the changes are implemented to let parents know.

● **Ask for opinions.** Find out how parents feel about different issues by including an occasional survey in your newsletter. You can create the survey in Google or another platform and include the link in your newsletter. Not only is it a way to learn important information, but it also makes parents feel like they have a voice in the decisions that affect the school and their children.

● **Kudos and celebrations.** Share good news! Let parents know when a student or staff member wins an award. Share a link when the school is featured in a newspaper article. Parents love knowing that good things are happening at the school — it gives them a sense of pride.

● **Staff profiles.** Profile a different staff member in every issue by writing a short article about them. Include information such as how

*Continued on page 6*

Communications, continued from page 5

long they've been at the school, where they attended college and what they like about working at your school. If they're open to it, include information about their families and their hobbies. These profiles are a way to recognize staff and help parents to learn more about the people working with their children every day. Be sure to include all staff, including teachers, secretaries, custodians and cooks.

● **Classroom activities.** Share news about the interesting ways students are learning. Include short articles about the fifth grade's Makerspace and the reading competition that the third grade is doing. Publish a copy of a

cute poem that a fourth grader wrote.

● **School projects.** Let parents know if students are collecting canned goods for the local food pantry or plan to honor veterans at a school assembly for Veterans Day. Even if parents aren't directly involved, they like to hear about the positive contributions students are making.

● **Trivia questions.** It can be fun and engaging to include trivia questions in each issue. The questions can range from the origin of the school mascot to what year the school was built. By including the questions at the end of the newsletter, you encourage readers to scroll

through all the content.

● **Student artwork.** Parents enjoy seeing student creations, so consider featuring a student drawing or other piece of art in each issue. It gives recognition to the student and is enjoyable for parents.

Every school has a different personality and culture, so every school newsletter should have a different look and feel. What's most important is that the content is useful, relevant and easy to read. School newsletters are an essential link to parents and a way to provide valuable insight into what is happening in your school.

Source: Washington State School Directors' Association



## A Public Schools Social Media Primer: Risks, Rewards & Recognizing Fake News

Tuesday, Oct. 18 • 8:30 a.m.–9 a.m. • Virtual • Free

For public employees, including public school teachers and staffers, social media represents special challenges, special opportunities and special risks. Accessibility, information-sharing and gauging public interest are easier and more convenient than ever before. Hennes Communications helps participants understand the influence of social media and how we can all help limit the spread of fake news.

To register, visit [www.ohioschoolboards.org/events](http://www.ohioschoolboards.org/events)



# PUBLIC SCHOOLS WORK!

compiled by Scott Gerfen, assistant editor

## Grant helps River Valley Local’s Viking Store remain open

**Abby Songer**, a teacher at **River Valley Local’s (Marion)** River Valley Middle School made a dream a reality last school year when she and fellow teachers pooled resources to create the Viking Store.

There, students could purchase treats, like stickers, snacks or a test-retake pass with “Viking dollars” earned through positive behaviors, such as staying on task or completing homework assignments on time.

However, the store became too expensive for the teachers to maintain.

“We all probably spent \$150-\$200 dollars throughout the year on the Viking Store,” Songer told a local newspaper.

This year, the team of teachers was able to bring the store back for a second year through a \$1,250 Teaching, Educating And Classroom Help (TEACH) grant from the Marion Community Foundation.

“The money that we got through the Marion Community Foundation will definitely go a long way to fund that store — maybe even longer than this year,” Songer said.

This marks the third year of the TEACH Grants Program through the Marion Community Foundation. The grant funding was promoted throughout each of Marion County’s schools.

This year, the foundation awarded funding for nine projects.  
Source: Marion Star

# OSBA Town Halls

**Tuesday, Oct. 25 • 5:30 p.m.–6:30 p.m. • Virtual • Free**

**OSBA Town Halls review relevant and timely topics pertinent to public school leaders. Join us for an overview of what has been going on in public education.**

**A future town hall is scheduled for Nov. 22.  
To register, visit [www.ohioschoolboards.org/workshops](http://www.ohioschoolboards.org/workshops).**

**September 2022**

- 27 Town Hall ..... Virtual
- 28 OSBA Master of Transportation Administration: Payment in lieu of transportation/school choice transportation..... Columbus and virtual
- 29 Southeast Region Fall Conference ..... Nelsonville
- 30 *Last day to file business advisory council plan with the Ohio Department of Education — RC 3313.821.*

**October 2022**

- 1 *Last day for board to adopt annual appropriation measure — RC 5705.38(B).*
- 5 Northeast Region Fall Conference ..... Wadsworth
- 6 Northwest Region Fall Conference ..... Tiffin
- 11 *Last day for voter registration for November election — RC 3503.01, 3503.19(A) (30 days prior to election).*
- 12 Construction/Facility Solutions: Creating and Maintaining Warm, Safe & Dry Buildings ..... Virtual
- 13 Southwest Region Fall Conference ..... Xenia
- 14 Administrative Professionals Workshop ..... Columbus and virtual
- 15 *Last day for certification of licensed*

- 18 Coffee Chat: A public schools social media primer: Risks, rewards and recognizing fake news ..... Virtual
- 25 Town Hall ..... Virtual
- 27 OHSPRA/OSBA Fall Communications Workshop ..... Virtual
- 31 *End of first ADM reporting period — RC 3317.03(A).*

**November 2022**

- 1 *Last day for classroom teachers to develop online classroom lessons (“blizzard bags”) in order to make up hours for which it is necessary to close schools — RC 3313.482(A)(3)(a)*
- 2 OSBA Master of Transportation Administration: Student management and training ..... Columbus and virtual
- 8 *General Election Day; Special Election Day — RC 3501.01 (first Tuesday after the first Monday).*
- 13-15 OSBA Capital Conference ..... Columbus
- 13 OSBA Northeast Region Executive Committee meeting ..... Columbus
- 13 OSBA Northwest Region Executive Committee meeting ..... Columbus
- 13 OSBA Southeast Region Executive Committee meeting ..... Columbus

- 14 OSBA Central Region Executive Committee meeting ..... Columbus
- 22 Town Hall ..... Virtual
- 30 *Deadline to file consolidated school mandate report — RC 3301.68.*

**December 2022**

- 2 Winter Finance Workshop ..... Columbus and virtual
- 7 OSBA Master of Transportation Administration: Rules and laws governing Ohio pupil transportation ..... Columbus and virtual
- 13 Coffee Chat: Accelerant culture — creating a space where everyone gets to get better ..... Virtual
- 14 Reasonable Suspicion Training ... Virtual
- 31 *Last day for treasurer to canvass the board to establish a date for the organizational meeting — RC 3313.14.*

**January 2023**

- 15 *Deadline for boards of education of city, exempted village and local school districts to meet and organize — RC 3313.14; last day for boards of education of city, exempted village, vocational and local school districts to adopt tax budgets for the coming school fiscal year — RC 5705.28(A)(1).*