

# BRIEF CASE

THE OHIO SCHOOL BOARDS ASSOCIATION

Serving the public school leadership team



## HB 123 compliance information, model threat assessment plan released

House Bill (HB) 123, also known as the SAVE Students Act, was enacted in March by the 133rd Ohio General Assembly. This legislation, which aims to address violence targeting schools, as well as youth suicide, requires school districts to create a multidisciplinary threat assessment team for each school building and add an evidence-based threat assessment procedure to each building's emergency preparedness plan by March 24, 2023. The Ohio School Safety Center has published detailed definitions of the requirements and a model threat assessment plan to guide schools through the implementation process. You can view the information here: <https://ohioschoolsafetycenter.ohio.gov/pre-k-12-schools/threat-assessment>.

## 2023 Ohio Teacher of the Year announced

The Ohio Department of Education (ODE) has named the 2023 Ohio Teacher of the Year: **Melissa Kmetz**, a **Lakeview Local (Trumbull)** third-grade teacher. Known for her "beyond-the-classroom" approach, which often includes service projects like creating comfort kits for children in foster care or working with local animal shelters, Kmetz has been teaching for nearly 20 years, 17 of them at Lakeview Local. Ohio Teacher of the Year award recipients are nominated by students, parents, administrators and fellow educators for one of 10 district-level honors, from which ODE selects finalists and eventually the recipient of the statewide award.

## State report cards reflect pandemic recovery, remaining challenges

ODE released its annual school and district report cards for 2021-22 on Sept. 15. The report cards use a new five-star system that evaluates schools across five areas: achievement, progress, early literacy, gap closing and graduation rates. The report shows that standardized test scores and graduation rates improved or held steady across demographics but have not yet returned to pre-pandemic levels. You can view individual district report cards at <http://reportcard.education.ohio.gov>. An overview of the data is available at <http://links.ohioschoolboards.org/ohio/reportcard-21-22>.

## Connect with key resources for your district at the 2022 Capital Conference and Trade Show

Got questions? Those heading to the Capital Conference in November will find a wealth of answers to take back to their districts, not only in the learning sessions but also in the Region Resource Center, where you can meet OSBA officers and committee members from your region; OSBA Pavilion, where you can learn more about the services and products OSBA offers and how the association can help your board and your schools; OSBA Bookstore, where you can save 10% when you

**Oct. 10, 2022**

Volume 54 Issue 19

### Contents

More news.....	2
<i>Celebrate National School Bus Safety week in October; Study shows disabled students succeed when included in general classes; OSBA online</i>	
Bulletin Board.....	3
Communications...	5
Public Schools Work!.....	7

### Route workshop information to:

- Administrators
- Principals
- Communication specialists
- Transportation supervisors

purchase books, plaques and other items; and OHSPRA/OSBA Idea Center, where you can browse school publications from all over the state. Register now at <http://conference.ohioschoolboards.org>.

### Celebrate National School Bus Safety week in October

National School Bus Safety week — Oct. 17-21 — is a time when parents, students, teachers, motorists, school bus drivers and others join forces to address the importance of school bus safety. The National Association for Pupil Transportation provides resources and activity guides about the importance of bus safety. See [www.napt.org/nsbsw](http://www.napt.org/nsbsw) for more information.

### Study shows disabled students succeed when included in general classes

A new study published in the Journal of Special Education found

### 'No class day' lets Middletown students explore careers

Instead of attending classes for a day in September, students in the Middletown City School District and their families selected from a menu of careers or other areas of interest.

The experiment encouraged Middletown youth to think about their future careers. Examples included students holding a virtual meeting with the Middletown football coach or having lunch with the school resource officers. Joining students were hundreds of city school teachers who spent three professional development days participating in the new Middletown program.

All staff learned about "workforce skills and what that looks like for our students and their futures," district Communication Specialist **Elizabeth Beadle** told a local newspaper.

Source: Journal-News

that disabled high schoolers who spent at least 80% of their time in school in standard classrooms scored better on math and reading assessments than their peers who spent more of their time in special education settings. These students also fared better in college and finding jobs, researchers noted.

The results held true across multiple disability categories, including cognitive and learning disabilities, blindness, deafness and autism spectrum disorders. Indiana University, whose Center on Education and Lifelong Learning facilitated the study, released a public statement that can be viewed here:

<http://links.ohioschoolboards.org/news-medical>.

### OSBA online

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

2022 Capital Conference attendees have an opportunity to earn continuing legal education (CLE) and Center for Public Investment Management (CPIM) credits during the event. Attendees can earn up to 5.25 total CLE hours, and eight sessions have been designated for CPIM credit.

View session information at <http://conference.ohioschoolboards.org/cle-cpim-credits>.



## Briefcase

Ohio School Boards Association  
8050 North High Street, Suite 100  
Columbus, OH 43235-6481  
(614) 540-4000 ● (800) 589-OSBA  
fax: (614) 540-4100 ● [www.ohioschoolboards.org](http://www.ohioschoolboards.org)

OSBA President: **Robert M. Heard Sr.**, Cleveland Municipal

OSBA Chief Executive Officer: **Richard C. Lewis**, CAE

Editor: **Katherine Gregor**, editorial manager

Layout and design: **Jennifer Rowe**, communication design manager

Assistant editor: **Scott Gerfen**, senior communication manager

*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.*

*Postage paid at Columbus, Ohio. Postmaster: Send address changes to: Briefcase, Attn.: Data Operations Center, Ohio School Boards Association, 8050 N. High St., Suite 100, Columbus, OH 43235-6481.*

*© 2022, Ohio School Boards Association; all rights reserved*

*The appearance of an advertisement in an OSBA publication is neither a guarantee nor endorsement by OSBA of the product, service or company or the claims made for the product, service or company in such advertising.*

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

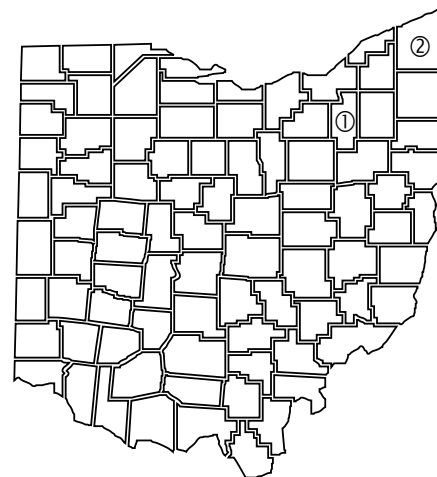
② Ashtabula Area City

Deadline

TBD

Contact

OSBA Search Services, (614) 540-4000



## Board changes

Middletown City Board of Education member **Michelle Novak** announced her resignation effective Sept. 29. ●●●

Oakwood City Board of Education member **Todd T. Duwel** announced his resignation effective Dec. 29. ●●●

Youngstown City Board of Education member **Dawn Turnage** announced her resignation effective Sept. 13.

## Administrative changes

### Superintendent

Ashland City hired Director of Business Services **Steven B. Paramore** as interim superintendent effective Sept. 8. He replaced **Dr. Douglas J. Marrah**, who took the executive director position at Tri-County Computer Services Association.

●●● Cleveland Municipal Superintendent **Eric S. Gordon** announced his resignation effective June 2023.

### Treasurers

Marlington Local (Stark) Treasurer **Dr. Patty Ann Main** announced her resignation effective in December. ●●●

Olentangy Local (Delaware) hired **Timothy Ryan Jenkins** as treasurer effective immediately. He replaced **Emily Hatfield**, who resigned in August. Jenkins previously was treasurer at **Pickerington Local (Fairfield)**.

## Sympathies

Former Brunswick City and Medina County JVSD Board of Education member **Robert T. Sklenka** died Sept. 8. He was 95. ●●● Former Centerburg Local (Knox) Board of Education member **Johnny Ralph McDavid** died Sept. 4. He was 81.

●●● Former East Clinton Local (Clinton) and Southern Ohio ESC Board of Education member **Cynthia L. Saylor** died Sept. 20. She was 67. ●●● Former Harrison Hills City Board of Education member **Samuel Wherry Cunningham** died

### Editor's note

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

Sept. 17. He was 95. ●●● Former **Switzerland of Ohio Local (Monroe)** Board of Education member **Robert J. Wilson** died Sept. 5. He was 90. ●●● Former **Toledo City** Board of Education member **Kenneth J. Perry** died Sept. 21. He was 81.



**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:**

- 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

**Virtual option just added!**

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*

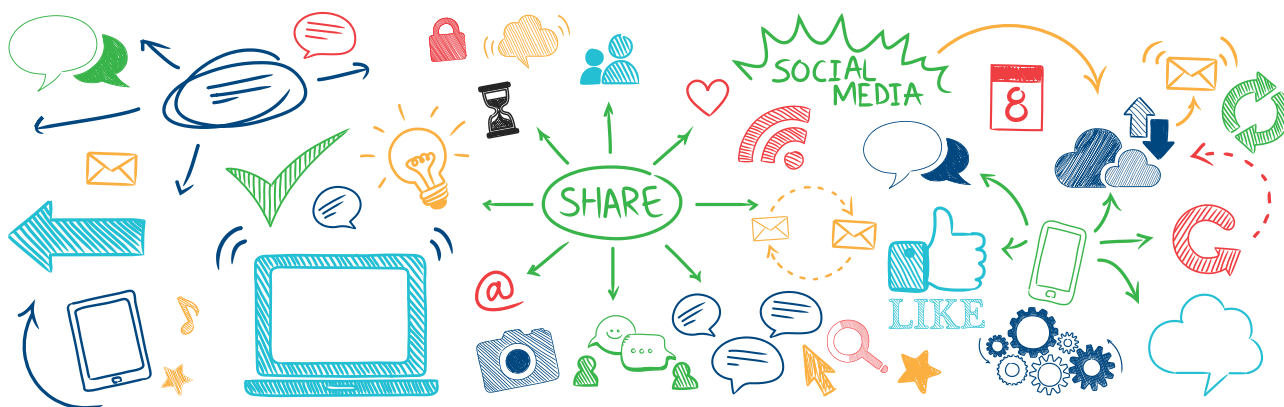
1:05 p.m. **Reset your habits: A practical guide to personal growth**

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

**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**

**Scott Gilbert**, executive director of business operations, and **Scott Marshall**, district communications coordinator, **Springboro Community City**; **David Lyle**, business manager of operations/safety & security, **Springfield City**; and **Jon Hood**, director of student services, safety and security, and **Patrick Gallaway**, director of communications, **New Albany-Plain Local (Franklin)**

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 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**

**Alicia Mowry**, director of public information, **Delaware Area Career Center**

Alicia Mowry 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**

**Mary Beddell**, director of public relations, **Plain Local (Stark)**

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, Mary Beddell 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**



# Show Your Appreciation

Recognize accomplishments with an  
OSBA customized plaque or award



**OHIO SCHOOL BOARDS  
ASSOCIATION**

# When words are not enough, a personalized gift might be the answer.

OSBA's customized plaques and awards add more meaning to your expression of thanks or welcome aboard. These classy, elegant items appropriately express your appreciation to those who serve the cause of quality public education, and are an excellent way to welcome new members and staff.

Available in a variety of styles and sizes, these popular plaques and awards arrive ready for presentation.



**A. Horizontal plaque – \$76**

8" x 6" walnut plaque with black steel plate with silver lasered lettering.

Plate size: 6.5" x 4.5"

May be customized with your logo\*

**B. Mahogany box – \$155**

8" x 6" x 2" mahogany box with full-color tile plate.

Plate size: 6" x 4"

May be customized with your logo\*

**C. Gavel and block – \$80**

10" gavel and 4.25" walnut block with inscribed plate.

Plate size: 4.5" x .875"

May be customized with your logo\*



**D. Round-top desk clock – \$79**

4.75" x 7.5" walnut base with 3" diameter battery-operated clock with inscribed plate.

Plate size: 3.5" x 2.25"

May be customized with your logo\*

**E. Rectangle desk clock – \$82**

6.5" x 5" Stuart Austin battery-operated clock. Roman numeral face with rosewood base.

Plate size: 3.75" x 1.5"

May be customized with your logo\*

**F. State of Ohio plaque – \$54**

7" x 9" mahogany plaque with inscribed gold metal plate.

Plate size: 4.5" x 5"





**G. Color desk nameplate – \$44**  
10.5" x 3" walnut wedge with personalized etched plate.  
Plate size: 10" x 1.75"



**H. Desk nameplate – \$47**  
10.5" x 3" walnut wedge with personalized black steel plate with gold lasered lettering.  
Plate size: 10" x 1.75"



**I. Jade crystal book – \$78**  
7.875" x 5.875" x 0.75" jade crystal book with two locations for etching. Book weighs four pounds.  
May be customized with your logo\*



**J. Jade crystal plaque – \$53**  
9" tall etched jade crystal plaque on piano wood base.  
Base: 9" x 4"  
May be customized with your logo\*



**K. Jade crystal circle – \$45**  
6.25" tall etched smooth-edge jade crystal plaque with glass base.  
Base: 4.25" x 3"  
May be customized with your logo\*



**L. Curved glass plaque – \$61**  
4.5" tall bevel-etched glass plaque with a glass base.  
Base: 6" x 2"

**Order now from OSBA's variety of high-quality styles and designs.**

Visit [www.ohioschoolboards.org/store](http://www.ohioschoolboards.org/store) to place your order online or fax the form on the back of this brochure to (614) 540-3299. Please allow two to four weeks for delivery of customized awards. For quick orders, try OSBA's State of Ohio plaque, which will arrive in 10 days or less.

\*Items A, B, C, D, E, I, J, K and L can be customized with your school district's logo for a one-time setup fee of \$35.

# ORDER FORM

(Duplicate form as needed)

ITEM	QUANTITY	PRICE EACH	TOTAL
A. Horizontal plaque		\$76	
B. Mahogany box		\$155	
C. Gavel and block		\$80	
D. Round-top desk clock		\$79	
E. Rectangle desk clock		\$82	
F. State of Ohio plaque		\$54	
G. Color desk nameplate		\$44	
H. Desk nameplate		\$47	
I. Jade crystal book		\$78	
J. Jade crystal plaque		\$53	
K. Jade crystal circle		\$45	
L. Curved glass plaque		\$61	
<input type="checkbox"/> Check here if you want items A, B, C, D, E, I, J, K or L customized with your district's logo (\$35 one-time fee)			

**Note:** Individuals and businesses must add 7.5% sales tax on orders. No tax will be imposed if ordered through a school district using a district check, credit card or purchase order. Rush charge: orders with a 48 hour turnaround will be charged a \$15 fee.

\*Please note: There is a shipping charge for all orders that will be added to your order total.

	Subtotal	
	Sales tax (7.5%)	
	Rush charge (\$15)	
	Total*	

**Please check one:**

- Payment enclosed (sales tax applies to orders paid by personal check, personal credit card, money order or non-sales tax exempt organizations) Make check payable to: Ohio School Boards Association
- Purchase order # \_\_\_\_\_

**Credit card information:**

- Mastercard     Visa     Discover

Name on card: \_\_\_\_\_ Card #: \_\_\_\_\_ Expires (Mo./Yr.): \_\_\_\_\_

Signature: \_\_\_\_\_ CVV code: \_\_\_\_\_ (3- or 4-digit code on back of card)

**Personalize as follows (type or print):**

1. School district \_\_\_\_\_ Name of recipient \_\_\_\_\_  
 Year(s) of service \_\_\_\_\_ Recipient's title (desk nameplate only) \_\_\_\_\_
2. School district \_\_\_\_\_ Name of recipient \_\_\_\_\_  
 Year(s) of service \_\_\_\_\_ Recipient's title (desk nameplate only) \_\_\_\_\_

**Ship awards to:**

Name \_\_\_\_\_ Title \_\_\_\_\_  
 District name \_\_\_\_\_ County \_\_\_\_\_  
 Street address \_\_\_\_\_ Phone \_\_\_\_\_  
 City/State/ZIP \_\_\_\_\_  home     business address

**Please check if you need by a certain date. Need by when?** \_\_\_\_\_

**Mail this form to:**

Ohio School Boards Association, 8050 N. High St., Ste. 100, Columbus OH 43235-6481 or fax form and PO to (614) 540-3299. Please allow two to four weeks for delivery, except for item F, which can be delivered in 10 days or less.

# WINTER FINANCE WORKSHOP



Join us for an annual update of timely topics impacting Ohio K-12 schools, with presentations from the Ohio Department of Education, the Ohio Auditor of State, Ohio Education Policy Institute and education associations.

**Date** Friday, Dec. 2

**Time** 8:30 a.m.–3 p.m.

**Location** Virtual or in person  
OASBO Conference Center,  
98 Commerce Park Dr., Westerville

**Cost** \$120

For more details or to register, visit:  
[www.ohioschoolboards.org/workshops](http://www.ohioschoolboards.org/workshops)

# OSBA



**2022 Capital Conference and Trade Show**  
Nov. 13-15 at the Greater Columbus Convention Center

Join us for Ohio's premier education conference to gain practical ideas and a renewed commitment to help your district accomplish the critical work ahead.

- **150 learning sessions**
- **Trade Show**
- **Student Achievement Fair**

Learn more at  
<http://conference.ohioschoolboards.org>

## Keynote speakers



Actor and author  
**John Lithgow**



Storyteller and skydiver  
**Kenyon Salo**



# WORKSHOP REGISTRATION

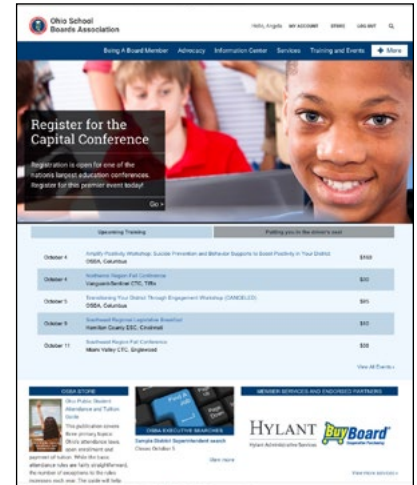
Register at [www.ohioschoolboards.org/workshops](http://www.ohioschoolboards.org/workshops)

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 Jaime Dunkle, communications consultant

## Tips for building a social media presence

Most people have a basic understanding of how social media accounts work. If you are unfamiliar with these digital tools, please follow the prompts and tutorials each platform provides to new users.

If you have personal experience with social media but have not yet started or administered a district or school page, these guidelines will help.

### Starting a new page

One common misconception schools and districts have is that it is not possible to create a Facebook page using a school name. This is not true. There is a difference between a Facebook page and a Facebook profile. A user (administrator or educational staff) will need to create a Facebook profile using their name. After that, they can create a Facebook page using a school, program or service name.

In order for school staff to have editing privileges on the page, a new Facebook profile that is not linked to anyone's personal account can be created. Be sure that others in the district or on the communications team have login information. This ensures the profile account that controls all the pages is accessible if there

are school staff changes.

To start a Facebook page for a school or program, add a page to the profile and assign posting privileges to designated staff. Only designated school or program staff will be able to post to each page. School staff can receive various access privileges. Communications team members, if the district has them, should always be set as administrators for emergency access. Please keep in mind that when a post is made, other people can comment unless comments are disabled or marked as not public.

Twitter, Instagram and other social media platforms do not require you to create a host profile.

During set up, keep in mind that most social media platforms have a profanity filter and it should be adjusted to the "strong" setting.

Creating posting guidelines is the next step, and then you will be ready to pick a social media scheduling platform for easy automation. Once you have the guidelines and automation program ready, you can sketch a calendar of posts and start scheduling ahead. Then you should integrate analytics into your plan.

### What to do when posting

- Use captivating photos of people in action. Keep the audience in mind and showcase them more than your own people.
- Keep text to a minimum. Make sure sentences are short and concise.
- Post regularly; this can be daily or weekly.
- Create templates for common subjects and occurrences, like in-service day reminders, school closures, emergencies, annual events and celebrations. You can design templates using programs such as Canva ([www.canva.com](http://www.canva.com)) or Adobe Creative Cloud (Photoshop, Illustrator or Spark). Or, you can simply use text.
- Make a plan with your in-house communications team, if your district has one, for using social media as a tool for common communications and reminders to families.
- Learn accessibility requirements for web content and apply them to your workflow.

### What to avoid when posting

- Images of students and families you don't have permission to share. Be sure to archive photo releases for students and families.

*Continued on page 6*

Communications, continued from page 5

- Full names of staff and students without permission. Consider only using first names of students and providing their grade level. This helps protect privacy and identity. Ask your staff how they prefer to be named.
- Anything confidential that relates to students, families, staff or schools.
- Anything related to a crisis or emergency that isn't publicly shared. Ask your communications team for what's deemed appropriate for your district.
- Unvetted multimedia content.
- Multimedia content created by your school or district that contains copyrighted materials, such as music or images.
- Personal information about students, families or staff that can cause a disadvantage to their futures.

Once you set up accounts using these guidelines, you're almost ready to plan and produce content. Before you do, be sure to confirm who your audience is, what their

psychographics and demographics are, what information they need and what they value. Avoid assuming you know what they want, need, think and feel before doing the formal and informal research to find out. For more information, look into the public relations process, also known as the research, planning, implementation and evaluation process.

Before posting, create a social media calendar for the months and year ahead. Describe what content you will post each week, including when and why you're posting it. Posts can be created and scheduled in advance using automation. During busy times, you will not have to worry about keeping posts timely because they will automatically go out. There are several social media posting assistance programs, such as Hootsuite or Sprout Social, that can help schedule posts in advance.

Social media management tools can help capture analytics in ways

that are less limited than the social media platforms themselves. They also make it easier to run and compare reports. This is a great resource for evaluating content so you can see what types of content and posts are actually worth the time and effort. These analytics can help you evaluate the budget of time and salary dedicated to producing, curating and managing all social media accounts. This evaluation and analysis should be ongoing and is absolutely key in determining social media success.

#### Now you're ready to:

- Create social media accounts.
- Add page and account managers at different levels.
- Design a communications plan. Check with your in-house communications team to see if your district has one.
- Pick a social media automation platform.
- Schedule posts.
- Integrate evaluation methods to determine success.



# 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.

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



# PUBLIC SCHOOLS WORK!

compiled by Scott Gerfen, assistant editor

## Boardman's recycled garden wins national award

Students at **Boardman Local's (Mahoning)** Boardman Glenwood Junior High are getting a hands-on learning experience in their award-winning recycled garden.

"Basically, every day in science we come out here and do either a project or learn about something," student **Tanner Dravecky** told a local TV station.

Over the summer, the garden won first place in the 2022 Terracycle Brita and Meijer Recycled Garden Contest, beating

out hundreds of other schools across the country.

The \$15,000 first-place prize includes two picnic tables, four high back benches, two 32-gallon waste receptacles, lumber for three garden beds on school grounds and a \$1,000 gift card to Meijer to be used for plants, soil or other gardening supplies.

The school already has used some of the prize money to create a rain garden, which will help collect runoff water from the

installation of a new concrete pavilion.

"We understood we are taking away the grass and the water has to go somewhere," science teacher **Scott Lenhart** said. "So, we wanted to be responsible and create this space, so the kids designed their own rain garden."

Project-based learning delivers an opportunity to learn about and even solve important real-world issues.

Source: WFMJ-TV



# COFFEE CHAT

## 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)

**October 2022**

- 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 employees to State Board of Education — RC 3317.061.*
- 15 OSBA Black Caucus Meeting..... Virtual
- 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
- 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).*
- 20 *Last day for boards of education to submit fiscal tax-year budget to county auditor — RC 5705.30.*
- 23 *Last day to submit certification for income tax levy to Ohio Department of Taxation for May election — RC 5748.02(A) (100 days prior to election).*
- 25 OSBA Master of Transportation Administration: Driver records/background check/compliance needs .... Columbus and virtual
- 27 *Last day to submit emergency, current operating expenses or conversion levy to county auditor for May election — RC 5705.194, 5705.195, 5705.213, 5705.219(C) (95 days prior to election).*