

BRIEF CASE

THE OHIO SCHOOL BOARDS ASSOCIATION

Serving the public school leadership team



Governor, legislators honor first responders to Chardon shootings

State officials recognized first responders to the tragic shootings at Chardon High School during events at the Statehouse on March 28. The governor and the General Assembly praised the bravery and professionalism of 47 school staff and officials, police officers, sheriff's deputies and firefighters with a standing ovation and official recognition. Three students died and two were wounded in the Feb. 27 shootings at the **Chardon Local (Geauga)** school. According to media reports, the first responders had lunch with the governor and cabinet members to share what they had learned. The House and Senate later honored them at the Statehouse.

Fifteen years have passed since high court's first *DeRolph* ruling

March 24 was the 15th anniversary of the first Ohio Supreme Court *DeRolph* decision. In ruling Ohio's school-funding system unconstitutional, the court majority wrote: "By our decision today, we send a clear message to lawmakers: the time has come to fix the system. ... Ohio's public school financing scheme must undergo a complete systematic overhaul." By 2002, the court had ruled the funding system unconstitutional three more times before relinquishing jurisdiction in the case without seeing the systematic overhaul it ordered. Schools are currently awaiting the **Kasich** administration's funding plan, which is expected to be ready by next year.

National study says Ohio making progress with RttT initiatives

A Center for American Progress study of states receiving federal Race to the Top grants praises Ohio's work under the program. The report notes that: "Despite significant changes in leadership, including a new governor, the state has made progress on a number of fronts." Download the report at www.americanprogress.org/issues/2012/03/pdf/rtt_states.pdf. The Ohio section begins on page 57.

State auditor issues more findings against former charter school officials

State Auditor **Dave Yost** has issued a fifth finding for recovery of taxpayer dollars against ex-charter school treasurer **Carl Shye**. Yost reports that Shye's "questionable practices as treasurer at various charter schools around the state" have resulted in more than \$650,000 in findings against him. In another recent case, the auditor released findings of more than \$575,000 against several officials associated with the defunct Greater Achievement Community School, sponsored by Ashe Culture Center Inc.

PTA offers resources for Teacher Appreciation Week

Teachers are one of the cornerstones of public education. To honor their dedication and contributions, the National PTA has set aside May 7 to 11 as National Teacher

April 9, 2012

Volume 43 Issue 7

Contents

More news.....	2
<i>OSBA Southeast Region hosting free open house; This month in OSBA history; OSBA online</i>	
Bulletin Board.....	3
Communications...	6
Funding Opportunities	7
Legislative Report	8
Public Schools Work!.....	11

Route workshop information to:

- Administrators
- Assistant treasurers
- Principals
- Transportation supervisors

Appreciation Week. The PTA has a wealth of resources on its website to help schools celebrate their educators. Visit www.pta.org/teacher_appreciation.asp to find out more.

OSBA Southeast Region hosting free open house

OSBA Southeast Region Manager **Paul D. Mock** is inviting members from the region to an open house in Bridgeport on Monday, April 23. The event will run from 6:30 p.m. to 8 p.m. at the **Bridgeport EV** Board of Education office, 55781 National Road in Belmont County. The open house will provide an outstanding opportunity to enjoy refreshments while networking and sharing ideas and solutions with board members and administrators from other districts in the Southeast Region. There is no charge to attend, but pre-registration is requested. To register, contact

Near-centenarian helps kids mark 100th day of school

Second-graders at **Bellevue City's** Ridge Elementary School focused on longevity as they celebrated the 100th day of school earlier this year. A highlight of the event was a visit by 99-year-old **Joe Amato**, a local resident who will turn 100 in September.

Amato shared stories of his life and answered questions. The World War II veteran talked about growing up on a farm without TV or telephones and walking two miles to school each day.

One story the youngsters enjoyed was about a job Amato had at a bubble gum factory when he was a teenager. He told students he would throw gumballs from a window to his friends waiting outside. One day his boss was standing outside the window, and that put an end to the free gumballs.

Source: *The Bellevue Gazette*

Mock at (740) 385-5240 or pmock@ohioschoolboards.org.

This month in OSBA history

The cover story in the April 1958 issue of the *Ohio School Boards Journal* magazine reported on a historic event — the nation's first live television broadcast of a board

of education meeting by a commercial station. The story began: "The Columbus Board of Education captured the spotlight on March 4 when an actual, live board meeting was telecast by Columbus commercial station WBNS-TV." The board members conducted their meeting at the TV station's studio.



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

OSBA President: **Sharon E. Manson**, Waverly City and Pike County Career Technology Center

OSBA Executive Director: **Richard Lewis**, CAE

Editor: **Crystal Davis Hutchins**, deputy director of communication services

Managing editor: **Gary Motz**, editorial manager

Assistant editor, layout and design: **Angela Penquite**, communication design manager

A one-year subscription to Briefcase is \$125 for up to 15 subscribers. Briefcase also is available electronically by email or by fax. For more information, contact Ann Herritt at the address or fax number above or email aherritt@ohioschoolboards.org. Briefcase is published semimonthly by the Ohio School Boards Association. Postage paid at Westerville, Ohio. Postmaster: Send address changes to: Briefcase, Attn.: Mailroom, Ohio School Boards Association, 8050 N. High St., Suite 100, Columbus, OH 43235-6481

© 2012 Ohio School Boards Association

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

OSBA online

• www.ohioschoolboards.org

OSBA has the online resources you need to fill your administrator vacancies. Learn how to place your "help wanted" notice on the association's website by logging on at the Internet address above and clicking on the "Administrative Openings" link. For just \$200 for superintendents and treasurers, and \$50 for other administrators, OSBA will advertise your vacancies around the state and beyond. Call (614) 635-1917 for further information or to post an opening.



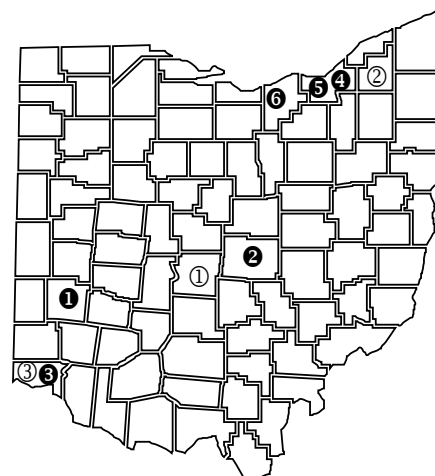
BULLETIN BOARD

compiled by Melanie Price, administrative assistant of communication services

OSBA executive searches

Superintendent

District	Deadline	Contact
❶ Miami Valley Career Center	April 20	OSBA Search Services, (614) 540-4000
❷ Southwest Licking Local (Licking)	April 23	OSBA Search Services, (614) 540-4000
❸ Deer Park Community City	April 27	OSBA Search Services, (614) 540-4000
❹ Euclid City	May 3	OSBA Search Services, (614) 540-4000
❺ Richmond Heights Local (Cuyahoga)	May 25	OSBA Search Services, (614) 540-4000
❻ Lorain County JVSD	June 1	OSBA Search Services, (614) 540-4000



❶ = Superintendent
① = Treasurer

Treasurer

District	Deadline	Contact
① Whitehall City	April 16	OSBA Search Services, (614) 540-4000
② Chardon Local (Geauga)	May 1	OSBA Search Services, (614) 540-4000
③ Deer Park Community City	May 14	OSBA Search Services, (614) 540-4000

Other searches

Position	District	Deadline	Contact
Superintendent	Marlington Local (Stark)	April 13	Larry L. Morgan, superintendent, Stark County ESC, (330) 492-8136, ext. 1350
Superintendent	Rolling Hills Local (Guernsey)	April 13	Dalton Summers, superintendent, Rolling Hills Local, (740) 432-5370
Superintendent	Williamsburg Local (Clermont)	April 21	Julie Kamphaus, treasurer, Williamsburg Local, (513) 724-7970
Superintendent	Firelands Local (Lorain)	April 27	Dr. Thomas Rockwell, superintendent, ESC of Lorain County, (440) 324-5777, ext. 1102
Treasurer	Marlington Local (Stark)	April 13	Larry L. Morgan, superintendent, Stark County ESC, (330) 492-8136, ext. 135

Editor's note

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

Position	District	Deadline	Contact
Treasurer	Benton-Carroll-Salem Local (Ottawa)	April 27	Mandy Martin , personnel & teacher licensure, North Point ESC , (419) 627-3908

National searches

Position	District	Deadline	Contact
Superintendent	Morenci, Ariz.	April 23	Dr. Sharon Hill , leadership development specialist, Arizona School Boards Association, (602) 254-1100

Board changes

Ledgemont Local (Geauga) Board of Education member **Marsha Carpenter** announced her resignation effective immediately. ●●● **Painesville City Local (Lake)** Board of Education member **Ross Grippi** announced his resignation effective immediately.

Administrative changes

Superintendents


Indian Valley Local (Tuscarawas) Superintendent **Robert G. Fogler** announced his retirement effective Jan. 1, 2013. The board hired **Ira Wentworth**, principal at the district’s Midvale Elementary School, as superintendent effective Jan. 1, 2013. ●●● **Lorain County ESC** hired **Gregory D. Ring** as superintendent effective Aug. 1. He will replace Dr. **Thomas Rockwell**, who is retiring effective July 31. Ring is currently superintendent at **Firelands Local (Lorain)**. ●●● **Marlington Local (Stark)** Superintendent **James Nicodemo** announced his retirement effective in July. ●●● **Marysville EV** hired **Diane Mankins** as superintendent effective July 1. She replaces Interim Superintendent Dr. **Bill Reimer**. Mankins is currently executive director of middle grades and achievement data at **South-Western City**. ●●● **Mount Gilead EV** hired **Jeffrey D. Thompson** as superintendent effective Aug. 1. He replaces Interim Superintendent **Ed Swartz**. Thompson previously was director of student services/ assistant superintendent at **Springfield City**. ●●● **Otsego Local (Wood)** Superintendent **James R. Garber** announced his resignation effective July 31 to take a position as the head principal at the district’s elementary school. ●●● **Southern Local (Columbiana)** hired **John S. Wilson** as

Continued on page 5

OSBA

webinars

Learning delivered to your computer



Learn about issues relevant to public education through OSBA’s webinars. All you need is a telephone and computer to participate. To register for these webinars, contact Laurie Miller at (800) 589-OSBA, (614) 540-4000 or Lmiller@ohioschoolboards.org. You also can register by visiting www.ohioschoolboards.org/event_listing.

The best plans never survive first contact
 Thursday, May 17, 10 a.m. to 11 a.m. ● Free webinar
 Used by the military, the phrase “best plans never survive first contact” also has meaning for those involved in school governance. A great idea is developed, then you move into implementation only to find resistance and obstacles. OSBA Senior School Board Services Consultant Dr. **Dick Caster** will explore four errors in implementation strategy, including:

- when the board of education *thinks* it knows what stakeholders want,
- when the primary stakeholders aren’t defined,
- why describing stakeholders as “everybody” is flawed,
- when the plan becomes the problem.

Bulletin Board, continued from page 4

superintendent effective Aug. 1, but he will assume interim duties effective April 9. He replaces Interim Superintendent **Lou Ramunno**. Wilson was the high school principal at **Sandy Valley Local (Stark)**. ●●● **Swanton Local (Fulton)** Interim Superintendent **Russell Griggs** announced his resignation effective March 31. The board hired **Lester H. Schultz** as interim superintendent effective April 1. ●●● **Woodmore Local (Sandusky)** Superintendent **John Fernbaugh** announced his resignation effective Aug. 1. The board hired **Linda Bringman** as superintendent effective Aug. 1. Bringman is currently the district's elementary school principal. ●●● **Beachwood City** hired **Robert Hardis** as assistant superintendent effective Aug. 1. He is currently the district's high school principal. ●●● **Carrollton EV** Assistant Superintendent **Leigh Ann McCray** announced her resignation effective July 31.

Treasurers

McDonald Local (Trumbull) hired **Lori A. Simione** as interim treasurer effective March 16. She replaced **Brian W. Stidham**, who took the treasurer position at **Mathews Local (Trumbull)**. Simione will continue in her current position as treasurer at **Trumbull County ESC**. ●●● **Nordonia Hills City** hired **Karen E. Obratil** as treasurer effective Aug. 1. She will replace **Kevin M. Staller**, who is retiring effective July 31. Obratil is currently treasurer at **Brecksville-Broadview Heights City**.

Sympathies

Former **Adena Local (Ross)** Board of Education member **Edward Richard Bernosky** died March 20. He was 79. ●●● Former **Elmwood Local (Wood)** Board of Education member **Bill Bursiek** died March 13. He was 84. ●●● Former **Fairfield County Schools** Assistant Superintendent **Edmund Banville III** died March 21. He was 63. ●●● Former **Highland Local (Medina)** Board of Education member **Thomas "TT" Todd Thompson** died March 21. He was 78. ●●● Former **Jonathan Alder Local (Madison)** Board of Education member **Keith H. Strayer** died March 17. He was 85. ●●● Former **Leetonia EV** Board of Education member **Wayne J. "Pete" Holloway** died March 11. He was 94. ●●● **Licking Valley Local (Licking)** Board of Education President **Gary M. Barr** died March 24. He was 60. ●●● **Alfred Marion Glass**, superintendent of the former **Malta-McConnelsville** School District in Morgan County, died March 15. He was 95. ●●● Former **Marion City** and **Pleasant Local (Marion)** board member **Donald Eugene Sims** died on March 25. ●●● Former **Westerville City** Board of Education member **H. William "Bill" Troop Jr.** died March 14. He was 84.

Get what you want, when you want it!

OSBA's customized workshops allow your school district to schedule and tailor workshops designed to meet your specific needs. OSBA's highly experienced staff is here to serve you at your convenience. Customized workshops include: team-building exercises, goal-setting or strategic-planning activities, conflict-resolution sessions or topics customized to fit your needs.

To schedule a customized workshop or for further information, please contact Kathy LaSota at kLasota@ohioschoolboards.org or (614) 540-4000 or (800) 589-OSBA.





COMMUNICATIONS

by Margaret Peterson, communications consultant

Creating low-cost, effective communication strategies

Good communications don't just happen; they're planned. While failing to communicate may seem like a fatal flaw, poorly planned communications can be even more disastrous. The support of key community partners can evaporate when incorrect information is shared via the community grapevine and that information is not corrected. It can take years to regain trust lost from letting one unwitting or uninformed statement go unaddressed.

In today's budget-strapped environment there are effective communication strategies that can be done "on the cheap." The trick is spending limited dollars strategically to get the greatest return on your investments. Consider these low-cost tools to get started.

Contact database

When it comes to low-cost communications, every school in your district can begin with its parent information to create an effective database of communication contacts. There's also the list of chamber of commerce members, and don't forget the ministerial association and the local senior center membership lists. Whether you need to share information about

student achievement scores, ask for volunteers to help in the schools or inform your community about an upcoming tax measure, you need up-to-date, well-organized contact details.

Research

Grassroots communications research can help you understand just what the community thinks about your schools and what it wants to know about them. Research can be done very affordably through online survey tools like Survey Monkey (www.surveymonkey.com). Using a random sample from your database, ask parents, business leaders and senior citizens what they value most about their schools and where they go to learn about the schools. A word of caution: this is one area where hiring someone who is experienced in building effective surveys is a necessity. Not doing so can leave you with a pile of data that can't be sliced and diced into meaningful results.

Testimonials

Nothing speaks louder to your patrons than success. This is especially true for service-based organizations — such as schools — because they typically demonstrate

quality through the results of their work rather than through a product that can be visually and physically assessed. Make sure your community hears about the great job teachers are doing in the classroom, especially what students tell their parents after a day at school. Share student achievement successes by featuring teachers and parents. Bring key communicators into your schools to see for themselves what's happening in the classroom. What these influential people say to friends and family carries credibility.

Samples

Share student success with your community. Talk about innovative and creative classroom activities. Feature students during civic group presentations. Take samples of student work to community gatherings and local businesses. Upload video clips of classroom activities on your website and Facebook. Use Twitter to let patrons know when new video clips are ready for viewing.

Email and Facebook outreach

With more and more parents and community members using online communications, you can

Continued on page 7

Board Leadership Institute

Organizational leadership for tomorrow's schools

April 13-14, 2012 • Hilton Columbus/Polaris, north Columbus

Benefits:

- ◆ Participate in a program designed exclusively for and by board members
- ◆ Experience a comprehensive two-day training event
- ◆ Hear nationally acclaimed speakers
- ◆ Strengthen board governance skills
- ◆ Choose from 18 different breakout sessions
- ◆ Network with other board members
- ◆ Receive a CD with all of the handouts from this board member-only event

Good decisions require informed decision makers

As a member of your school district's governing body, you are called on at every meeting to make decisions. Some decisions are easy; others complicated. So, what can be done to improve board member development?

Almost all board members agree that they could use more training in tackling school district problems. When asked how, board members say they want training that is highly task-oriented, takes a short period of time and is done in small groups led by outstanding instructors.

To meet these requests, OSBA worked with board members from across the state to develop the 11th annual Board Leadership Institute. The two-day workshop is specifically designed for board members and will focus on multiple topics. Participants will have the opportunity to hear keynote speakers, choose from among 18 breakout sessions and network with each other.

Twenty points will be awarded for attendance at the institute, which may be applied toward receiving OSBA's Award of Achievement and Master Board Member award.

Keynote speakers set the tone for BLI

BLI will kick off on Friday, April 13 with Dr. **Stephen M. Gavazzi**, a professor of human development and family science at The Ohio State University; dean and director of the university's Mansfield campus; and author of *Strong Families, Successful Students: Helping teenagers reach their full academic potential*. Gavazzi will share how to increase educational outcomes by building family strengths.

Ohio Superintendent of Public Instruction **Stan W. Heffner** will close BLI on Saturday, April 14. Hear from Heffner how we can ensure students are ready to compete for the jobs of the future.



Gavazzi



Heffner

Registration and hotel details

BLI will be held in Columbus on April 13 and 14. Cost for the institute is \$240, and includes continental breakfast and lunch on both days, a networking reception and materials. To register, contact **Laurie Miller** at (614) 540-4000; (800) 589-OSBA; or Lmiller@ohioschoolboards.org.

The Hilton Columbus/Polaris will be the site of the 2012 Board Leadership Institute. The Hilton is in north Columbus,

near the Polaris Fashion Place mall. This facility is easily accessible from I-71, offers free parking and is close to many dining opportunities. To reserve your hotel room, contact the Hilton Columbus/Polaris at (614) 885-1600.

For more details, visit www.ohioschoolboards.org/board-leadership-institute.

Management Development Series #1: Impasse, implementation and midterm bargaining: Three topics you need to understand!

Wednesday, April 18
OSBA office, Columbus

10 a.m. to 2:30 p.m.
Cost is \$85



In the last couple of years, issues such as impasse, implementation and midterm bargaining have evolved from being considered quaint and archaic to cutting-edge. What was considered important in reaching impasse is now less important than what is involved in being at ultimate impasse. Similarly, implementation used to be an afterthought in bargaining, now it is a prime consideration. In 2013, with the new Ohio Teacher Evaluation System set to become a reality, districts may face an unanticipated midterm bargaining situation that they are ill prepared for. This workshop will cover these important issues, what Ohio law and the State Employment Relations Board has to say about them, discuss important trends and offer practical advice for dealing with them. Presenters will be Van D. Keating, OSBA director of management services; Renee L. Fambro, OSBA deputy director of labor relations; and George M. Albu, Federal Mediation & Conciliation Service commissioner.

Agenda

9:30 a.m.	Registration	Noon	Lunch (provided)
10 a.m.	Welcome and overview	12:30 p.m.	Midterm bargaining
10:10 a.m.	Impasse and ultimate impasse	1:30 p.m.	Break
11 a.m.	Break	1:45 p.m.	Effects bargaining
11:15 a.m.	Implementation	2:30 p.m.	Closing thoughts and adjourn

Management Development Series #2: The bullying bill: Is your district prepared?

Wednesday, May 16
OSBA office, Columbus

10 a.m. to 2 p.m.
Cost is \$85



Bullying is an important issue in schools. Now more than ever, with the passage of the Jessica Logan Act (the bullying bill), districts need to be aware of legal and policy issues relating to bullying, as well as ways to combat bullying in schools.

OSBA consultants will provide a foundation on the topic through a discussion of the legal considerations relating to bullying. Policy implications also will be discussed, with a focus on the policy changes and requirements stemming from the Jessica Logan Act. Then, we'll take a look at what one district in the state is doing to address this issue and why it chose that program to stop bullying in its schools.

Agenda

9:30 a.m.	Registration	11:10 a.m.	Policy considerations
10 a.m.	Welcome and overview	Noon	Lunch (provided)
10:10 a.m.	Legal considerations	12:45 p.m.	District experience
11 a.m.	Break	2 p.m.	Closing thoughts and adjourn



Cyberlaw Seminar

Friday, May 11
OSBA office, Columbus
9 a.m. to 3 p.m.
Tuition is \$145

Although advances in technology may provide additional educational opportunities for districts, they often frustrate personnel, who are left wondering how to deal with the unique legal issues that the newest gadgets, devices and technological trends may bring. The use and abuse of technology are hot legal topics and affect school districts in many different ways.

The 2012 Cyberlaw Seminar will cover electronic public records requests, bullying and the world of social media, trademark and copyright law, employees and electronic evidence, and search and seizure issues. The seminar will be held on Friday, May 11 at the OSBA office. Register today by contacting Laurie Miller at Lmiller@ohioschoolboards.org or by registering online at www.ohioschoolboards.org/event_listing. View the full agenda online at www.ohioschoolboards.org/cyberlaw-workshop.

Transportation Roundtable

You decide the topic

Date and location:
Wednesday, May 23
OSBA office, Columbus

Cost:
\$40, includes lunch

Time:
10 a.m. to 2 p.m.

In this roundtable discussion, any attendee can offer a question or issue to be discussed by the entire group for whatever length of time is needed.

This is an opportunity for transportation supervisors and other school administrators to sit down and openly discuss various issues, as well as interact with individuals from other school districts to solve similar problems. **Pete Japikse**, associate director of the Ohio Department of Education's Office of Pupil Transportation, will be on hand to answer questions.





WORKSHOP REGISTRATION

Board Leadership Institute
 April 13-14, Columbus, \$240

Cyberlaw Seminar
 May 11, Columbus, \$145

MDS #2: The bullying bill
 May 16, Columbus, \$85

MDS #1: Impasse, implementation and midterm bargaining:
 April 18, Columbus, \$85

The best plans never survive first contact webinar
 May 17, free

Transportation Roundtable
 May 23, Columbus, \$40

OSBA Workshop Registration Form

Workshop name _____ Workshop date _____
Attendee name _____ Title _____
Daytime phone _____ Email _____
District/firm _____ County _____

Enclosed is a check for \$ _____ or P.O.# _____ to cover _____ registration(s). Make checks payable to OSBA and mail to 8050 N. High St., Suite 100, Columbus, OH 43235-6481; fax to (614) 540-4100; or email Laurie Miller at Lmiller@ohioschoolboards.org. Include a purchase order number with fax or email.



_____ *Please check here if you require special accommodations. Contact us or attach a written description of needs.*

Please photocopy this form for each person

OSBA workshop registration procedures

OSBA sends email confirmation of registration if an email address is provided. Registration is open to all boards and staff of OSBA members. "Walk-in" registrations are welcome on a space-available basis only. Please call OSBA to check the status of registration before you arrive at the workshop. To register, you must have a purchase order number or a check payable to OSBA and a completed registration form. You may register with a purchase order number by phone, fax, email or Web page 24 hours a day.

Award of Achievement/LPDC

Most workshops entitle members to Award of Achievement credits. Local Professional Development Committee certificates of attendance will be issued to all workshop attendees.



Mail

OSBA
8050 N. High St.,
Suite 100, Columbus, OH
43235-6481



Phone
or fax

OSBA Registration Hotline,
(614) 540-4000, ext. 300;
toll free (800) 589-OSBA,
ext. 300; or fax us at
(614) 540-4100.



Email registrations can be sent to Laurie Miller at Lmiller@ohioschoolboards.org. Please include a purchase order number.

You may register on our Web page at www.ohioschoolboards.org. Events are listed at the bottom of the page. You will need a username and password.

Cancellation and refund policy

- Cancellations received by OSBA at least five workdays before the date of the workshop will receive a full refund or no charge to the district.
- Cancellations received less than five workdays before the date of the workshop will be charged half of the registration fee.
- No-shows and cancellations the day of the workshop will be charged the full registration amount.

Communications, continued from page 6

realize big savings by moving print communications to email. Moving a traditional newsletter to email can cut costs by more than 50% through savings in time, postage, paper and printing. Although you might lose readers by shifting to email, your opt-in email list may grow much faster than your snail-mail list. If you have an engaged and motivated reader base and write your newsletter with email readers in mind, you increase the likelihood of getting messages delivered to recipients.

Website

In today's Internet-driven market, your website is an essential, low-cost communications

tool. It gives you the opportunity to reach hundreds of people, without spending a dime on postage, printing, phone bills or any of the other tools that used to be necessary to connect with potential supporters. It's true that a well-designed site requires an initial investment, but when you spread this cost over the number of years that your site will serve your school district, it's one of the best values around.

The secret to building a low-cost site is understanding Web strategy. All the pretty graphics and cool technology in the world will mean nothing unless your site is designed with an understanding of how people use the Web and their preferences for

content and navigation.

Networking and partnerships

Working with others to get the word out about the community's schools is one of the best ways to build support. You can do this formally with established key communicator groups or informally through word-of-mouth. One of the most effective means of getting the good news out about your schools and what students are learning is through the school district's support staff. They are the most trusted sources of information about the community's schools.

Source: Oregon School Boards Association



FUNDING OPPORTUNITIES

compiled by Angela Penquite, communication design manager

Funds available to enhance materials science curriculum

To help teachers bring materials science into their classrooms, the ASM International Foundation awards grants to enhance awareness of materials science and the role of materials scientists in society. The application requires a two-page proposal describing a curriculum-based, hands-on project that involves student observation, communication, mathematics and science skills while enhancing their awareness

of the materials around them.

Maximum awards: \$500

Eligibility: K-12 teachers

Deadline: May 25

Contact: <http://links.ohioschoolboards.org/98056>

Student achievement grants

Sponsored by the NEA Foundation and Nickelodeon, the Big Help Grants program is dedicated to developing and implementing ideas, techniques and approaches for addressing four key concerns — environmental

awareness, health and wellness, students' right to a quality public education and active community involvement. The grants target these four concerns as areas of great promise in helping develop a sense of global awareness in 21st century students that will encourage and enable them to make a difference in their world.

Maximum awards: \$5,000

Eligibility: pre-K-12 teachers

Deadline: June 1

Contact: <http://links.ohioschoolboards.org/30332>



LEGISLATIVE REPORT

by Michelle Francis, deputy director of legislative services

Lawmakers tackling mid-biennium review legislation

Hearings on Gov. **John Kasich's** mid-biennium review (MBR) legislation have begun in the Ohio House and Senate. Below are summaries and updates on two of the MBR bills — House Bill (HB) 487 (general MBR provisions) and Senate Bill (SB) 316 (education and workforce MBR provisions).

HB 487 — MBR general provisions

Local government efficiency

- Requires regional councils of government (COGs) to inform the state auditor of their existence. Within one year of the bill's effective date, the state auditor must report to the governor and General Assembly the number of COGs and whether they are serving their original purpose and are an efficient and effective way for local governments to share services or participate in cooperative arrangements.
- Directs the state auditor to develop and maintain an online clearinghouse of information about streamlining government operations, shared services and collaboration. The state auditor could use an existing website, as long as it complies with the provisions in the bill. It is likely the website skinnyohio.org would be used to fulfill this requirement.

- Requires school districts under fiscal watch or emergency to identify in their financial plans the actions to be taken to enter into a shared services agreement with another political subdivision.

- Directs the state Department of Administrative Services (DAS) to create an online clearinghouse to identify available joint purchasing opportunities for government entities. Programs sponsored by state associations may be included.

Tax provisions

- Authorizes the tax commissioner to extend county appraisal cycles by one year.
- Changes the date of tangible personal property (TPP) tax reimbursement payments to local taxing units from Nov. 20 to Nov. 30.
- Clarifies language on public utility tangible personal property tax and TPP tax reimbursements. These changes are technical in nature, but one such change will allow replacement payments to a few districts whose payments previously were inadvertently prohibited.
- Authorizes steps to streamline the Board of Tax Appeals process and creates a small claims process to be developed. The tax

commissioner requested in his testimony that these provisions be removed from the bill. The appeals board has voluntarily established a small claims process.

Education provisions

- Extends the Digital Learning Task Force for one year to June 30, 2013.
- Requires early childhood education programs that receive state funding to participate in the Ohio Department of Job and Family Services Step Up to Quality program. It also requires school districts and ESCs serving preschool children with disabilities to participate in the program.

Ohio School Facilities Commission

- Merges the Ohio School Facilities Commission (OSFC) with the Office of the State Architect to create the Ohio Facilities Construction Commission. OSFC would still operate independently, but share expertise and experience and, at some point in the future, other savings coming from shared staff and other collaborations.

HB 487 is currently being heard in the House Finance Committee.

Continued on page 9

The legislation does *not* include a new school-funding plan, but it does include numerous policy changes. OSBA, the Buckeye Association of School Administrators and the Ohio Association of School Business Officials recently presented interested-party testimony to the committee. The organizations testified about a list of various policy issues that had been submitted to the administration for inclusion in the MBR, but were not included in the introduced version of the bill. A copy of the testimony, the list of items submitted to the Office of Budget and Management (OBM) and talking points to use with legislators can be found on the OSBA BillTracker page at www.ohioschoolboards.org/129th-general-assembly.

Prior to the two-week spring recess, Rep. **Ron Amstutz** (R-Wooster), chair of the House Education Committee, stated that HB 487 is likely to be split up, but that most of the provisions could still progress along the same track, timing-wise. He said a final decision hasn't been made as to which components would be separated out and/or which might end up in separate legislation that could be tagged for longer deliberations. Work on the bill is expected to continue outside of the committee process. A substitute version of the bill likely will be introduced when legislators return from their recess the week of April 17. The House hopes to wrap up

the first stages of its work and send the legislation to the Senate the following week.

SB 316 — MBR education and workforce provisions

Digital learning

- Defines digital learning as “learning facilitated by technology that gives students some element of control over time, place, path or pace of their learning.”
- Defines blended learning as “the delivery of instruction in a combination of time in a supervised physical location away from home and online delivery whereby the student has some element of control over time, place, path or pace of learning.”
- Requires the Ohio Department of Education (ODE) to provide information on the use of digital or blended learning in the delivery of the standards or curricula when the State Board of Education adopts new academic standards or model curricula.

Report cards, standards and rankings

- Replaces the current academic performance rating system for school districts and school buildings. A new grading system for school report cards would be established, with all relevant Ohio Revised Code Sections aligned. Rather than receiving the current Excellent with Distinction to Emergency ratings, districts would receive a letter grade from A to F in four areas, as well as an average overall grade. The

following four areas will receive a grade:

- student performance (performance index),
- student progress (value-added measure),
- school/district performance (percentage of indicators met),
- gap closing (adequate yearly progress).
- Directs the State Board of Education, in cooperation with the governor's office, to adopt K-12 curricula by June 30 that embed “career connection learning” strategies into regular classroom instruction.
- Postpones the requirement for the State Board of Education to develop standards for school district financial rankings for one year.
- Requires the State Board of Education to approve a separate report card for JVsDs. The report card would apply to the 2012-13 school year and be published no later than September 2013. These districts would be removed from the ranking provisions established under HB 153 for school districts. This provision did not address comprehensive or compact high school vocational programs.

Charter schools

- Directs ODE to create two separate rankings lists for conversion community (charter) schools and start-up community schools.
- Requires the State Board of

Continued on page 10

Legislative Report, continued from page 9

Education to adopt performance standards for dropout and recovery schools. Eliminates the current exemption for some dropout recovery schools from the closure criteria.

● Expands the current property disposal statutes to allow for school districts to consider selling to existing community schools from other areas that are planning to locate in the district, and those that have begun the process of opening new schools in the district. This provision is at the discretion of the school district.

Third-grade reading guarantee

● Revises the current third-grade

guarantee to require a student to be retained if he or she does not achieve “proficient” on exams. There are exceptions if the teacher and principal believe the child could succeed in the fourth grade and there will be remediation opportunities. However, if reading interventions have been used for two years, the student must be retained. Some exceptions are allowed for English language learner students and students on an individualized education program.

□ Requires schools to provide students reading below grade level at the end of the second grade with intense remediation

services during the summer before the third grade.

□ Requires schools to provide students who do not receive a proficient score on the third-grade assessment with intense remediation services until the student is able to read at grade level, and requires the student to be promoted to the fourth grade if the student demonstrates reading proficiency in accordance with standards adopted by ODE.

and re-testing

● Modifies the teacher evaluation requirements included in HB 153, including allowing for third-party evaluations. It reduces the number of observations necessary each year for high-performing teachers.

● Clarifies the teacher retesting provisions included in HB 153. Specifically, ODE would develop tests to determine teachers’ effectiveness in the core subject area they teach, rather than tests required for licensure.

OSFC

● Reduces the OSFC segmenting threshold from 4% to 2% of a district’s tax valuation.

● Authorizes OSFC to fund additional Expedited Local Partnership Program districts “before the district is otherwise eligible” if the district has actually spent local resources on a portion of its districtwide projects; is ready to undertake further segments or complete its projects; and has levied a tax or set aside other moneys for maintenance of the facilities acquired under the project.

● Expands the OSFC Exceptional Needs Program to include all districts.

Shared services

● Includes clarifying language that explicitly allows for the treasurer / CFO of a school district to also serve as business manager. This clarification was requested by a

Teacher evaluation

Continued on page 11

Where can you find the *real* facts?



The **Education Tax Policy Institute** (ETPI) continues to be the *only* organization in Ohio dedicated to research and analysis of education public policy issues.

Become a **member** of ETPI to help make future research possible. For more information, visit www.etpi-ohio.org.

Ohio's Resource for Reliable Data & Analysis



8050 N. High Street
Columbus, Ohio 43235 ● (614) 540-4000



PUBLIC SCHOOLS WORK!

compiled by Gary Motz, editorial manager

Parent volunteers design Canfield STEM events

About 50 parent volunteers recently created and organized a week's worth of hands-on science, technology, engineering and math (STEM) experiments for students at **Canfield Local's (Mahoning) Hilltop Elementary School**. Students spent a week last month conducting experiments geared specifically toward them.

The goal was to give the youngsters the kind of hands-on experience they might not get in a museum, according to parent

volunteer **Staci Wills**.

"Think of a mix of science center, children's museum, gross and sticky stuff, and hands-on," Wills told a local newspaper.

Students practiced using microscopes; built walls, then tried to topple them with a catapult; and created paper airplanes and recorded how far they flew.

A favorite was "Oobleck," a mixture of cornstarch and water that students placed on a speaker and watched as sound waves

bounced the object around.

They also traced the development of video games by starting with Pong, a two-dimensional table tennis game from the early 1970s, and progressing to today's Xbox 360.

"The goal was to have kids be adventurers, discoverers and learners, all while having fun," Principal **Catherine Mowry** told the newspaper.

Source: *The (Youngstown) Vindicator*

Legislative Report, continued from page 10

school district as a result of a court decision to the contrary.

Healthy Choices/Healthy Children provisions

- Eliminates a requirement from SB 210 in the last General Assembly that school food service programs, school vending machines and school-affiliated stores make at least 50% of available beverages consist of water or other beverages that contain fewer than 10 calories per eight ounces. Some refer to this provision as the "milk" requirements/restrictions. The statute is in conflict with regulations under the National School Lunch Program.

- Clarifies the intent of the governor's veto in relation to the body mass index (BMI) screenings in HB 153. Makes it clear that the original BMI screenings from SB 210 are required (waivers are still permitted).

SB 316 is being heard in the Senate Education Committee where the first hearing was recently held, and included testimony from the Governor's Office of 21st Century Education, the Department of Developmental Disabilities and the Office of Workforce Transformation. State Superintendent of Public Instruction **Stan W. Heffner** will likely testify at the next hearing on

behalf of ODE.

Senate Education Committee Chair **Peggy Lehner** (R-Kettering) has stated that future hearings on the bill will be issue-specific so that parts of it can undergo deeper review. It is important to note that the Cleveland Plan is *not* included in SB 316, but is expected to be introduced soon as a separate stand-alone piece of legislation.

For the latest legislative updates, please contact the OSBA legislative services division at (800) 589-6722.

Editor's note: All information in this article was current as of April 2, 2012.

April 2012

- 10 OSBA Southwest Region Executive Committee MeetingSpringfield
- 12 OSBA Student Achievement Leadership Team meeting..... Columbus
- 13-14 OSBA Board Leadership Institute Columbus
- 15 *Last day for certain board members and administrators to file financial disclosure forms with the Ohio Ethics Commission — RC 102.02.*
- 18 OSBA Management Development Series #1..... Columbus
- 21-23 NSBA Annual Conference Boston
- 29 OSBA Southeast Region Executive Committee Meeting Zanesville
- 30 *Last day to submit certification for August income tax levy to Ohio Department of Taxation — RC 5748.02(A) (100 days prior to the election); last day to take action on and give written notice of intent not to re-employ teachers — RC 3319.11(D) (1); and nonteaching employees — RC 4141.29(I)(1)(e).*

May 2012

- 2 Small School District Advisory Network Meeting Columbus

- 4 *Last day to submit August emergency or current operating expenses levy to county auditor for August election — RC 5705.194, 5705.213 (95 days prior to the election).*
- 9 *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 August election — RC 133.18(D); last day for county auditor to certify school district bond levy terms for August election — RC 133.18(C); last day to submit continuing replacement, permanent improvement or operating levy for August election to board of elections — RC 5705.192, 5705.21, 5705.25; last day to certify resolution for school district income tax levy for August election to board of elections — RC 5748.02(C); last day to submit emergency levy for August election to board of elections — RC 5705.195; last day to submit phased-in levy or current operating expenses levy for August election to board of elections — RC 5705.251(A) (90 days prior to the election).*
- 11 OSBA Cyberlaw Seminar Columbus
- 16 OSBA Management Development Series #2..... Columbus
- 17 The best plans never survive first contact webinar
- 18 OSBA Executive Committee Meeting Columbus

- 19 OSBA Board of Trustees Meeting Columbus
- 23 OSBA/ODE Transportation Roundtable Columbus

June 2012

- 10 OSBA Northwest Region Executive Committee MeetingBowling Green
- 15 OCSBA Spring Seminar..... Columbus
- 22 OSBA Sports Law Workshop Columbus
- 30 2011-2012 school year ends — RC 3313.62.

July 2012

- 1 2012-2013 school year begins — RC 3313.62; last day for board to notify teaching and nonteaching employees of succeeding year salaries — RC 3319.082, 3319.12; board may adopt appropriation measure, which may be temporary — RC 5705.38(B); treasurer must certify available revenue in funds to county auditor — RC 5705.36(A)(1).
- 9 *Last day for voter registration for August election — RC 3503.01, 3503.19 (30 days prior to the election).*