

# BRIEF CASE

## THE OHIO SCHOOL BOARDS ASSOCIATION

Serving the public school leadership team



### Kasich asks legislature to form commission to study school consolidation

Gov. **John Kasich** has asked the General Assembly to create a commission to study consolidating some of Ohio's more than 600 school districts. Consolidation supporters contend that merging districts would save millions of dollars and boost academic achievement. Many point to a 2010 Brookings Institution report that recommended reducing the number of districts in Ohio by about one-third. However, an OSBA consolidation study released in January found that consolidating districts could actually *increase* costs. It also found that some of Ohio's most successful school districts are small and boast high academic performance. The study noted that shared services and purchasing cooperatives appear to be a more promising way to save money. Download the OSBA report at [www.ohioschoolboards.org/legislative](http://www.ohioschoolboards.org/legislative).

### Judge orders state's largest for-profit charter firm to turn over records

Franklin County Common Pleas Court Judge **John Bender** has ordered White Hat Management to turn over financial, lobbying and other information related to the use of state and federal funds for 10 charter schools in northeastern Ohio. The ruling came as part of a lawsuit in which the boards of Hope Academies and Life Skills Centers in Cleveland and Akron are seeking to break their contracts with the Akron-based charter school operator. White Hat is considering an appeal of the ruling.

### Higher education outreach part of 2011 OSBA Capital Conference

As part of OSBA's outreach to higher education, the Capital Conference will unveil University Square, a section of college information stations where school guidance counselors and others can speak with higher education representatives. The goal is to provide information that will help public schools better advise their students on postsecondary opportunities and challenges. There also will be a special seminar designed for counselors. OSBA urges board members and administrators to register their guidance counselors and accompany them to the conference. Watch OSBA's publications and website for updates on the Nov. 13-16 conference.

### Results for school districts dismal in Aug. 2 special election

Most school districts on the Aug. 2 ballot had little to cheer about, as 75% of the tax issues went down in defeat. Of the 23 issues before voters, only six were approved. The rate was even worse for new funding requests: 85% were rejected.

### Ohioans participate in national urban school boards conference

OSBA was well represented at the recent Council of Urban Boards of Education (CUBE) Issues Conference in Memphis, Tenn. Participating were: board members

**Aug. 22, 2011**

Volume 42 Issue 16

#### Contents

More news..... 2  
*OSBA trustees meet  
with governor's  
education adviser;  
Schools no longer  
required to teach  
cursive writing;  
OSBA online*

Bulletin Board..... 3

Communications... 4

Legislative  
Report ..... 6

Public Schools  
Work!..... 7

#### Route workshop information to:

- ☐ Administrators
- ☐ Principals
- ☐ Treasurer's staff

**Bruce Alexander** and **Amy Reeves Grom**, Akron City; **Lock P. Beachum Sr.**, Youngstown City; **Catherine D. Ingram**, Cincinnati City; **Warren Stevens**, Urbana City and **Ohio Hi-Point Career Center**; and **Larry Sykes**, Toledo City. Conference topics included declining federal funding, concerns with the No Child Left Behind legislation and the role the Bill & Melinda Gates Foundation is playing in public education. CUBE, a National School Boards Association group, represents more than 110 urban school districts in 35 states and the Virgin Islands. It works to help urban school leaders find solutions to their many challenges.

### **OSBA trustees meet with governor's education adviser**

Eighteen members of the OSBA Board of Trustees and several association staff members met with **Barbara Mattei-Smith**, the

**Village's new signs also tout academic accomplishments**

Many communities have signs at the town limits marking their schools' past athletic glories. Now, the Columbiana County village of Leetonia has added academic achievements to that tradition.

Thanks to **Leetonia EV's** football coach **Matt Altomare**, motorists driving into town are told of the district's athletic *and* academic accomplishments. The coach led a drive that collected more than \$1,000 in private donations to replace the old wooden signs with four new metal ones that can be easily updated.

"I'm very proud of our community," Altomare, a 1995 Leetonia High School graduate, told a local newspaper. "A lot of people drive through here every day and this draws attention to some of the things we are proud of here in Leetonia."

Source: *The Review*

governor's assistant policy director for education, on July 28. The meeting was one of several that Mattei-Smith conducted with education stakeholders across the state to gather input and feedback as the Kasich administration develops a new school-funding model. Staff from the OSBA

Legislative Services Division will be working with Mattei-Smith as the governor's new school-funding plan is developed.

### **Schools no longer required to teach cursive writing**

Although individual Ohio school districts may continue to teach cursive writing, the new state Common Core curriculum does not require it. The focus now will be on keyboarding skills.

### **OSBA online**

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

As part of OSBA's "Public Schools Make a Difference" campaign, the association is starting to regularly visit districts to videotape stories of educational excellence. Our first story in this new initiative — highlighting **Mason City Schools** — is also featured in OSBA's August *Journal* magazine. Watch the video at [www.ohioschoolboards.org/blue-dot-conversation](http://www.ohioschoolboards.org/blue-dot-conversation).



## **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: **Cathy Johnson**, South-Western City

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 \$110 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](mailto: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*

© 2011 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.



# BULLETIN BOARD

compiled by Melanie Price, administrative assistant of communication services

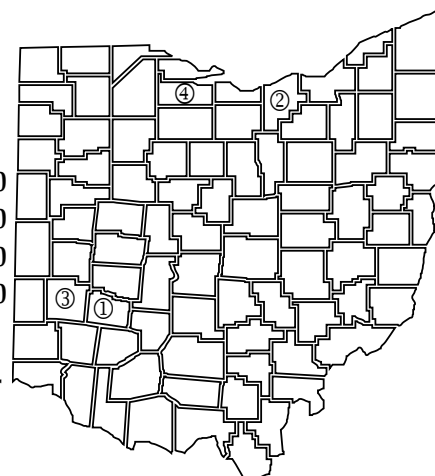
## OSBA executive searches

### Treasurer

#### District

① Xenia Community City	Aug. 29	OSBA Search Services, (614) 540-4000
② Amherst EV	Sept. 2	OSBA Search Services, (614) 540-4000
③ Trotwood-Madison City	Sept. 9	OSBA Search Services, (614) 540-4000
④ Vanguard-Sentinel Career & Technology Centers	Sept. 23	OSBA Search Services, (614) 540-4000

① = Treasurer



## Board changes

**Avon Local (Lorain)** appointed **Heather Mahoney** to the board effective Aug. 1. She replaced **Susan Harrison**, who moved out of the state. ●●● **Columbiana EV** appointed **Tony Roncone** to the board effective July 12. He replaced **Alex Heintzelman**, who resigned because he moved out of the district. ●●● **Edgewood City** appointed **Oscar Fruth** to the board effective July 25. He replaced **Karen McIntyre**, who passed away last month. ●●● **Harrison Hills City Board of Education** member **Kinney Thompson** announced his resignation effective July 29. ●●● **Painesville City Local (Lake)** appointed **Charles Tackett** to the board effective Aug. 8. He replaced **Andy Thompson**, who resigned in July.

## Administrative changes

### Superintendents

**Chippewa Local (Wayne)** hired **David Fischer** as superintendent effective Aug. 1. He replaced **Jack Higgins**, who retired. Fischer was the curriculum and special projects director at **Southeast Local (Wayne)**. ●●● **East Liverpool City** hired **James Herring** as superintendent effective immediately. He replaced **Kenneth Halbert Jr.**, who took the superintendent position at **McDonald Local (Trumbull)**. Herring was superintendent at **Southern Local (Columbiana)**. ●●● **Newton Falls EV** hired **Paul J. Woodard** as superintendent effective immediately. He replaced **David Wilson**. Woodard was the middle school principal at **Waterloo Local (Portage)**. ●●● **Ohio Hi-Point Career Center** hired **James Zerkle** as interim superintendent effective immediately. He replaced **Kimberly Davis**, who took the superintendent position at **Tolles Career & Technical Center**. ●●● **River View Local (Coshocton)** hired **Doug Spade** as interim superintendent effective immediately. He replaces **Kyle Kanuckel**, who took the superintendent position at **Wood County ESC**.

### Editor's note

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

### Treasurers

**Van Buren Local (Hancock)** hired **Cheryl Swisher** as treasurer effective Aug. 15. She replaced **Jan August**, who retired. Swisher was the treasurer at **Swanton Local (Fulton)**.

### Sympathies

Former **Dayton City** Superintendent **Jerrie Bascome McGill** died July 28. She was 74. ●●● **Sheldon C. Meister**, a member of the former **Fulton County** Board of Education, died July 31. He was 82. ●●● Former **Garaway Local (Tuscarawas)** Board of Education member **Jack Eugene Zinkon** died Aug. 5. He was 83. ●●● Former **Newbury Local (Geauga)** Board of Education member **William E. Schneider** died July 25. He was 88. ●●● Former **Niles City** Board of Education member **Thomas C. Williams Jr.** died Aug. 5. He was 70. ●●● Former **Tiffin City** Superintendent **David K. Wetta** died July 28. He was 83.

### Correction

The "Administrative changes" section on page 3 of the Aug. 8 *Briefcase* incorrectly listed **Brian Williams** hired as superintendent at **Butler County ESC** effective Aug. 1. It should have said that **Buckeye Local (Medina)** hired **Brian Williams** as superintendent effective Aug. 1. The *Briefcase* apologizes for the error.



## COMMUNICATIONS

by Margaret Petersen, APR, communications consultant

### Create an atmosphere that shouts welcome

Does your school's atmosphere shout "welcome" to parents, students and staff? Is the school's appearance one that says, "Please come in." How about the school staff? Have they had training in how to present a warm, caring attitude toward students, parents and visitors?

Here are just a few ideas on how to make a great first impression on staff, students and parents — anyone who enters your school.

#### Start at the top

It's an attitude that starts right at the top. The principal needs to create a warm, welcoming atmosphere for staff that will filter down to students and parents.

Some ideas to set that welcoming tone for staff include:

Publish a special beginning-of-the-year staff newsletter, in both a print and online edition, to bring staff members up-to-date about what happened over the summer and what's ahead for the new school year.

Greet new staff members with a letter congratulating them and welcoming them to your school.

Organize a "family meeting" for the entire staff — teachers and support staff. Invite your school board president to say a few words of welcome. Serve a light breakfast or lunch. Allow plenty of time for people to reacquaint themselves with each other and

meet new staff members. It is also a good time for you and your staff to mingle with school board members.

Create a beginning-of-the-year "survival kit." Include a school-year calendar; map of the facility and district; a listing of who's who and how-to-do-what; an overview of the district's benefits, goals and objectives; and a note expressing a warm welcome to the district's education team. Prepare extra copies of this kit to give to substitutes throughout the year.

Invite new staff members on a tour of the behind-the-scenes areas that support the instructional program, such as the

*Continued on page 5*

# Strike Management Workshop

**Thursday, Sept. 1, 10 a.m. to 2 p.m.**

**Cost is \$80**

The best way for a district to handle a strike is to prepare for it. Districts that are ready to deal with strike tactics are better positioned to counter this kind of union pressure. Those that ignore these threats, hoping they will never happen, will pay the consequences when they do occur. Now is the time to learn how to ensure your team is better prepared than the union when it's time to sit down at the table.

OSBA's annual Strike Management Workshop will give you the tools you need to effectively face a strike or strike threat. The seminar features:

- an update of recent school strike activity
- discussions on Ohio law as it relates to strikes
- a presentation on strike tactics and how schools can prepare for strikes

The workshop fee is \$80, which includes registration, materials, lunch and refreshments. The workshop will be held at the OSBA office, 8050 N. High St., Columbus. To register, contact Laurie Miller at (614) 540-4000; (800) 589-OSBA; or [Lmiller@ohioschoolboards.org](mailto:Lmiller@ohioschoolboards.org), or visit [www.ohioschoolboards.org/event\\_listing](http://www.ohioschoolboards.org/event_listing).



## *Management Development Series #3*

### **How the budget bill affects school personnel and board policy**



***Thursday, Oct. 6***  
***OSBA office, Columbus***

***10 a.m. to 2 p.m.***  
***Cost is \$80***

House Bill 153, the newly enacted budget legislation, contains changes to Ohio law that significantly impact school personnel management in several areas, such as evaluations, seniority, merit pay and health care. There are also policy revisions that need to be considered. A key consideration will be the interplay between the law's effective date and expiration dates of collective bargaining agreements.

OSBA staff will guide you through the implications of these changes to school personnel management and policy. Get the information you need to keep your district running smoothly.

Registration will begin at 9:45 a.m. The registration fee will include materials, lunch and refreshments. Space is limited, so register today!

# OSBA Board Candidate Workshops

If you wish to become one of Ohio's nearly 3,400 school board members, prepare yourself by attending one of the Board Candidate Workshops sponsored by the Ohio School Boards Association. Veteran OSBA staff will serve as your workshop presenters.



## What will I learn from this workshop?

Attendees will learn:

- ◆ school board powers and duties
- ◆ the most difficult things to learn about being a school board member
- ◆ campaign issues, including campaign finance

The workshop also will cover board member ethics and behavior, including:

- ◆ conflicts of interest
- ◆ compatibility of public offices and positions
- ◆ locally developed policies
- ◆ Ohio's Open Meetings Law

Time for a question-and-answer session is included.

## Details

The workshops will be held at five locations across the state. The dates and sites are:

Sept. 14 — Ohio University Inn, Athens

Sept. 15 — Marriott Northeast, Cincinnati

Sept. 17 — OSBA office, Columbus

Sept. 20 — Northeast Ohio Medical University (formerly NEOUCOM), Rootstown

Sept. 22 — Findlay Inn & Conference Center, Findlay

The cost for the workshops is \$80. Reservations are accepted in the order received. All sessions (except Sept. 17) run from 6 p.m.–9 p.m., with registration beginning at 5:30 p.m. The session on Sept. 17 runs from 9 a.m.–noon (registration begins at 8:30 a.m.).

## Directions

**Ohio University Inn, Athens — Sept. 14**

331 Richland Ave., (740) 593-6661

US 33 to Athens. Exit at Richland Avenue/SR 682 (south of campus). Left at light.

**Marriott Northeast, Cincinnati — Sept. 15**

9664 Mason-Montgomery Road, (513) 459-9800

I-71 to Mason-Montgomery Road exit. Turn north off the exit. The hotel is a quarter mile on right.

**Ohio School Boards Association office, Columbus — Sept. 17**

8050 N. High St., (800) 589-OSBA

I-270 to US 23 north on the north side of Columbus. Turn right at the fourth light.

**Northeast Ohio Medical University (formerly NEOUCOM), Rootstown — Sept. 20**

4209 SR 44, (800) 686-2511

Take SR 44 south past Ravenna and into Rootstown. The facility is on the right.

**Findlay Inn & Conference Center, Findlay — Sept. 22**

200 E. Main Cross St., (419) 422-5682

I-75 to exit 157. East on Main Cross Street.

## Why should I attend?

Take advantage of this opportunity to get answers to your questions about being a board member and discuss common concerns with your fellow candidates!

## Board Candidate Kit

In addition to all of the presentations and interaction available to those attending, workshop registrants will receive a Board Candidate Kit, which includes:

- ◆ *Candidate: A practical guide to running for school board*
- ◆ a subscription to the *OSBA Journal*, the premier monthly magazine for school board members
- ◆ a subscription to *Briefcase*, a semimonthly newsletter
- ◆ other useful materials



# Transportation Roundtable

*You decide the topic*

**Date and location:**

Wednesday, Oct. 12  
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**, director of the Ohio Department of Education's Office of Pupil Transportation, will be on hand to answer questions.

To register, contact Laurie Miller at (614) 540-4000; (800) 589-OSBA; or [Lmiller@ohioschoolboards.org](mailto:Lmiller@ohioschoolboards.org), or visit [www.ohioschoolboards.org/event\\_listing](http://www.ohioschoolboards.org/event_listing).



## Register for the 2011 Capital Conference

*Don't miss ...*

- Nationally acclaimed speakers
- More than 100 breakout sessions designed specifically to address education issues and improvement
- The largest education-focused trade show in the nation
- Spotlight sessions providing insight into complex and timely topics
- University Square, with college and university representatives on hand to help districts advise their students about postsecondary education opportunities
- Exemplary performances and exhibits showcasing the work of Ohio's students

Register today! Call Ann Herritt at (614) 540-4000 or (800) 589-OSBA. For more information, visit [www.ohioschoolboards.org/2011conference](http://www.ohioschoolboards.org/2011conference).

## Focus on Ohio's children

*Ohio School Boards Association Capital Conference*

Nov. 13, 14, 15 & 16, 2011 • Greater Columbus Convention Center

# 2011 Treasurers' Clinics

*Sharing knowledge, developing solutions  
and growing professionally*

- ◆ ***Designed for treasurers, business managers, board members, administrators and treasurer's office personnel***
- ◆ ***Fulfill local and state professional development needs, including CPE and auditor of state in-service credits***
- ◆ ***Attend general sessions and multiple breakout sessions***
- ◆ ***Five convenient locations across Ohio***

**Choose the date and location that best fits your schedule:**

Wednesday, Sept. 7	Ohio University Inn, Athens
Friday, Sept. 9	Northeast Ohio Medical University (formerly NEOUCOM), Rootstown
Tuesday, Sept. 13	Savannah Center, West Chester
Friday, Sept. 16	Hilton Garden Inn, Perrysburg
Monday, Sept. 19	Quest Conference Center, Columbus

Plan now to attend the 2011 OSBA Treasurers' Clinics to be held in five locations around the state. These clinics provide the most current information on school district fiscal issues. Treasurers, business managers, board members, administrators and treasurer's office personnel are all encouraged to attend.

The Treasurers' Clinics offer timely information on a multitude of topics relevant to all members of a district's management team. Attendees also can fulfill their local and state professional development needs, including in-service, LPDC and continuing professional education credits.



## Agenda

### **8 a.m. — Registration and continental breakfast**

### **8:25 a.m. — Welcome and announcements**

*Van D. Keating, director of management services, OSBA; OASBO region director; and OSBA region president*

### **8:30 a.m. — ODE update: What you need to know about fiscal caution, watch and emergency**

*Representatives from ODE*

### **9:40 a.m. — Break**

### **9:50 a.m. — Breakout sessions**

#### **♦ Local government collaboration and reform**

*Attorneys from Bricker & Eckler LLP*

#### **♦ Paycheck insurance: You may not have as much as you think!**

*Representatives from Assurant Employee Benefits*

### **11 a.m. — Breakout sessions**

#### **♦ Finding dollars in today's economic times**

*Attorneys from Peck, Shaffer & Williams LLP*

#### **♦ Pupil transportation and shared services**

*Pete Japikse, director of pupil transportation, ODE*

### **12:15 p.m. — Lunch**

Sponsored by Assurant Employee Benefits, Esber Cash Register (PayForIt), eCollect of Ohio Inc. and Ohio School Plan

### **1 p.m. — General session: ODE update**

*ODE area coordinators*

### **2:10 p.m. — Break**

### **2:20 p.m. — Breakout sessions**

#### **♦ School district finance in a post-HB 153 world**

*Attorneys from Squire, Sanders and Dempsey LLP*

#### **♦ Health insurance and pooling**

*Van D. Keating, OSBA and/or Barbara Shaner, associate executive director, OASBO*

### **3:30 p.m. — Legislative update**

*Damon Asbury, director of legislative services, and Michelle Francis and Jay Smith, lobbyists, OSBA; and Barbara Shaner, OASBO*

### **4 p.m. — Adjournment**

Registration and continental breakfast begin at 8 a.m. The fee is \$140, which includes registration, continental breakfast, lunch and materials. You can register by contacting Laurie Miller at (614) 540-4000, ext. 284; (800) 589-OSBA, ext. 284; or [Lmiller@ohioschoolboards.org](mailto:Lmiller@ohioschoolboards.org).

# School Law for Treasurers Workshop



**Friday, Oct. 14**

**Quest Conference Center, Columbus**

**Cost is \$140**

Join OSBA and school law experts at the annual School Law for Treasurers Workshop. Tailored exclusively for treasurers, this workshop will give you the tools you need to stay current.

Focusing on the cutting-edge issues important to you in the 2011-12 school year, presenters will share the latest legal developments for you to take back to your district.

Treasurers, assistant treasurers, business managers, board members and administrative teams are encouraged to attend.

**8:30 a.m. Registration and continental breakfast**

**Noon**

**Lunch (provided)**

**9 a.m. Treasurer's treasure hunt**

Join two association employees as they guide you through the budget bill and identify non-funding provisions that affect your day-to-day work.

*Jessica L. Spears*, staff attorney, OSBA; and *Barbara Shaner*, associate executive director, OASBO

**1 p.m.**

**Election law update**

Did you know that the date of the 2012 presidential primary changed? School boards now will have an opportunity to place special election issues on the ballot in February and May. Join us for a comprehensive review of House Bill (HB) 194 and HB 224.

**10 a.m. Polishing your policies**

Make sure your board's policy manual is up-to-date in light of recent legislative changes. Discuss policy updates regarding calamity days, body mass index waivers, family and civic engagement teams, disposal of district property and superintendent contract provisions.

*Megan Greulich*, policy consultant, OSBA

**1:45 p.m.**

**Break**

**2 p.m.**

**Student activity fund management, fundraising and support organization best practices**

This "all things fundraising" session will provide a comprehensive review of student activity and third-party fundraising, permissible gambling activity, student activity fund management policies and procedures, and best practices regarding working with support organizations. *Representatives from the Ohio attorney general's and Ohio auditor of state's offices*

**10:45 a.m. Break**

**11 a.m. Taming the dragon**

Managing and administering leave benefits is a challenge for many treasurers. Join a school law attorney as he provides suggestions for successfully managing leaves of absences, including Family and Medical Leave Act, disability leave and leave for other long-term illnesses.

*Jeremy J. Neff, Esq.*, Ennis Roberts Fischer Co. LPA, Cincinnati

**3:15 p.m. Adjourn**

Unauthorized audio recording or videotaping of any session is strictly prohibited.

**Registration**

You can register on the Ohio Association of School Business Officials website at [www.oasbo-ohio.org](http://www.oasbo-ohio.org) or by calling (614) 431-9116.

## Directions

The workshop will be conducted at the Quest Conference Center, 8405 Pulsar Place, Columbus. From the north: Take I-71 to exit 121, Gemini Place. Turn left off the exit onto Gemini Place. Turn right onto Orion Place. Turn right onto Pulsar Place. The building is on the right. From the south: Take I-71 to exit 121, Gemini Place/Polaris Parkway. Turn right off the exit onto Polaris Parkway. Turn right onto Pulsar Place. The building is on the right.



# OSBA's Regional Annual Fall Conferences

**Wednesday, Sept. 28**

**Thursday, Sept. 29**

**Wednesday, Oct. 5**

**Thursday, Oct. 6**

**Thursday, Oct. 13**

**Central Region**

**Southeast Region**

**Northeast Region**

**Northwest Region**

**Southwest Region**

To register for your region's annual fall conference, contact your regional manager at the address below. Information also is available at [www.ohioschoolboards.org/regions.htm](http://www.ohioschoolboards.org/regions.htm).

## **Central Region**

Villa Milano, Columbus

Cost: \$40 per person or \$320 for a table of eight

Reservation deadline: Sept. 23

Contact: Dr. Michael G. Grote  
Central regional manager  
P.O. Box 3323  
Dublin, OH 43016

Phone: (614) 529-4915

Email: [mgrote@ohioschoolboards.org](mailto:mgrote@ohioschoolboards.org)

## **Northwest Region**

Four County Career Center, Archbold

Cost: \$30 per person or \$160 for a table of six

Reservation deadline: Sept. 30

Contact: Judy Jackson May  
Northwest regional manager  
508 Education Building  
Bowling Green, OH 43403

Phone: (419) 575-0663

Fax: (419) 372-8448

Email: [jjacksonmay@ohioschoolboards.org](mailto:jjacksonmay@ohioschoolboards.org)

## **Southeast Region**

Alexander High School, Albany

Cost: \$35

Reservation deadline: Sept. 23

Contact: Paul D. Mock  
Southeast regional manager  
685 E. Main St.  
Logan, OH 43138-1737

Phone: (740) 385-5240

Fax: (740) 380-2487

Email: [pmock@ohioschoolboards.org](mailto:pmock@ohioschoolboards.org)

## **Southwest Region**

Sinclair Community College, Dayton

Cost: \$37

Reservation deadline: Oct. 6

Contact: Ronald J. Diver  
Southwest regional manager  
8797 Meadowlark Drive  
Franklin, OH 45005

Phone: (937) 746-7641

Email: [rdiver@ohioschoolboards.org](mailto:rdiver@ohioschoolboards.org)

## **Northeast Region**

The Tangier restaurant, Akron

Cost: \$35

Reservation deadline: Sept. 30

Contact: Terri Neff  
Northeast regional manager  
1225 Candlewick Lane  
Broadview Heights, OH 44147

Phone: (440) 546-9344

Email: [tneff@ohioschoolboards.org](mailto:tneff@ohioschoolboards.org)

## **Award of Achievement**

These conferences entitle board members to five Award of Achievement credits.

## **Authority for reimbursement**

Ohio Revised Code Section 3315.15 authorizes the establishment of a service fund for board members. Such funds may be used for expenses incurred for meetings such as this one.



# WORKSHOP REGISTRATION

## Strike Management Workshop

☐ Sept. 1, Columbus, \$80

## Treasurers' Clinic

☐ Sept. 7, Athens, \$140

☐ Sept. 9, Rootstown, \$140

☐ Sept. 13, West Chester, \$140

☐ Sept. 16, Perrysburg, \$140

☐ Sept. 19, Columbus, \$140

## Board Candidate Workshop

☐ Sept. 14, Athens, \$80

☐ Sept. 15, Cincinnati, \$80

☐ Sept. 17, Columbus, \$80

☐ Sept. 20, Rootstown, \$80

☐ Sept. 22, Findlay, \$80

## MDS #3

☐ Oct. 6, Columbus, \$80

## Transportation Roundtable

☐ Oct. 12, 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](mailto: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



Phone  
or fax



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

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](mailto:Lmiller@ohioschoolboards.org).  
Please include a purchase  
order number.

You may register on our Web page at  
**[www.ohioschoolboards.org](http://www.ohioschoolboards.org)**. Events are listed at  
the bottom of the page.

### Cancellation and refund policy

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



*Communications, continued from page 4*

transportation, food services and maintenance departments, and the business and personnel offices.

### **Practice “curb” enthusiasm**

Make time every morning to personally greet students as they arrive. On some mornings, open car doors for students and greet their parents. Being visible is part of the principal’s job, and being visible and approachable go hand in hand. Make sure parents and students know your school is a safe place to be.

### **Involve school staff: your school’s public relations firm**

The school’s front office is where students, parents and visitors get their first impressions. Ensure the office staff knows how important they are to making the school’s first impression a good one. Office staff, teachers and aides all need to take responsibility for making visitors feel welcome. Saying hello, providing useful information and having a warm smile all make a difference.

At a staff meeting, discuss ideas for making a good first impression. Your school’s image is formed by the staff — what they say, think feel, blog or Twitter, 24 hours a day. Remember that often the words we say to someone aren’t nearly as important as how we say them, as the following statistics show:

How we communicate:

- Facial expressions / body language 55%
- Tone 38%
- Words 7%

### **First impressions matter**

Create signs for the school building front doors that provide a friendly greeting. Design placards that say “Welcome.” On the reverse side of the signs print “Good-bye,” “Thanks for coming” or “See you soon.” And don’t forget to include the foreign language expressions for these salutations.

Assure that the parking lot view of your school creates a good impression. Are the grounds well maintained? Is the school name clearly visible from the street? Can drivers easily find their way into the visitor parking places? Do key staff members take the closest parking spots while visitors have a harder time reaching the school office?

Can visitors find the office easily? Are bulletin boards well maintained and full of student art or projects? Are your school’s key messages reflected on the bulletin boards?

Send a “Welcome to our school” letter to parents of newly enrolled students, especially those of incoming kindergartners.

Use computer technology to showcase your school. Create a digital image show of students

participating in learning activities and teachers teaching that runs continuously in the school lobby. Include lists of students with perfect attendance the previous month or week. Consider including short interviews with students about what they are learning and special activities in which they are participating.

Sponsor parent-principal coffee breaks as a way to become acquainted with parents and to solicit their involvement.

Plan a “newcomers’ day” or special event for students and parents. Include a tour of the school, arrange for parents of new students to meet “veteran” parents and provide an overview of what parents and students can expect during the coming school year.

Encourage parents to accompany their children on the first day of school. Arrange for leaders of the parent organization to be available to extend warm greetings, escort students and parents to the appropriate rooms, make introductions and answer questions.

Source: Oregon School Boards Association

## **Need arbitration and SERB representation? Remember OSBA!**

OSBA is dedicated to providing school districts with quality arbitration and SERB representation at a reasonable cost. Our professional labor team is highly trained in the law and labor relations. We have represented a large number of school districts. We offer a flat rate for all arbitration and SERB representation matters — just \$2,000 per case, plus mileage

For more information, contact OSBA at (614) 540-4000 or (800) 589-OSBA.





## LEGISLATIVE REPORT

by Michelle Francis, lobbyist

### A look at proposed bullying, dyslexia legislation

The General Assembly started to move several bills through the legislative process before recessing for the summer. Some of the education-related bills would address such issues as bullying and dyslexia. Following is an overview of that legislation.

#### Bullying legislation

House Bill (HB) 116, sponsored

by Rep. **John Barnes** (D-Cleveland), would enact the School Day Security and Anti-Bullying Act to require age-appropriate instruction on and parental notification of public schools' policies prohibiting harassment, intimidation or bullying.

Specifically, the legislation:

- Requires each school district, community school and STEM school to annually provide students with instruction on the district's or school's anti-bullying policy to the extent that state or federal funds are appropriated for this purpose. The instruction must be age-appropriate and include the consequences for violations of the policy.

- Requires schools to send home a written statement describing the anti-bullying

policy and consequences of violating that policy to each student's custodial parent or guardian. Statements must be distributed to parents annually and may be sent with regular student report cards.

- Specifies that it is a student's custodial parent or guardian who must be notified of the student's involvement in a bullying incident and have access to the incident reports to the extent allowed under state and federal privacy laws.

HB 116 has been passed by the Ohio House and is currently pending in the Senate Education Committee.

#### Dyslexia pilot project

HB 96, sponsored by Rep. **Ted Celeste** (D-Grandview Heights) and Rep. **Andrew Brenner** (R-Powell), is a bipartisan bill that would designate dyslexia as a specific learning disability and require a pilot project to provide early screening and intervention services for children with dyslexia.

Specifically, the bill:

- Requires the superintendent of public instruction to establish a pilot project to test the delivery of early screening and intervention

*Continued on page 7*

### 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](http://www.etpi-ohio.org)**.

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

Ohio's Resource for Reliable Data & Analysis

**ETPI**



# PUBLIC SCHOOLS WORK!

compiled by Gary Motz, managing editor

## Summer collaboration gives kids a jump on high school

A new Cuyahoga County program provided students about to enter high school with a boost of confidence over the summer.

About 100 students participated in the inaugural Cuyahoga County Ninth Grade Summer Academy on Cuyahoga Community College's Metro Campus, where they honed their academic and social skills. Most of the students were from **Cleveland Municipal** Schools, but 11 other districts from around the county also were represented.

The five-week program is designed to engage students by making learning fun. Lessons offer opportunities for building critical-thinking and problem-solving skills, as well as increasing retention in math and literacy. Enrichment opportunities, such as attending school on a college campus and hearing from guest speakers, help prepare students for their transition into ninth grade and enhance college awareness and postsecondary aspirations.

The program was started by Cleveland Mayor **Frank Jackson**, in collaboration with state Sen. **Nina Turner** (D-Cleveland), the **ESC of Cuyahoga County**, the community college and PolicyBridge, a local think tank. Jackson told *The Plain Dealer* that the academy is an example of using regional collaboration to benefit students. He also said that he would like to see the program expand.

Sources: **Cleveland.com**; Cleveland Municipal Schools

*Legislative Report, continued from page 6*

services for children with dyslexia through voluntary partnerships among school districts and regional public libraries. One partnership must operate in an urban setting, one in a suburban setting and one in a rural setting.

- Requires the superintendent of public instruction to evaluate the pilot project and report results to the General Assembly.
- Specifies in state statute that dyslexia is a learning disability for which a child may receive special education services.

HB 96 was passed by the House and is currently pending in the Senate Education Committee.

### Teacher development on dyslexia

HB 157, sponsored by Rep. **Kirk Schuring** (R-Canton) and Rep. **Tom Letson** (D-Warren), is a bipartisan bill that would authorize educational service centers to provide teacher professional development on dyslexia. Even though the bill authorizes ESCs to provide professional development on dyslexia, current law does not expressly prohibit this now.

Specifically, the legislation:

- Permits an ESC to engage the services of a "dyslexia specialist" to provide training for K-four teachers in school districts and other public schools that contract

with an ESC for training services on the indicators of dyslexia and the types of instruction that children with dyslexia need.

- Permits groups of local school districts within an ESC's territory to engage the services of a dyslexia specialist if the ESC does not provide the training.

HB 157 has been passed by the House and is currently pending in the Senate Education Committee.

*Editor's note: All information in this article was current as of Aug. 12. The legislature has recessed for the summer. The "Legislative Report" will be on hiatus during this time and will return later this fall. Watch for updates through OSBA eAlerts and other publications.*

## September 2011

- 1 OSBA Strike Management Workshop ..... Columbus
- 7 OSBA Treasurers' Clinic..... Athens
- 9 OSBA Treasurers' Clinic..... Rootstown
- 13 OSBA Treasurers' Clinic.... West Chester
- 14 OSBA Board Candidate Workshop ..... Athens
- 15 OSBA Board Candidate Workshop ..... Cincinnati
- 16 OSBA Treasurers' Clinic ..... Perrysburg
- 17 OSBA Board Candidate Workshop ..... OSBA
- 19 OSBA Treasurers' Clinic ..... Columbus
- 20 OSBA Board Candidate Workshop ..... Rootstown
- 21 Small School District Advisory Network Meeting ..... Columbus
- 22 OSBA Board Candidate Workshop ..... Findlay
- 23 OSBA Executive Committee Meeting ..... Columbus
- 24 OSBA Board of Trustees Meeting ..... Columbus
- 28 OSBA Central Region Fall Conference..... Columbus
- 29 OSBA Southeast Region Fall Conference..... Albany

## October 2011

- 1 *Last day for board to adopt annual appropriation measure — RC 5705.38(B).*
- 3 *Last day to nonrenew treasurer's contract expiring Dec. 31, 2011 — RC 3313.22 (contracts entered into prior to March 30, 2007).*
- 5 OSBA Northeast Region Fall Conference ..... Akron
- 6 OSBA Northwest Region Fall Conference..... Archbold
- 6 OSBA MDS #3..... Columbus
- 11 *Last day for voter registration for November election — RC 3503.01, 3503.19(A) (30 days prior to the election).*
- 12 OSBA Transportation Roundtable ..... Columbus
- 13 OSBA Southwest Region Fall Conference..... Dayton
- 14 OSBA/OASBO School Law for Treasurers Workshop ..... Columbus
- 15 *Last day for certification of average daily membership — RC 3317.03; last day for certification of licensed employees to State Board of Education — RC 3317.061.*
- 18 OSBA MDS #4..... Columbus
- 21 OSBA Employment Law Workshop ..... Columbus

## November 2011

- 8 *General Election Day — RC 3501.01 (first Tuesday after the first Monday).*
- 13 OSBA Southeast Region Executive Committee Meeting ..... Columbus
- 13 OSBA Northeast Region Executive Committee Meeting ..... Columbus
- 14 OSBA Central Region Executive Committee Meeting ..... Columbus
- 13-16 OSBA Capital Conference..... Columbus
- 22 *Last day to submit certification for March conversion levy to tax commissioner — RC 5705.219(B) (105 days before election).*
- 28\* *Last day to submit certification for March income tax levy to Ohio Department of Taxation — RC 5748.02(A) (100 days prior to the election).*

## December 2011

- 1 OSBA Southwest Region Executive Committee Meeting ..... Lebanon
- 2 OSBA School Finance for Treasurers Workshop ..... Columbus
- 2 *Last day to submit March emergency levy, current operating expenses levy or conversion levy to county auditor for March election — RC 5705.194, 5705.195, 5705.213, 5705.219 (95 days prior to the election).*