

# BRIEF CASE

THE OHIO SCHOOL BOARDS ASSOCIATION

Serving the public school leadership team



## Report: Zero tolerance, high-stakes testing fuel 'school-to-prison pipeline'

A study by the Advancement Project says that the punitive aspects of zero tolerance and high-stakes testing policies have turned schools into alienating environments for many youth, especially those from minority and low-income groups. In what it called the "school-to-prison pipeline," the report said that students who are expelled or held back under those policies often fall behind, drop out and end up in the criminal justice system. To download the report, which also offers recommendations to reverse this trend, see <http://links.osba-ohio.org/81253>.

## Board Leadership Institute offers quality training all board members need

The OSBA Board Leadership Institute, April 23-24 in Columbus, features in-depth training for every level of board experience. Designed exclusively for board members, this annual event offers keynote speakers, a comprehensive curriculum, networking opportunities and more. Featured presenters are motivational speaker and author **Harvey Alston** and Superintendent of Public Instruction **Deborah S. Delisle**. BLI's new location for 2010, the Hilton Columbus/Polaris, features special room rates, free parking, easy access and nearby shopping and dining. For details and to register, visit [www.osba-ohio.org/seminars/BLI.htm](http://www.osba-ohio.org/seminars/BLI.htm) or call OSBA.

## ODE looking for summer food program sponsors, sites

The Ohio Department of Education (ODE) is seeking sponsors and sites for the Summer Food Service Program. School districts that offer summer activities to low-income youth or to children living in low-income areas are encouraged to apply for the 2010 program. The program is funded through ODE by the federal government, which will reimburse sponsoring agencies. Districts must complete a survey by March 15 to be eligible. The survey and more details are posted at <http://links.osba-ohio.org/87475>.

## Education Tax Policy Institute launches statewide membership campaign

The Education Tax Policy Institute kicked off its 2010 membership drive with a complimentary newsletter sent to all Ohio school board members and administrators. An independent research organization founded by OSBA, ETPI analyzes Ohio tax structures and policy issues and their effect on public school districts and taxpayers. It is funded by financial support from its member organizations. For information on ETPI successes, benefits and membership, visit [www.etpi-ohio.org](http://www.etpi-ohio.org).

## Want Obama to speak at your commencement? Here's your chance

Like to land that extra-special graduation speaker? President Obama has offered his services in the "Race to the Top High School Commencement Challenge." Schools that

March 8, 2010

Volume 41 Issue 5

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### Route workshop information to:

- Administrators
- Community relations coordinators
- ESC administrators
- Human resources directors

enter the challenge must show why they could be a model for others around the U.S. The White House and U.S. Department of Education will select six finalists to feature on the White House Web site, where the public can vote for the three schools best meeting Obama's goal. He will select a winner from these three finalists and visit that school to deliver the graduation address to the class of 2010. The deadline to apply is March 15. For details, visit <http://links.osba-ohio.org/91877>.

### Capital Conference workshop nominations deadline nears

The deadline for proposals for Capital Conference workshop presentations is 5 p.m., March 19. With more than 100 sessions, the conference is a great place to share your expertise on a statewide stage. Suggested topics, selection criteria and a nomination form are available in this issue of the *Briefcase*. Online nomination forms

### 34-year-old school bus has second life as a snowplow

While recent winter storms have kept many school buses parked, there's one old workhorse that can't wait to hit the road on snowy days — Newport Independent Schools' "Snow Bus."

About 20 years ago, the northern Kentucky school district was ready to junk the aging school bus. Instead, the 1976 model underwent some mechanical upgrades, was fitted with a snowplow and now keeps school drives and sidewalks clear. Christened the Snow Bus by district maintenance supervisor **Dan Case**, the unusual vehicle saves the district from having to hire private contractors to clear its campuses.

"The whole thing is to get the kids to school safe," Case told a local newspaper. "Snow Bus helps."

Source: [Kypost.com](http://Kypost.com)

are posted at <http://links.osba-ohio.org/91952>. The conference runs Nov. 7-10 at the Greater Columbus Convention Center.

### This month in OSBA history

The topic of labor negotiations was a hot one in 1966. In March, OSBA brought the nation's top

public employment experts to Columbus for the Personnel Negotiations Conference, which drew 300 school board members and administrators. One result of the conference was a model negotiations instrument developed by OSBA to help guide Ohio school boards in conducting labor talks.



## Briefcase

Ohio School Boards Association  
8050 North High Street, Suite 100  
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*OSBA leads the way to educational excellence by serving Ohio's public school board members and the diverse districts they represent through superior service and creative solutions.*

### OSBA online

● [www.osba-ohio.org](http://www.osba-ohio.org)

OSBA has expanded the offerings on its Ohio Education NewsClips Web site. Members can now subscribe to the electronic news service via e-mail and RSS feeds that are updated daily. Simply click on the Ohio Education NewsClips link in the Hot Topics section on the OSBA home page, then click on one or both icons in the blue Subscribe box. Another valuable addition, links to social networking sites such as Facebook, Twitter and others, provides members a number of sharing options.



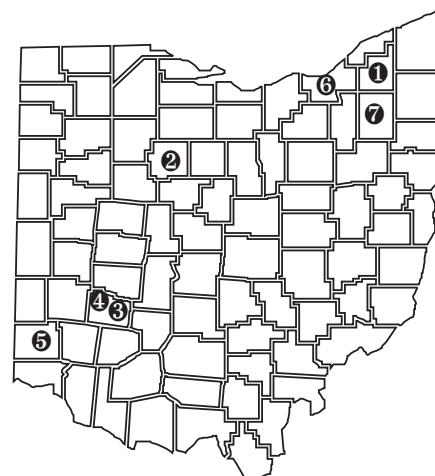
# BULLETIN BOARD

compiled by Melanie Price, secretary of communication and information services

## OSBA executive searches

### Superintendent

District	Deadline	Contact
❶ West Geauga Local (Geauga)	March 19	OSBA Search Services, (614) 540-4000
❷ Mohawk Local (Wyandot)	March 26	OSBA Search Services, (614) 540-4000
❸ Greene County Career Center	March 31	OSBA Search Services, (614) 540-4000
❹ Xenia Community City	April 2	OSBA Search Services, (614) 540-4000
❺ Butler Technology and Career Development Schools	April 9	OSBA Search Services, (614) 540-4000
❻ Warrensville Heights City	TBD	OSBA Search Services, (614) 540-4000
❼ Waterloo Local (Portage)	TBD	OSBA Search Services, (614) 540-4000



❶ = Superintendent

### Other positions

Position	District	Deadline	Contact
Director of human resources	North Olmsted City	until filled	<b>Gary Novak</b> , director of human resources, North Olmsted City, (440) 779-3559
High school principal	Chagrin Falls EV	March 8	<b>Robert W. Hunt</b> , assistant superintendent, Chagrin Falls EV, (440) 247-4346
High school principal	Copley-Fairlawn City	until filled	Dr. <b>Roger L. Saurer</b> , superintendent, Copley-Fairlawn City, (330) 664-4801

### National searches

Position	District	Deadline	Contact
Superintendent	Amelia, Va.	March 12	<b>Gina Patterson</b> , assistant executive director, Virginia School Boards Association, (434) 295-8722
Superintendent	Tappahannock, Va.	March 12	<b>Gina Patterson</b> , assistant executive director, Virginia School Boards Association, (434) 295-8722

### 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
Superintendent	Mason City, Ill.	March 16	Thomas Leahy, consultant, executive searches, Illinois Association of School Boards, (630) 629-3776, ext. 1217

### Board changes

The Seneca County Juvenile and Probate Court appointed **Kelly Teill**, **Ryan Hull** and **Leslie Hunker** to the **Bettsville Local (Seneca)** Board of Education effective Feb. 15.

### Administrative changes

#### Superintendents

**Clark-Shawnee Local (Clark)** Superintendent **Debbie Finkes** announced her resignation effective June 30. ●●● **Hillsboro City** Superintendent **Arthur Reiber** announced his retirement effective July 31. The board hired **Rick Earley**, the district's high school principal, to replace him effective Aug. 1. ●●● **Mansfield City** hired **Ed Swartz** as interim superintendent effective immediately. He replaces Dr. **Lloyd D. Martin**, who resigned effective Jan. 5. ●●● **McDonald Local (Trumbull)** Superintendent **Michael F. Wasser** announced his resignation effective July 31.

#### Treasurers

**Big Walnut Local (Delaware)** hired **Felicia Drummey** as treasurer. She replaces **Ben Streby**, who took the treasurer position at the **Career and Technology Educational Centers of Licking County**. Drummer previously was the treasurer at **Northridge Local (Licking)**. ●●● **Springfield Local (Summit)** hired **Christopher Adams** as treasurer effective immediately. He replaces **Don Gambal**, who retired effective Jan. 1. Adams also is treasurer at **Mogadore Local (Summit)**. The two districts will share his services. ●●● **Kenston Local (Geauga)** Assistant Treasurer **Geraldine Kanieski** announced her resignation effective immediately. The board hired **Shari Bean** as interim assistant treasurer effective immediately.

### Sympathies

Former **Central Local (Defiance)** Board of Education member **James Stinehelfer** died Feb. 15. He was 65. ●●● Former **Colonel Crawford Local (Crawford)** Assistant Treasurer **Dorothy Hamilton-Kurtz** died Feb. 8. She was 88. ●●● Former **Deer Park Community City** Superintendent **Louis Manning** died Jan. 6. He was 83.

## OSBA Information Services Specialist position available

The Ohio School Boards Association is seeking an Information Services Specialist. Primary responsibilities include network administration, developing and maintaining databases, web application development, video production and training. Platforms and software include Macs, PCs, server software, FileMaker Pro, SQL, PHP, Drupal, Apache and Microsoft Office Suite. College degree related to information/computer systems required. This is a full-time position that may require some evening and weekend work.

Send resume and cover letter by March 12, 2010, to: Ohio School Boards Association, Information Specialist, 8050 N. High Street, Suite 100, Columbus, OH 43235-6481. EOE





# Back to basics: Negotiations 101 for board members

**Thursday, March 11**  
**Cost \$75**

**OSBA office, Columbus**  
**6 p.m. to 9 p.m.**



Why do schools bargain with employee unions? How do negotiations work? What are the differences between traditional bargaining and interest-based bargaining? What happens at impasse? If any, or all, of these questions are on your mind, this workshop is intended for you. Back to basics: Negotiations 101 is designed for anyone unfamiliar with collective bargaining in Ohio's public schools. We will cover negotiations from beginning to end. Our focus will be on the entire context of negotiations, from Ohio law and the State Employment Relations Board through team selection, proposal/counterproposal development, at-the-table negotiations, impasse procedures and different bargaining methods. There will be ample time for questions and answers. Whether you are an administrator or board member, if collective bargaining is new to you or you don't understand all parts of the process, this workshop will improve your knowledge and skills in this complex area. Presenters will be **Van Keating**, director of management services, and **Renee Fambro**, deputy director of labor relations, OSBA. Dinner will be provided.

5:30 p.m.	Registration	7:30 p.m.	At-the-table strategies and techniques
6 p.m.	Introduction to collective bargaining in Ohio	8:30 p.m.	Impasse: mediation or fact-finding
6:30 p.m.	Getting started: selecting your team, issues and bargaining method	9 p.m.	Adjourn



# School Finance in Ohio: a primer for school board members

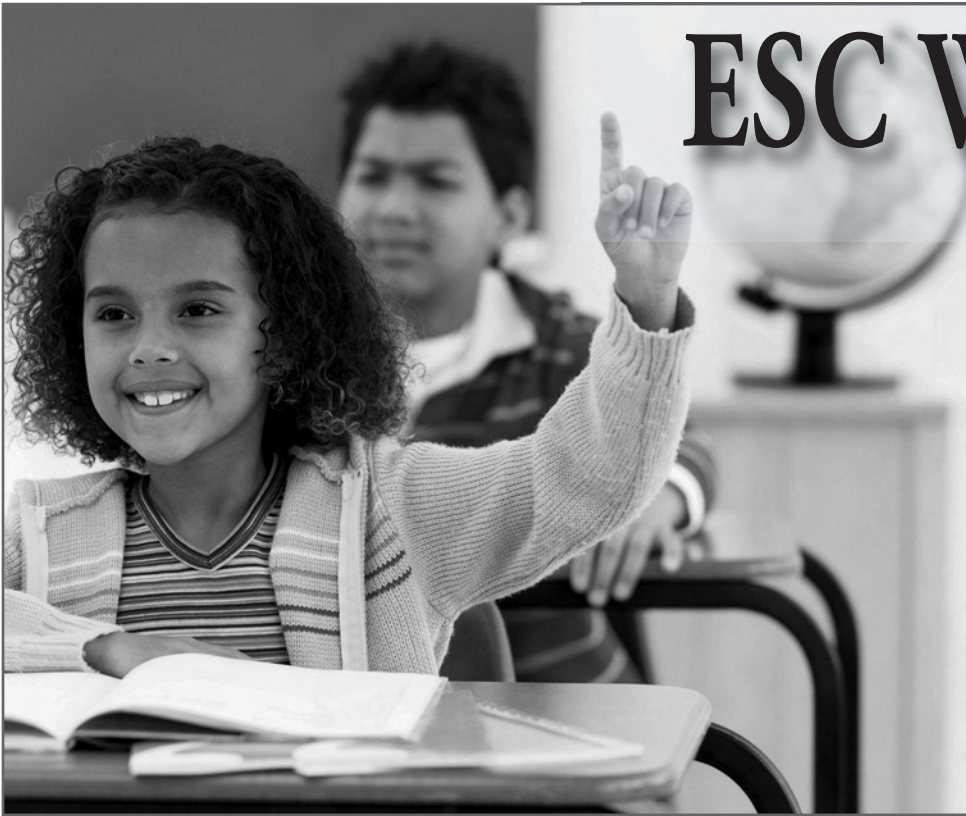
**Friday, March 26, OSBA office, Columbus**  
**Cost is \$120**

School finance is a complicated subject! As board members, it is important to know the basics. After 20 years of controversy over its school-funding system, Ohio now has a new method for providing funding to its public schools. Enacted as part of the 2010-2011 state budget, the Ohio Evidence-Based Model (OEBM) is designed to fund strategies that promise students the best chance to learn.

Learn from the experts about state and local funding, levies and details on the future of school funding. Become *your* district's expert and find out where we have been, where we are and where we are going!

<b>8:30 a.m.</b>	<b>Registration and continental breakfast</b>	<b>1:30 p.m.</b>	<b>Levies, levies, levies!</b>
<b>8:45 a.m.</b>	<b>Education finance overview</b> Learn the fundamentals on the OEBM and the history of school funding in Ohio. <i>Kelly Weir, director of budget and planning, Ohio Department of Education</i>		Everything you ever wanted to know about levies and more, including a historical perspective on levies and what it means to schools. <i>Dr. Howard Fleeter, Education Tax Policy Institute consultant; and Mike Sobul, section chief, Ohio Department of Taxation</i>
<b>11 a.m.</b>	<b>Break</b>		
<b>11:15 a.m.</b>	<b>Five-year forecasts and other local issues</b> Hear from a seasoned treasurer on the importance of the five-year forecast and other local issues every board member needs to know. <i>Jeff McCuen, chief fiscal officer, Worthington City Schools</i>	<b>2:30 p.m.</b>	<b>Break</b>
		<b>2:45 p.m.</b>	<b>Overview of the Ohio School Funding Advisory Council (OSFAC)</b> This council is charged with reviewing OEBM and making recommendations to the legislature on the future of the new formula. Learn more about the group and what it is proposing. <i>Carey McDonald, coordinator, OSFAC</i>
<b>12:30 p.m.</b>	<b>Lunch</b>		

# ESC Workshop



Friday, March 19

9 a.m. to 3:30 p.m.

OSBA office, 8050 N.  
High St., Columbus

Cost is \$120

Board members and  
administrators are  
invited.

OSBA is bringing you a dynamic day of professional development. From nuts and bolts to academics, this workshop will provide ESC board members, administrators and others with the resources they need to meet the challenges and opportunities ahead.

## Agenda

8:30 a.m.

### Registration

9 a.m.

### Welcome and opening remarks

*Craig Burford*, executive director, Ohio Education Service Center Association (OESCA); and *Kathy LaSota*, deputy director of search services and board development, OSBA

9:15 a.m.

### Legislative update

*Jennifer Economus*, legislative specialist, OSBA

10 a.m.

### Break

10:15 a.m.

### The Ohio Leadership Advisory Council

In March 2007, the Ohio Department of Education (ODE) and the Buckeye Association of School Administrators (BASA) formed the Ohio Leadership Advisory Council (OLAC). This partnership brought together distinguished leaders from across the state, representing diverse perspectives and roles, to begin tackling the challenge of what it means to be a leader and the knowledge and skills it takes to successfully lead. *Deborah Telfer*, executive director, ODE Center for School Improvement, and *Patti Brenneman*, project director, OLAC

11:15 a.m.

### Ohio Superintendent Evaluation Standards

Twenty-first century student demands will be great, and Ohio's schools will need strong leaders to provide direction and support for Ohio's educators and students. Ohio's superintendent standards and the evaluation tool will serve as guidance to help superintendents evaluate their knowledge and skills and help higher education institutions evaluate their educational leadership training.

*Kathy Lowery*, director of membership, BASA

12:15 p.m.

### Lunch

1 p.m.

### Ohio School Funding Advisory Council update and implications for ESCs

The Ohio School Funding Advisory Council was established to examine the various components of the new Ohio Evidence-Based Model for funding schools. Additionally, the council has been charged with studying Ohio's ESC system and making recommendations about the regional delivery system. Learn about the work of the council and implications for ESCs.

Dr. *Richard Murray*, superintendent, Muskingum Valley ESC and Ohio School Funding Advisory Council member, and *Craig Burford*

1:30 p.m.

### Ohio Ethics Law update

The Ohio Ethics Commission promotes ethics in public service. The commission was established as part of the Ohio Ethics Law in 1973, which created new ethical standards for public officials and employees by requiring personal financial disclosure; creating new restrictions upon unethical conduct with criminal sanctions; and establishing uniform review of ethics issues by statewide commissions of the three branches of government. This session will provide the latest information of interest to ESC and school district board members.

*Susan Willeke*, education coordinator, Ohio Ethics Commission

2:30 p.m.

### Ohio Sunshine Laws and Open Meetings Act

Ohio's Open Records and Open Meetings laws give Ohioans access to government meetings and records. The attorney general's office helps public officials and citizens understand their rights and responsibilities under these laws.

Speaker TBD, Ohio attorney general's office

3:30 p.m.

### Adjourn



# 2010 Student Achievement Fair

## OSBA Capital Conference

Nov. 9, 2010

### OSBA invites your school district to:

- *Showcase an outstanding performing group!*
- *Showcase the exemplary programs that are improving student achievement in your district!*
- *Show us your best programs and tell us about your best practices!*

The OSBA Capital Conference Student Achievement Fair highlights outstanding initiatives from school districts across the state. OSBA is seeking another round of fresh, innovative programs or practices your district is willing to share with thousands of Ohio school district representatives. Programs and practices will be selected based on creativity and impact on student achievement. While multiple programs may be submitted for consideration, no more than two per district will be selected, so districts should prioritize their submissions.

Performing groups also will be selected to entertain attendees during the Student Achievement Fair. To be considered, submit an audio or video recording of the performing group.

### Student Achievement Fair application

Tuesday, Nov. 9, 2010 11:30 a.m. – 3:30 p.m.

\_\_\_\_ Enclosed is a concise title and description of our **student achievement program** in 25 words or less, including what we think others will learn from our booth. (You may submit additional material that describes your program.)

Will you need electricity? Yes No (please circle one)

\_\_\_\_ Enclosed is a title and description of the **performing group** that we would like to showcase at the Student Achievement Fair. (Include an audio or video recording of the performing group.)

Title of program or performing group: \_\_\_\_\_

Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Submitted by: \_\_\_\_\_ Title: \_\_\_\_\_

*(Please inform the contact person as to your submission.)*

Daytime phone: ( ) \_\_\_\_\_ E-mail: \_\_\_\_\_

*(Please print)*

Contact person: \_\_\_\_\_ Title: \_\_\_\_\_

Daytime phone: ( ) \_\_\_\_\_ E-mail: \_\_\_\_\_

*(Please print)*

Superintendent: \_\_\_\_\_ E-mail: \_\_\_\_\_

*(Please print)*

School district: \_\_\_\_\_ Address: \_\_\_\_\_

City: \_\_\_\_\_ Ohio ZIP: \_\_\_\_\_

If selected, your district's program will be showcased in a 10x10-foot booth that can accommodate up to five people. (More details to follow). Applications may be submitted online at [cc.osba-ohio.org](http://cc.osba-ohio.org), or mail **student achievement program** applications to **Kathy LaSota**, deputy director of search services and board development, OSBA, 8050 N. High St., Suite 100, Columbus, OH 43235. Mail your completed **performing group** application, with recording, to **Al Meloy**, deputy director of search services and board development, at the above address. Visit [www.osba-ohio.org/sa.htm](http://www.osba-ohio.org/sa.htm) for specific details regarding the Student Achievement Fair. **Application deadline is Friday, April 23, 2010.**



# OSBA Capital Conference and Trade Show

Nov. 7–10, 2010 • Columbus

Share your expertise and experience. OSBA invites you to submit a presentation overview for the 2010 OSBA Capital Conference and Trade Show. OSBA's Conference Planning Committee will evaluate and select presentations based on criteria such as high interest and relevance; creativity and innovation; success supported by positive results; and solid, practical, how-to information. Creative formats and student involvement in programs are encouraged. Final selections will be made in May. To nominate a speaker or propose another topic, please use the form on the next page. Duplicate the form if you would like to make multiple nominations. Suggested topics include, but are not limited to, those listed below. Learning tracks are in bold.

## Selected learning tracks

### **21st century learning**

Education from a global perspective  
Educational futurists  
Governor's Institute on Creativity and Innovation in Education  
Using social media for learning

### **Administration**

Board/administration relationship  
Disciplining your own  
Growing your own administrators  
How to build leadership  
Superintendent/treasurer evaluations  
Superintendent/treasurer standards

### **Board development**

Board members on the bargaining team  
Boardmanship basics  
Conflict resolution  
Goal setting and annual retreats  
Governance models  
How to advocate for your child while serving as a board member  
How to be relevant  
Mock board meeting (role play)  
Parliamentary procedure

### **Career education/ESC**

Effectively using business advisory counsels  
ESC funding  
Job placement in a difficult economy  
JVSD to college-bound  
Role of the ESC  
Tech prep

### **Community relations**

Collaboration with the business community  
Dealing with special interest groups

Effect of charter schools on education in Ohio  
Establishing public school foundations  
Handling hostile news media  
Levy campaigns and community involvement  
Media relations  
Parent and civic engagement  
Privatization of services/consolidations  
Promoting public schools  
Relationship between home school and community schools  
Tools for community dialogue  
Using technology in communicating with your community (i.e. blogging)  
We're closing your school  
When good people go bad

### **Finance/facilities**

Beyond stimulus funding  
Board's role in school construction  
Dealing with special interest groups  
Establishing foundations  
LEED projects (Leadership in Energy and Environmental Design)  
Ohio Evidence Based Model spending  
Ohio School Funding Advisory Council  
Ramifications of ARRA (American Recovery and Reinvestment Act)  
Understanding bonding projects/agents

### **Hot topics**

Biennial budget outlook  
Changes in retirement programs — STRS and SERS

Consolidation issues  
Early buyout incentives  
Federal legislative issues  
Federal Relations Network  
Negotiations primer — law vs. negotiated agreements  
Privatization of services/consolidations  
Q&A with State Board of Education members  
School operation standards — Ohio Evidence Based Model  
Senior project  
Sharing resources and services between districts — local government commissions  
Social responsibility and sustainability  
Training on hazing, bullying and dating violence education

### **Human resources**

Aspiring superintendent skills  
Best practices in health care programs  
Early buyout incentives  
Growing your own administrators  
Issues with makeup days and limited calamity days  
Ohio Leadership Advisory Council  
Performance incentives and differential compensation  
Pros and cons of retire/rehire  
Recruiting/interviewing/retention  
Student/teacher recognition programs

### **Instruction**

Character education strategies

Comparison of different national education models  
Credit flexibility  
Extended-day programs  
Financial literacy  
Update on standards and assessments  
Using social media tools effectively  
Year-round school

### **Legal**

Changes in teacher licensure  
Conflicts of interest/ethics  
Current issues  
Issues related to student expulsion  
Public records related to directory information  
Public records related to searches  
Restraint and seclusion  
Self-policing — when board members or administrators are in trouble  
Teacher licensure/tenure/dismissal changes  
Texting, social networking and blogging — First Amendment issues

### **Organizational outlook**

School Employees Health Care Board best practices update

### **Safety and wellness**

Food allergies  
Gangs in schools  
Going green  
Jarod's Law — what now?  
Nutrition legislation/issues  
Safety policies  
Sharing best practices from your wellness committee

Staff safety and wellness programs  
Zero tolerance — does the punishment fit the crime?

### **Student achievement**

Benefits of all-day kindergarten  
Dealing with opportunities for accelerated students  
Does adequate yearly progress affect the Local Report Card?  
Effectiveness of preschools  
Impact of board work on student achievement (Lighthouse Study)  
Impact of parental involvement  
Race to the Top  
Senior projects as a requirement for graduation  
Student recognition  
Year-round school

### **Student issues**

Dating/bullying (House Bill 16)  
Extended day  
Health and mental health issues  
Military opportunities for students (JROTC, recruiters, etc.)  
Misuse/inappropriate use of social media  
Student tragedies  
The Individualized Education Program (IEP) team/process

### **Technology**

Effective use of digital technology and social media  
Social media policies and guidelines/case law updates  
Teaching in the digital age



# 2010 Capital Conference speaker nomination form

**We want you!**

Speak and share your knowledge at the  
**2010 OSBA Capital Conference**

Nov. 7-10 at the Greater Columbus Convention Center



**Title of breakout presentation:** \_\_\_\_\_ (please limit to 40 characters)

Presentation format: panel open microphone dialogue debate role-play

Select a learning track from the list on the previous page that best describes the topic: \_\_\_\_\_

**Main contact's name:** \_\_\_\_\_ Title: \_\_\_\_\_  
District/firm: \_\_\_\_\_ Phone (day): \_\_\_\_\_  
Address: \_\_\_\_\_ Phone (cell): \_\_\_\_\_  
City, ZIP: \_\_\_\_\_ E-mail address: \_\_\_\_\_

**Please list all co-presenters' names and information:**

<b>Name:</b> _____	<b>Name:</b> _____
District/firm: _____	District/firm: _____
Title: _____	Title: _____
Address: _____	Address: _____
City, ZIP: _____	City, ZIP: _____
Phone (day): _____	Phone (day): _____
E-mail address: _____	E-mail address: _____

<b>Name:</b> _____	<b>Name:</b> _____
District/firm: _____	District/firm: _____
Title: _____	Title: _____
Address: _____	Address: _____
City, ZIP: _____	City, ZIP: _____
Phone (day): _____	Phone (day): _____
E-mail address: _____	E-mail address: _____

**In 50 words or less, describe the presentation and specific skills or knowledge participants will gain by the end of your session. OSBA reserves the right to edit the description for use in the *Conference Guide*. (Please feel free to submit additional material that describes your program.)**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

<b>Submitted by:</b> _____	Title: _____
(Please inform the speaker(s) as to your submission)	Phone (day): _____
District/firm: _____	Phone (cell): _____
Address: _____	E-mail address: _____
City, ZIP: _____	

**Rules for proposal submissions**

1. Submit as many ideas as you wish. Just make sure each overview incorporates all the requested information (use a separate sheet of paper if necessary).
2. Your proposal must be complete (title, short description and up to two pages of supporting information) to qualify for consideration.
3. Proposals must be received in the OSBA office by **5 p.m., March 19, 2010**. You are encouraged to submit your proposal as soon as possible. Use one form per topic. This page may be duplicated.
4. Speakers agree to supply handout material for distribution to attendees by **Oct. 8, 2010**.
5. **Internet drops and computers will not be available for the presentation.**
6. Presentations must be product- and vendor-neutral and include a member school district.
7. **Selected presenters are required to register with their district or exhibiting company for the conference.**

Please return this form to **Judy Morgan**, secretary of board development.

Please contact **Rob Delane**, deputy executive director and director of school board development, or Judy Morgan with questions.

Send to OSBA, 8050 N. High St., Suite 100, Columbus, OH 43235-6481 or fax to (614) 540-4100.

**USE ONE FORM PER TOPIC/RECOMMENDATION. THIS PAGE MAY BE DUPLICATED.**

## Passing a levy in difficult economic times

# Levy University

Wednesday, April 7 9 a.m.–3:15 p.m.  
OSBA office, Columbus Cost: \$120



The economy is a mess, unemployment is high and community members have lost jobs and are struggling to keep their homes. Fewer school levies were on the ballot last year than the previous five years, but nearly 61% of those levies passed.

“How is that possible?” you ask. Through hard work, meticulous planning and creative strategies.

Come to the April 7 OSBA Levy University to learn how five Ohio school districts succeeded in very trying times.

This workshop is for all administrators, school board members and levy chairs who are even thinking about conducting a levy campaign in the near future.

### Agenda

- |   |   |
|---|---|
| <p>8:30 a.m. <b>Registration opens</b></p> <p>9 a.m. <b>Introductions/welcome</b><br/><i>Scott Ebright, APR, deputy director of communication services, OSBA</i></p> <p>9:05 a.m. <b>Selling a complicated tax proposal</b><br/>Northwestern Local (Clark) Schools passed a 1% earned income tax and an Ohio School Facilities Commission bond issue on the first try. Hear how this rural district sold the two taxes on the November ballot.<br/><i>Anthony T. Orr, superintendent, Northwestern Local</i></p> <p>10:05 a.m. <b>Won by one</b><br/>Every vote truly counted in Sidney City’s fourth try to pass an operating levy. Learn how the district overcame a vocal opposition to squeak out a win.<br/><i>Patrick J. O’Donnell, superintendent, Sidney City and Emily Doenges, communications coordinator, Sidney City and Shelby County ESC</i></p> <p>11:05 a.m. <b>Break</b></p> | <p>11:20 a.m. <b>Passing a substitute tax levy</b><br/>Monroe Local (Butler) was the first school district in the state to pass a substitute property tax issue. Find out the reasons for picking this new taxing tool and the challenges of promoting it.<br/><i>Kelley Thorpe, treasurer, Monroe Local</i></p> <p>12:20 p.m. <b>Lunch</b></p> <p>1 p.m. <b>Got organized opposition? Get strategic!</b><br/>Despite organized opposition, after four previous levy defeats South-Western City Schools succeeded with a well-organized, grassroots, community-led campaign. Find out what they learned throughout the process.<br/><i>Sandy Nekoloff, executive director of communications, South-Western City</i></p> <p>2 p.m. <b>Break</b></p> <p>2:15 p.m. <b>Changes in campaign strategy worked</b><br/>Learn how Groveport Madison Local (Franklin) changed its levy campaign tactics to pass a 9.36-mill replacement levy last May. Direct voter contact was the key.<br/><i>Scott McKenzie, superintendent, Groveport Madison Local</i></p> <p>3:15 p.m. <b>Adjourn</b></p> |
|---|---|

Registration will begin at 8:30 a.m. Tuition is \$120, which covers registration, materials, lunch and refreshments. For directions, visit [www.osba-ohio.org/osbamap.htm](http://www.osba-ohio.org/osbamap.htm).

## Management Development Series #1:



# Administrator salaries and retirement incentives: current trends

*Tuesday, March 30*  
*OSBA office, Columbus*  
*Directions: visit [www.osba-ohio.org/osbamap.htm](http://www.osba-ohio.org/osbamap.htm)*

*10 a.m. to 2:30 p.m.*  
*Cost is \$75*

Two of the more confusing issues for boards of education are found in understanding administrators' salary structures and offering employees retirement incentives. Both topics are unique in that multiple options exist, yet boards continually search for something new, better or more effective. This workshop will focus on both the theory and practice of administrator salary schedules and look at new trends, such as incentive pay. Retirement incentives will be compared and contrasted, from early retirement incentives (ERIs) to "please leave" bonuses and everything in between. Attendees will fully participate in the discussions and have the opportunity to share unique questions or situations that exist in their district.

Presenters: *Jeffery C. Rahmberg*, partner, Rahmberg Stover & Associates; and *Van D. Keating*, director of management services, OSBA

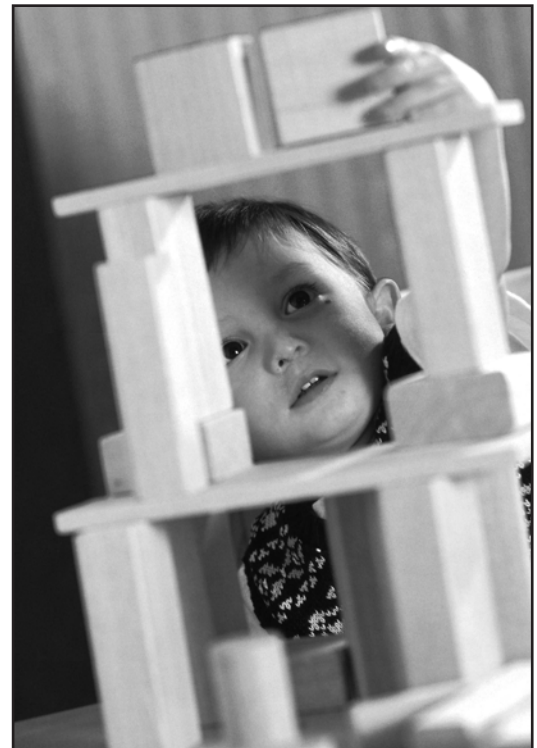
# Building support for your schools

**Communication Workshop**  
**Wednesday, April 14, 9 a.m. to 3:30 p.m.**  
**OSBA office, Columbus**

A great working relationship with parents, businesses and the local community is the key to building support for your district. But what's the most effective way to reach out to these groups?

Attend this workshop, and learn how to:

- work with the media to spread the word about the great things happening in your schools,
- tap into your parents' power,
- develop successful school-business partnerships,
- connect with groups in your community,
- deal with opposition groups.



The cost to attend this workshop is \$120, which includes lunch, refreshments and materials. Registration will begin at 8:30 a.m. For directions, visit [www.osba-ohio.org/osbamap.htm](http://www.osba-ohio.org/osbamap.htm).



# WORKSHOP REGISTRATION

## Back to basics:

**Negotiations 101 for board members**

March 11, \$75

**ESC Workshop**

March 19, \$120

**School Finance in Ohio**

March 26, \$120

**MDS #1: Administrator salaries and retirement incentives**

March 30, \$75

**Levy University**

April 7, \$120

**Building Support for your Schools Communication Workshop**

April 14, \$120

## OSBA Workshop Registration Form

Workshop name \_\_\_\_\_ Workshop date \_\_\_\_\_  
 Attendee name \_\_\_\_\_ Title \_\_\_\_\_  
 Daytime phone \_\_\_\_\_ E-mail \_\_\_\_\_  
 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 e-mail Laurie Miller at [Lmiller@ohioschoolboards.org](mailto:Lmiller@ohioschoolboards.org). Include a purchase order number with fax or e-mail.



\_\_\_\_\_ *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 e-mail confirmation of registration if an e-mail 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, e-mail 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.



E-mail 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.osba-ohio.org](http://www.osba-ohio.org). Select "Training."

### 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.





## TECHNOLOGY

by John Laws, executive director of technology, Lakota Local (Butler)

### Using WebQuests to promote learning

Here we go again, speaking techno-talk. What is a “WebQuest”? OK, let me see if I can help explain this one.

According to Wikipedia, which we’ll cover later, a WebQuest, as implied by the name, is an inquiry-based, online learning activity. During this activity students work in groups, dividing assignments among each other, so that everyone participates in a group-assigned role. The objective is to promote transformative learning outcomes, accomplished by reading, analyzing and synthesizing Web-based information. WebQuests were invented by **Bernie Dodge** and **Tom March** at San Diego State University in 1995.

WebQuests are fantastic ways to promote project-based learning and improve social interaction among groups of students. As **Don Tapscott** reminds us in “Growing Up Digital: The Rise of the Net Generation,” social interaction places the teacher in a unique role. “The teacher is not an instructional transmitter,” Tapscott writes. “He is a facilitator to social learning whereby learners construct their own knowledge.”

WebQuests consist of six building blocks:

- the introduction: background knowledge that encourages the learner’s interest;

- the task: a detailed explanation of what the learner is expected to do;
- the purpose: steps that learners can take to complete the quest;
- resources: Web sites and other resources for the quest;
- the evaluation: measures the quest’s impact on learning;
- the conclusion: teachers and learners reflect on and summarize the quest.

When a teacher assigns a WebQuest project, each student in the group is responsible for a part of the quest. Social interaction and team responsibility are honed as they work together to complete each of the six building blocks. The WebQuest encourages each student to be responsible and do his or her part for the team, working together to complete the project.

When students are engaged learners they begin to realize

learning is a social experience. They are able to view their own ideas through the eyes of others, encouraging better evaluation skills, open-mindedness, fair play and even conflict resolution.

The Web site ([www.webquest.org](http://www.webquest.org)) is an excellent place to learn how to use WebQuests for classroom projects. The site contains a wealth of knowledge about how to prepare for and use a WebQuest with students from varied age groups, and includes templates, examples and links to hundreds of validated content.

Oh yes, I almost forgot to mention Wikipedia. How about completing a WebQuest of your own? Go to [www.wikipedia.com](http://www.wikipedia.com), think of a word or phrase you’ve heard at a board meeting, enter it in the search box, click the arrow and see what pops-up!

#### OSBA Contract Analysis Service

OSBA provides a cost-effective professional analysis of certified and classified collective bargaining agreements. These written reviews serve as a critique of current contract provisions, suggest potential pitfalls regarding legal compliance and provide recommendations as you go into your next round of bargaining.

Contact Van Keating, director of management services, at (614) 540-4000 or (800) 589-OSBA for more information.





## LEGISLATIVE REPORT

by Michelle Francis, legislative specialist

### OSBA testifies against elimination of income tax

House Bill (HB) 400, sponsored by Rep. **John Adams** (R-Sidney), would eliminate Ohio's personal income tax over the next decade. OSBA, along with the Buckeye Association of School Administrators and the Ohio Association of School Business Officials, presented joint testimony in opposition to the bill before the House Ways and Means Committee. We are very concerned about the proposal and the potential negative effect it could have on public education in Ohio.

Currently, the income tax makes up 44% of the state's General

Revenue Fund (GRF); and according to the Legislative Service Commission (LSC), a little over 40% of the state's GRF goes to primary and secondary education.

HB 400 would completely eliminate the personal income tax without including any type of replacement mechanism for the loss of revenue that would occur.

According to an LSC report on HB 400, if the income tax were to be eliminated, school districts could be facing 3.2% cuts in state funding the first year and 31.6% cuts when fully phased-in.

Our testimony states that "since

the income tax makes up such a significant portion of the state's GRF, we are concerned that the elimination of this revenue source will cause a major shift in tax burden to local residential property taxpayers. Ohio schools rely on state revenues to provide education services to their students. Without that support, districts would be forced to go back to the ballot even more often than they do today and to request higher millage amounts."

Expert testimony on the effects of HB 400 was also provided by Dr. **Howard Fleeter** of the firm Driscoll

*Continued on page 7*



**With OSBA search services, searching for the right superintendent, treasurer or building administrator has never been so easy!**

*The search was very professionally done. The consultant met with the board as requested and spent many hours with the community in focus groups. OSBA's search services met all of our expectations in a timely manner at a reasonable cost.*

— Mechanicsburg EV

For information on Ohio's best administrative search team, call OSBA's Rob Delane, Kathy LaSota, Kendall Lee, Al Meloy or Cheryl Ryan at (614) 540-4000 or (800) 589-OSBA.



# PUBLIC SCHOOLS WORK!

by Peter P. Guerrero, superintendent, Cuyahoga Heights Local Schools

## Real-life science is at work at Cuyahoga Heights Local

Science students at **Cuyahoga Heights Local (Cuyahoga) Elementary School** are no strangers to alternative energy. For the past two years they have been exploring how to produce clean, viable and economical energy.

This educational journey began when their teacher, **Barbara Currey**, was awarded a Jennings Grant, enabling the purchase of a small wind turbine. With parent and custodial help, the turbine was

installed on the roof outside the science room and now powers four outlets in the classroom.

Last year, all third-graders were involved in a play titled, "Update Earth." The play provided the springboard for students to learn about wind energy, solar energy and hydroelectric power. Students created T-shirts with slogans like "drive a hybrid" and "use wind, not coal." These shirts became their costumes when they performed the

play — first for the entire student body, and later for parents.

This year, the third-graders are exploring wind energy by building mini wind turbines in class. They will test these turbines using fans in the classroom and by taking them outside to capture the "real" wind. Finally, they will be asked to compare the output of their small turbine to that of the huge turbine at the Great Lakes Science Center.

Whew! That's a lot of hot air.

*Legislative Report, continued from page 6*

and Fleeter. He is a consultant for the Education Tax Policy Institute (ETPI), a nonprofit research organization dedicated to analyzing and reporting on public policy as it relates to education funding and the tax issues that generate revenues for schools. OSBA and the other school management organizations are members of ETPI and requested an analysis of HB 400 and its impact on state funding. Fleeter presented a summary of his analysis and findings to the committee. Some of the key data he shared include:

- Ohio ranks 35th in the nation in state taxes per capita (1 is the highest).

- Eliminating the income tax would put Ohio 50th in state taxes per capita.

- If the income tax were to be eliminated, Ohioans earning zero to \$50,000 would save an average of \$334 per year in income taxes. Those earning more than \$250,000 would save an average of \$27,621.

- Three of the nine states with no income tax — Florida, Tennessee and Nevada — have jobless rates equal to or higher than Ohio's.

For a complete copy of our testimony and Fleeter's testimony, visit [www.osba-ohio.org/advocacy](http://www.osba-ohio.org/advocacy). For more information on ETPI visit [www.etpi-ohio.org](http://www.etpi-ohio.org).

The committee also heard testimony from a local school

district's perspective. OSBA would like to thank **Mason City Schools Superintendent Dr. Kevin Bright** and Treasurer **Dick Gardner** for coming to Columbus to testify in opposition to HB 400. They shared the devastating effects the proposed legislation would have on their district if the income tax were eliminated.

OSBA will keep you informed if there are additional hearings on HB 400. For the latest legislative updates, please contact the OSBA legislative division at (800) 589-OSBA.

*Editor's Note: All information in this article was current as of Feb. 25, 2010.*

**March 2010**

- 10 OSBA State Legislative Conference .....Columbus
- 11 OSBA Northwest Region Spring Conference.....Lima
- 11 OSBA Back to Basics: Negotiations 101 Workshop .....Columbus
- 16 OSBA Southwest Region Spring Conference .....Clayton
- 16 OSBA Workers' Compensation Meeting.....New Philadelphia
- 17 OSBA Central Region Spring Conference .....Columbus
- 17 OSBA Workers' Compensation Meeting.....Boardman
- 18-19 NSPRA/Ohio Spring Conference .....Newark
- 18 OSBA Workers' Compensation Meeting .....Strongsville
- 19 OSBA ESC Workshop .....Columbus
- 19 OSBA Workers' Compensation Meeting .....Findlay
- 23 OSBA Workers' Compensation Meeting .....Athens
- 24 OSBA Northeast Region Spring Conference.....Warren
- 24 OSBA Workers' Compensation Meeting.....Cincinnati

- 25 OSBA Workers' Compensation Meeting.....Columbus
- 26 OSBA School Finance in Ohio Workshop .....Columbus
- 30 OSBA Management Development Series #1 .....Columbus
- 31 *Last day to take action on contracts of administrators other than superintendent — RC 3319.02.*

**April 2010**

- 5 *Last day for voter registration for May election — RC 3503.01, 3503.19(A).*
- 6 OSBA Southwest Region Executive Committee Meeting.....Bellefontaine
- 7 OSBA Levy University .....Columbus
- 10-12 NSBA 70th Annual Conference & Exposition .....Chicago
- 14 OSBA Communication Workshop .....Columbus
- 15 *Last day for certain board members and administrators to file financial disclosure forms with the Ohio Ethics Commission — RC 102.02.*
- 23-24 OSBA Board Leadership Institute .....Columbus
- 30 *Last day to give written notice of intent not to re-employ teachers — RC 3319.11; and nonteaching employees — RC 4141.29.*

**May 2010**

- 2 OSBA Southeast Region Executive Committee Meeting .....Zanesville
- 4 *Special Election Day — RC 3501.01 (first Tuesday after the first Monday).*
- 5 OSBA SSDAC Meeting .....Columbus
- 5 OSBA Northeast Region Executive Committee Meeting .....Ravenna
- 6 OSBA Transportation Roundtable .....Columbus
- 10 *Last day to submit certification for August income tax levy to Ohio Department of Taxation — RC 5748.02(A) (85 days prior to election).*
- 11 OSBA Cyberlaw Workshop .....Independence
- 14 OSBA Executive Committee Meeting.....Columbus
- 15 OSBA Board of Trustees Meeting.....Columbus
- 15 *Last day to submit August emergency or current operating expenses levy to county auditor — RC 5705.194, 5705.213 (80 days prior to election).*
- 18 OSBA Management Development Series #2 .....Columbus
- 19 OSBA Cyberlaw Workshop ....Columbus