

# BRIEF CASE

THE OHIO SCHOOL BOARDS ASSOCIATION

Serving the public school leadership team



## Goldie Hawn to be a keynote presenter at Capital Conference

Actress, director, best-selling author and children's advocate **Goldie Hawn** will headline the Second General Session at the OSBA Capital Conference. Hawn won an Academy Award for best supporting actress for her breakout role in 1969's "Cactus Flower." Since then, she has starred in more than 30 films, including "The Sugarland Express," "Private Benjamin," "Death Becomes Her" and "The First Wives Club." In 2003, she founded The Hawn Foundation, whose mission is to equip children with the social and emotional skills they need to lead healthier, smarter and happier lives. Don't miss your chance to see this Hollywood legend and powerful advocate for children. For more information on the Capital Conference, which runs Nov. 11-13 in Columbus, visit <http://conference.ohioschoolboards.org> or contact OSBA.

## OSBA kicking off 17th annual Media Honor Roll program

OSBA will soon launch the 2018 Media Honor Roll program, which gives districts the opportunity to recognize local journalists for providing fair, accurate coverage of their schools. Reporters have the power to shape community attitudes about public schools, which makes it crucial for districts to cultivate good relationships with them. The Media Honor Roll program helps districts build and maintain those relationships. Details will be emailed to superintendents and communications directors and posted at <http://links.ohioschoolboards.org/35524> in early August.

## Ohio attorney general unveils school safety initiative

Ohio Attorney General **Mike DeWine** has announced that schools can now ask the Ohio Bureau of Criminal Investigation (BCI) to use its drones to take free aerial photographs of their schools for inclusion in school safety plans. Adding aerial photos to school safety plans is encouraged but not required. Local law enforcement, in coordination with school administrators, can request that BCI agents take aerial photos of schools in their area by calling (855) 224-6446. BCI will upload the photos to the Ohio Law Enforcement Gateway to be included with school safety plans.

## Capital Conference registration materials sent to districts

OSBA has shipped the 2018 Capital Conference program and registration materials to all member districts. The program was sent to board members, superintendents, treasurers, Ohio Council of School Board Attorneys members and OSBA sustaining members. It contains information on speakers, learning sessions, special events, workshops, lodging, registration and more. Registration materials were sent to superintendents and treasurers, so board members should contact their treasurer to register for the conference and special events. The Capital Conference is Nov. 11-13 at

**July 23, 2018**

Volume 49 Issue 14

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### Route workshop information to:

- ☐ Administrators
- ☐ Building principals
- ☐ EMIS coordinators
- ☐ New board members
- ☐ School resource officers

the Greater Columbus Convention Center. For details, visit <http://conference.ohioschoolboards.org>.

### **School PR group scholarship honors late OSBA editor**

The Ohio School Public Relations Association (OHSPRA) has established a scholarship in the memory of **Scott Ebright**, longtime OSBA Journal editor and deputy director of communication services. Ebright, who died in April at the age of 65 after battling cancer, previously served on the OHSPRA Board of Directors and as a regional officer for the National School Public Relations Association. The scholarship will cover the costs for one school communicator to attend OHSPRA's Spring Conference each year. It is designed to help a school communication professional who might not otherwise be able to afford to attend the conference. Applications will be accepted

### **Reading Rocks! keeps students learning over summer**

School districts continue to look for ways to help students avoid the "summer slide," which refers to learning loss during the summer.

Around 60 students at **Indian Creek Local's (Jefferson)** Wintersville and Hills elementary schools combated the slide through the Reading Rocks! summer reading program. **Nicole McDonald**, the district's Title I and elementary coordinator, told a local newspaper that the program delivers results.

"It is small group, skills-based reading instruction that is tailored to individual student's needs," she said.

Students attended sessions Tuesday through Thursday at Hills Elementary School, where they received breakfast and lunch and work with teachers to maintain their reading skills.

Source: The Herald-Star

beginning in December. For details, contact OSBA's **Crystal Davis** at (614) 540-4000 or [cdavis@ohioschoolboards.org](mailto:cdavis@ohioschoolboards.org).

### **OLAC offering free summer learning opportunities**

For more than 10 years, the Ohio Leadership Advisory Council

(OLAC) has been creating and offering a variety of free leadership resources for administrators, teachers and teams. This summer's opportunities include online learning modules, webinars and a video library. Visit <http://links.ohioschoolboards.org/72977> for more information.



## **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: **Randy Smith**, Forest Hills Local (Hamilton)

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

Editor: **Gary Motz**, senior editorial manager

Managing editor, layout and design: **Angela Penquite**, senior communication design manager

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

*A one-year subscription to Briefcase is \$135 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.*

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

### **OSBA online**

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

OSBA offers its members a full slate of school transportation services. They range from driver training seminars, administrative in-service sessions and routing efficiency audits to emergency plan development, driver qualifications assurance studies and assistance with legislated procedures, such as payments in lieu of transportation. OSBA consultants also are on hand to provide general transportation consulting and assistance. To learn more, visit <http://links.ohioschoolboards.org/47696>.



# BULLETIN BOARD

compiled by Melanie Price, senior administrative assistant of communication services

## Other searches

Position	Location	Deadline	Contact
Transportation supervisor	Olentangy Local (Delaware)	July 31	Lori Carter-Evans, director of transportation, Olentangy Local, (740) 657-4080

## Board changes

**Maplewood Local (Trumbull)** Board of Education member **Joyce E. Barzak** announced her resignation effective July 1. She is moving out of the district. ●●● **Perry Local (Stark)** appointed **Florence Tuesdale** to the board effective June 26. She replaced **David J. Ramos**, who resigned. ●●● **Solon City** Board of Education member **Margo Morrow** announced her resignation effective July 1. She is moving out of the district. ●●● **Troy City** appointed **Susan Borchers** to the board effective June 29. She replaced **William Overla**, who resigned.

## Administrative changes

### Superintendents

**Ashtabula Area City** hired Interim Superintendent **Mark Potts** as superintendent effective Aug. 1. ●●● **Evergreen Local (Fulton)** hired **Eric J. Smola** as superintendent effective Aug. 1. He will replace **James Wyse**, who took the superintendent position at **Millcreek-West Unity (Williams)**. Smola currently is the principal at St. Francis de Sales High School in Toledo. ●●● **Fairborn City** hired **Eugene Lolli** as interim superintendent effective Aug. 1. He will replace **Mark O. North**, who took the superintendent position at **Wood County ESC**, replacing **Kyle Kanuckel**, who retired. Lolli currently is the district's high school principal. ●●● **Hopewell-Loudon Local (Seneca)** Superintendent **David Alvarado** announced his resignation effective July 31. He has taken an assistant principal position at **Findlay City**. ●●● **Mathews Local (Trumbull)** hired **Russell McQuaide** as superintendent effective Aug. 1. He will replace **Lewis Lowery**, who is retiring Aug. 1. McQuaide currently is a principal at **Bloomfield-Mespo Local (Trumbull)**. ●●● **Osnaburg Local (Stark)** hired **Kevin Finefrock** as superintendent effective Aug. 1. He will replace **Todd David Boggs**, who resigned to take the superintendent position at **Perkins Local (Erie)**. Finefrock currently is an administrator at Walsh University. ●●● **Ridgemont Local (Hardin)** hired **Sally Henrick** as superintendent effective July 1. She replaced Interim Superintendents Dr. **Ellen Suzanne Darmer** and **Ann Harvey**. Henrick previously was the district's principal of curriculum and instruction. ●●● **Sidney City** hired **Robert J. Humble** as superintendent effective Aug. 1. He will replace **John F. Scheu**, who is retiring. Humble currently is the superintendent at **Fairbanks Local (Union)**. ●●● **Southern Local (Columbiana)** hired **Thomas Cunningham** as superintendent effective Aug. 1. He will replace Interim Superintendent **Anna Marie Vaughn**. Cunningham currently is an elementary principal at **Southern Local (Columbiana)**. ●●● **Lorain City** Assistant Superintendent Dr. **Stephen A. Sturgill** announced his resignation effective Aug. 1. He has taken the deputy chief of staff

*Continued on page 4*

### Editor's note

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

# Attendance, Tuition and Custody Law Workshop

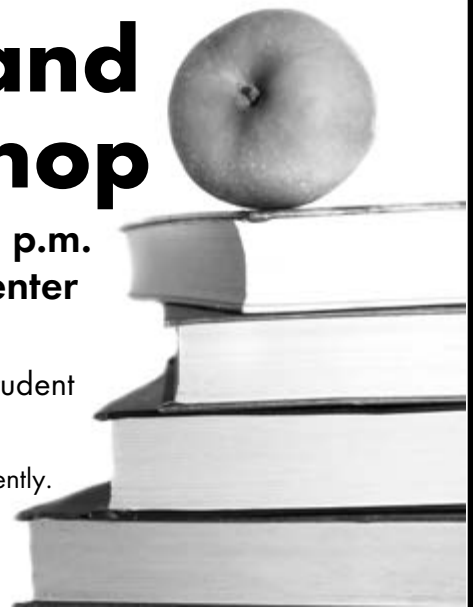
Friday, Aug. 3

9 a.m. to 3:15 p.m.

Nationwide Hotel and Conference Center, Lewis Center

**Cost: \$180**, includes registration, continental breakfast, lunch and materials. The registration fee includes one book: "The Ohio Public Student Attendance and Tuition Guide."

The law addressing attendance and tuition matters is complex and changes frequently. How your district handles these matters affects your bottom line. Learn the latest legal developments at this information-packed seminar.



## Agenda

**8:30 a.m. Registration and continental breakfast (provided)**

**8:50 a.m. Welcome**

**9 a.m. 'Hi, I'm here to enroll ...'**

Generally, a student may attend in the district where his or her "parent" resides. However, varied definitions of parent and numerous exceptions to this general rule create quandaries for even the most veteran EMIS coordinator. Our panelists will tackle a number of enrollment scenarios and provide answers to your common custody questions.

*Sara C. Clark, chief legal counsel, OSBA; Janie Gildersleeve, truant officer/home school coordinator, Ashtabula County ESC; and Hollie F. Reedy, Esq., Ennis Britton Co. LPA*

**10:30 a.m. Break**

**10:45 a.m. Homeless students and unaccompanied youth**

Who meets the definition of homeless? Who is considered an "unaccompanied youth?" Student scenarios and common barriers to implementing the McKinney-Vento Act will be discussed.

*Christina Endres, program specialist, National Center for Homeless Education*

**11:45 a.m. Lunch (provided)**

**12:45 p.m. Custody options for children involved in the child welfare system**

Review the different custody options for children in the child welfare system, including safety plans, temporary and permanent custody, planned permanent living arrangements and kinship care arrangements. Learn about the legal implications of each option.

*Jennifer A. Flint, Esq., Bricker & Eckler LLP; and Fawn Gadel, Esq., director of Ohio START, Public Children Services Association of Ohio*

**1:45 p.m. Break**

**2:15 p.m. Attendance and enrollment policies: do's and don'ts**

Join an OSBA policy consultant for a review of the most frequently discussed attendance and enrollment policies and procedures, including residency verification protocols, open enrollment policies and accounting for student absences and attendance.

*Kenna S. Haycox, senior policy consultant, OSBA*

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

The workshop will be held at Nationwide Hotel and Conference Center, 100 Green Meadows Drive South, Lewis Center, 43035. The phone number is (614) 880-4300. Register online at **[www.ohioschoolboards.org/workshops](http://www.ohioschoolboards.org/workshops)** or contact **Laurie Miller**, OSBA senior events manager, at (614) 540-4000, (800) 589-OSBA or [Lmiller@ohioschoolboards.org](mailto:Lmiller@ohioschoolboards.org).



A new workshop  
for school  
boards and their  
leadership teams

# Your District's Financial Health

*Developing Your Expertise as the Leadership Team*

Thursday, Aug. 23 • Marriott Columbus University Area, Columbus

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

**9 a.m. Where's the money? Communicating your budget to the public**

It is necessary for all members of the leadership team to understand and successfully communicate clear and compelling points about complex issues like your district's budget. Learn strategies for explaining and using your district's budget numbers to garner the community support needed to advance your district's goals.

*Beryl Piccolantonio, board member, Gahanna-Jefferson City and Eastland-Fairfield Career & Technical Schools; and Daphne Moehring, board member, and Steve Barrett, superintendent, Gahanna-Jefferson City*

**10 a.m. Ensuring a successful board-treasurer partnership**

It's critical that all members of the board of education work together and communicate as one with their treasurer. Equally important is the treasurer's ability to successfully partner with the superintendent in guiding the board to decision-making that leads to district success. Panelists will discuss their perspectives, objectives and strategies for cultivating and maintaining a successful, interdependent board-treasurer relationship.

*Lisa Whiting and Paul Lambert, board members, and Brian Wilson, treasurer, Hilliard City; Karen Schofield, board member, Cuyahoga Falls City; and Justin Klingshirn, treasurer, Vermillion Local (Erie)*

**11 a.m. Break**

**11:15 a.m. Your policy as a guide: Top 10 district financial policies**

Strong policies and a working knowledge of the district's procedures in key financial areas like cash management, fiscal accounting and reporting, disposition of property, procurement and use of district credit cards are invaluable to controlling fraud, waste and abuse. Learn the top 10 financial policies districts can use to accomplish these goals.

*Kenna S. Haycox, senior policy consultant, OSBA; and Amelia R. Gioffredo, treasurer, Fremont City*

**12:15 p.m. Lunch (provided)**

**1 p.m. The all-important audit: Findings for recovery**

This session provides guidance on findings for recovery, including detailed information about what they are, what they mean for districts and how they are resolved. Learn about common issues and frequent findings identified in school district audits. *This session has been approved for 1.0 hour of CPIM credit.*

*Mark W. Altier, chief legal counsel, Ohio Auditor of State's Office*

**2 p.m. Break**

**2:15 p.m. Managing and monitoring educator certifications**

Whose responsibility is it to verify that an educator has the appropriate certification? Is conditional employment an option for an unlicensed educator? May a treasurer pay an unlicensed educator? What happens if an educator's licensure lapses? Get answers to some of your legal and operational questions about employee licensure.

*Pamela A. Leist, Esq., Ennis Britton Co. LPA*

**3:15 p.m. Booster groups: Boon or bane?**

With limited financial resources, districts are increasingly relying on outside organizations to offer support. Learn about the legal and practical implications of relying on fundraisers and donations from booster groups to fund things like capital improvement projects, coaches' salaries and more.

*Andrew L. Geistfeld, treasurer, Upper Arlington City; and Matthew L. Stout, Esq., Bricker & Eckler LLP*

**4:15 p.m. Adjourn**

The cost to attend this workshop is \$180, which includes breakfast, lunch and two books: "Board-Treasurer Partnership" and "Making Sense of School Finance." Register online at [www.ohioschoolboards.org/events](http://www.ohioschoolboards.org/events) or contact **Laurie Miller**, senior events manager, at (614) 540-4000, (800) 589-OSBA or [lmiller@ohioschoolboards.org](mailto:lmiller@ohioschoolboards.org).

**Special registration rate:** OSBA is offering a special registration rate to encourage district leadership teams to attend together: You can register three or more from your district at the same time and use code BUY2GET1 to get one free registration (\$180 value).

OSBA would like to thank the following sponsors: Ohio School Plan; PaySchools; Thomas Built Buses by Ohio CAT/Myers Equipment Corp.; Valic Financial Advisors; and Waibel Energy Systems.





# Collective Bargaining Workshop

Friday, Sept. 7 • OSBA office, Columbus • Cost: \$170 (includes the book "Labor Relations in Ohio Public Schools")

Join us to learn about the collective bargaining process, your role in that process and what you can do to ensure bargaining in your district goes smoothly. Learn tips for effective bargaining and discuss frequently exchanged bargaining proposals. This workshop is for anyone who might serve on the management side of the bargaining team: board members, superintendents and treasurers, and other administrative staff. *This program has been approved by the Supreme Court of Ohio Commission on Continuing Legal Education for 5.00 hours of continuing legal education (CLE) credit.*

**8:30 a.m. Registration and continental breakfast (provided)**

**9 a.m. Costing out your collective bargaining agreement**  
It's not just salary and benefits; almost every concession made at the bargaining table has a monetary impact on a school district. Review the most commonly overlooked cost-saving measures, and discuss the biggest financial pitfalls associated with the bargaining process. This session will help you prepare by providing the knowledge to identify proposals that create financial hardship to districts.  
*Ashley Brudno, treasurer, Chardon Local (Geauga); and Eric J. Johnson, Esq., Walter Haverfield LLP, Cleveland*

**10 a.m. Break**

**10:15 a.m. Bargaining trends in Ohio**  
Hear about the hottest bargaining trends. Learn what topics have frequently crossed the table this year and what you can expect during the next bargaining cycle.  
*Beverly A. Meyer, Esq., Bricker & Eckler LLP, Dayton*

**11:30 a.m. Lunch (provided)**

**12:15 p.m. Is IBB right for you?**  
Many Ohio districts have been moving toward interest-based bargaining (IBB), but it isn't always right for every group. Learn about the IBB process and whether it could be successful in your district.  
*Van D. Keating, senior staff attorney, OSBA; and Douglas M. Corwon, commissioner, Federal Mediation & Conciliation Service*

**1:15 p.m. Break**

**1:30 p.m. How to be a good bargaining team member**  
Not everyone is cut out to be a member of a bargaining team. Learn tips and tricks to ensure you're a valued member of the team and don't make any critical mistakes in the process.  
*Lisa M. Burleson Esq., Burleson Law Offices LLC*

**2:15 p.m. Labor relations in the digital age**  
Technology is changing, but the collective bargaining statutes have not. Learn about particularly perplexing bargaining-related issues popping up in light of increased technology and what your district can do to address them before they become a problem. Time will be allotted for attendees to share their experiences with each other.  
*William M. Deters II, Esq., Ennis Britton Co. LPA, Cincinnati*

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

Register online at [www.ohioschoolboards.org/workshops](http://www.ohioschoolboards.org/workshops) or contact **Laurie Miller**, senior events manager, at (614) 540-4000, (800) 589-OSBA or [Lmiller@ohioschoolboards.org](mailto:Lmiller@ohioschoolboards.org).



# Central Region Fall Conference

Wednesday, Sept. 19

Villa Milano, 1630 Schrock Road, Columbus, 43229 • (614) 882-2058

5 p.m. **Networking**

5:50 p.m. **Welcome and introductions**

*Amy Eyman, Central Region president; board member, Lancaster City*

**Presentation of 2019 Central Region Executive Committee slate of nominations**

6 p.m. **Legislative update**

*Jennifer Hogue, director of legislative services, OSBA*

6:15 p.m. **Dinner**

**Entertainment** — *Lancaster City's Lancaster High School student performers*

7 p.m. **Program**

**OSBA update**

*Randy Smith, OSBA president; board member, Forest Hills Local (Hamilton)*

**OSBA comments**

*Richard Lewis, chief executive officer, OSBA*

**Keynote speaker**

*Jonathan Juravich, 2018 Ohio Teacher of the Year, Olentangy Local's (Delaware) Liberty Tree Elementary School*

**Recognitions**

- 2018 Outstanding Teachers of the Central Region
- Friends of Public Education
- Exemplary school employees
- Champion of Public Education
- Outstanding board members
- Recognition of board members celebrating service milestones of 30, 35 and 40 years

8:30 p.m. **Adjourn**

## Reservation information

**All reservations will be taken online.** Online reservations allow districts to pay with a credit card, check or be invoiced after the conference if you provide a purchase order number.

The cost to attend is \$40. The reservation deadline is Wednesday, Sept. 12. Cancellations received at least three workdays before the day of the meeting may request a full refund. All others will be charged the full event fee.

Make your reservation at <http://links.ohioschoolboards.org/crfall2018>. Please make checks payable to OSBA Central Region and mail to **Melanie Price**, senior administrative assistant of communication services, Ohio School Boards Association, 8050 N. High St., Ste. 100, Columbus, OH 43235. **If you require special accommodations, including food allergies or special dietary needs, such as a gluten-free meal, please include the information in the notes of the online reservation.**

## Authority for reimbursement

Ohio Revised Code Section 3315.15 authorizes the establishment of a service fund for board members. This fund can be used for expenses incurred at a meeting such as this.

## Award of Achievement

This conference entitles board members to five Award of Achievement credits.

# Northeast Region Fall Conference

## Wednesday, Oct. 3

The Galaxy Restaurant and Banquet Center

201 Park Center Drive, Wadsworth, 44281 • (877) 659-0054

### 5 p.m. Networking

### 5:45 p.m. Welcome and introductions

*Karen Dendorfer, Northeast Region president; board member, Parma City*

### Pledge of Allegiance

*Susie Lawson, Northeast Region president-elect; board member, Tri-County ESC and Wayne County Schools Career Center*

### Invocation

*Terry Groden, Northeast Region immediate past president; board member, North Olmsted City*

### 6 p.m. Dinner

### Balloting of 2019 officers

*Terry Groden*

### Introductions of guests and Northeast Region Executive Committee

*Karen Dendorfer*

### 6:50 p.m. Program

#### ● OSBA update

*Randy Smith, OSBA president; board member, Forest Hills Local (Hamilton)*

#### ● OSBA comments

*Richard Lewis, chief executive officer, OSBA*

#### ● Keynote speaker — Current legal update

*Kevin J. Locke, Esq., Pepple & Waggoner Ltd.*

#### ● Recognition of Northeast Region Friend of Public Education — Dr. Margaret DeLillo-Storey, district clinical counselor, Perry Local (Stark)

*Karen Dendorfer*

#### ● Recognition of Northeast Region Outstanding Executive Committee member

#### ● Recognition of Lester C. Marrison Teacher Education Book Grant recipient

*Reno Contipelli, Northeast regional manager, OSBA*

#### ● Recognition of outstanding Northeast Region board members

#### ● Recognition of Northeast Region superintendent, treasurer, administrator, volunteer, career center program, school board team and classified employee of the year

#### ● Recognition of Northeast Region Outstanding School Programs

#### ● Recognition of Student Achievement Fair participants

### Award of Achievement

This conference entitles 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 can be used for expenses incurred for meetings such as this.

## Reservations

The cost to attend is \$40 each for OSBA members, guests and spouses, which covers the cost of the meal. You may make your reservation online at <http://links.ohioschoolboards.org/nefall2018> or email your reservation to **Melanie Price** at [mprice@ohioschoolboards.org](mailto:mprice@ohioschoolboards.org). Please make checks payable to Ohio School Boards Association and send the reservation form to **Melanie Price**, senior administrative assistant of communication services, Ohio School Boards Association, 8050 N. High St., Ste. 100, Columbus, OH 43235. The deadline to RSVP is Friday, Sept. 28. Please include payment or a purchase order number with reservation. Individuals who cancel by Friday, Sept. 28, may request a full refund. All others will be charged the full fee.

Enclosed is a check for \$ \_\_\_\_\_ and/or purchase order number \_\_\_\_\_ to cover \_\_\_\_\_ reservations.

District/county \_\_\_\_\_

Name, title \_\_\_\_\_

Name, title \_\_\_\_\_

Name, title \_\_\_\_\_

Name, title \_\_\_\_\_



\_\_\_\_\_ Check here if you require special accommodations. Attach a written description of needs. (Please photocopy this form for additional reservations.)



# Northwest Region Fall Conferences

**Thursday, Oct. 4 — Vanguard-Sentinel Career & Technology Centers — Sentinel campus**  
793 E. Township Road 201, Tiffin, 44883  
(419) 448-1212

**5:30 p.m. Networking**

**Greeters:** *Toledo City's Waite High School Young Men and Women of Excellence*

**5:50 p.m. Welcome and introductions**

*Penny Kill, Northwest Region president; board member, Spencerville Local (Allen) and Apollo Career Center; and Gregory A. Edinger, superintendent, Vanguard-Sentinel Career & Technology Centers*

**Opening ceremony:** *Vanguard-Sentinel Career & Technology Centers Public Safety Program*

**OSBA welcome**

*Randy Smith, OSBA president; board member, Forest Hills Local (Hamilton)*

**6 p.m. Dinner**

*Vanguard-Sentinel Career & Technology Centers Culinary and Hospitality Management Program*

**OSBA legislative update**

*Will Schwartz, lobbyist, OSBA*

**Entertainment:** *Toledo City's Waite High School Choir*

**OSBA update**

*Richard Lewis, chief executive officer, OSBA*

**Awards and recognitions**

- Outstanding Board Member recognition
- Recognition of veteran board members
- Ohio Department of Education 2018 Momentum Awards
- Northwest Region Excellence in Community Service Award
- Northwest Region Humanitarian Award
- Who's Who Excellence Award for Outstanding Leadership
- Recognition of the Bonnie Eddy Educational Supply and Book Grant

**8:30 p.m. Announcements and adjourn**

**Thursday, Oct. 18 — Vantage Career Center**  
818 N. Franklin St., Van Wert, 45891  
(419) 238-5411

**5:30 p.m. Networking**

**5:50 p.m. Welcome and introductions**

*Penny Kill, Northwest Region president; board member, Spencerville Local (Allen); and Rick L. Turner, superintendent, Vantage Career Center*

**Opening ceremony:** *Vantage Career Center*

**OSBA welcome**

*Randy Smith, OSBA president; board member, Forest Hills Local (Hamilton)*

**6 p.m. Dinner**

*Vantage Career Center Culinary Arts Program*

**OSBA legislative update**

*Jay Smith, deputy director of legislative services, OSBA*

**Entertainment:** *Lincolnview Local's (Van Wert)*

*Lincolnview High School Choir*

**OSBA update**

*Richard Lewis, chief executive officer, OSBA*

**Awards and recognitions**

- Outstanding Board Member recognition
- Recognition of veteran board members
- Ohio Department of Education 2018 Momentum Awards
- Northwest Region Excellence in Community Service Award
- Northwest Region Humanitarian Award
- Who's Who Excellence Award for Outstanding Leadership
- Recognition of the Bonnie Eddy Educational Supply and Book Grant

**8:30 p.m. Announcements and adjourn**

Recognition award nomination forms are available at [www.ohioschoolboards.org/nw-region](http://www.ohioschoolboards.org/nw-region).

**Award of Achievement**

This conference entitles 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. This fund can be used for expenses incurred at meetings such as this.

## Reservations

Please check which conference you will attend:

☐ Oct. 4, Tiffin

☐ Oct. 18, Van Wert

The cost to attend is \$30 per person or \$160 per table (seats six) for OSBA members, guests and spouses, which covers the cost of the meal. Please include a list of attendees and titles with your reservation. **Please make checks payable to OSBA Northwest Region and mail to Dr. Judy Jackson May**, regional manager, 1513 Cobblestone Drive, Bowling Green, OH 43402. Phone is (419) 581-9782; fax is (419) 372-8448; email address is [jjacksonmay@ohioschoolboards.org](mailto:jjacksonmay@ohioschoolboards.org). The deadline to RSVP for the Tiffin conference is Friday, Sept. 14. The deadline for the Van Wert conference is Friday, Sept. 28. Please include payment with reservation. Individuals who cancel at least three workdays before the day of the meeting may request a full refund. All others will be charged the full fee. While checks are preferred, we can accept purchase orders for districts reserving one or more tables.

Enclosed is a check for \$ \_\_\_\_\_ to cover \_\_\_\_\_ reservations or \_\_\_\_\_ tables.

District/County \_\_\_\_\_

Name, Title \_\_\_\_\_

Name, Title \_\_\_\_\_

Name, Title \_\_\_\_\_

Name, Title \_\_\_\_\_



\_\_\_\_\_ Check here if you require special accommodations. Attach a written description of needs.  
(Please photocopy this form for additional reservations.)

# Southeast Region Fall Conference

Thursday, Sept. 27

Tri-County Career Center, 15676 SR 691, Nelsonville, 45764  
(740) 753-3511

5:30 p.m.    **Networking  
Entertainment**

6:15 p.m.    **Presiding and welcome**  
*Kim Harless, Southeast Region president;  
board member, Jackson City*  
**Dinner**

6:55 p.m.    **OSBA update**  
*Randy Smith, OSBA president; board  
member, Forest Hills Local (Hamilton)*  
**OSBA comments**  
*Richard Lewis, chief executive officer, OSBA*  
**Legislative update**  
*Jay Smith, deputy director of legislative  
services, OSBA*

7:35 p.m.    **Annual business meeting and election  
of 2019 officers**

7:45 p.m.    **Award presentations**

- Recognition of Ohio Department of Education Purple Star Award schools
- Presentation of Southeast Region President's Award
- Outstanding School Board Member awards
- Annual Southeast Region recognition awards
- Southeast Region's Advocate of Education award  
*Recipient: Damon Asbury, former director of legislative services, OSBA*

8:30 p.m.    **Adjourn**

## **Award of Achievement**

This conference entitles 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. The fund can be used for expenses incurred at a meeting such as this.

## **Reservations**

The cost to attend is \$38 each for OSBA members, guests and spouses, which covers the cost of the meal. You may make your reservation online at <http://links.ohioschoolboards.org/sefall2018> or email your reservation to **Melanie Price** at [mprice@ohioschoolboards.org](mailto:mprice@ohioschoolboards.org). Please make checks payable to Ohio School Boards Association and send the reservation form to **Melanie Price**, senior administrative assistant of communication services, Ohio School Boards Association, 8050 N. High St., Ste. 100, Columbus, OH 43235. Deadline for reservations is Friday, Sept. 21. Please include payment with reservation. Please call for special dietary considerations. Individuals who cancel at least three workdays before the day of the meeting may request a full refund. All others will be charged the full fee.

Enclosed is a check for \$ \_\_\_\_\_ to cover \_\_\_\_\_ reservations.

District/county \_\_\_\_\_

Name, title \_\_\_\_\_

Name, title \_\_\_\_\_

Name, title \_\_\_\_\_



\_\_\_\_\_ Check here if you require special accommodations. Attach a written description of needs. (Please photocopy this form for additional reservations.)

# Southwest Region Fall Conference

Thursday, Oct. 11

Miami Valley Career Technology Center, 6800 Hoke Road, Englewood, 45315 • (937) 837-7781

5 p.m.      **Networking**

5:30 p.m.      **Presiding**

*Scott Huddle, Southwest Region president; board member, Mad River Local (Montgomery)*

**Entertainment**

*Fairfield City's Fairfield Senior High School All Mens Show Choir Fortissi Bro, directed by Mark Mercer*

5:55 p.m.      **Presentation of colors**

*Mad River Local's Stebbins High School Air Force Jr. ROTC, instructed by Lt. Col. David Yunt and retired Master Sgt. Mike Hood*

**Pledge of Allegiance and moment of silence**

*Linda Jordan, Southwest Region president-elect; board member, Clark County ESC*

6 p.m.      **Buffet dinner**

6:40 p.m.      **Welcome and introductions**

*Scott Huddle*

**Recognition of Blue Ribbon Schools and Schools of Promise**

*Southwest Region Executive Committee*

**Special presentation**

**OSBA update**

*Randy Smith, OSBA president; board member, Forest Hills Local (Hamilton)*

**OSBA comments**

*Richard Lewis, chief executive officer, OSBA*

**Nominating Committee report and election**

*Mark Ewing, Southwest Region immediate past president; board member, Great Oaks Career Campuses*

**Legislative update**

*Jennifer Hogue, director of legislative services, OSBA*

**Presentation of the annual Friend of Education Hall of Fame award**

*Presiding: Scott Huddle, assisted by Linda Jordan*

*Recipient: Roger Grein, founder and president, Magnified Giving*

**Presentation of certificates to Ohio Teacher of the Year candidates from the Southwest Region**

*Scott Huddle and Randy Smith*

**Recognition of 2018 Southwest Region outstanding student programs**

*Scott Huddle, Linda Jordan and Dr. Kathy McFarland, deputy chief executive, OSBA*

**Presentation of Al Kettlewell Awards for Outstanding Board Members**

*Scott Huddle, Richard Lewis and Cindy Kettlewell*

**Recognition of 2018 Capital Conference Southwest Region Student Achievement Fair participants**

*Scott Huddle, Randy Smith and Richard Lewis*

**Adjournment**

**Award of Achievement**

This conference entitles board members to five Award of Achievement credits.

**Authority for reimbursement**

RC Section 3315.15 authorizes the establishment of a service fund for board members. The fund can be used for expenses incurred at a meeting such as this.

**Reservations**

The cost to attend is \$38 each for OSBA members, guests and spouses, which covers the cost of the meal. You may make your reservation online at <http://links.ohioschoolboards.org/swfall2018> or email your reservation to **Melanie Price** at [mprice@ohioschoolboards.org](mailto:mprice@ohioschoolboards.org). Please make checks payable to Ohio School Boards Association and send the reservation form to Melanie Price, senior administrative assistant of communication services, Ohio School Boards Association, 8050 N. High St., Ste. 100, Columbus, OH 43235. Deadline for reservations is Thursday, Oct. 4. Please include payment with reservation. Individuals who cancel at least three workdays before the day of the meeting may request a full refund. All others will be charged the full fee.

Enclosed is a check for \$ \_\_\_\_\_ to cover \_\_\_\_\_ reservations.

District/county \_\_\_\_\_

Name, title \_\_\_\_\_

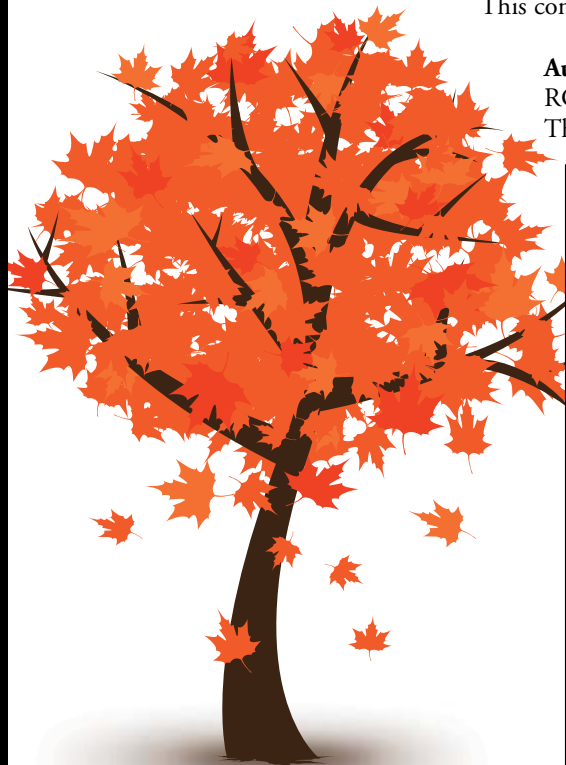
Name, title \_\_\_\_\_

Name, title \_\_\_\_\_

Name, title \_\_\_\_\_



\_\_\_\_\_ Check here if you require special accommodations. Attach a written description of needs. (Please photocopy this form for additional reservations.)







# WORKSHOP REGISTRATION

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

OSBA members can access member-only information, including workshop registration, by logging in to the OSBA website.

## How to log in

Click on “Log in to your account” on top right of the website. Log in using your email address on file and your password. Click “Reset your password” if needed.

If this is your first time logging in to the site, click “Create new account.” At the username prompt, enter your email address, select your affiliation and school district, and click “Submit.” Create a password and add your job title on the next screen. An email with a link to activate your account will be sent to you. Click on the link to activate your account, and you will be directed to a home screen.



# Reasonable Suspicion Training



OSBA is offering a reasonable suspicion drug and alcohol training program for supervisors. Completion of this course is required for all supervisors of safety-sensitive (commercial driver's license (CDL)) drivers, including school bus drivers. Best practice is that each district have at least two administrators trained in this requirement.

The course meets the Federal Motor Carrier Safety Administration U.S. Department of Transportation requirements. Attendees will receive a certificate of completion.

**Details:** This workshop is Tuesday, Aug. 7, from 10 a.m. to noon at the OSBA office.

**Cost:** \$50

**Registration:** Online at [www.ohioschoolboards.org/workshops](http://www.ohioschoolboards.org/workshops) or contact **Laurie Miller**, senior events manager, at (614) 540-4000, (800) 589-OSBA or [Lmiller@ohioschoolboards.org](mailto:Lmiller@ohioschoolboards.org)

Bulletin Board, continued from page 3

position at **Sandusky City**.

### Treasurers

**Bethel Local (Miami)** hired **Brennon Hattery** as treasurer effective Aug. 3. He will replace Interim Treasurer **Tammy S. Emrick**. Hattery currently is the assistant treasurer at **Dayton City**. ●●● **Buckeye Career Center** hired **Lori Statler** as treasurer effective Aug. 1. She will replace **Cheryl Pritts**, who took the treasurer position at **Barnesville EV**. Statler currently is the treasurer at **Claymont City**. ●●● **Coventry Local (Summit)** hired **Sherry L. Tyson** as treasurer effective Aug. 1. She will replace Interim Treasurer **David L. Osborne**. Tyson currently is the treasurer at **Youngstown City**. ●●● **Fairborn City** hired Assistant Treasurer **Richard Taylor** as interim treasurer effective immediately. He replaced **Nicole Marshall**, who took the treasurer position at **Westerville City**. ●●● **Kirtland Local (Lake)** hired **John W. Scott** as interim treasurer effective immediately. He replaced **Daniel L. Wilson**, who resigned but will continue as the treasurer at **Mentor EV**. Scott currently is the interim treasurer at **Cuyahoga Heights Local (Cuyahoga)**. ●●● **Strasburg-Franklin Local (Tuscarawas)** hired **Tricia L. Schreffler** as treasurer effective Aug. 1. She will replace Interim Treasurer **Tamra Hurst**. Schreffler currently is the assistant treasurer at **North Canton City**.

### Sympathies

Former **Akron City** Board of Education member **Elizabeth "Betty" Dalton** died July 2. She was 89. ●●● Former **Eastwood Local (Wood)** Board of Education member **Ronald Merlin Schulte** died June 26. He was 62. ●●● Former **Girard City** Board of Education member **Anthony B. Maiorana** died June 18. He was 90. ●●● **Alvin Douglas Pridemore**, a superintendent of the former **Mad-River Green Local School** district in Montgomery County, died June 22. He was 80. ●●● Former **Millcreek-West Unity Local (Williams)** and **Pleasant Local (Marion)** Superintendent **Joseph "Joe" S. Short** died June 19. He was 88. ●●● **Michael F. "Mike" Cook Jr.**, a former board of education member at **Wellsville Local (Columbiana)** and **Columbiana County Career & Technical Center**, died June 27. He was 52.



## COMMUNICATIONS

contributed by Jennifer Larsen Morrow, president, The Creative Co.

### Make changes to breathe new life into your website

Is your website dead to your audience? Is it a static online brochure that is impossible to find in the graveyard of hundreds of thousands of websites?

These days, people expect more from organizations. They're going to look at your website to see if you're credible.

Examine your content, message, images, layout and

navigation. Put yourself in your audience's shoes. If you were looking for your district, what would you see? What is "the thing" you would understand about your schools from the website? What content or valuable information could you view or download? Do you have content that shows knowledge, expertise and credibility?

A website is a vital tool. Studies have shown that it takes many interactions before someone believes your messages. Many of those interactions are online, nearly invisible to the website owner.

### Create life instead

A new movement is afoot to

*Continued on page 5*



bring life to websites that are dead and dying. The goal is to create engaging interactions with your website visitors to generate and keep interest by delivering information of value. It's dubbed inbound marketing, when people come to you for information rather than wait to receive it. It integrates essential strategies to:

- have your website be found by those seeking what you offer;
- provide audience-focused information and content for the visitor;
- track those who have found your site and connected;
- create a continuum of contact with those who have expressed interest.

A website that is alive and growing offers:

- an engaging message and persona that people will notice and remember;
- a visual layout and navigation that makes it easy to find what they're looking for;
- content that will help the visitor understand the value provided by the organization;
- valuable information that can be downloaded and shared;
- a tone and persona that is tuned for the audience, free of acronyms or stuffy language;
- a clear call to action to take the next step in engagement.

When your website is dead, it doesn't communicate. The website must be an expression of your brand, who you are and your value. It also must be created for ongoing interaction with the

audiences you seek to reach; not a summary of your goods and services or a description of what you do.

When your website is dead, it's an online, static brochure. Now it's time to create a website that draws people in, keeps them interested and informed, provides value and inspires them to return again and again.

### **It's not flash and bling**

That doesn't mean you have to incorporate all the latest bells and whistles: lots of movement, crazy graphics, pop-up views or spinning photos. Your purpose is not to overwhelm people. Be clear and straightforward, presenting interesting, informative and easy-to-follow content.

### **How do people find you?**

Do you have analytics installed to track who is coming to your site and what keywords they're using? Google Analytics ([www.google.com/analytics](http://www.google.com/analytics)) is free and will provide that information.

What do people see when they land on your home page? If someone didn't know who you are, would it be clear when he or she sees your home page? If it's confusing at first glance, your website is dead.

Review the content and language on your site. Are you providing information of value to the visitor in his or her terms? A website that's dead is one that doesn't talk to viewers in their

language to answer their questions or concerns.

Is information broken up so it's easy to scan? People scan websites and read brochures. Your website should have short sections of text, subheads, lists and bullets, and links to further information to break up long copy. A dead and buried website is long sections of text in small fonts without breaks and a black or dark background.

### **Website versus social media: Where should your information and updates go?**

People look for information on both social media and websites. Facebook, of course, is the most visited social platform. When deciding what to place where, consider your audiences and what they are accustomed to. Check your analytics. Do more people visit your website or your Facebook page? For schools, it's likely their website. If you don't have analytics, they're easy and inexpensive; to get started, check the Google Analytics site or search for free website analytics.

Remember that Facebook is a social platform, and your information will be in someone's feed along with all of their other friends and likes. On average, every adult has 338 friends. If your content is only on your website, readers must choose to visit the website to find that piece of news or information.

Social media and websites work

*Continued on page 6*



# PUBLIC SCHOOLS WORK!

compiled by Scott Gerfen, assistant editor

## Students gain real-world experience through jobs initiative

**Tatian Marzan**, a recent graduate of **Lorain City's** Lorain High School, wanted to gain some job experience over the summer before heading to Lorain County Community College.

She felt it was important to know what it's like to work a typical, five-day per week job.

The school district has partnered with the city of Lorain for the second consecutive year to provide summer jobs for students in various city departments through

the Titans At Work program.

"I have been working with sorting the files and making sure everything is neatly organized for the Building, Housing and Planning Department," Marzan told a local newspaper. "I have learned a ton; the job has been fun."

Eleven students are in the program, according to coordinator **Tamara Jones**, a Lorain City teacher. They receive \$9 per hour if it's their first year in the program

and \$10 if it's the second year.

"They learn how to take direction and complete tasks that are given," Jones said. "It is a real-world element that cannot be replicated in the classroom."

Jones meets with students twice a week to see how they're doing. She also uses the time to help students build résumés and learn various job skills. "This job experience is a good first step," graduate **Kyla Kyles** said.

The Morning Journal

*Communications, continued from page 5*

well together. An alert and link can be posted on Facebook that links back to more details on the website. Use visuals on social media — our brains process pictures thousands of times faster than text, and social posts with visuals receive far more likes and shares.

Important and timely information — like school closures and board meetings or hearings — should be posted wherever your audiences might look, so ask them on your surveys. Usually it's the website home page, but Facebook also is checked. Just make sure timely information is on both.

General "static" information

about classes, curriculum, teachers and your budget or elections belongs on the website along with regular updated news stories. Brief new updates and stories about people, such as awards, new staff and accomplishments, can be celebrated on Facebook where it can be easily shared.

Facebook is social, and people want to know about people. Use it to appeal to the emotional side, which builds trust and leads to support and loyalty. People will check the sites they trust first. If you earn trust, readers will believe the information you post on the website. Most people use websites for factual and practical information like directions, phone

numbers, hours, lists, schedules and major announcements, like a decision to place a bond issue on the ballot.

Websites and Facebook are great partners, like getting your mind and heart in sync. Use both platforms to integrate communication styles. Inform viewers with facts and touch them with stories. Build lots of links from both platforms to lead readers back and forth. For example, announce a new principal on your website, then link to his or her profile or blog on the school's Facebook page.

Source: Washington State School Directors' Association

## July

- 30 Last day to submit certification for November income tax levy to Ohio Department of Taxation — RC 5748.02(A) (100 days prior to election).
- 31 Last day to adopt a plan to require students to access and complete online classroom lessons ("blizzard bags") in order to make up hours for which it is necessary to close schools — RC 3313.482(A)(1); semiannual campaign finance reports must be filed by certain candidates (by 4 p.m.) detailing contributions and expenditures made through June 30, 2018 — RC 3517.10(A) (4).

## August

- 1 Central Region Executive Committee Meeting ..... Columbus
- 1 Northeast Region Executive Committee Meeting ..... Niles
- 1 Last day to file statistical report with Ohio Department of Education — RC 3319.33.
- 3 Attendance, Tuition and Custody Law Workshop ..... Lewis Center
- 3 Last day to submit November emergency, current operating expenses or conversion levy to county auditor for November general election — RC 5705.194, 5705.195, 5705.213, 5705.219 (95 days prior to election).

- 6 Southwest Region Executive Committee Meeting ..... Cincinnati
- 7 Reasonable Suspicion Training ..... Columbus
- 7 Special Election Day — RC 3501.01 (first Tuesday after the first Monday).
- 8 Last day for school district to file resolution of necessity, resolution to proceed and auditor's certification for bond levy with board of elections for November election — RC 133.18(D); last day for county auditor to certify school district bond levy terms for November election — RC 133.18(C); last day to submit continuing replacement, permanent improvement or operating levy for November election to board of elections — RC 5705.192, 5705.21, 5705.25; last day to certify resolution for school district income tax levy or renewal of conversion levy for November election to board of elections — RC 5748.02(C), 5705.219(G); last day to submit emergency levy for November election to board of elections — RC 5705.195; last day to submit phased-in levy or current operating expenses levy for November election to board of elections — RC 5705.251(A)(90 days prior to election).
- 19 Southeast Region Executive Committee Meeting ..... Logan
- 22 Central Region Legislative Open House ..... Columbus

- 23 Your District's Financial Health: Developing Your Expertise as the Leadership Team ..... Columbus

## September

- 7 Collective Bargaining Workshop ..... Columbus
- 12 School Security and Safety Solutions Summit ..... Columbus
- 14 Diversity and Inclusion in the Law Workshop ..... Columbus
- 19 Central Region Fall Conference ..... Columbus
- 27 Southeast Region Fall Conference ..... Nelsonville
- 30 Last day to file business advisory council plan with the Ohio Department of Education — RC 3313.821.

## October

- 1 New Attorney Collective Bargaining Agreement Workshop ..... Columbus
- 1 Last day for board to adopt annual appropriation measure — RC 5705.38(B).
- 3 Northeast Region Fall Conference ..... Wadsworth
- 4 Amplify the Positivity Workshop ..... Columbus
- 4 Northwest Region Fall Conference ..... Tiffin