

BRIEF CASE

THE OHIO SCHOOL BOARDS ASSOCIATION

Serving the public school leadership team



OSBA launching annual Media Honor Roll program

The OSBA Media Honor Roll helps school districts establish good working relationships with their local media outlets. The program gives districts the chance to recognize reporters and news organizations for providing fair, accurate coverage of schools. Details on the 2010 OSBA Media Honor Roll will soon be e-mailed to all superintendents and Ohio School Public Relations Association members. Information also will be available online at www.ohioschoolboards.org/media-honorroll.

Capital Conference luncheon speakers announced

Leadership expert **Vince Lombardi Jr.**, and **Mallory Holtman** and **Sara Tucholsky**, the founders of the Sportsmanship Defined Foundation, will be the luncheon speakers at the OSBA Capital Conference, Nov. 7-10 in Columbus. At the Nov. 8 luncheon, Lombardi will blend lessons from his legendary father and his own experiences in law, politics and pro football into an inspiring message about the qualities found in high-performing people. Holtman and Tucholsky, who gained national fame when Holtman helped Tucholsky around the bases following Tucholsky's injury, will appear at the Nov. 9 event. The luncheons require special registration; see your district treasurer to register.

Online conference hotel registration opens Aug. 26

First-come, first-served registration for Capital Conference hotel rooms at special conference rates begins at 9 a.m. on Aug. 26. *After you are registered* for the conference, your district contact person will receive an e-mail containing the Internet link to the conference housing site, along with a unique code. Reservations must be made by Oct. 15 to receive conference rates. For details, see pages 4 and 11 in the Capital Conference Brochure, which was mailed earlier this month.

August school ballot issues about average for special elections

Twenty-eight Ohio school districts will hold special elections in August. Voters in those communities will see 17 property tax, two income tax, two stand-alone bond and seven combination bond with property tax issues. There were 18 issues on the August 2009 ballot and 32 the previous August.

OSBA offering free legislative platform webinar

The association is hosting the OSBA Legislative Platform Feedback webinar on Thursday, Aug. 5. The free, one-hour session begins at 11:30 a.m. This is an outstanding opportunity for school board members to learn more about proposed amendments to the platform, as well as the process for boards to submit a resolution to amend the platform. For further information, see "Legislative Report" on page 6.

July 26, 2010

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Route workshop information to:

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

Study shows no clear advantage to charter schools

Students attending charter middle schools did not outperform their peers in public schools in mathematics or reading test scores, attendance, grade promotion or student conduct within or outside of school, according to a national study by Mathematica Policy Research. The study compared the outcomes of 2,330 students in 36 charter middle schools in 15 states. To read the report, visit <http://links.ohioschoolboards.org/35223>.

OSU leading \$20 million children's reading initiative

The Ohio State University's College of Education and Human Ecology will be directing a five-year, \$20 million project aimed at improving reading skills in children from pre-K through grade three. Researchers participating in the program will develop

intervention programs to increase language skills and reading comprehension that can be implemented in U.S. schools. The project is funded by the federal Institute of Education Services and involves 14 researchers at five universities in the U.S. and United Kingdom.

Teacher and school end careers on the same day

Wrapping up 42 years of teaching, **Dixie Hamilton** bid farewell to the **Geneva Area City** school where she taught for her entire career.

And as she closed out her teaching days, the doors of Platt R. Spencer Elementary School closed for the last time, as well. Heading into retirement along with Hamilton were the school mascot, Spencer the Wildcat, and the school colors.

She said she never thought she would spend her entire career at the school, but told a local newspaper, "I walked through the door and I fell in love with the students. It was always my hope and dream to make an impact on children.

"I have taught for more than 40 years with the same theme, 'Plan your dreams and follow them.'"

Source: *The (Ashtabula) Star Beacon*

Ohio National Guard working with schools to combat drugs

The Ohio National Guard will be participating in the Red Ribbon campaign, the nation's largest drug prevention program. The campaign runs Oct. 23-31. Ohio National Guard representatives will visit classrooms during that week to present red ribbons to students and encourage them to wear the ribbons as a symbol that they will say no to drugs. To schedule a visit to your school, contact Staff Sgt. **Shelly Kolb** at (614) 620-2935 by Aug. 30.



Briefcase

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

OSBA President: **John Pennycuff**, Winton Woods City

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

Editor: **Scott Ebright**, APR, deputy director of communication services

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

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

A one-year subscription to Briefcase is \$110 for up to 15 subscribers. Briefcase also is available electronically by e-mail or by fax. For more information, contact Ann Herritt at the address or fax number above or e-mail to aherritt@ohioschoolboards.org.

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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.ohioschoolboards.org

The OSBA website contains free student achievement webinars available to board members. To view these webinars, visit the home page, click on Member Resources, then, on the next page, click on Webinars. You will need your username and password; contact **Ann Herritt** at (614) 540-4000 if you do not have this information.



BULLETIN BOARD

compiled by Melanie Price, administrative assistant of communication services

OSBA executive searches

Superintendent

District

① Youngstown City

Deadline

July 30

Contact

OSBA Search Services, (614) 540-4000



Other positions

Position

Treasurer

District

Twin Valley Community
Local (Preble)

Deadline

Aug. 6

Contact

Kevin Turner, superintendent, Preble
County ESC, (937) 456-1187, ext. 135

Deputy superintendent

Mid-Ohio ESC

Aug. 6

Jill Weidner, Mid-Ohio ESC,
(419) 774-2515

Board changes

Granville EV appointed Russ Genise to the board effective July 12. He replaces Tony Beckerley, who resigned effective June 30. ●●● Olentangy Local (Delaware) Board of Education member Jennifer Smith announced her resignation effective July 7 due to family commitments. ●●● Painesville City Local (Lake) Board of Education member Mary Hada announced her resignation effective July 12. ●●● Shadyside Local (Belmont) appointed Dominic DeFelice to the board. He replaces Bob Bittengle, who resigned effective June 1. ●●● Springboro Community City appointed Gentry Ellis to the board of education effective July 8. She replaces Craig Colston, who resigned in June. ●●● Wooster City Board of Education member Mike Baus announced his resignation effective June 28. He was named the high school girls' basketball coach.

Administrative changes

Superintendents

Finneytown Local (Hamilton) hired Interim Superintendent Dr. Alan Robertson as superintendent effective June 21. He replaced Randy Parsons, who retired. ●●● Granville EV hired Cathleen Heidelberg as interim superintendent effective Aug. 1. She replaces Scot T. Prebles, who took the superintendent position at Brecksville-Broadview Heights City. Heidelberg previously was the superintendent at Ottawa Hills Local (Lucas). ●●● Indian Lake Local (Logan)

Editor's note

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

Superintendent Dr. **William McGlothlin** announced his retirement effective July 31. The board hired **Joyce Roberts** as interim superintendent effective Aug. 1. Roberts will continue to work for the **Logan County ESC**, where she is superintendent. ●●● **Kirtland Local (Lake)** Superintendent Dr. **Stan Lipinski** announced his retirement effective Feb. 4, 2011. ●●● **Mansfield City** hired **Dan Freund** as superintendent effective Aug. 1. He replaces Interim Superintendent **Edward L. Swartz**, who retires effective July 31. Freund currently is superintendent at **Clear Fork Valley Local (Richland)**. ●●● **Miami County ESC** hired **Frank Thomas Dunn** as superintendent effective Aug. 2. He replaces **John Decker**, who retired. Dunn currently is superintendent at **Troy City**. ●●● **Sandusky City** hired **Thomas E. Tucker** as superintendent effective Aug. 1. He replaces **William F. Pahl**, who is retiring. Tucker is currently the district's assistant superintendent. ●●● **Trotwood-Madison City** Superintendent Dr. **Lowell Draffen** announced his retirement effective immediately. ●●● **Woodmore Local (Sandusky)** hired **John Fernbaugh** as superintendent effective Aug. 1. He replaces **Jane Garling**, who is retiring. Fernbaugh currently is a middle school principal in Michigan. ●●● **Woodridge Local (Summit)** hired **Walter C. Davis** as superintendent effective Aug. 1. He replaces Dr. **Jeffrey M. Graham**, who took the superintendent position at **Parma City**. Davis is currently the assistant superintendent at **Cuyahoga Falls City**.

Treasurers

Graham Local (Champaign) hired **Robert Hoover** as interim treasurer effective immediately. He replaces **Ryan Jenkins**, who took the treasurer position at **Greenon Local (Clark)**. Hoover recently retired as superintendent at **Bethel Local (Miami)**.

Sympathies

Former **Hardin-Houston Local (Shelby)** Board of Education member **Teresa Roeth** died on July 1. She was 53. ●●● Former **Jefferson Local (Madison)** Board of Education member **Major C. Merrick** died July 7. He was 90. ●●● Former **Newton Local (Miami)** Board of Education member **Paul R. Shellenberger** died July 10. He was 91. ●●● Former **Newton Local (Miami)** Board of Education member **Russel Ernest Warner** died June 30. He was 86. ●●● **Maurine King Trimble**, who served on the former **Plain Local (Madison)** Board of Education, died June 27. She was 100. ●●● **Rootstown Local (Portage)** Board of Education member **Robert C. Dunn** died June 30. He was 82. Dunn also served as superintendent at **Waterloo Local (Portage)**, **Rootstown Local (Portage)**, **Green Local (Summit)** and the former **Stow City** district. ●●● Former **Swanton Local (Fulton)** and **Oregon City** Treasurer **Dennis A. Butler** died July 8. He was 64. ●●● Former **Wauseon EV** Board of Education member **Jacob C. Hess** died June 24. He was 96.



COMMUNICATIONS

by Gay Campbell, APR, communications consultant

Planning communications that make a difference

Good communications don't just happen; they're planned. While failing to communicate at all may seem like a fatal flaw, unplanned communications can be even more disastrous. Support of powerful partners can evaporate when the wrong message is sent to the

wrong people. It can take years to regain trust lost from making one unwitting, uninformed statement in a public meeting. Worse yet, bombarding people with messages of little interest to them can train them to ignore all messages you send.

People running a successful

business would never leave good communications to chance. Educators may not want to think of schools as businesses, but schools, like all other institutions in a community, are in competition for the public's attention and support.

Continued on page 5



Don't miss this free webinar:

The balancing act: When you're both a parent and a board member

Tuesday, Aug. 3, at noon

This free one-hour webinar will include topics that board members who also are parents of district students often ask, including, "What kind of role can I continue to play in my child's classroom?" "Can I continue to serve as an officer in our PTA/PTO or booster club?" or "How can I advocate for my child without creating the perception of wanting special treatment?" The webinar also will provide tips for helping your student adjust when mom or dad becomes a board member.

Register for this free webinar at **www.ohioschoolboards.org/free-webinar-registration**.

New-to-school Public Relations Forum — Getting Ready for the New School Year

Wednesday, Aug. 11
OSBA office,
Columbus
11 a.m. to 2 p.m.
Cost: \$35



OSBA and OHSPRA (formerly NSPRA/Ohio) are teaming up to help newly appointed school communicators start their careers off on the right foot. Send your rookie school communication specialists or directors to meet some of the state's leading school communication experts.

The forum is designed to connect those new to the field with veterans — current and former Ohio leaders in the National School Public Relations Association — to help rookies do their jobs better. Learn which school PR vets to turn to for help with a crisis, publications, media relations, board relations, staff communication or any of the many issues facing school communicators. Learn whom to call at the Ohio Department of Education for information.

Agenda

- 11 a.m. If I only knew then what I know now: panel discussion with veteran district PR directors
- 12:15 p.m. Working lunch: where to go for data and help
- 1 p.m. Question and answer session
- 2 p.m. Adjourn

To register, use the form in this issue of the *Briefcase*, contact **Laurie Miller** at (614) 540-4000; (800) 589-OSBA; or Lmiller@ohioschoolboards.org or visit OSBA's website — **www.ohioschoolboards.org/new-to-school-public-relations-forum**.



Back to School: Attendance, Tuition and Custody Law Workshop

Thursday, Aug. 5
Marriott Northeast, Cincinnati

Tuesday, Aug. 10
OSBA office, Columbus

Cost: \$120, includes registration, continental breakfast, lunch and materials.

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

Agenda

8:30 a.m. Registration and continental breakfast

9 a.m. Coffee time with your ODE school finance area coordinators

Start the day with an update and question-and-answer session with your Ohio Department of Education (ODE) area coordinators. The importance of accurate data for attendance and tuition purposes is vital to your district. Get answers to your back-to-school questions and hear what's new in the education management information system world.

**Larry Grooms and Fred Ross, area coordinators, Finance Program Services, ODE*
Estelle Diehl and Donald Urban, area coordinators, Finance Program Services, ODE

10 a.m. Immigration students

Immigration students who are not part of an approved foreign-exchange student program pose several attendance and tuition law issues. Get a basic understanding of how attendance and tuition are affected by immigrant students and take this opportunity to ask a school law attorney your questions.

***Susan G. Clark, Esq., Pepple & Waggoner Ltd., Cleveland*

10:45 a.m. Question-and-answer session (break)

11 a.m. Special education attendance and tuition law issues

Join a special education law expert for a refresher course on state and federal laws applicable to special education attendance and tuition.

***Laura G. Anthony, Esq., Bricker & Eckler LLP, Columbus*

11:45 a.m. Lunch (provided)

12:45 p.m. "The unmarried father" and other stories by Hollie F. Reedy

We will consider issues of attendance and tuition that are frequently repeated with different fact patterns, but evade clear answers.

***Hollie F. Reedy, chief legal counsel, OSBA*

1:45 p.m. Question-and-answer session (break)

2 p.m. Attendance investigations and tuition fraud

Discuss the process, options, and pros and cons of attendance investigations and pursuing tuition fraud.

**C. Bronston McCord III, Esq., Ennis Roberts Fischer Co. LPA, Cincinnati*

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

3 p.m. Question-and-answer session

3:15 p.m. Adjourn

* Indicates speaker at the Cincinnati location.

** Speaking at both locations.

Locations

Marriott Northeast, Cincinnati — Aug. 5

9664 Mason-Montgomery Road, Mason, 45040, (513) 459-9800

OSBA office, Columbus — Aug. 10

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

2010 Treasurers' Clinics

*Sharing knowledge, developing solutions
and growing professionally*

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

Choose the date and location that best fits your schedule:

Wednesday, Sept. 1	Ohio University Inn, Athens
Wednesday, Sept. 8	Northeastern Ohio Universities Colleges of Medicine (NEOUCOM), Rootstown
Friday, Sept. 10	Hilton Garden Inn, Perrysburg
Wednesday, Sept. 15	Roberts Conference Centre, Wilmington
Wednesday, Sept. 22	Bridgewater Banquet & Conference Center, Powell

Plan now to attend the 2010 OSBA Treasurers' Clinics to be held in five locations around the state. These clinics provide the most current information on school district fiscal issues. Treasurers, business managers, board members, administrators and treasurer's office personnel are all encouraged to attend.

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

Registration and continental breakfast begin at 8 a.m. The fee is \$120, which includes registration, continental breakfast, lunch and materials. You can register by contacting **Laurie Miller** at (614) 540-4000, ext. 284; (800) 589-OSBA, ext. 284; or Lmiller@ohioschoolboards.org.

Southeast Region Annual Fall Conference

Thursday, Sept. 30

Tri-County Career Center, 15676 SR 691, Nelsonville, 45764

Phone: (740) 753-3511

Celebrate
the Southeast
Region's 60th
anniversary!

5:30 p.m. Registration and social hour

7:45 p.m. Award presentations

6:15 p.m. Presiding and welcome
*Sharon E. Manson, Southeast Region
president; board member, Waverly City &
Pike County Career Technology Center*

Recognition of veteran board
members

Presentation of Southeast Region
President's Award

Dinner

Outstanding School Board Member
awards

Entertainment
*Eastern Local (Meigs) High School Bell
Choir; director, Cris Kuhn*

Annual Southeast Region recognition
awards

6:55 p.m. Greetings and OSBA update
*John Pennycuff, OSBA president; board
member, Winton Woods City; and
Richard Lewis, executive director, OSBA*

Southeast Region's Advocate of
Education award
*Recipient: Dr. Max Evans, professor
emeritus, Ohio University College of
Education*

7:35 p.m. Annual business meeting and election
of 2010 officers

8:30 p.m. Adjourn

Directions

US 33 to SR 691 (Nelsonville). Continue a half mile on SR 691 to the career center (on the left). Use the entrance to the Smith Building.

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.

Registration

Registration for the dinner and the program is \$35 each for OSBA members, guests and spouses. Enclosed is a check for \$ _____ to cover _____ registrations for the OSBA Southeast Region Fall Conference. **Please make checks payable to OSBA Southeast Region and mail to Paul Mock**, regional manager, 685 E. Main St., Logan, OH 43138-1737. Phone is (740) 385-5240; fax is (740) 380-2487; or e-mail pmock@ohioschoolboards.org. Deadline for reservations is Friday, Sept. 24. Please include payment with reservation. Registrants who cancel at least three workdays before the day of the meeting may request a full refund. All others will be charged the full registration fee.

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 registrations.*)

Central Region Fall Conference

Tuesday, Oct. 5

Villa Milano, 1630 Schrock Road, Columbus

The fall conference is an excellent opportunity for district leadership to learn and interact. The Central Region is pleased to welcome the president of The Ohio State University, Dr. E. Gordon Gee, as our featured speaker for the evening. Gee will deliver an important message about the role of K-12 school districts in preparing students for success in higher education. To enable participants an opportunity to discuss Gee's presentation over dinner, we have rearranged our program as shown below.

We'll also be honoring the region's outstanding board members, all nominees for the All-Ohio School Board; outstanding

Friends of Education, individuals nominated for their support of public education in Central Region districts or around the state; outstanding school employees, recognized for outstanding service to Central Region districts; and the region's exemplary programs that will be exhibiting at the 2010 Capital Conference Student Achievement Fair.

Reserve a table that seats up to eight people for \$320. There is no price reduction for tables with fewer than eight participants, but you may substitute registrants at any time. No refunds will be issued on the reserved tables. Individual registration is \$40. Please indicate special dietary needs on your registration list.

5 p.m. Social hour with cash bar

6 p.m. **Keynote program**
Dr. E. Gordon Gee, president, The Ohio State University

6:40 p.m. **Dinner**

7:30 p.m. **Greetings from OSBA**
John Pennycuff, OSBA president; board member, Winton Woods City; and Richard Lewis, executive director, OSBA

7:45 p.m. **Awards and recognitions**

- Outstanding board members
- Outstanding school employees
- Friends of Education
- Outstanding district programs
- Outstanding schools
- NSBA recognition recipients

8:15 p.m. **Adjourn**

Directions

Exit I-270 at Cleveland Avenue. (Cleveland Avenue is the first exit east of the I-71 exit on the north side of Columbus). Go north on Cleveland Avenue to Schrock Road (which is the next intersection). Turn left on Schrock. Villa Milano will be on your right, about a mile west of Cleveland Avenue.

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.

Registration

Registration for dinner and the program is \$40 per person or \$320 per table (seats up to eight) for OSBA members, guests and spouses. Enclosed is a check for \$ _____ to cover _____ tables or _____ individual registrations. **Please make checks payable to OSBA Central Region and mail to Dr. Michael G. Grote**, regional manager, P.O. Box 3323, Dublin, OH 43016. If you have questions or need to cancel your reservation, please call (614) 529-4915. Deadline for registration is Thursday, Sept. 30. 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 registration fee. Payment by check is preferred, but purchase orders can be accepted for districts purchasing tables.

District/county _____
Name, title _____
Name, title _____
Name, title _____



_____ Check here if you require special accommodations. Attach a written description of needs. (You may attach a list of additional registrations, with titles, to this form.)



Northeast Region Fall Conference

Wednesday, Oct. 6

The Tangier restaurant

532 W. Market St. Akron, 44303

(800) 376-7171

Program

6 p.m. Registration and socializing

6:30 p.m. Dinner

7:30 p.m. Program

- Greetings and OSBA update
John Pennycuff, OSBA president; board member, Winton Woods City; and Richard Lewis, executive director, OSBA

- Recognition of outstanding Northeast Region board members
- Recognition of NEOSBA Teacher Education Scholarship recipient
- Entertainment: Students performing at the Capital Conference in November
- Recognition of Northeast Region outstanding superintendents, treasurers and principals
- Election of 2011 officers

Directions

From the northwest — Take I-77 south to SR 18 east (Market Street) to The Tangier.

From the northeast — Take SR 8 south. Take the Perkins Street exit and turn left on High Street. Turn right onto Market Street. The Tangier is approximately two miles on the left.

From the south — Take I-77 north or I-76 west to SR 8 north. Take the Perkins Street exit and turn left on High Street. Turn right onto Market Street. The Tangier is approximately two miles on the left.

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.

Registration

Registration and dinner fee is \$35 each for OSBA members, guests and spouses. Enclosed is a check for \$ _____ and/or P.O. # _____ to cover _____ registrations for the Northeast Region Fall Conference. **Please make checks payable to OSBA Northeast Region and send reservations to Russell B. McKenzie, regional manager, 741 Thorndale Drive, Akron, OH 44320. Phone is (330) 296-2892, ext. 551003; fax (234) 678-0122; or e-mail rmckenzie@ohioschoolboards.org.** The deadline for registration is Thursday, Sept. 30. Please include payment or a purchase order number with reservation. Registrants who cancel by Friday, Oct. 1 may request a full refund. All others will be charged the full registration fee.

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 registrations.*)



Northwest Region Fall Conference

From one community to another; Lifting up Lake Local

Thursday, Oct. 7

Lucas County ESC, 2275 Collingwood Blvd., Toledo, 43620, (419) 245-4150

Agenda

5 p.m. "Lifting up Lake Local" silent auction featuring items from the Northwest Region career centers
Proceeds to benefit Lake Local (Wood) School District
Auctioneer: *Dr. Paul R. Lockwood II, North Point ESC and EHOVE Career Center*
Assisted by the JROTC of Springfield Local (Lucas) High School

5:30 p.m. Registration, socializing and appetizers

Posting of colors

JROTC of Springfield High School, sponsored in part by Lucas County ESC

Welcome and introductions

Kenneth E. Ault, Northwest Region president; board member, Wood County ESC; and Dr. Angela Zimmann, Northwest Region president-elect; board member, Lucas County ESC

Dinner

Entertainment

Tribute to Lake Local

OSBA welcome and update

John Pennycuff, OSBA president; board member, Winton Woods City; and Richard Lewis, executive director, OSBA

Awards and recognitions

● Outstanding Board Member recognition

Presenters: John Pennycuff and Richard Lewis

● Recognition of board members serving more than 10, 15 and 20 years

Presenters: Dr. Angela Zimmann, Lucas County ESC; and Russell Bretz, North Baltimore Local (Wood)

● Recognition of Northwest Region Educational Book Grant recipients

Presenters: Dave Spridgeon, Arcadia Local (Hancock); and Timothy McKinney, Bath Local (Allen)

● Recognition of OSBA Capital Conference Student Achievement Fair participants

Presenters: Jackie Brown, Rossford EV and Penta Career Center; and Rob McPheron, Bath Local (Allen) and Apollo Career Center

● Northwest Region Executive Committee election results

Northwest Region Nominating Committee

8:30 p.m. Adjourn

Directions

From the north: Take I-75 to exit 203B for US 24 toward Monroe Street. Turn right at US 24W/North Detroit Avenue. Turn left on Monroe Street. Make a slight left onto Bancroft Street West. Turn left on Collingwood Boulevard. Lucas County ESC is on the left.

From the south: Take I-75 to exit 203A, Bancroft Street toward Bancroft Street East. Turn left on Bancroft Street West. Turn left on Collingwood Boulevard. Lucas County ESC is on the left.

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.

Registration

Registration and dinner fee is \$30 per person or \$160 per table (seats six) for OSBA members, guests and spouses. Enclosed is a check for \$ _____ to cover _____ registrations or _____ tables. Please include a list of attendees and titles with your registration. **Please make checks payable to OSBA Northwest Region and mail to Dr. Judy Jackson May**, regional manager, 517 Education Building, Bowling Green, OH 43403. Phone (419) 575-0663. E-mail address is jjacksonmay@ohioschoolboards.org. Deadline for registration is Thursday, Sept. 30. Please include payment with reservation. Registrants who cancel at least three workdays before the day of the meeting may request a full refund. All others will be charged the full registration fee. While checks are preferred, we can accept purchase orders for districts reserving one or more tables.

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 registrations.)



WORKSHOP REGISTRATION

Back-to-School Workshop

- ☐ Aug. 5, Cincinnati, \$120
- ☐ Aug. 10, Columbus, \$120

New-to-school Public Relations Forum

- ☐ Aug. 11, \$35

Treasurers' Clinics

- ☐ Sept. 1, Athens, \$120
- ☐ Sept. 8, Rootstown, \$120
- ☐ Sept. 10, Perrysburg, \$120
- ☐ Sept. 15, Wilmington, \$120
- ☐ Sept. 22, Powell, \$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. 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



Phone
or fax



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

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

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

You may register on our Web page at
www.ohioschoolboards.org. Events are listed at
the bottom of the page.

Cancellation and refund policy

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

Communications, continued from page 4

It is well worth educators' time to plan what and how they will communicate.

Steps for planning strategic, successful communications

- Determine who you need to reach. The saying "when you invite everyone, you invite no one" also applies to communications. Mass, shotgun communications to everyone are seldom effective. It is much more efficient and effective to sort out and list specific audiences with whom you need to communicate. This may be staff, parents, volunteers, business people, church leaders and members of other groups. Each of these groups has different communications needs. You need to think about who those people are in your community and list groups by priority.

- What do they need to know? Starting with your top priority group, list everything you know about that group and why it is a top communications priority for you. The most important question is, "What do members of the group need and want to know about schools?" If you don't know the answer, you may need to stop and set up ways to listen to members of this group. Until you know their specific interests, your communications with them could be creating more distance between them and your schools, rather than closing the gap.

- What do you want from this group? In order to communicate well with a group, you need to

honestly define what you want from its members. Before strategically planning how to communicate, you need to know if you want to just provide them with information, move them to action, keep them from taking a certain action or sit back and let you act. Each of these goals requires a different communications approach.

- What is the best way to get information to members of this group and, in return, get the action you want from them? Although written communications can provide information to a group, few people thoroughly read written messages. Thus, written communications are very ineffective in moving people to action or changing attitudes. Getting people to act requires building a trusting relationship with that group, and that is best done through personal, face-to-face communications. Building trust requires listening, working together, not making promises you cannot keep and coming to honest understandings. This is long, hard work and usually starts with small-group meetings to explore mutual interests. It often means meeting people on their turf, rather than inviting them to a meeting with you in your office or school.

- When is the best time to get information to them? In planning for effective communications, timing can be very important. Because of their daily relationship with schools, staff or parents are much easier to reach than non-parents, business people and others who do not have a direct connection

to schools. In all too many cases, the first thing you have to do is get the attention of the members of a group. That often happens because of a mutual interest or problem. It also may occur because of a triggering event, something that happens to suddenly arouse interest in working together to prevent or solve a problem. The event may be an auto accident or the arrest of some teenagers. Suddenly, community members become aware of the need for drug- and alcohol-abuse prevention programs. The ideal situation is when you anticipate problems before they become severe and get the community support you need to address them before they become community problems.

- What is the ideal versus the real? As you plan your communications program, assess what you can do well and limit your efforts to that area. Reaching one key group effectively will bring a greater return on your investment than widespread communications that reach no one in a meaningful way. Determine exactly what you can do, when you can do it and how you will do it with your top-priority audience. Master that project, measure the results and, if necessary, alter your course. When you get the results you want, maintain that priority audience and move to your next priority group. Progress may be slow; however, if you do it right, it will be meaningful and make a difference for your schools and community.

Source: Oregon School Boards Association



LEGISLATIVE REPORT

by Michelle Francis, lobbyist

OSBA events help keep you in touch with the issues

Even though the Ohio House and Senate are on summer recess for the campaign season, there are several ways you can stay involved with legislative and election issues. Following are opportunities for members to keep informed and have their voices heard.

Meet the candidates at OSBA regional legislative breakfasts

This year is gearing up to be a pivotal one for both local and national elections. With many challenges ahead, it is important that school officials meet with the candidates and find out their positions on issues impacting schools.

OSBA will be hosting legislative breakfasts across central and southeast Ohio to provide you with a chance to meet Ohio General Assembly candidates. Now is the time to hear directly from future decision-makers about their ideas on public education, taxes, school funding and other issues affecting schools. Don't miss this opportunity to make a difference by getting involved to make sure education remains a priority for state policymakers. Following is the schedule:

Southeast Region

- July 28 — House District 91
Olde Dutch Restaurant

- 12791 SR 664 South, Logan
 - Aug. 4 — House District 87
Buckeye Hills Career Center,
Gallia-Jackson-Vinton JVSD
351 Buckeye Hills Road, Rio Grande
 - Aug. 11 — House District 93
Mid-East Career and Technology Centers, Buffalo Campus
57090 Vocational Road,
Senecaville
 - Sept. 8 — Senate District 20
Muskingum Valley ESC
205 N. 7th St., Zanesville
 - Sept. 22 — House District 92
Ohio University Inn
331 Richland Ave., Athens
 - Oct. 6 — Senate District 31
Granville Inn
314 E. Broadway, Granville
 - Central Region**
 - Sept. 23 — House District 19
Scramblers restaurant
7970 E. Broad St., Reynoldsburg
 - Sept. 29 — House District 21
La Chatelaine restaurant
627 High St., Worthington
 - Oct. 5 — House District 20
Cafe Creekside
53 Granville St., Gahanna
 - Oct. 13 — House District 22
La Chatelaine restaurant
65 W. Bridge St. (SR 161), Dublin
- Each event will take place from 8:30 a.m. to 10 a.m. To find your legislative district, go to the Ohio General Assembly website at

www.legislature.state.oh.us.

Each school official will be charged \$10 at the door to help cover the cost of the breakfast. Please RSVP to **Marcella Gonzalez** at mgonzalez@ohioschoolboards.org or (800) 589-6722, ext. 230.

OSBA Legislative Platform Feedback webinar is Aug. 5

Join us for a free webinar to learn more about the proposed amendments to the OSBA Legislative Platform. The hour-long webinar will be on Thursday, Aug. 5, at 11:30 a.m. To register visit www.ohioschoolboards.org/free-webinar-registration. You will need your username and password, which were mailed to all members in June. If you don't have a username or password, contact Gonzalez.

The OSBA Legislative Platform is an ongoing, evolving document that conveys OSBA's positions on issues to legislators, policymakers, the public and the news media. It also guides the association's advocacy efforts.

Each year, member boards can submit resolutions to amend the platform. Proposed amendments are then shared at regional meetings. This year we are also offering this webinar to give you a chance to review the platform changes and

Continued on page 7



PUBLIC SCHOOLS WORK!

compiled by Gary Motz, editorial manager

Middletown summer school program puts some fun into learning

Students in **Middletown City's** summer school program are learning something about learning: it can be fun.

About 125 students in grades six, seven and eight enrolled for the 2010 middle school summer program. A bonus this year is that the program is free, thanks to a grant.

The revamped summer program focuses on engaging students. With no more than 15 students for each teacher, students are able to take

part in more hands-on learning, which usually creates more opportunities for fun.

"It's a good way to try out new activities and lessons to see what really connects with the students," science teacher **Kristi Joseph** told a local newspaper. "In many ways, we, as teachers, are learning as much as the students during summer school (about) what works well in the classroom."

In one experiment, students studied static electricity using

balloons, combs, hats and cereal. They were excited to learn they could pick up pieces of cereal with the balloon after charging it with static electricity.

Stephen Vail Middle School Principal **Mark Lotspaih**, who also serves as summer school principal, told the paper that the program is designed to engage students more. "I've had students come up to me after class saying, 'I never realized math or science could be fun.'"

Source: *Middletown Journal*

Legislative Report, continued from page 6

provide feedback. Those discussions, reactions and input will then be shared with the OSBA Legislative Platform Committee. The committee develops recommendations on platform amendments for consideration by the OSBA Delegate Assembly, which meets in November during the Capital Conference.

Join us for this special session to learn about the platform, provide feedback and make a difference. If you have any questions, please contact Gonzalez.

OBM releases guidelines

The Office of Budget Management (OBM) recently released its budget guidance for state departments and

agencies to use in developing their fiscal years 2012 and 2013 budgets.

Facing the possibility of the most challenging state budget in decades next year, state agencies were told to submit two spending plans: one reflecting no cuts (100% of current funding) and another with a 10% reduction (90% percent of current funding). This is only the starting point for a long, difficult process.

"As you know, budget development is not simply an exercise, but a process that helps to prioritize the needs and demands for public service within the confines of limited resources," OBM Director **J. Pari Sabety** wrote to agency leaders.

State agencies and departments must submit their budgets to OBM by Nov. 1. Then, if Gov. **Ted Strickland** is re-elected this fall, he will have until Jan. 31 to submit an executive budget to the legislature. If GOP challenger **John Kasich** is elected, he will have until March 15.

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 July 16. The legislature has recessed for the campaign season. "Legislative Report" will be on hiatus during this time and will return after the November elections. Watch for updates through OSBA eAlerts and other publications.

July 2010

- 26 Last day to submit certification for November income tax levy to Ohio Department of Taxation — RC 5748.02(A) (100 days prior to the election).
- 30 Semiannual campaign finance reports due (by 4 p.m.) detailing contributions and expenditures through June 30, 2010 — RC 3517.10(A)(4) (last business day of July); 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 before election).

August 2010

- 1 Last day to file statistical report with Ohio Department of Education (ODE) — RC 3319.33.
- 3 Special Election Day — RC 3501.01 (first Tuesday after the first Monday).
- 4 OSBA Northeast Region Executive Committee MeetingRavenna
- 4 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 conversion levy for November election to board of elections — RC 5705.195, 5705.219, 5748.02(C); 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); last day to file (by 4 p.m.) nominating petitions for board of education with board of elections — RC 3513.254, 3513.255 (90 days prior to the election).

5 OSBA Back to School WorkshopCincinnati

8 OSBA Southeast Region Executive Committee MeetingLogan

10 OSBA Back to School WorkshopColumbus

10 OSBA Southwest Region Executive Committee MeetingDayton

11 OSBA New to School Public Relations ForumColumbus

- 23 Last day to file (by 4 p.m.) as a write-in candidate — RC 3513.041 (72 days prior to the election).

September 2010

- 1 OSBA Southeast Region Treasurers' ClinicAthens
- 8 OSBA Northeast Region Treasurers' ClinicRootstown
- 10 OSBA Northwest Region Treasurers' ClinicPerrysburg
- 15 OSBA Southwest Region Treasurers' ClinicWilmington
- 17 OSBA Strike WorkshopColumbus
- 21 OSBA / OHSPRA Levy WorkshopColumbus
- 22 OSBA Central Region Treasurers' ClinicPowell
- 23 OSBA / OHSPRA Levy WorkshopBrecksville
- 24 OSBA Executive Committee MeetingColumbus
- 25 OSBA Board of TrusteesColumbus
- 29 Small School District Advisory Committee MeetingColumbus
- 30 OSBA Southeast Region Fall ConferenceNelsonville