

# BRIEF CASE

## THE OHIO SCHOOL BOARDS ASSOCIATION

Serving the public school leadership team



### Capital Conference housing reservations open soon

Reservations for Capital Conference hotel rooms begin at 9 a.m., Sept. 13 on a first-come, first-served basis. You must be registered for the conference or exhibiting in the Trade Show to request conference housing. To receive the housing link and unique housing code before conference housing opens, your registration must be received no later than 3 p.m., Thursday, Sept. 7. The housing link and code will be sent after 3 p.m. on Monday, Sept. 11 to the email of the person listed as your housing contact on your registration form. For a list of hotels for which OSBA has room blocks and more information, visit <http://conference.ohioschoolboards.org/housing>.

### Celebrate National Hispanic Heritage Month

Schools and communities are urged to find ways to celebrate Hispanic heritage and culture and the positive influence they have on the nation during National Hispanic Heritage Month, Sept. 15 to Oct. 15. Today, 55 million people or 17% of the American population are of Hispanic or Latino origin, representing a significant increase from 2000, according to [www.hispanicheritagemonth.org](http://www.hispanicheritagemonth.org). The website provides more information and resources school districts can use to plan activities and lessons. Also visit <http://links.ohioschoolboards.org/28004> and <http://links.ohioschoolboards.org/74999> for more ideas.

### Media Honor Roll program deadline approaching

Districts have until Sept. 15 to select journalists for the 2017 OSBA Media Honor Roll. The program offers districts a way to provide recognition to their local reporters for fair, accurate and balanced school coverage. It also promotes the value of building good relationships with the media to encourage fair reporting. OSBA sends districts personalized certificates to present to honorees and provides a sample resolution and press release, which can be downloaded from the association's website. For details and to make selections, visit [www.ohioschoolboards.org/media-honorroll](http://www.ohioschoolboards.org/media-honorroll).

### OSBA's Rob Delane retires after years of service

OSBA Deputy Executive Director **Rob Delane** retired Aug. 2, after 17 years with OSBA. Prior to joining the association in 2000, Delane served for more than 30 years as a music director, assistant principal, principal and superintendent, including serving for 12 years as superintendent at **Lucas Local (Richland)**. While at OSBA, Delane served as deputy director of board member services and director of school board services before being named deputy executive director in 2007. OSBA Director of Legislative Services **Damon Asbury** will serve as interim deputy executive director until a replacement is hired.

**Aug. 28, 2017**

Volume 48 Issue 16

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### Route workshop information to:

- ☐ Administrators
- ☐ Diversity and inclusion coordinators
- ☐ School board candidates

## OSBA accepting reservations for regional fall conferences

OSBA's fall region conferences will be held in September and October across the state. They feature dinner, awards, region officer elections, student performing groups, networking opportunities and updates on public education issues and OSBA events. For reservation forms and agendas, visit [www.ohioschoolboards.org/regions](http://www.ohioschoolboards.org/regions). Click on your region's link and download the fall conference reservation form under "Resources" and "file attachments." For more information, see the blue pages in this issue.

## Student Achievement Fair seeks outstanding programs

Districts can still nominate outstanding programs for the Student Achievement Fair, one of the most popular and rewarding events at the OSBA Capital Conference in November. The fair

highlights 100 exemplary programs that promote student achievement; five student performing groups; and an art exhibit. The fair is open from 10:30 a.m. to 2 p.m. on Tuesday, Nov. 14. Districts can submit nominations at <http://links.ohioschoolboards.org/16445>.

## Food truck delivers nutritious meals to students

**Hamilton City Schools** has rolled out its first food truck, a new mobile outreach to ensure students are receiving nutritious meals throughout the year.

The truck, which cost about \$80,000 and was funded through grants, will be stationed outside various district schools and school events so students will have access to nutritious meals and snacks beyond the school day and during summer break.

About 70% of the district's roughly 10,000 students rely on reduced-price school meals.

"We know that our students and our community have needs that go on 12 months out of the year," Hamilton City Business Manager **Larry L. Knapp** told a local newspaper.

Source: Journal-News

## Treasurers' Clinics offer five CPE credits

OSBA Treasurers' Clinics are coming soon to six locations across Ohio, providing the latest information on fiscal issues. New for 2017, attendees can earn five continuing professional education (CPE) credits. OSBA is offering a reduced price of \$120 for this full day of professional development. Treasurers and their staffs, business managers, board members and administrators are urged to attend. Visit [www.ohioschoolboards.org/workshops](http://www.ohioschoolboards.org/workshops) to register.

## OSBA online

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

Does your school board have an open seat? A vacancy can happen for many reasons. Ohio law details how boards must go about filling a vacant board seat. OSBA offers updated resources to help districts fulfill this responsibility at <http://links.ohioschoolboards.org/83414>.



## Briefcase

Ohio School Boards Association  
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OSBA Executive Director: **Richard Lewis**, CAE

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

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

*A one-year subscription to Briefcase is \$130 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.



# BULLETIN BOARD

compiled by Melanie Price, senior administrative assistant of communication services

## OSBA executive searches

### Superintendent

#### District

❶ Ohio School for the Deaf

❷ Ohio State School  
for the Blind

#### Deadline

Sept. 1

TBD

#### Contact

OSBA Search Services, (614) 540-4000

OSBA Search Services, (614) 540-4000



## Board changes

Bellevue City Board of Education member **Valerie Gore** announced her resignation effective immediately.

## Administrative changes

### Superintendents

**Bloomfield-Mespo Local (Trumbull)** hired **John R. Sheets** as superintendent effective Aug. 1. He replaced **Russell McQuaide**, who will continue as the district's elementary principal. ●●● **Northwest Local (Scioto)** hired **Anthony Todd Jenkins** as superintendent effective Aug. 1. He replaced Dr. **Dana Pollock**, who resigned to take a high school principal position at **Manchester Local (Adams)**. ●●● **Norwood City** Superintendent **Robert Amodio** resigned effective Aug. 11. The district hired Middle School Principal **Kathy Sabo** as acting superintendent effective Aug. 2. ●●● **Ridgemont Local (Hardin)** hired Dr. **Suzanne Darmer** and **Ann Harvey** as interim superintendents effective Aug. 1. They replaced **Emmy Beeson**, who took the superintendent position at **Tolles Career & Technical Center**.

### Treasurers

**Arcanum-Butler Local (Darke)** hired **Brenda Hale** as treasurer effective Aug. 1. She replaced **Matt Huffman**, who took the treasurer position at **Miami Valley Career Technology Center**. Hale previously was the accounting assistant at **Versailles EV**.

## Sympathies

Former **Akron City** Board of Education member **Vera Cogan O'Neill** died July 16. She was 97. ●●● Former **Canal Winchester Local (Franklin)** Board of Education member **Robert Stewart Wood** died Aug. 4. He was 89. ●●● Former **Canfield Local (Mahoning)** Board of Education member **Frank C. Watson** died Aug. 3. He was 92. ●●● Former **Chagrin**

### Editor's note

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

Falls EV Superintendent Dr. **Warren Felty Thomas** died July 15. He was 92. ●●● **Noah V. Garris**, a former superintendent and board of education member at **Fort Frye Local (Washington)** and former **Huron City** Board of Education member, died Aug. 11. He was 88. ●●● Former **Southeastern Local (Ross)** Treasurer **Virginia H. Sessler** died July 25. She was 98. ●●● Former **Springfield Local (Lucas)** Board of Education member **Jutta Maria Taube** died Aug. 3. She was 65. ●●● Former **Western Reserve Local (Huron)** Board of Education member **Howard Wolfe** died Aug. 9. He was 89. ●●● Former **Youngstown City** Board of Education member **Kathryn Jane Hawks-Haney** died Aug. 2. She was 79.

### Correction

A Bulletin Board item on page 3 of the August 14 issue of the Briefcase incorrectly stated that **Northridge Local (Montgomery)** hired **Scott Schmidt** as superintendent effective Aug. 1. It should have stated that **Northridge Local (Licking)** hired **Scott Schmidt** as superintendent effective Aug. 1. The Briefcase apologizes for the error.



## NEWS

by Scott Gerfen, assistant editor

### State budget, association's vision highlight OSBA trustees meeting

The OSBA Board of Trustees learned more about the final biennial state budget and its impact on public education and had a healthy discussion with the state superintendent of public instruction during its July 22 meeting. OSBA President **Denise**

**Baba, Streetsboro City**, led the meeting.

Trustees also received an overview of the association's proposed reauthorization of its Visionary Initiatives for Strategic Action (VISA) for the next five years.

The biennial budget — House Bill (HB) 49 — provides \$16.8 billion for education, with the formula for per-pupil spending slightly increasing to \$6,010 in fiscal year (FY) 2018 and \$6,020 in FY 2019. Categorical aid for

*Continued on page 5*

## OSBA deputy executive director position available

The Ohio School Boards Association is seeking applicants for the position of deputy executive director. This individual will manage the association in the absence of the executive director, represent the association on educational issues and assist the executive director in continuous monitoring and evaluation of the programs, services and needs of the association. The deputy executive director also will coordinate the implementation of the association's strategic plan and oversee membership engagement and retention.

Candidates must have excellent oral and written communications skills, a strong background in public speaking, a college degree in business, management, educational leadership or a related field and experience in senior leadership. Association and educational experience as well as a Certified Association Executive (CAE) credential is a plus. Applicants should submit a cover letter, resume and salary expectations by Sept. 8, 2017, to: Deputy Executive Director Search, Ohio School Boards Association, 8050 N. High St., Ste. 100, Columbus OH 43235. Resumes and/or cover letters that do not include salary expectations will not be considered. EOE

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economically disadvantaged students and those with special needs remains at the 2017 levels.

"This was essentially a flat-funded budget," OSBA Director of Legislative Services **Damon Asbury** told trustees. "There's a \$10 per-pupil increase in the first year of the biennium and another \$10 increase in the second year. That translates into very little additional money, about 1%."

Superintendent of Public Instruction **Paolo DeMaria** said

the Ohio Department of Education (ODE) is working with the resources and funding provided by the General Assembly.

His discussion with trustees touched on the biennial budget; Ohio's plan for the Every Student Succeeds Act (ESSA), the federal government's reauthorization of the Elementary and Secondary Education Act of 1965; and graduation requirements, among other topics.

Changes in HB 49 add multiple

ways to earn a diploma, such as good senior year attendance, community service, employment and completing a senior capstone project. The changes only apply to the class of 2018.

"At the end of the day, nobody wants to be in a position where you have thousands of students not graduating," DeMaria said. "But at the same time, we want to adhere to the notion that students are well-prepared for whatever

*Continued on page 6*

# OSBA Board Candidate Workshops

Are you retiring from a board? Do you anticipate an opening on your board of education? If so, OSBA encourages you and others on your board to consider community members who have the potential to be great board members. Please invite and encourage them — and others — to attend one of five OSBA Board Candidate Workshops.

These sessions, conducted by OSBA experts, will lead candidates through a concise and valuable program to help them better understand the everyday roles and responsibilities of school board members and the legal aspects of being a board member. The cost to attend is \$95.

The dates and locations are:

Aug. 30 — Northeast Ohio Medical University, Rootstown

Sept. 12 — Ohio University Inn, Athens

Sept. 7 — Hilton Garden Inn Dayton South, Miamisburg

Sept. 11 — Hilton Garden Inn, Findlay

Sept. 16 — OSBA office, Columbus

Directions to each location are on the OSBA website at [www.ohioschoolboards.org/workshops](http://www.ohioschoolboards.org/workshops). All sessions (except Sept. 16) run from 6 p.m. to 9 p.m., with registration and buffet beginning at 5:30 p.m. The Sept. 16 session runs from 9 a.m. to noon (registration begins at 8:30 a.m.).

For those unable to attend a workshop, a Board Candidate Webinar will be held Sept. 21 from 1 p.m. to 2 p.m. This webinar can be purchased after Sept. 30 to view at your convenience. The webinar covers board roles and responsibilities and legal and campaign finance issues. The cost of the webinar is \$50 (price includes sales tax).

To register, contact **Laurie Miller**, OSBA senior events manager, at (614) 540-4000, (800) 589-OSBA or [Lmiller@ohioschoolboards.org](mailto:Lmiller@ohioschoolboards.org).



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comes after high school.”

HB 49 also eliminated the fourth- and sixth-grade state social studies tests. DeMaria had recommended broader changes to include one of the social studies tests, two high school end-of-course exams and the WorkKeys test for students wanting to earn a diploma through the industry credential pathway.

“There’s a strongly held belief that we need to be flexible and give students opportunities to demonstrate what they know and are able to do and go beyond standardized assessment,” he



## OSBA Contract Analysis Service

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

Contact **Van D. Keating** at (614) 540-4000 or (800) 589-OSBA for more information.

added.

Trustees later reviewed OSBA’s draft VISA document, crafted over two days by a committee of board members and OSBA staff earlier this year. The outline features four goals, including:

- Public school board of education members and their leadership teams value and use OSBA as the source of assistance, guidance, unity and support to successfully govern their districts.
- Ohioans will value, respect and support public education.
- Students of all backgrounds and abilities receive a high-quality education to prepare them for lifelong success.
- OSBA embraces innovative, strategic and effective association management practices.

“Our goal is to bring a final version back to the board for approval during our November meeting,” OSBA Executive Director **Richard Lewis** said.

In other business, OSBA Chief Financial Officer **Allison Morris** briefed trustees on the association’s finances for the first half of 2017 and its investments. RSM US LLP Senior Manager **Nick Waddell** updated trustees on OSBA’s completed 2016 audit. The Dec. 31, 2016, audit received an unmodified opinion.

Lewis also informed trustees about National School Board Association activities and membership dues and announced the upcoming trustee self-assessment survey. Trustees conducted the first self-assessment

in 2008.

Baba presented two resolutions honoring individuals with lifelong contributions to public education.

Asbury, who will retire Sept. 30 as director of legislative services, has lobbied on behalf of OSBA through five state biennial budgets, ensuring changes to the school funding formula did not impact districts negatively. He also has traveled the state to keep members informed about legislative issues.

Prior to coming to OSBA in April 2009, Asbury served as the superintendent of **Worthington City Schools** for nine years, as well as serving one year as president of the Buckeye Association of School Administrators (BASA). He spent 24 years at **Columbus City Schools** in various roles, including assistant superintendent and interim superintendent.

Baba also honored Dr. **Jerry L. Klenke**, who retired from public education after nearly five decades of distinguished service. His career includes service as BASA’s executive director; a teacher, counselor, principal and superintendent in numerous Ohio public school districts; director at ODE; adjunct professor at the University of Dayton; and clinical professor at Ashland University.

The next OSBA Board of Trustees meeting is Nov. 12 during the OSBA Capital Conference in Columbus. The board meets three times a year.



# 2017 Treasurers' Clinics

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

Friday, Sept. 15	Hilton Garden Inn Dayton South, Miamisburg
Tuesday, Sept. 26	Northeast Ohio Medical University, Rootstown
Thursday, Sept. 28	Hilton Garden Inn, Findlay
Tuesday, Oct. 3	Ohio University Inn and Conference Center, Athens
Thursday, Oct. 5	Kent State University at Tuscarawas, New Philadelphia
Tuesday, Oct. 10	OSBA office, Columbus

Plan now to attend the 2017 OSBA Treasurers' Clinics to be held around the state. These clinics provide the most current information on school district fiscal issues. New for 2017: We're pleased to announce that the Treasurers' Clinics have been approved for five continuing professional education (CPE) credits.

## Agenda

8 a.m.	<b>Registration and continental breakfast</b>	
8:25 a.m.	<b>Welcome and announcements</b>	
8:30 a.m.	<b>Cybersecurity with K-12 technology</b> Attorneys from Frost Brown Todd LLC will discuss expanding the use of technology in K-12 education. Learn how to mitigate the increased privacy and security risks that accompany such use.	
9:30 a.m.	<b>Networking break</b>	
9:45 a.m.	<b>Internal controls, segregation of duties and common audit comments in schools</b> Representatives from the auditor of state's office will discuss the importance of segregation of duties as a fundamental internal control. They also will share common audit comments issued for schools.	1:15 p.m.
10:45 a.m.	<b>Find your fit: Insurance pooling</b> Insurance consultants from GradyBenefits will discuss joint-purchasing of insurance through cooperatives, consortia and other risk pools. They also will review various pooling structures, funding methodologies, participation rules and risk-sharing programs.	2:15 p.m.
11:45 a.m.	<b>Lunch and legislative update</b> OSBA lobbyists share recent General Assembly activities, including current legislation and continued discussions on a variety of issues contained in the biennial budget legislation, House Bill 49. Learn where the legislature stands on taking action to override several of the governor's vetoes impacting school districts and what to expect as we head into the second half of the 132nd General Assembly.	3:30 p.m.
		<b>Property tax cases</b> Bricker & Eckler LLP attorneys will provide an update on pending legislation, including efforts to curtail and eliminate districts' rights to participate in property tax cases. Review your rights as well as procedures for participating in property tax disputes. Learn how to seek exemption for school property or new construction on school-owned property. Hear tips on participating in cases initiated by other property owners.
		<b>Networking break</b>
		<b>Understanding the current market, diversification and investment policy statements</b> Investment professionals from The Edwards Group will provide insights into the current market environment and discuss the impact of rising interest rates and the benefits of diversification. Learn about the importance of having a written investment policy statement and its essential elements and objectives.
		<b>Adjournment</b> Note: All handouts and presenter biographies will be available online only.

Participate in a full day of professional development for only \$120. Treasurers, business managers, board members, administrators and treasurer's office personnel are all encouraged to attend. 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).

OSBA would like to thank the following sponsors: Boenning and Scattergood Inc.; Kelly Day Financial Services LLC; NaviGate Prepared; OSBA Insurance Agency LLC; Ohio School Plan; and PaySchools.



# Diversity and Inclusion in the Law

**Friday, Sept. 22, 9 a.m. to 3 p.m. • Cost \$155**

OSBA office, 8050 N. High St., Columbus, (614) 540-4000

## Agenda

**8:30 a.m.**

**Registration and continental breakfast**

**8:50 a.m.**

**Welcome**

**9 a.m.**

**Diversity strategies for successful schools**

Acquire strategies and guidance that show the benefits of diverse and inclusive climates in schools while reducing student and staff isolation and improving academic performance.

*Jackie Powers, curriculum supervisor, equity and inclusion, and Heather Cole, diversity coordinator, Olentangy Local (Delaware)*

**10 a.m.**

**Discipline disparities and why they matter**

Review the issue of disparities in school discipline, the legal and educational reasons for why they matter and what districts can do to reduce them.

*Nicholas E. Subashi, Esq., and Tabitha Justice, Esq., Subashi & Wildermuth*

**11 a.m.**

**Break**

**11:15 a.m.**

**Boosting inclusion for students with disabilities**

Schools must ensure equal access to participation in extracurricular activities for students with disabilities. Review your district's legal obligations, including the services and accommodations school officials and coaches should provide.

*Andrea Stone, Esq., Ulmer & Berne LLP*

**12:15 p.m.**

**Lunch (provided)**

**1 p.m.**

**Managing religious diversity in schools**

Learn how to develop your district's policies and practices to appropriately manage expressions of religion and beliefs, such as time or days off for observances, dietary restrictions or dress codes.

*Jacklyn M. McGlothlin, Esq., Graydon Head & Ritchey LLP*

**1:45 p.m.**

**Break**

**2 p.m.**

**What a new president means for Ohio's diverse student learners**

Review executive orders, guidance memos and other policy documents recently issued by President Donald Trump and his administration and their impact on Ohio's diverse student learners.

*William M. Deters II, Esq., and Giselle S. Spencer Esq., Ennis Britton Co. LPA*

**3 p.m.**

**Adjourn**

*This workshop has been approved by the Supreme Court of Ohio Commission on Continuing Legal Education for 3.75 hours of CLE credit.*

The cost is \$155, which includes registration, materials, lunch and light refreshments. 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).

## Management Development Series #4:

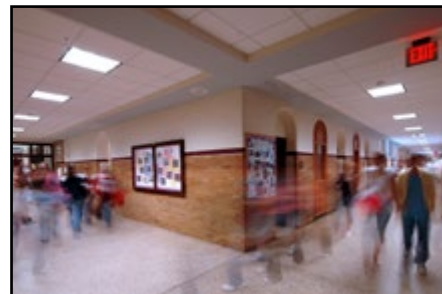
# Early Intervention and De-escalation Techniques in Schools

**Tuesday, Sept. 19**

**OSBA office, Columbus**

**10 a.m. to 2 p.m.**

**Cost is \$95**



School safety is about more than the major incidents you hear about in the news. You need a well thought-out emergency management plan and a commitment to training staff in all aspects of school safety.

Join OSBA staff and an experienced Columbus police officer to explore emergency management plans, the importance of early intervention and de-escalation techniques that can be implemented when needed.

Registration begins at 9:30 a.m. Cost for the workshop is \$95 and includes lunch and materials. 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).



# OSBA MASTER OF TRANSPORTATION ADMINISTRATION (MTA) PROGRAM

Don't miss the kickoff of the 2017-18 MTA program. This series of workshops will help those involved in student transportation better understand and perform day-to-day operations.

These half-day workshops — offered from 10 a.m. to 2 p.m. — include a working lunch and time for questions. Each class is scheduled twice; participants may sign up for either session. Each class is \$95 or you can purchase an MTA subscription for the workshop series; contact **Diana Paulins**, OSBA senior administrative assistant of policy services, for subscription information. All workshops will be at the OSBA office, 8050 N. High St., Columbus, 43235. Visit [www.ohioschoolboards.org/transportation-training-programs](http://www.ohioschoolboards.org/transportation-training-programs) to learn about the MTA certification program.



## Workshop dates and descriptions

### **Sept. 13 or 20 — Routing and technology**

In today's school environment it is essential to maximize route efficiency and get the best use out of your buses. This also becomes key as we manage continuing driver shortages. No one can afford to run extra buses or run buses with only a few students on them. Look at proven strategies for determining how many buses you need, routing styles, cost analysis and technologies available to help with routing.

### **Oct. 18 or 25 — Personnel management**

Transportation administrators must have some knowledge of labor practices to effectively manage their staffs. Discuss working with contracts, discipline, driver qualifications and evaluations and how to manage issues.

### **Nov. 29 or Dec. 6 — Transportation rules and regulations**

Explore federal, state and local regulations and a checklist that every transportation department can use to measure its performance and compliance. This class is a favorite for new supervisors, veteran supervisors and other school administrators who are responsible for pupil transportation services.

### **Feb. 7 or 14 — The transportation handbook**

Guidelines and procedures are essential and can be the manager's best friend. Discuss the handbook development process, as well as what to include in the handbook and how to keep it current.

### **April 4 or 11 — Public relations and working with the media**

Experience a "live interview" process to learn how to develop talking points and stay on target in an interview. Also learn how to build proactive media relationships.

### **May 2 or 9 — Designing your operational plan and building keys for success**

Review how to put the operational plan together, including timelines and how to schedule or delegate projects. Discover how building support networks and stakeholder groups are key to your success.

Register online at [www.ohioschoolboards.org/workshops](http://www.ohioschoolboards.org/workshops). You also can purchase a subscription plan for all the workshops in this series. For questions about the program or to register, contact **Diana Paulins** at (614) 540-4000, (800) 589-OSBA or [mta@ohioschoolboards.org](mailto:mta@ohioschoolboards.org).

# Engagement: All Audiences, All Platforms

## *How to Get it All Done in the Age of Electronic Communication*

**Thursday, Oct. 5, 9 a.m. to 3 p.m. • Cost \$155**

OSBA office, 8050 N. High St., Columbus, (614) 540-4000

Facebook, Twitter and a dynamic website are a must, but how do you keep expanding to reach new audiences and audiences that move from platform to platform? How does a one-person department manage it all 24/7?



In this session, we will take a look at traditional methods of social media, new avenues that are cropping up and up-and-coming methods of electronic communication in an age of ever-changing platforms.

- How can you “beef up” traditional social media channels like Facebook and Twitter to increase the number of people who view, like and share your information?
- How to start — and maintain — a successful blog.
- Pinterest, Instagram, SnapChat ... what’s next?
- How do you manage photo permissions in an age of instant news? Can you stop to clear media waivers?
- Is it smart to train staff on these tools and let them fly?
- Do you let schools and staff have their own channels or does this fragment an audience?

Join us for this interactive, fast-paced session. You are sure to walk away with solid ideas for increasing your district or organization’s social media reach.

The cost is \$155, which includes registration, materials, lunch and light refreshments. 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).



## Looking for a new superintendent or treasurer? Look no further.

Finding and hiring the right superintendent or treasurer for your district will be among the most significant decisions you make as a board. The long-term impact and importance of this process and decision cannot be underestimated.

For more than 30 years, the OSBA search process has proven successful in nearly 1,000 executive searches for Ohio’s diverse school districts and other related organizations. No one does it better!

For information on Ohio’s best executive search team, call OSBA at (614) 540-4000 or (800) 589-OSBA.



**Executive Search Service  
Ohio School Boards Association**

# OSBA's Regional Annual Fall Conferences

<b>Central Region</b>	Wednesday, Sept. 27	<b>Northwest Region</b>	Thursday, Oct. 19
<b>Northeast Region</b>	Wednesday, Oct. 4	<b>Southeast Region</b>	Thursday, Sept. 28
<b>Northwest Region</b>	Thursday, Oct. 5	<b>Southwest Region</b>	Thursday, Oct. 12

To make a reservation for your region's annual fall conference, use the contact information below.  
Information also is available at [www.ohioschoolboards.org/regions](http://www.ohioschoolboards.org/regions).

## **Central Region, Sept. 27**

Villa Milano, Columbus  
Cost: \$40 per person or \$320 for a table of eight  
Reservation deadline: Sept. 18  
Contact: Kim Miller-Smith  
Central regional manager  
8050 N. High St., Ste. 100  
Columbus, OH 43235  
Phone: (614) 832-3880 or (614) 635-1926  
Email: [kmillersmith@ohioschoolboards.org](mailto:kmillersmith@ohioschoolboards.org)

## **Northeast Region, Oct. 4**

The Galaxy Banquet Center, Wadsworth  
Cost: \$40  
Reservation deadline: Sept. 29  
Make your reservation online at <http://links.ohioschoolboards.org/nefall2017>  
Contact: Melanie Price, senior administrative assistant of communication services, OSBA  
8050 N. High St., Ste. 100  
Columbus, OH 43235  
Phone: (800) 589-OSBA  
Email: [mprice@ohioschoolboards.org](mailto:mprice@ohioschoolboards.org)

## **Northwest Region, Oct. 5**

Penta Career Center, Perrysburg  
Cost: \$30 per person or \$160 for a table of six  
Reservation deadline: Sept. 27  
Contact: Dr. Judy Jackson May  
Northwest regional manager  
1513 Cobblestone Drive  
Bowling Green, OH 43402  
Phone: (419) 581-9782  
Fax: (419) 372-8448  
Email: [jjacksonmay@ohioschoolboards.org](mailto:jjacksonmay@ohioschoolboards.org)

## **Northwest Region, Oct. 19**

Four County Career Center, Archbold  
Cost: \$30 per person or \$160 for a table of six  
Reservation deadline: Oct. 11  
Contact: Dr. Judy Jackson May  
Northwest regional manager  
1513 Cobblestone Drive  
Bowling Green, OH 43402  
Phone: (419) 581-9782  
Fax: (419) 372-8448  
Email: [jjacksonmay@ohioschoolboards.org](mailto:jjacksonmay@ohioschoolboards.org)

## **Southeast Region, Sept. 28**

Alexander Elementary School Cafetorium, Albany  
Cost: \$38  
Reservation deadline: Sept. 22  
Contact: Paul D. Mock  
Southeast regional manager  
685 E. Main St.  
Logan, OH 43138  
Phone: (740) 385-5240 or (740) 469-2724  
Fax: (740) 380-2487  
Email: [pmock@ohioschoolboards.org](mailto:pmock@ohioschoolboards.org)

## **Southwest Region, Oct. 12**

Great Oaks Career Campuses, Cincinnati  
Cost: \$38  
Reservation deadline: Oct. 6  
Contact: Ronald J. Diver  
Southwest regional manager  
8797 Meadowlark Drive  
Franklin, OH 45005  
Phone: (937) 634-9025  
Email: [rdiver@ohioschoolboards.org](mailto:rdiver@ohioschoolboards.org)

### **Authority for reimbursement**

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

### **Award of Achievement**

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





# WORKSHOP REGISTRATION

## Board Candidate Workshop

- ☐ Aug. 30, Rootstown, \$95
- ☐ Sept. 7, Miamisburg, \$95
- ☐ Sept. 11, Findlay, \$95
- ☐ Sept. 12, Athens, \$95
- ☐ Sept. 16, Columbus, \$95

## OSBA MTA Program

- ☐ Sept. 13, Columbus, \$95
- ☐ Sept. 20, Columbus, \$95
- ☐ Oct. 18, Columbus, \$95
- ☐ Oct. 25, Columbus, \$95
- ☐ Nov. 29, Columbus, \$95
- ☐ Dec. 6, Columbus, \$95

- ☐ Feb. 7, Columbus, \$95
- ☐ Feb. 14, Columbus, \$95
- ☐ April 4, Columbus, \$95
- ☐ April 11, Columbus, \$95
- ☐ May 2, Columbus, \$95
- ☐ May 9, Columbus, \$95

## Treasurers' Clinics

- ☐ Sept. 15, Miamisburg, \$120
- ☐ Sept. 26, Rootstown, \$120
- ☐ Sept. 28, Findlay, \$120
- ☐ Oct. 3, Athens, \$120
- ☐ Oct. 5, New Philadelphia, \$120
- ☐ Oct. 10, Columbus, \$120

## Management Development Series

### #4: Safety and Security

- ☐ Sept. 19, Columbus, \$95

## Diversity and Inclusion in the Law

- ☐ Sept. 22, Columbus, \$155

## Board Candidate Webinar

- ☐ Sept. 21, webinar, \$50

## Engagement: All Audiences, All Platforms

- ☐ Oct. 5, Columbus, \$155

## OSBA Workshop Registration Form

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

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



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

**Please photocopy this form for each person**

## OSBA workshop registration procedures

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

You may register on our website at [www.ohioschoolboards.org/workshops](http://www.ohioschoolboards.org/workshops). You will need a username and password.



Mail

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



Phone  
or fax

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



Email registrations can be sent to Laurie Miller at [Lmiller@ohioschoolboards.org](mailto:Lmiller@ohioschoolboards.org). Please include a purchase order number.

### Cancellation and refund policy

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



## FUNDING OPPORTUNITIES

compiled by Angela Penquite, managing editor

### Lowe's supports school improvement projects

Lowe's Toolbox for Education program provides grants to improve schools. Improvement projects should have a permanent impact, such as facility enhancement or landscaping projects. This year, the program is seeking ways to provide the tools to help educators and parent groups through educational challenges. Projects should fall into one of the following categories: technology upgrades, tools for STEM programs, facility renovations and safety improvements.  
**Maximum award:** \$5,000

**Eligibility:** K-12 schools or nonprofit parent group associated with K-12 schools

**Deadline:** Sept. 29

**Contact:** <http://toolboxforeducation.com>

### Funds for environmental service learning projects

Project Learning Tree is offering GreenWorks! grants for schools and youth organizations that propose environmental service-learning projects that link classroom learning to the real world. Students implement an action project they help design to green their school or improve an aspect of their

neighborhood's environment. The projects partner students with their school, local businesses and/or community organizations and provide opportunities for student leadership. Some examples of past grant projects include implementing recycling programs at school, conserving water and energy, establishing school gardens and outdoor classrooms, improving a forest or restoring a natural habitat.

**Maximum award:** \$1,000

**Eligibility:** schools and youth organizations

**Deadline:** Sept. 30

**Contact:** [www.plt.org/greenworks](http://www.plt.org/greenworks)



## INFORMATION

by Scott Gerfen, assistant editor

### Association welcomes new deputy director, policy associate

At one point in her life, **Annette Crouch** had aspirations to be a teacher. While she decided to pursue a different career path, OSBA's new deputy director of business and finance welcomes the opportunity to support public education and the board members and districts who serve Ohio's children.

"It's a great opportunity," said

Crouch, who joined the association in July. "The thought of being able to indirectly help schools and try to have an impact on public education is meaningful to me."

Crouch, whose children attend **Gahanna-Jefferson** City Schools, helps with association accounting, finance and budgeting and human resources, payroll and benefits.

The business and finance

division, led by Chief Financial Officer **Allison Morris**, also oversees insurance programs for school districts, OSBA investments and the OSBA Insurance Agency LLC.

Crouch takes over for **Janice Smith**, who retired at the end of June as senior deputy director of business and finance. Smith joined

*Continued on page 8*



Information, continued from page 7

OSBA in July 1995 as a controller and also served as the association's chief financial officer for 13 years.

A member of the Ohio Society of Certified Public Accountants and American Institute of Certified Public Accountants, Crouch comes to OSBA from Weber Associates, where she served as controller of the marketing and consulting firm in Grandview Heights.

The 2001 graduate of Ashland University was the class valedictorian and earned a Bachelor of Science in business administration. She also graduated from **Jefferson Area Local (Ashtabula)** Schools in northeast Ohio.

Crouch and her husband, **Chad**, have two sons, 9-year-old **Seth** and

5-year-old **Nathan**. She can be reached at (614) 540-4000, (800) 589-OSBA or [acrouch@ohioschoolboards.org](mailto:acrouch@ohioschoolboards.org).

**Helena Michaels** joined OSBA in June as an administrative associate in the Division of Board and Management Services. She is tasked with proofing and editing policies and assisting districts that request sample policies.

"Through research, I'm becoming familiar with a lot of different (education) policies," she said. "I've never had the experience of looking up a policy about drones. It's interesting. I've been fielding a lot of questions from districts."

Before moving to central Ohio, the native of Windsor in Ontario, Canada, worked as a chemical

engineer, most recently at Jamieson Laboratories Ltd. in Windsor, where she ensured policies and procedures were up-to-date.

OSBA policy services offer several levels of assistance. Experienced consultants help boards of education develop and update their school board policy manuals.

Policy consultants are supported by the expertise of OSBA's legal, labor relations, legislative, board services and management services staff.

Michaels and her husband, **Jason**, a certified public accountant, have a 10-year-old son, **Richard**. She can be reached at (614) 540-4000, (800) 589-OSBA or [hmichaels@ohioschoolboards.org](mailto:hmichaels@ohioschoolboards.org).



## LEGISLATIVE REPORT

by Jay Smith, deputy director of legislative services

### Legislation would impact school district credit card use

Proposed legislation would require local governments to establish a credit card use policy designed to better protect tax dollars from potential fraud. State Reps. **Kirk Schuring** (R-Canton) and **Dave Greenspan** (R-Westlake) introduced House Bill (HB) 312 in July in collaboration with Ohio Auditor of State **Dave Yost** to incorporate better safeguards and tighten credit card use by local governments, including school

districts.

HB 312 would require school districts to have a board policy that includes provisions addressing:

- the officers or positions authorized to use credit cards;
- the types of expenses for which the credit card may be used;
- the procedure for using a credit card;
- how frequently the board or authority has credit cards reissued;
- the entity's maximum credit card

spending limit or limits;

- the actions or omissions by an officer or employee that qualify as misuse of a credit card.

The board policy would include all bank- and store-issued credit cards and any card allowing the holder to purchase goods or services on credit. The policy would not include any procurement, gasoline or telephone cards, or any other card where merchant category

*Continued on page 9*



# PUBLIC SCHOOLS WORK!

compiled by Scott Gerfen, assistant editor

## Teen entrepreneur starts customizable backpack company

When 16-year-old **Emily Laine Miller** makes her way through the halls of **Olentangy Local's (Delaware)** Olentangy Liberty High School, she gets a thrill every time she spots one: a backpack she designed.

"You're looking through a sea of JanSports and then you're like, 'Wait, that's mine!' she told a local newspaper. "It was so exciting and honestly inspired me to really keep pushing for it."

Emily, who was looking for a

way to save for college, first announced her idea to sell backpacks with more room during a family dinner. From that conversation, the Laine Avenue backpack was born.

Once home-based, her business now shares a building with her mother's advertising firm.

"Emily has always been full of ideas (for) as long as I can remember," her mother, **Lisa Laine Miller**, said. "She's always been making things, trying to figure out

different things to sell, and she's very artistic."

Emily also is giving fellow teens a way to make money. With parental permission, they can become "backers" of Laine Avenue and earn commissions for each item sold through the business' online store.

As for a college, Emily intends to major in something that will help her grow the business.

Source: ThisWeek Community News

*Legislative Report, continued from page 8*

codes are in place as a system of control for the card's use.

HB 312 would give districts two options for implementing the proposed new controls:

- Option 1 — The Custody and Control Model would require a credit card policy in which the treasurer would have physical control over all credit cards, a system for individual card use and the name of the entity or district on the card. Districts would be required to have a system to check out cards and an itemized receipt from an individual who returns the card to the treasurer. If the employee using the card fails to provide the necessary information, he or she will be required to

reimburse the entity or district.

Any unpaid balances will constitute misuse of a credit card.

- Option 2 — The Compliance Officer Model would be required for treasurers who do not have physical control of credit cards and districts that do not have their name on their credit cards. A required policy would include a procedure for using credit cards; who is authorized to use them; how often cards are reissued; credit limits for each issued card; and what qualifies as an allowable expense. The policy also requires a quarterly review process in which the fiscal officer and board review the number of district credit cards and active district credit cards and

the credit limit for each card. The compliance officer, also required under this option, may not be the district treasurer, and must perform the quarterly review process. In addition, the compliance officer is prohibited from authorizing an individual's credit card use and cannot be authorized to use a credit card.

HB 312 also bans the use of debit cards, with an exception for local law enforcement, and authorizes the state auditor to create rules for the disclosure and audit of credit card rewards accrued by districts and local governments.

*Editor's note:* Information in this article was current as of Aug. 16, 2017.

## August

- 30 Board Candidate  
Workshop..... Rootstown

## September

- 7 Board Candidate  
Workshop..... Miamisburg  
11 Board Candidate Workshop ..... Findlay  
12 Board Candidate Workshop ..... Athens  
13 OSBA Master of Transportation  
Administration Program: Routing and  
Technology..... Columbus  
15 Treasurers' Clinic..... Miamisburg  
16 Board Candidate Workshop .. Columbus  
19 Management Development Series #4:  
Safety and security ..... Columbus  
20 OSBA Master of Transportation  
Administration Program: Routing and  
Technology..... Columbus  
21 Board Candidate Webinar  
22 Diversity and Inclusion in the Law  
Workshop..... Columbus  
26 Treasurers' Clinic..... Rootstown  
27 Central Region Fall  
Conference..... Columbus  
28 Treasurers' Clinic..... Findlay  
28 Southeast Region Fall  
Conference..... Albany  
28 Last day to file (by 4 p.m.) as a write-in  
candidate for November general election —  
RC 3513.041 (72 days prior to the election).

## October

- 1 Last day for board to adopt annual  
appropriation measure — RC 5705.38(B).  
3 Treasurers' Clinic..... Athens  
4 Northeast Region Fall  
Conference..... Wadsworth  
5 Treasurers' Clinic..... New Philadelphia  
5 Engagement: All Audiences, All  
Platforms Workshop ..... Columbus  
5 Northwest Region Fall  
Conference..... Perrysburg  
10 Treasurers' Clinic..... Columbus  
10 Last day for voter registration for November  
election — RC 3503.01, 3503.19(A) (30  
days prior to election).  
12 Southwest Region Fall  
Conference..... Cincinnati  
13 Administrative Professionals  
Workshop..... Columbus  
15 Last day for certification of licensed  
employees to State Board of Education —  
RC 3317.061.  
18 OSBA Master of Transportation  
Administration Program: Personnel  
management..... Columbus  
19 Management Development Series  
#5: Policy..... Columbus  
19 Northwest Region Fall  
Conference..... Archbold

- 25 OSBA Master of Transportation  
Administration Program: Personnel  
management..... Columbus  
26 Deadline for filing pre-general election  
campaign finance report for certain  
candidates, detailing contributions and  
expenditures from 4:01 p.m. on the last day  
reflected in the previous report through 4  
p.m. on the twentieth day before the election  
(October 18) — RC 3517.10(A)(1) (12th  
day prior to election).  
31 End of first ADM reporting period — RC  
3317.03(A).

## November

- 1 Last day for classroom teachers to develop  
online classroom lessons ("blizzard bags")  
in order to make up hours for which  
it is necessary to close schools — RC  
3313.482(A)(3)(a).  
7 General Election Day — RC 3501.01 (first  
Tuesday after the first Monday).  
12-14 OSBA Capital Conference and Trade  
Show ..... Columbus  
12 Southeast Region Executive Committee  
Meeting..... Columbus  
13 Central Region Executive Committee  
Meeting..... Columbus