

# BRIEF CASE

THE OHIO SCHOOL BOARDS ASSOCIATION

Serving the public school leadership team



## State report cards reflect increased district, school achievements

Nearly 88% of Ohio districts and over 68% of school buildings were rated effective or higher on this year's state report cards. The percentage of districts ranked effective or higher increased from 85% in 2008-2009. Eighty-one districts and 305 school buildings earned the rating of excellent with distinction. For details, visit [www.reportcard.ohio.gov](http://www.reportcard.ohio.gov).

## Ohio wins funding in second round of Race to the Top

The U.S. Department of Education has selected Ohio to receive \$400 million in federal Race to the Top funds over the next four years. Eight other states and the District of Columbia also were named winners. OSBA worked with the Ohio Department of Education and the state's education groups to encourage more districts to submit memoranda of understanding and strengthen Ohio's application.

## OSBA Trade Show again ranked No. 1 in the nation

OSBA's Trade Show, a highly popular part of the annual Capital Conference, remains the largest exhibit of educational goods and services in the U.S, the National School Boards Association (NSBA) said. Last year OSBA sold 681 Trade Show booths, followed by New Jersey's 541. The Capital Conference is ranked a solid second in attendance, with 10,072 registered in 2009. The leader was the Illinois Association of School Boards with 12,379. This year's conference runs Nov. 7-10 at the Greater Columbus Convention Center. For details or to register, contact OSBA or visit [cc.ohioschoolboards.org/2010](http://cc.ohioschoolboards.org/2010).

## Time is getting short for districts to make OSBA Media Honor Roll picks

School districts have until Sept. 15 to submit the names of reporters they would like to name to the 2010 OSBA Media Honor Roll. The program provides districts the opportunity to build and maintain good working relationships with their local news media by recognizing print and broadcast journalists who fairly and accurately report on education. To get more information, download a selection form or make your selections online, visit [www.ohioschoolboards.org/media-honorroll](http://www.ohioschoolboards.org/media-honorroll).

## Reminder: Deadline for treasurers' contracts has changed

If your treasurer's contract expires at the end of 2010, the deadline to renew is approaching. House Bill (HB) 671, passed by the 126th General Assembly, changed the contract year for treasurers. Prior to HB 671, treasurers were appointed at the organizational meeting. Treasurers now have the same contract year as superintendents: Aug. 1 to July 31. This change will be phased in until all treasurers have the same contract year. If your treasurer's contract has not transitioned to the new contract schedule, it will expire at the end of 2010 or the 2011 organizational meeting.

Sept. 6, 2010

Volume 41 Issue 16

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*Ohio ACT scores increase as record number take test; This month in OSBA history; OSBA online*

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### Route workshop information to:

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

In order to nonrenew treasurers on this contract schedule, notice of the nonrenewal must be delivered 90 days prior to the end of their contract. Failure to nonrenew by this date will result in the contract rolling over until July 31, 2012. If your treasurer's contract has transitioned to the new contract schedule, the deadline for providing notice of nonrenewal is now March 1 of the year the contract expires. This is the same deadline that applies to school district superintendents. For additional information, contact OSBA's legal division.

### Dog devours man's school board petition

The dog really did eat his homework, or, more accurately, the petition a South Carolina man was going to file to run for a school board seat. *The Beaufort Gazette* reported on Aug. 13 that **Terry Thomas** of Lady's Island left a petition with nearly 200 signatures on it in his house when he went out to check the mail. When he returned, **Spencer**, his 8-month-old Labrador and bull mastiff mix, had chewed the petition to shreds.

Now Thomas won't be able to run for a spot on the Beaufort County School Board in November. A retiree, he is a substitute teacher and an assistant football coach at Beaufort High School.

He said that now when students use the old "the dog ate my homework" excuse in class, he just might believe them.

Source: The Associated Press

### Ohio ACT scores increase as record number take test

The Ohio Department of Education (ODE) reports that a record number of students took the ACT college entrance and placement exam, with the class of 2010 also meeting more college-readiness benchmarks and

achieving a higher average composite score than the preceding class. ODE said that 89,275 Ohio high school seniors took the ACT this year, which is 66% of the state's 2010 graduates. Ohio students also topped the U.S. average, with an average composite score of 21.8%, compared to 21% nationally.

### This month in OSBA history

In September 1973, OSBA's first Federal Relations Network team traveled to Washington for the inaugural NSBA FRN conference. NSBA created the program to give local boards a voice at the national level. OSBA's network remains strong today, as was demonstrated when FRN Chair **Cathy Johnson**, **South-Western City**, recently joined U.S. House Speaker **Nancy Pelosi** on Capitol Hill to speak at the Education Jobs Fund bill-signing ceremony.

### OSBA online

● [www.ohioschoolboards.org](http://www.ohioschoolboards.org)  
OSBA offers an online resource to help members in their advocacy efforts during the countdown to the November elections. The new OSBA Grassroots Advocacy Toolkit is now available for download at <http://links.ohioschoolboards.org/74692>. The kit includes tips on setting up a grassroots network in your community and conducting a candidates' night.



## Briefcase

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

OSBA President: **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](mailto: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.



# BULLETIN BOARD

compiled by Melanie Price, administrative assistant of communication services

## OSBA executive searches

### Superintendent

District	Deadline	Contact
① Bath Local (Allen)	TBD	OSBA Search Services, (614) 540-4000

### Treasurer

District	Deadline	Contact
① Fairborn City	Sept. 28	OSBA Search Services, (614) 540-4000
② Madison Local (Lake)	Oct. 26	OSBA Search Services, (614) 540-4000



## Other positions

Position	District	Deadline	Contact
Superintendent	Mogadore Local (Summit)	Sept. 17	Linda Fuline, superintendent, Summit County ESC, (330) 945-5600

## National searches

Position	District	Deadline	Contact
Superintendent	Martinsville, Va.	Sept. 10	Gina Patterson, assistant executive director, Virginia School Boards Association, (434) 295-8722

## Board changes

Caldwell EV Board of Education member **Roger Pickenpaugh** recently resigned from the board. ●●● **Columbiana EV** appointed **Mark Hutson** to the board effective Aug. 10. He replaced **Robert Rubicky**, who moved out of the district. ●●● **Richmond Heights Local (Cuyahoga)** appointed **Gannon Quinn** to the board effective Aug. 10. He replaced **Charles Tyler**, who resigned in July. ●●● **Rootstown Local (Portage)** appointed **Norm Reynolds** to the board effective July 20. He replaced

### Editor's note

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

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

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

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

**Robert Dunn**, who passed away June 30.

## **Administrative changes**

### **Superintendents**

**Indian Lake Local (Logan)** hired **Patrick J. O'Donnell** as superintendent effective Aug. 12. He replaces Interim Superintendent **Joyce Roberts**. O'Donnell was the superintendent at **Sidney City**. ●●● **Mount Healthy City** hired Assistant Superintendent **Lori L. Handler** as superintendent effective Feb. 1, 2011. She replaces **David Horine**, who is retiring Jan. 31, 2011. ●●● **Southern Hills Career and Technical Center** hired **Kevin Kratzer** as superintendent effective Jan. 1, 2011. He replaces Dr. **Charles Guarino**, who is retiring effective Dec. 31. Kratzer was a former principal at **Western Brown Local's (Brown)** high school. ●●● **Wickliffe City** Superintendent Dr. **Kathleen J. Cintavey** announced her resignation effective Aug. 5. Dr. **James F. Costanza** was appointed interim superintendent.

### **Treasurers**

**Firelands Local (Lorain)** Treasurer **Barbara S. Bechtel** announced her resignation effective Jan. 1, 2011. ●●● **Leetonia EV** hired Assistant Treasurer **Jennifer Bruderly Coldsnow** as treasurer effective Aug. 30. She replaced **Larry Syverson**, who retired in July. ●●● **Miamisburg City** hired **Tammy S. Emrick** as treasurer effective Aug. 9. She replaced Interim Treasurer **Bonnie Milligan**. Emrick was the treasurer for **Fairborn City**. ●●● **Steubenville City** hired **Lisa Bruzzese** as treasurer effective Sept. 1. She replaced Interim Treasurer **Albert A. Skulich**. Bruzzese was treasurer for the **Columbiana County Career and Technical Center**. ●●● **Streetsboro City** hired **Catherine Rouse** as treasurer effective Aug. 1. She replaced **Neil Barnes**, who took the treasurer position at **Highland Local (Medina)**. Rouse was treasurer for **Field Local (Portage)**.

## **Sympathies**

Former **Pike-Delta-York Local (Fulton)** Board of Education member **Paul Kesler** died Aug. 20. He was 94. ●●● Former **Toronto City** Superintendent **Gino Quattrochi** died July 15. He was 76.

## **Correction: Northeast Region Fall Conference**

The fax number for registration for the Oct. 6 Northeast Region Fall Conference listed in the Aug. 23 *Briefcase* was incorrect. The correct fax number is 234-678-0122.

# **OSBA lobbyist position available**

The Ohio School Boards Association has an opening for a lobbyist to provide direct support for its advocacy efforts on behalf of public boards of education. The position reports to the director of legislative services. Responsibilities include working with legislators, education policymakers and school district officials to advance the needs and interests of Ohio's public schools and boards of education.

Candidates must have knowledge and experience with advocacy strategies, the legislative process, educational policy and school-funding issues. Excellent oral and written communication skills and strong analytical skills are essential. The successful candidate will be required to register as a lobbyist with JLEC. Experience with grassroots-level initiatives is a plus.

OSBA offers competitive salaries and excellent benefits. Applicants should submit a cover letter, resume and salary requirements by Sept. 17, 2010 to OSBA, Damon Asbury, Director of Legislative Services, 8050 N. High St., Suite 100, Columbus, OH 43235-6481. EOE





# No school district is immune

## Strike Management Workshop

**Friday, Sept. 17, 10 a.m. to 2 p.m.**

**Cost is \$75, which includes registration, materials, lunch and refreshments**

**The workshop will be held at the OSBA office, 8050 N. High St., Columbus.**

**To register, contact Laurie Miller at (614) 540-4000; (800) 589-OSBA; or Lmiller@ohioschoolboards.org**

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

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

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

# 2010 Treasurers' Clinics

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

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. 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 registration fee is \$120. You can register by contacting **Laurie Miller** at (614) 540-4000, ext. 284; (800) 589-OSBA, ext. 284; or Lmiller@ohioschoolboards.org.

# Guerrilla Communications for Your School Levy



## Tuesday, Sept. 21

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

## Thursday, Sept. 23

Cuyahoga Valley Career Center  
8001 Brecksville Road, Brecksville  
(440) 746-8230

Technology is changing levy campaigns. Our communities have access to more school district financial data, making it easier to share that data thanks to e-mail, Facebook, Twitter and websites.

Opposition groups can easily, quickly and at almost no cost spread their messages throughout your district in less time than it took you to read this sentence. Whose message will your voter believe?

Are you prepared to meet the challenges in your next campaign? Does your levy committee have a website, Facebook page or Twitter account? Technology allows you to push your message to voters' pockets or purses if they have a smartphone. And you can craft your message and send it from your smartphone.

## Agenda

**8:30 a.m. Registration opens**

**9 a.m. Introductions/welcome**

**9:05 a.m. Which data are the real data? Keeping the facts straight**

Get tips on how to reduce confusion about data and look at an online tool that allows districts and other stakeholders to thoroughly analyze district expenditures in order to promote more effective and efficient use of resources.

*Kim Murnieks*, executive director, Center for School Options and Finance, Ohio Department of Education

**10:05 a.m. Rapid-response to the rumor mill**

Learn how to effectively address rumors and incorrect information in today's "viral" world.

•*Lee Cole*, director of communications, Pickerington Local (Fairfield)

\**Patti Koslo*, public information officer, Nordonia Hills City

**11:05 a.m. Break**

**11:20 a.m. Targeting positive voters**

How do you identify positive voters? What are some methods for communicating with positive voters? Learn how to make sure your positive voters get to the polls on election day.

•*Debbie Alberico*, director of communication/community relations, Middletown City

\**Tammy Strom*, communication director, Solon City

**12:20 p.m. Lunch**

**1 p.m.**

**What is social media, anyway?**

What is social media? What types of social media exist? Gain an understanding of social media lingo and learn which methods of social media are most effective with which demographics.

•*Shane Haggerty*, communications coordinator, Ohio Hi-Point Career Center

\**Ellen Ondrey*, communication director, Chardon Local (Geauga)

**2 p.m.**

**Break**

**2:15 p.m.**

**Reaching across the divide**

When does it make sense to reach out to dissenters? Learn to analyze your opposition and develop strategies for ensuring that your message is trusted when it counts.

•*Tracey Carson*, public information officer, Mason City

\**Karen Derby-Lovell*, APR, public information officer, Bay Village City

**3:15 p.m.**

**Adjourn**

• indicates speaker at the Columbus location

\* indicates speaker at the Brecksville location

Cost is \$120. To register, contact OHSPRA Executive Director Crystal Kendrick at [director@nspraohio.org](mailto:director@nspraohio.org) or (513) 281-3228 or visit [www.nspraohio.org](http://www.nspraohio.org).

# The 21st Century School District — The Role of the Board for Support and Impact

Friday, Oct. 1 9 a.m. to noon  
OSBA office, Columbus Cost \$75

Is your school district actually preparing students for the challenges, opportunities and demands of the 21st century? Do you and your board colleagues understand the role and impact you have in achieving your district's 21st century goals?



Attend this highly engaging seminar and hear from experts and practitioners on research indicating the need to change; essential elements of a 21st century classroom; and tips and success stories for preparing for transformation.

## Agenda

8:30 a.m.	Registration and continental breakfast	10:30 a.m.	Break
9 a.m.	Welcome	10:45 a.m.	From the superintendent's perspective — the role of the board in supporting and impacting 21st century success
9:15 a.m.	21st century skill development — what is it and why does it matter?	11:45 a.m.	Questions and wrap-up
9:30 a.m.	The big picture — Ohio's plan for 21st century skills attainment and achievement		

# School security trends

**Management Development Series #3**

**Cost is \$75**

**OSBA office, Columbus**

**Wednesday, Oct. 13**

**10 a.m. to 2:30 p.m.**

Security is a difficult topic for public schools. It covers a wide variety of aspects and scenarios. To date, each district has had to develop and file emergency plans, but several districts have encountered situations not covered by these plans. Additionally, schools have begun to hire consultants to review the plans and develop training for employees and students. This seminar by Huffmaster Crisis Management and OSBA will review what is going on in school security and look at trends and new threats that need to be considered. We'll also look at training and discuss who needs to be trained and when training needs to occur. Another consideration is how security plans blend into safety plans, which is a growing trend in the private sector.

In addition to offering strike services, Huffmaster is a national leader in the security field and has been providing these services to public schools throughout the country. The firm's experience and expertise will provide new perspectives on this difficult, but important topic.

Presenters: *Michael C. Saad*, CCP, senior director, consulting services, Huffmaster; and *Van D. Keating*, director of management services, OSBA

# Back-to-School Sale



**School board members & administrators need to do their homework, too.**

To help you understand public schools and the thousands of laws governing them, OSBA published a number of new and newly revised books this summer. They are now on sale for a limited time only.\*

- Boardmanship: A handbook for school board members**  
regularly \$15 ..... **now \$10**
- Boardmanship Revisited**  
regularly \$15 ..... **now \$10**
- Board Presidents' Handbook**  
regularly \$15 ..... **now \$9**
- Board-Legislature Partnership – REVISED**  
regularly \$15 ..... **now \$10**
- Board-Superintendent Partnership**  
regularly \$15 ..... **now \$9**
- Board-Treasurer Partnership**  
regularly \$15 ..... **now \$9**
- Board Self-Evaluation**  
regularly \$15 ..... **now \$9**

\* Sale prices are good until Sept. 30, 2010.

- Effective booster operations – NEW**  
regularly \$15 ..... **now \$10**
- Job descriptions and evaluations**  
regularly \$10 ..... **now \$5**
- Labor Relations Primer**  
regularly \$15 ..... **now \$10**
- Levy Resource CD**  
regularly \$100 ..... **now \$30**
- Making Sense out of School Finance – REVISED**  
regularly \$15 ..... **now \$10**
- Ohio Public Student Attendance and Tuition Guide**  
regularly \$15 ..... **now \$9**
- The Ohio School Ethics Guide**  
regularly \$15 ..... **now \$10**
- Ohio Sports Law Handbook**  
regularly \$15 ..... **now \$10**
- Special Education Law in Ohio – REVISED**  
regularly \$15 ..... **now \$10**
- Student Discipline in Ohio**  
regularly \$15 ..... **now \$9**
- Sunshine Law for Schools**  
regularly \$20 ..... **now \$15**





# Back-to-School book sale order form

To order, please fill out this form and mail it to Debbie Burda, OSBA, 8050 N. High St., Suite 100, Columbus, OH 43235-6481. For faster service, photocopy this form and fax it with your purchase order to (614) 540-3299.

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 District \_\_\_\_\_  
 County \_\_\_\_\_  
 Address \_\_\_\_\_

(Please use street address for delivery purposes)

Is this a home address?  Yes  No

City \_\_\_\_\_ ZIP \_\_\_\_\_

Daytime telephone \_\_\_\_\_

Title	Sale Price	Qty.	Total
Boardmanship: A handbook for school board members	\$10	_____	\$ _____
Boardmanship Revisited	\$10	_____	\$ _____
Board Presidents' Handbook	\$9	_____	\$ _____
Board-Legislature Partnership	\$10	_____	\$ _____
Board-Superintendent Partnership	\$9	_____	\$ _____
Board-Treasurer Partnership	\$9	_____	\$ _____
Board Self-Evaluation	\$9	_____	\$ _____
Effective booster operations	\$10	_____	\$ _____
Job descriptions and evaluations	\$5	_____	\$ _____
Labor Relations Primer	\$10	_____	\$ _____
Levy Resource CD	\$80	_____	\$ _____
Making Sense out of School Finance	\$10	_____	\$ _____
Ohio Public Student Attendance and Tuition Guide	\$9	_____	\$ _____
The Ohio School Ethics Guide	\$10	_____	\$ _____
Ohio Sports Law Handbook	\$10	_____	\$ _____
Special Education Law in Ohio	\$10	_____	\$ _____
Student Discipline in Ohio	\$9	_____	\$ _____
Sunshine Law for Schools	\$15	_____	\$ _____
	<b>sub total</b>		\$ _____
	Sales tax (6.75%)		\$ _____
<b>Order by Sept. 30 to receive special savings.</b>	<b>Order total</b>		<b>\$ _____</b>

**Credit card information**

MasterCard  Visa  Discover  American Express

Account #: \_\_\_\_\_ Signature: \_\_\_\_\_

Card expires (Mo./Yr.): \_\_\_\_\_/\_\_\_\_\_ CVV code: \_\_\_\_\_  
3- or 4-digit code on back of card

**Please check one:**

Payment enclosed (sales tax applies to orders paid by personal check, personal credit card, money order or non-sales tax exempt organizations)

Purchase order # \_\_\_\_\_

**Postage and handling included. Allow two to four weeks for delivery**  
**Order online at [www.ohioschoolboards.org/catalog](http://www.ohioschoolboards.org/catalog)**

# Improve your impact through communication

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

**9 a.m.– 3:15 p.m.**  
**Cost: \$120**

We communicate every day in public schools. As education leaders, we are expected to understand complex concepts, create creative solutions and sell our ideas to others. Our success often depends on persuading our diverse audiences to embrace our plans with a passion. The key is communicating our message well.

How well do you communicate? Can you do better?

Yes, but it all begins with a self-evaluation and a willingness to improve personal communication skills. This hands-on workshop will help you improve the skills of listening, writing, speaking, building relationships and using technology. It is being led by veteran OSBA staff, who are experts in communication, leadership and technology.

## Agenda

9 a.m.	Introductions/welcome	12:20 p.m.	Lunch
9:05 a.m.	Listening for results Learn how to listen with an open mind and gain an understanding of the listening process.	1:05 p.m.	Building relationships with fellow board members and staff Nurturing relationships with others is the key to persuading them to support your ideas. Learn how to open lines of communication with your management team.
10:05 a.m.	Writing well is hard work Crafting an effective message is more than just placing words on paper. Learn how to use the best words, sentence structure and style for your audience.	2:05 p.m.	Break
11:05 a.m.	Break	2:15 p.m.	How can technology improve your message? Learn how to reach your audiences by selecting the best technology to use.
11:20 a.m.	Putting pizzazz in your presentations Saying just what you want to say in a speech is not enough to leave a lasting impression. Learn how to deliver your points so people will remember them.	3:15 p.m.	Adjourn

## Transportation Roundtable

*you decide the topic*

**Date and location:**  
Wednesday, Oct. 20  
OSBA office, Columbus

**Cost:**  
\$35, includes lunch

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

In this roundtable discussion, any attendee can offer a question or issue to be discussed by the entire group for whatever length of time is needed.

This is an opportunity for transportation supervisors and other school administrators to sit down and openly discuss various issues, as well as interact with individuals from other school districts to solve similar problems. Pete Japikse, associate director of the Ohio Department of Education's Office of Pupil Transportation, will be on hand to answer questions.



# School Law for Treasurers Workshop



**Friday, Oct. 8**

**Bridgewater Banquet & Conference Center, Powell**

**Cost is \$120**

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

Focusing on the cutting-edge issues important to you in the 2010-11 school year, presenters will share the latest legal developments for you to take back to your district.

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

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

**9 a.m. Shared services: policies, practices and recommendations**

Learn how local school districts have collaborated to take advantage of individual district resources, create economies of scale and reduce redundancies to capture cost savings.

**10 a.m. Robert's Rules refresher**

Get tips on how to improve your ability to successfully manage a meeting, constructively deal with difficult situations and conflicts, and devise a working agenda.  
*Mary Remson, OSBA Parliamentarian*

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

**10:45 a.m. Real property tax appeal process**

Real property tax appeals can result in last-minute and unexpected budget shortages for school districts. This session will outline the appeal process, provide examples of recent appeals and identify potential areas of concern for school districts.

*Jeffrey A. Rich, Esq., Rich & Gillis Law Group LLC, Dublin*

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

**12:45 p.m. Navigating nonrenewals**

Ohio law sets forth detailed procedures that must be followed prior to the nonrenewal of an employee's contract. The Ohio Supreme Court has interpreted those procedures rigidly, resulting in a process that is often difficult to implement. Join a seasoned attorney as he guides districts through the nonrenewal process.

*Timothy J. Sheeran, Esq., Squire, Sanders & Dempsey LLP, Cleveland*

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

**2 p.m. Human resources update**

A school law expert provides an overview of some of the most frequently litigated areas of human resources, including progressive discipline, reductions in force, the Consolidated Omnibus Budget Reconciliation Act, Family and Medical Leave Act and disability leave.

*Julie C. Martin, Esq., Scott, Scriven & Wahoff LLP, Columbus*

**3 p.m. Adjourn**

## **Directions**

The workshop will be conducted at the Bridgewater Banquet & Conference Center, 10561 Sawmill Parkway, Powell. Take I-270 to exit 20. Drive north on Sawmill Road approximately three miles. Bridgewater Banquet & Conference Center is on your right. The phone number is (614) 734-9800.



# WORKSHOP REGISTRATION

## Treasurers' Clinics

- Sept. 10, Perrysburg, \$120
- Sept. 15, Wilmington, \$120
- Sept. 22, Powell, \$120

## Strike Management Workshop

- Sept. 17, \$75

## The 21st Century School District Workshop

- Oct. 1, \$75

## Communication Workshop

- Oct. 6, \$120

## School Law for Treasurers Workshop

- Oct. 8, \$120

## MDS #3: School Security Trends

- Oct. 13, \$75

## Transportation Roundtable

- Oct. 20, \$35

## OSBA Workshop Registration Form

Workshop name \_\_\_\_\_ Workshop date \_\_\_\_\_  
 Attendee name \_\_\_\_\_ Title \_\_\_\_\_  
 Daytime phone \_\_\_\_\_ E-mail \_\_\_\_\_  
 District/firm \_\_\_\_\_ County \_\_\_\_\_

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



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

**Please photocopy this form for each person**

## OSBA workshop registration procedures

OSBA sends e-mail confirmation of registration if an e-mail address is provided. Registration is open to all boards and staff of OSBA members. "Walk-in" registrations are welcome on a space-available basis only. Please call OSBA to check the status of registration before you arrive at the workshop. To register, you must have a purchase order number or a check payable to OSBA and a completed registration form. You may register with a purchase order number by phone, fax, e-mail or Web page 24 hours a day.

### Award of Achievement/LPDC

Most workshops entitle members to Award of Achievement credits. Local Professional Development Committee certificates of attendance will be issued to all workshop attendees.



Mail

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



Phone  
or fax

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



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

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

### Cancellation and refund policy

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





# COMMUNICATIONS

by Scott Ebright, APR, editor

## Change can be good ... or bad

The rapid change in technology, especially in reporting school news, has been both good and bad for OSBA members. School board members and administrators need to understand and take advantage of these changes.

**Larry Ascough**, the 1975-76 National School Public Relations Association president who has worked in the field for more than 45 years, recently said, "We might not be able to influence the media as we once did."

That is an understatement.

While we once knew who the newspaper and television reporters were, anyone is a member of the media today.

We used to be able to count on reporters adhering to the American Society of Newspaper Editors' Canons of Journalism (or code of ethics). Once I dealt with a reporter who claimed he had not heard of those canons.

Twenty years ago, the vast majority of reporters held journalism degrees; that number is decreasing as newspapers cut full-time staff and hire part-time stringers. Some school districts are being "covered" by self-proclaimed reporters whose main qualifications are interest in school governance and the ability to post their thoughts on blogs, Facebook or personal websites.

**Tom DeLapp**, president of Communication Resources for Schools, once explained the difference between traditional journalists and Web-based reporters.

"Traditional news media edit their stories before they post them; bloggers edit their stories after they post them," DeLapp said.

"Established media will research the story, write it, check facts for accuracy, proofread and publish. Bloggers will write and publish the story as soon as they hear about it, then make corrections."

We have always struggled with accurate reporting. When reporters or editors learned of a mistake, they usually published a correction. We might — I repeat might — get a known blogger to admit an error and print a retraction, but forget the person who anonymously posts

comments.

Here, I need to insert a disclaimer. I still talk to reputable, ethical reporters every day. They still subscribe to the Canons of Journalism. They want to present balanced news and do a great job of covering our schools.

So how do you effectively deal with the media?

You should treat all reporters equally. Handle their information requests consistently. Try not to show favoritism (as hard as that might be). Courtesy goes a long way in developing a relationship with reporters.

Most school district information is a public record that all have a right to view. Learn what the public has a right to see, and when asked, provide it in a timely fashion. Stalling simply makes matters

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

Communications, continued from page 5

worse. The OSBA book *Sunshine Law for Schools* is an excellent resource on public records.

Establish your credibility. Always tell the truth. There are times when you cannot tell a reporter or a citizen certain bits of privileged information. There are times when you simply do not know the correct answer or have all the facts. If you explain that, reasonable people will understand.

Don't make a promise you cannot keep. If you tell a reporter that you will call back with information or a better source for the facts, do so.

Return calls promptly, because few people do and reporters appreciate any help you can offer to enable them to meet their deadlines. With the instantaneous nature of today's news, your contribution to the story may be posted within minutes. If you reply

before the opposition, your side may be told first.

Ask what deadline the reporter is working under and try to meet it whenever possible. Delay too long and your story may not make the news.

Don't let others dictate your story. Tell your story the way you want to and let the reporter cull the important facts. If you are a credible source (reread the earlier paragraph on credibility), your words will carry more weight than a source with less-than-accurate facts.

Reinforce your message with electronic media. Use your website to share detailed information with the world. Use e-mail, Facebook and Twitter to deliver short messages to parents, students and staff. The beauty of e-mail and Twitter is that you can send messages directly to people's

smartphones, which are usually in their pockets or purses. Mass phone and text messaging systems, such as the OSBA-endorsed Leader Alert, can reach even more people with text or voice messages.

With foresight and planning, you can preempt others who are trying to tell your story. In some communities, school news is not covered well in traditional or "new media." This gives school districts the opportunity to fill that void. This is your chance to share your news the way *you* want it shared.

Board members wishing to learn more about how to deal with the traditional, as well as the not-so-traditional news media should join OSBA for a free 60-minute webinar to be conducted on Friday, Oct. 15, beginning at noon. Visit OSBA's website to register or call **Melanie Price** at (614) 540-4000 or (800) 589-OSBA, ext. 270.



## FUNDING OPPORTUNITIES

by Angela Penquite, communication design manager

### **Yearbook Adviser of the Year award**

The Journalism Education Association will honor outstanding high school advisers. Nominees will be named National Yearbook Adviser of the Year, Distinguished Adviser or Special Recognition Adviser.

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

**Eligibility:** high school advisers

**Deadline:** Oct. 15

**Contact:** [www.jea.org/awards/yearbookadviser.html](http://www.jea.org/awards/yearbookadviser.html)

### **Promoting music education**

The Music is Revolution Foundation will provide mini-grants for music education activities. Eligible projects include those that are clearly based on the concept of music education

through musical experiences, initiating students into a sense of their social, academic and cultural identity, and humanizing them through the emotional, cognitive or physical impact of music.

**Maximum awards:** \$500

**Eligibility:** K-12 public school teachers

**Deadline:** Oct. 15

*Continued on page 7*



## PUBLIC SCHOOLS WORK!

compiled by Gary Motz, managing editor

### Wind provides electricity, learning power at Oregon City Schools

A wind turbine is not only generating power for **Oregon City Schools** near Toledo, it's also giving a teacher and his students the opportunity to conduct alternative energy research.

**Dennis Slotnick**, who teaches environmental science and biology at Clay High School, collaborated with utility representatives on a proposal to increase wind turbine use in the district. The proposal was supported by data that Slotnick and his students collected

from a residential-class turbine at the school's wind research facility.

Students analyzed a variety of data, including kilowatt output, the relationship between wind speed and power production, daily use, cost savings and environmental impacts. Slotnick reported that since the turbine came online in late 2008, it has produced 4,471 kilowatt hours of electricity, saving the district about \$450. The plan to expand wind energy use calls for installing commercial-size turbines,

which could create even greater savings for the district.

The alternative energy field offers many career paths, including architecture, engineering, sales and marketing, accounting, electrical engineering and maintenance.

Slotnick told a local paper that the district has "pioneered wind energy in education by generating live, useful, cost-saving power for students to truly understand the science and practice of electricity."

Source: *The Press*

*Funding, continued from page 6*

Contact: [www.svengirly.com/mir2/going\\_on.php](http://www.svengirly.com/mir2/going_on.php)

#### Funds for school Improvements

Lowe's Toolbox for Education grant program funds school improvement projects initiated by parents in recognition of the importance of parent involvement in education. Lowe's will only consider grants for projects that will be completed within one year of when the grant is received.

**Maximum awards:** \$5,000

**Eligibility:** K-12 schools or parent groups associated with a nonprofit K-12 school

**Deadline:** Oct. 15

**Contact:** [toolboxforeducation.com](http://toolboxforeducation.com)

#### Shell Science Teaching Award

Shell Oil Company and the National Science Teachers Association (NSTA) will recognize one outstanding classroom science teacher who has had a positive impact on his or her students, school and community.

**Maximum awards:** \$10,000

**Eligibility:** a teacher with eight years experience teaching K-12 science

**Deadline:** Oct. 15

**Contact:** [www.nsta.org/about/awards.aspx#shell](http://www.nsta.org/about/awards.aspx#shell)

#### Improve your district's soccer fields

The United States Soccer Foundation is sponsoring grants

that support a soccer-specific program or field project. Grants will be awarded exclusively to projects and programs that develop players, coaches and referees in economically disadvantaged urban areas with populations of 50,000 or more. The foundation is especially interested in organizations that incorporate a youth development element such as anti-violence, anti-drugs and healthy lifestyles into their soccer programs.

**Maximum awards:** \$100,000

**Eligibility:** nonprofit organizations or schools

**Deadline:** Oct. 29

**Contact:** <http://links.ohioschoolboards.org/78829>

**September 2010**

- 8 OSBA Northeast Region Treasurers' Clinic .....Rootstown
- 10 OSBA Northwest Region Treasurers' Clinic .....Perrysburg
- 10-11 OSBA Nominating Committee Meeting.....Columbus
- 15 OSBA Southwest Region Treasurers' Clinic .....Wilmington
- 17 OSBA Strike Workshop .....Columbus
- 21 OSBA/OHSPRA Guerrilla Communication Workshop ....Columbus
- 22 OSBA Central Region Treasurers' Clinic .....Powell
- 23 OSBA/OHSPRA Guerrilla Communication Workshop ....Brecksville
- 24 OSBA Executive Committee Meeting.....Columbus
- 25 OSBA Board of Trustees .....Columbus
- 29 Small School District Advisory Committee Meeting .....Columbus
- 30 OSBA Southeast Region Fall Conference .....Nelsonville
- 30- Oct. 2 NSBA CUBE Annual Conference .....Baltimore

**October 2010**

- 1 *Last day for board to adopt annual appropriation measure — RC 5705.38(B).*
- 1 OSBA 21st Century School District Workshop .....Columbus
- 4 *Last day to nonrenew treasurer's contract expiring Dec. 31, 2010 — RC 3313.22 (contracts entered into prior to March 30, 2007); last day for voter registration for November election — RC 3503.01, 3503.19(A) (30 days prior to the election).*
- 5 OSBA Central Region Fall Conference .....Columbus
- 6 OSBA Communication Workshop .....Columbus
- 6 OSBA Northeast Region Fall Conference .....Akron
- 7 OSBA Northwest Region Fall Conference .....Toledo
- 8 OSBA School Law for Treasurers Workshop .....Powell
- 13 OSBA Management Development Series #3 .....Columbus
- 14 OSBA Southwest Region Fall Conference .....Lebanon
- 15 *Last day for certification of average daily membership — RC 3317.03; last day for certification of licensed employees to State Board of Education — RC 3317.061.*

- 20 OSBA Transportation Roundtable .....Columbus

**November 2010**

- 1 *Last day to submit certification for February income tax levy to Ohio Department of Taxation — RC 5748.02(A) (100 days prior to the election).*
- 2 *General Election Day — RC 3501.01 (first Tuesday after the first Monday).*
- 5 *Last day to submit February emergency or current operating expenses levy to county auditor for February election — RC 5705.194, 5705.213 (95 days before election).*
- 7-10 OSBA Capital Conference & Trade Show .....Columbus
- 7 OSBA Northwest Region Executive Committee Meeting .....Columbus
- 7 OSBA Southeast Region Executive Committee Meeting .....Columbus
- 8 OSBA Central Region Executive Committee Meeting .....Columbus
- 10 *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 February election — RC 133.18(D); last day for county auditor to certify school district bond levy terms for February election — RC 133.18(C).*