

# BRIEF CASE

THE OHIO SCHOOL BOARDS ASSOCIATION

Serving the public school leadership team



## National high school graduation rate rises again

For the third time in as many years, American public schools set a new record for on-time high school graduation rates. Recently released data from the National Center for Education Statistics showed the 2014-15 school year graduation rate was 83.2%. It was 82% the previous school year and hit 80% for the first time in 2012-13. These figures represent on-time graduation, which is defined as freshmen who graduate within four years. If students who take longer than four years to graduate were included, the graduation rate would be nearly 87%, according to the National School Boards Association Center for Public Education. To view state-by-state data, visit <http://links.ohioschoolboards.org/71935>.

## It's time to start making plans for School Board Recognition Month

January is School Board Recognition Month, and OSBA is providing a resource kit to help districts honor their board members. This year's theme is "School boards: Leading the way for education." Districts submitting articles and photos showcasing their activities can see their celebrations featured in the Journal magazine and on the association's website. OSBA also will send each district personalized certificates to present to board members. For more information, go to <http://links.ohioschoolboards.org/52515>.

## 1977 OSBA president dies at age 94

William D. Case, OSBA's president in 1977, died Oct. 15. He was 94. Case served for more than 30 years on the **Vandalia-Butler City Board of Education** in Montgomery County. He also was a former member of the **Miami Valley Career Technology Center** board. In addition, Case served OSBA in a variety of capacities for many years.

## Report provides an overview of nation's teacher shortages

School districts across the country are struggling to attract and keep good teachers. This is not a good time for schools to be facing a teacher shortage, since states have raised K-12 standards to new heights with the expectation that all students will graduate ready for college and careers. The National School Boards Association's Center for Public Education takes an in-depth look at this issue in its report, *Fixing the Holes in the Teacher Pipeline*. Read the report at <http://links.ohioschoolboards.org/91179>.

## Free app helps SROs, administrators address school safety

A federal agency is offering a new, free app to help school resource officers (SROs) and administrators conduct safety assessments of school buildings and grounds to identify and address trouble spots. The assessments can be made by touring the

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### Route workshop information to:

- ☐ Administrators
- ☐ Business managers
- ☐ Safety coordinators

school campus and answering a series of simple questions using a handheld device. The app is limited to qualified SROs and administrators. To get the app, send the following information to [schoolsafe@justnet.org](mailto:schoolsafe@justnet.org) from your official agency email account: Type "School Safe – JTIC's Security and Safety Assessment App for Schools" and provide your name and title; school system name; the SRO's law enforcement agency name; your district mail and email addresses; and what version of the app you need (iOS or Android). Once the information is verified, you will receive an access code to download the app. For details, go to <http://links.ohioschoolboards.org/84619>.

### **Schools encouraged to take part in breakfast challenge**

The Ohio School Breakfast Challenge, supported by OSBA, is back for the 2016-17 school year.

### **Former students say farewell to 100-year-old building**

Former students of a **Buckeye Valley Local (Delaware)** school building wandered the halls and stairwells one last time and signed their names on chalkboards.

The Radnor school building opened in 1917. It will be demolished to make way for one of the district's two new elementary schools scheduled to open for the 2017-18 school year.

"Even though this is a bittersweet day for people, there have been some tears shed, it's wonderful to know that people who came here have such positive feelings about the school and the educational experiences they had at this little county school of Buckeye Valley North," Board of Education President **Justine M. Santschi** told a local newspaper.

Source: The Delaware Gazette

The program urges all schools to give students a great start to the day with a healthy breakfast to help them do their best in school. All schools in the federal School Breakfast Program can participate in one or both of the challenges. The fall challenge runs until Dec. 2. The spring challenge is from

Feb. 6 to April 7. For more information, visit <http://links.ohioschoolboards.org/45259>.

### **Association releases updated Sunshine Law fact sheet**

OSBA has updated the Open Meetings Act section of its Sunshine Law fact sheet. View the new document at <http://links.ohioschoolboards.org/58227>.

### **OSBA online**

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

Photos from OSBA's fall region conferences are posted on OSBA's Flickr page at <http://links.ohioschoolboards.org/70528>. The region conferences featured updates from OSBA officers and staff; student entertainment; and awards recognizing board members, administrators and school staff for outstanding contributions to public education. For details on the fall conferences, see the Regional Roundup article in the next issue of the Briefcase.



## **Briefcase**

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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, administrative assistant of communication services

## OSBA executive searches

### Superintendent

| District                      | Deadline | Contact                              |
|-------------------------------|----------|--------------------------------------|
| ① Pleasant Local (Marion)     | TBD      | OSBA Search Services, (614) 540-4000 |
| ② Warren County Career Center | TBD      | OSBA Search Services, (614) 540-4000 |



## National searches

| Position       | District     | Deadline | Contact                                     |
|----------------|--------------|----------|---|
| Superintendent | Marion, Ark. | Dec. 8   | McPherson & Jacobson LLC,<br>(888) 375-4814 |

## Board changes

Cuyahoga Heights Local (Cuyahoga) appointed **Mark Dobbins** to the board effective Oct. 13. He replaced **James Lawrence**, who resigned. ●●● Danville Local (Knox) appointed **Paul Stover** to the board effective Oct. 17. He replaced **Andrea D. Inverso**, who resigned.

## Administrative changes

### Superintendents

Norton City Superintendent **David P. Dunn** announced his resignation effective July 31. ●●● Southern Ohio ESC hired **Beth Justice** as superintendent effective Jan. 1. She will replace **Tony Long**, who is retiring effective Dec. 31. Justice currently is the director of the ESC's Region 14 State Support Team. ●●● Tiffin City Superintendent Dr. **Vicki A. Wheatley** announced her resignation effective July 31.

### Editor's note

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

### Treasurers

Ashland City hired **Susan K. Guthrie** as treasurer effective Sept. 6. She replaced part-time Treasurer **Sheryl Shaw Stewart**. Guthrie previously was an assistant treasurer at Elyria City. Stewart will continue as treasurer at Dalton Local (Wayne). ●●● Wauseon EV hired **David Fleming** as treasurer effective Nov. 1. He replaced Interim Treasurer **Richelle Oberlin**. Fleming previously was the CFO of housing and dining services at Ohio State University.

### Sympathies

Former Bluffton EV Board of Education member **Kay Miller** died Oct. 22. She was 62. ●●●

**John W. Gander**, a member of the former **Geauga County** Board of Education, died Oct. 17. He was 102. ●●● **Hillsboro City** Board of Education member **Samuel Barnhouse** died Sept. 11. He was 66. ●●● Former **Pandora-Gilboa Local (Putnam)** Board of Education Member **James H. Pierman** died Oct. 7. He was 92. ●●● Former **Southeast Local (Portage)** Board of Education member **Carl William Reagan** died Oct. 18. He was 88. ●●● **Vernon Creighton, Southern Hills Career & Technical Center** Board of Education member and former **Eastern Local (Brown)** board member died Oct. 10. He was 69. ●●● Former **Toronto City** and **Jefferson County JVSD** Board of Education member **Dr. Jane Shaffer** died Sept. 29. She was 95.



## COMMUNICATIONS

contributed by Jay Remy, communications director, Salem-Keizer Public Schools

### Showcase students — share great content with your community

In most communities, about 70% of citizens do not have kids in school. Numerous community surveys have shown that voters without children in school feel less connected than those with kids in

school. That makes sense. And it makes it harder to reach out to them when it comes time to pass a funding measure or build support for programs.

Survey data also shows that

school employees and the news media are important sources of information for those less-connected voters. In the Salem-Keizer Public Schools in Salem, Ore., we focus on both employees and the news media. But more and more, we are depending on our most believable and inspirational spokespeople to represent us: our students.

Most of the time, students have no idea they are representing the district because they are talking about themselves or their work. But we have gotten positive feedback from many community members every time we have featured students. Our product speaks for us when it speaks for itself.

We put student voices and faces in front of our community in a number of ways.

#### Spotlights on Success

We honor individuals and

## Professional Conduct for OCSBA Attorneys

Wednesday, Dec. 7  
Cost is \$35



noon to 1 p.m.  
webinar

The OSBA Division of Legal Services will provide an overview of legal ethics, professionalism and the Ohio Code of Professional Responsibilities, with a focus on those provisions that have the greatest influence and impact on school law practitioners. This program has been submitted to the Supreme Court of Ohio Commission on Continuing Legal Education for 1.0 CLE credit hours of Professional Conduct instruction.

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).

*Continued on page 5*



# OSBA MASTER OF TRANSPORTATION ADMINISTRATION (MTA) PROGRAM

Don't miss the kickoff of the 2016-17 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 \$90 or you can purchase an MTA subscription for the workshop series. 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

### **Nov. 23 or 29 — Rules and laws governing Ohio pupil transportation**

Pupil transportation is highly regulated. Explore the regulations that transportation administrators need to be familiar with to ensure transportation is safe, dependable and compliant with laws and best practices.

### **Dec. 7 or 14 — Student management and training**

Review student discipline plans, actions within a driver's authority and effective strategies for working with parents and administrators, as well as required safety training and how to expand training beyond students that ride the buses.

### **Feb. 1 or 7 — Driver records/background check/compliance needs**

Ohio's regulations governing school bus driver requirements are among the most detailed in the nation. Learn strategies to maintain compliance, and review driver audit forms and hiring checklists.

### **April 5 or 11 — Emergency transportation planning**

Transportation departments are required to have a viable emergency plan in place. Review what an emergency plan should include, how to develop action plans and how to write a plan that anyone can follow, even in your absence.

### **May 3 or 9 — Fleet compliance**

Learn about bus maintenance and safety checks, Ohio State Highway Patrol motor vehicle inspections and how to make the best use of the driver pre-trip inspection. Review preventive maintenance plans, bus purchasing and using data to determine an effective vehicle replacement plan.

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**, OSBA senior administrative assistant of policy services, at (614) 540-4000, (800) 589-OSBA or [mta@ohioschoolboards.org](mailto:mta@ohioschoolboards.org).

## Management Development Series #5: Negotiations and finances

Thursday, Dec. 1  
OSBA office, Columbus

10 a.m. to 2 p.m.  
Cost is \$90

Bargaining over finances has always been a challenge for school districts: What is "fair" is not always affordable, and costing out proposals can be confusing and time-consuming. OSBA and Public Finance Resources Inc. will take a detailed look at the processes involved in identifying proposals that have a financial impact on a school district's budget, developing and supporting district financial proposals and costing out union proposals. We'll also talk about strategies that you can use when presenting and discussing financial proposals and counter proposals, as well as looking at current settlement trends.

Registration will begin at 9:30 a.m. 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 strategic planning — the road map for decision making

Let OSBA put you on the path to success. OSBA can help your district create a comprehensive, long-term strategic plan to ensure you always know which road to take. OSBA consultants will help you identify critical issues, set comprehensive goals for the district and determine priorities for the future.

Call OSBA School Board Services at (614) 540-4000 or (800) 589-OSBA to get moving in the right direction today.

# SchoolComp Safety Seminar



**Friday, Dec. 2**

**OSBA office, Columbus**

**Cost: \$160**

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

This workshop will cover medical marijuana and school employees.

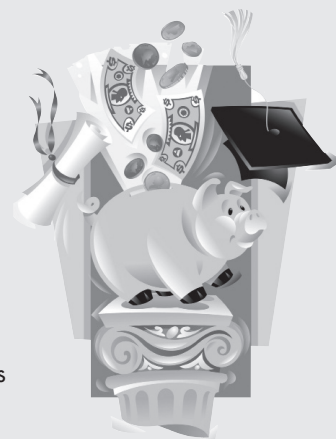
This workshop qualifies as four hours of Ohio Bureau of Workers' Compensation safety training for districts that are required to meet the yearly safety training requirement.

You do not have to be a participant in the SchoolComp Group Rating or Retro Rating programs to attend this seminar. You can register on the Ohio Association of School Business Officials website at [www.oasbo-ohio.org](http://www.oasbo-ohio.org) or by calling (614) 431-9116.

## Winter School Finance Workshop

**Friday, Dec. 9, 9 a.m. to 3 p.m.**

**OSBA office, Columbus**



School funding, charter schools and other education-related issues continue to be contentious topics at the Statehouse. This workshop is your opportunity to get answers and information from the experts.

What happened in the November elections and how will it impact the next General Assembly?

What will the current General Assembly be doing during the lame-duck session? You will get information about these questions and more at the Winter School Finance Workshop. Find out what's at stake for Ohio's schools – we are talking politics, legislation and much more.

### AGENDA

**8:30 a.m.**

**Registration**

**9 a.m.**

**Reports from the Statehouse**

News reporters share their thoughts on current action at the Statehouse.

**10 a.m.**

**Ohio auditor of state's office**

**10:45 a.m.**

**Break**

**11 a.m.**

**ODE financial update and the Community Eligibility Provision**

Aaron Rausch, director, Office of Budget and School Financing, Ohio Department of Education (ODE)

**Noon**

**Lunch (provided)**

**12:45 p.m.**

**OEPI looks to the future**

Dr. Howard Fleeter, consultant, Ohio Education Policy Institute (OEPI)

**2 p.m.**

**ESSA and Title 1 funding update**

Chris Woolard, senior executive director, Center for Accountability and Continuous Improvement, ODE

**3 p.m.**

**Update from association lobbyists**

OSBA and Ohio Association of School Business Officials (OASBO) lobbyists share the latest information about legislative proposals and recently passed legislation.

Damon Asbury, director of legislative services; Jay Smith, deputy director of legislative services; and Jennifer Hogue, lobbyist, OSBA; and Barbara Shaner, associate executive director, OASBO

Cost is \$160, which includes materials, lunch and refreshments. You can register on the Ohio Association of School Business Officials website at [www.oasbo-ohio.org](http://www.oasbo-ohio.org) or by calling (614) 431-9116.





# WORKSHOP REGISTRATION

## OSBA MTA Program

- ☐ Nov. 23, Columbus, \$90
- ☐ Nov. 29, Columbus, \$90
- ☐ Dec. 7, Columbus, \$90
- ☐ Dec. 14, Columbus, \$90
- ☐ Feb. 1, Columbus, \$90
- ☐ Feb. 7, Columbus, \$90
- ☐ April 5, Columbus, \$90
- ☐ April 11, Columbus, \$90
- ☐ May 3, Columbus, \$90
- ☐ May 9, Columbus, \$90

## Management Development Series

- #5: Negotiations and finances**
- ☐ Dec. 1, Columbus, \$90

## Professional Conduct for OCSBA Attorneys

- ☐ Dec. 7, webinar, \$35

## 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.



*Communications, continued from page 4*

groups of students who have won awards or competitions by putting them in the spotlight at monthly school board meetings in a segment named Spotlight on Success.

The communications department staff write a script detailing the award or competition; it lists the students and school principals, coaches or other relevant school staff to the achievement. A senior administrator reads the citation as a regular feature of the board meeting while the honorees are greeted by the superintendent and board chair. A certificate is presented as photos are snapped by district staff. The photos and script are posted on the district website until a new student spotlight is posted the following month. Staff accomplishments also are highlighted, especially early in

the school year when student contests and competitions are not yet plentiful.

### **Sample Spotlights on Success — Schirle students do the math**

On April 6, McKay High School hosted the 24 Challenge Math Tournament for fourth- and fifth-grade students.

The first-place winners in fourth and fifth grade were both Schirle Elementary School students. **Gavin Warner** took top honors for fourth grade and **Ethan Fleming** triumphed with the win for fifth-graders.

This year, 175 students from 14 Salem-Keizer elementary schools participated in the annual event in which students find combinations of numbers that add, subtract, multiply or divide to make the number 24.

McKay High School math

teacher **Teresa Grindy** organizes the event each year with the help of adult volunteers, including McKay math staff and dozens of student helpers.

### **Web highlights**

For student recognition that may not rise to the level of a board spotlight, we encourage schools and students to send in their success stories for the district website. We may run the story as a lead feature on the web, where it will remain the lead story until some other story pushes it down in the queue.

### **E-updates**

We feature student successes on our email list. This periodic update on district events goes out to hundreds of community members who have signed up for the service.

*Continued on page 6*

## Learn how you can save time and money with BoardDocs



As the pioneer of eGovernance, BoardDocs has helped over 1,800 organizations dramatically lower costs, increase transparency and reduce the time spent producing board packets by up to 75%.

Going beyond simply distributing PDF files, BoardDocs cloud-based solutions are so easy to use your organization will operate more effectively from day one. BoardDocs' next-generation, paperless services allow organizations to significantly improve the way they create and manage board packets, access information and conduct meetings.

Join us Friday, Dec. 2, from 1 p.m. to 2 p.m. and see how nearly 100 governing bodies in Ohio are saving money and time with BoardDocs.

Click here to register: <http://links.ohioschoolboards.org/14165>. For questions about these webinars, contact **Laura Vautour**, BoardDocs e-governance specialist, at (800) 407-0141, ext. 3521, or [Lvautour@boarddocs.com](mailto:Lvautour@boarddocs.com).

Communications, continued from page 5

## Social media

It only takes a few minutes to tweet via Twitter or post an item to Facebook. We feel repeated highlights will have a positive effect on our public image for a minimal investment on our part. We use Hootsuite to track the views of our social media posts and listen in on what others are saying about us on their social media feeds. We get a lot of likes when students are featured.

## Earned media

Sometimes a student activity or student work sample is just what a hungry reporter is looking for on a slow news day. We develop

relationships with TV and print reporters who will admit when they have run out of story ideas. When we get such a call, we spread the word among district administrators to scour their schools for “something cool” students are doing. Often, the unique part of the story is a new approach taken by a teacher. But when the story comes out, the students steal the show.

We try to be proactive, but it is not always easy to establish and maintain the flow of good news from schools to the media. School staff are busy doing the work, not reporting on it. To help them, we published a sheet called Share Positive News. It has tips to help

schools share their news and highlights with us. One of the best tips is for each principal to become a news reporter or designate one at their school. Their reporter could be a staff member, student or volunteer. It just needs to be someone with a nose for news and the willingness to call or email the district office and news media when good things are happening.

Sometimes the news media will come up with their own ideas for regular kid features. Check out SJ Kids on [www.statesmanjournal.com](http://www.statesmanjournal.com). It gives students a chance to get their writing featured in the local newspaper and on its website. The whole community can see that kids are smart, funny and motivated to write about their lives. Ask your local media to consider any regular feature of student writing or artwork. It won't cost you a penny, and it will help your local media draw in readers and viewers.

## Paid media

Taxpayers may get their noses bent out of shape if they see the district spending money on feel-good advertising. However, there is little cause for objection when ads include key district calendar information, immunization reminders or other useful information. Just be sure to include photos of students doing something interesting and related to learning. People see kids playing in their neighborhood all the time. It is great for them to see kids learning.

*Continued on page 7*



## OSBA Survey Service

*The solution for your survey needs*

Community and staff input and feedback are among the best ways to drive your strategic decision-making process, resulting in higher-impact outcomes. A quality survey takes time to create, distribute, collect and analyze. OSBA's online survey service does this work for you.

Count on OSBA's knowledgeable staff to work with you to create customized survey questions, disseminate the survey and collect the data. Additionally, a team of communication and board services professionals can analyze survey results, provide customized recommendations and deliver a final report, as well as suggested actions after the survey.

For more information, contact **Cheryl W. Ryan** at (614) 540-4000 or (800) 589-OSBA.



# PUBLIC SCHOOLS WORK!

compiled by Scott Gerfen, assistant editor

## Student's trip leads to mission to help refugees

After earning a U.S. State Department scholarship, **Adam Sella** arrived in Morocco for two weeks to study Arabic.

During that trip two years ago, the **Cincinnati City** Walnut Hills High School student had an eye-opening experience, seeing the global refugee crisis firsthand.

"I made a few friends," he told a local TV station. "I met some refugees, and I realized that using languages can actually help in communicating with and helping

people, especially refugees, assimilate in our society."

Sella, a 17-year-old Clifton resident, wished, somehow, he could make a difference.

Last year, he founded the Students Together Assisting Refugees (STAR) organization at Walnut Hills High School to raise awareness and aid for refugees.

Since then, STAR has invited refugees to speak at school events, including a movie about the refugee crisis. Donations of

household items have benefitted more than 260 local refugee families.

Last month, STAR members led an effort to raise \$5,000 for a refugee scholarship fund.

Sella stayed with a host family while studying in Morocco. He appreciated how much the family shared with him, even though it didn't have much to share.

Sella continues to study Arabic at the University of Cincinnati.

Source: WCPO-TV

*Communications, continued from page 6*

### Donated media

Perhaps the best advertising is the kind that is free. Find a generous sponsor to fund your campaign and give them credit. We have had tabloids dedicated to student photos and essays, contests and even electronic billboards sponsored by companies that featured our students. The businesses get good exposure, and we get a rare opportunity to do some very flashy advertising without a backlash from those who would accuse us of wasting tax money.

### Video contests

We also have held a video contest for high school students. We gave them our district's vision

statement for guidance: "All students graduate, prepared for a successful life." They were given a few guidelines and a deadline to submit their videos to the district office. A local credit union supplied iPads for prizes and helped us judge the entries. The quality and quantity of entries was amazing.

### Essay contests

Consider an essay contest. The topic and guidelines may be chosen by the school board, the local newspaper or community business partners. Donated prizes and advertising will help build a buzz. Choose a topic that helps promote your mission or vision rather than something generic.

Even serious topics are interesting through the minds and words of students. So don't be afraid to choose something such as, "tell us how your school is helping you prepare for your future." Even young kids have dreams and can connect school to their future.

There are many other ways students may be highlighted. The main point is to remember that you have lots of students and every one of them is more interesting, attractive and believable than the average adult. There is just something about all of that youthful energy that makes your public relations efforts a hit.

Source: Washington State School Directors' Association

## November

- 13-16 OSBA Capital Conference and Trade Show ..... Columbus  
22 OSBA Book Club webinar #3  
23 OSBA Master of Transportation Administration Program: Rules and laws governing Ohio pupil transportation..... Columbus  
29 OSBA Master of Transportation Administration Program: Rules and laws governing Ohio pupil transportation..... Columbus

## December

- 1 Management Development Series #5: Negotiations and finances..... Columbus  
2 SchoolComp Safety Seminar ..... Columbus  
2 BoardDocs webinar  
7 OSBA Master of Transportation Administration Program: Student management and training..... Columbus  
7 Professional Conduct for OCSBA Attorneys webinar  
9 Winter School Finance Workshop..... Columbus  
14 OSBA Master of Transportation Administration Program: Student management and training..... Columbus

- 31 Last day for treasurer to canvass the board to establish a date of the organizational meeting — RC 3313.14.

## 2017 January

- 15 Deadline for boards of education of city, exempted village, vocational and local school districts to meet and organize — RC 3313.14; last day for boards of education of city, exempted village, vocational and local school districts to adopt tax budgets for the coming school fiscal year — RC 5705.28(A)(1).  
17 Last day to submit certification for May conversion levy to tax commissioner — RC 5705.219(B) (105 days prior to election).  
20 Last day for boards of education to submit fiscal tax-year budget to county auditor — RC 5705.30.  
23 Last day to submit certification for May income tax levy to Ohio Department of Taxation — RC 5748.02(A) (100 days prior to election).  
27 Last day to submit May emergency, current operating expenses or conversion levy to county auditor for May election — RC 5705.194, 5705.195, 5705.213, 5705.219 (95 days prior to election).  
31 Deadline for educational service center (ESC) governing boards to meet and organize — RC 3313.14; annual campaign

finance reports must be filed by certain candidates, political action committees, caucus committees (legislative campaign funds) and political parties (by 4 p.m.) detailing contributions and expenditures from the last day reflected in the previous report through Dec. 31, 2016 — RC 3517.10(A)(3).

## February

- 1 OSBA Master of Transportation Administration Program: Driver records, background check and compliance needs..... Columbus  
1 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 May election — RC 133.18(D); last day for county auditor to certify school district bond levy terms for May election — RC 133.18(C); last day to submit continuing replacement, permanent improvement or operating levy for May election to board of elections — RC 5705.192, 5705.21, 5705.25; last day to certify resolution for school district income tax levy, conversion levy or renewal of conversion levy for May election to board of elections — RC 5748.02(C), 5705.219(C) and (G).