

BRIEF CASE

THE OHIO SCHOOL BOARDS ASSOCIATION

Serving the public school leadership team



Report: Ohio child poverty rate higher than at start of Great Recession

Ohio's child poverty rate has risen to 23%, up five percentage points since the start of the Great Recession in 2008, according to 2013 data, the most recent available. The findings were reported in the newly released *2015 Kids Count Data Book* from the Annie. E. Casey Foundation. The report focuses on key measures in child well-being in the post-recession years: economic well-being, education, health, and family and community. The book ranks Ohio 23rd among the states in overall child well-being. The report is posted at <http://links.ohioschoolboards.org/50373>.

OSBA Black Caucus announces Capital Conference dinner speaker

Youth advocate and former state Sen. **Nina Turner** will be the keynote speaker at the OSBA Black Caucus Dinner on Nov. 8 at the OSBA Capital Conference. The event helps raise funds for the Leo Lucas Scholarship, a program that provides graduating African-American seniors funds for college. For registration information, visit <http://links.ohioschoolboards.org/68583>. The Capital Conference runs Nov. 8-11 in Columbus. For conference details, visit <http://conference.ohioschoolboards.org>.

Association's fall region conferences are just around the corner

The calendar might say mid-August, but it's already time to register for the OSBA fall region conferences. These popular events feature dinner; awards; region officer elections; student entertainment groups; updates on hot topics in education; and OSBA news. They also provide plenty of opportunities for school district leadership teams to share ideas, challenges and solutions. For agendas and registration forms, visit www.ohioschoolboards.org/regions, click on your region's link and open the "fall conference flier" link under "Downloads."

OSBA Treasurers' Clinics kick off next month

The OSBA Treasurers' Clinics are being offered at six sites around the state. Starting in September, they provide need-to-know information on school district fiscal issues. Treasurers and their staffs, business managers, board members and administrators are encouraged to attend. The clinics also provide the opportunity to fulfill local and state professional development requirements. Dates and locations are: Sept. 15, Columbus; Sept. 16, Rootstown; Oct. 6, Athens; Oct. 13, Perrysburg; Oct. 15, Miamisburg; and Oct. 21, New Philadelphia. To register visit <http://links.ohioschoolboards.org/67885>.

Ohio ACTE announces 2015 outstanding school board members

Among the Ohio Association for Career and Technical Education (ACTE) 2015 Educator Award winners are five school board members. Honored as outstanding

Aug. 10, 2015

Volume 46 Issue 15

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journalists for OSBA
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Route workshop information to:

- ☐ Administrators
- ☐ Board candidates
- ☐ EMIS coordinators
- ☐ Newly appointed board members

school board members July 27 during ACTE's annual conference were: **Robert Foltz, Minerva Local (Stark)** and **R.G. Drage Career Technical Center; Ronald Friend, Fairfield Local (Highland)** and **Great Oaks Career Campuses; Roger Miller**, former board member at **Berkshire Local (Geauga)** and **Auburn Career Center; Sue Price, New Miami Local (Butler)** and **Butler Tech;** and **Doug G. Stuart, Rittman EV** and **Wayne County Schools Career Center**. Winners are chosen for their leadership and support of career-technical education.

Zanesville school goes natural with outdoor learning center

What started as a plan for a simple open shelter house has evolved into an ecosystem of natural learning at a **Zanesville City** elementary school.

At no cost to the district, the new outdoor learning center at Nashport Elementary School includes a walking trail, patio, split-rail fence, wetlands and prairie area, trees, raised-bed gardens and bird boxes.

The outdoor space is expected to be completed by the beginning of the school year, **Molly Dunn**, PTO co-president and project manager, told a local newspaper.

The school's annual walkathon raised \$23,000 and an \$18,000 grant from the U.S. Fish and Wildlife Service helped fund the center.

Source: *Zanesville Times Recorder*

It's time to select journalists for OSBA Media Honor Roll

Information on the 2015 OSBA Media Honor Roll program was recently sent to superintendents and communications directors. The program enables districts to build positive relationships with local journalists by recognizing them for

providing fair, accurate school coverage. For details and to select journalists to honor, visit <http://links.ohioschoolboards.org/35524>.

New checklist helps parents connect with schools

As 54 million American students prepare to return to school in the

coming weeks, the U.S. Department of Education and several national groups have released a parent checklist with questions and resources that parents and caregivers can use to help ensure their children are getting the education they deserve. The checklist offers key questions, tips for educational success and resources for more information. The list is available at <http://links.ohioschoolboards.org/48773>.

OSBA online

● www.ohioschoolboards.org

A recent posting in the OSBA Legal Ledger focuses on the U.S. Department of Labor's proposed changes to the Fair Labor Standards Act. If adopted, the changes will have a significant impact on employers' abilities to treat certain employees as exempt from overtime compensation. To learn more, visit <http://links.ohioschoolboards.org/33087>.



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

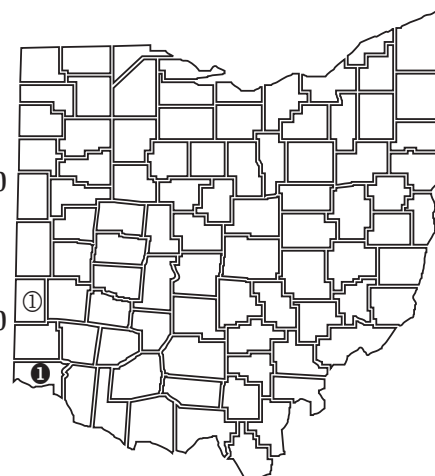
OSBA executive searches

Superintendent

District	Deadline	Contact
① Forest Hills Local (Hamilton)	TBD	OSBA Search Services, (614) 540-4000

Treasurer

District	Deadline	Contact
① Eaton Community City	TBD	OSBA Search Services, (614) 540-4000



Board changes

Fairfield City Board of Education member **Thomas Heisler** announced his resignation effective July 14. He is moving out of the district. ●●● Geneva Area City appointed **Richard L. Arndt** to the board effective July 16. He replaced **David W. Foote Jr.**, who resigned. ●●● Leetonia EV Board of Education member **Kurt Jennings** announced his resignation effective July 26. ●●● North Olmsted City appointed **Kimberly Rahm** to the board effective July 29. She replaced **Joanne DiCarlo**, who moved out of state. ●●● Northwestern Local (Clark) Board of Education member **Gene Pencil** announced his resignation effective July 16. He is moving out of the district. ●●● Ottawa Hills Local (Lucas) Board of Education member **Gary Wilson** announced his resignation effective July 27. He is moving out of the district. ●●● Reynoldsburg City appointed **Ryan Brzezinski** to the board effective July 21. He replaced **Loretta King**, who moved out of the district.

Administrative changes

Superintendents

Beaver Local (Columbiana) Superintendent **Kent Polen** announced his resignation effective Aug. 1. The district hired **Louis Ramunno** as interim superintendent effective Aug. 1. ●●● Celina City hired Dr. **Kenneth J. Schmiesing** as superintendent effective Aug. 1. He replaced **Jesse D. Steiner**, who took the superintendent position at Northwestern Local (Clark). Schmiesing previously was the special education supervisor at Northwest Ohio ESC. ●●● Marietta City Superintendent Dr. **Harry Fleming** announced his retirement effective July 31. The district hired Marietta Middle School Principal **Will Hampton** as superintendent effective Aug. 1. ●●● Valley Local (Scioto) Superintendent **Carl McCrory** announced his resignation effective July 24. The district hired **Sandy Mers** as interim superintendent. Mers will continue to serve as superintendent at South Central Ohio ESC. ●●● Cleveland Heights-University Heights City hired **Felisha Gould** as assistant superintendent effective Aug. 1. She replaced **Andrea Celico**, who took the superintendent position

Editor's note

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

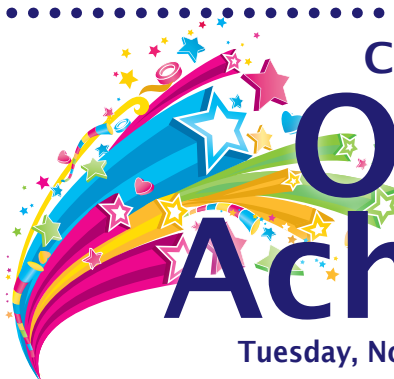
at **Bedford City**. Gould previously was assistant to the executive director of secondary education at **Akron City**. ●●● **Lorain City** hired **Mickey Becerra** as assistant superintendent effective Aug. 3. He replaced Dr. **David Hall**, who took the superintendent position at **Oberlin City**. Becerra previously was the high school principal at **North Royalton City**.

Treasurers

Liberty Local (Trumbull) hired **Brad Panak** as treasurer effective Aug. 1. He replaced **Lori A. Simione**, who took the treasurer position at **Trumbull County ESC**. Panak previously was the assistant treasurer at **Ashtabula Area City**. ●●● **Salem City** Treasurer **James Wilson** announced his resignation effective July 31. He has taken the treasurer position for ACCESS, an informational technology center serving 26 school districts. The district hired **Robert P. Barrett** as interim treasurer effective Aug. 3. ●●● **Tipp City EV** hired **David Stevens** as treasurer effective Aug. 10. He replaced **Gina Helmick**, who took the treasurer position at **Huber Heights City**. Stevens previously was the assistant treasurer at **Oakwood City**.

Sympathies

Former **Akron City** Board of Education member **Robert Emerson Mohler** died July 10. He was 103. ●●● Former **Bay Village City** Board of Education member **John Albert Ashby** died July 22. He was 94. ●●● **Frederick V. White Sr.**, a member of the former **Delaware County** School Board, died July 10. He was 90. ●●● Former **Marysville EV** Board of Education member **James Edward Wimmers Sr.** died July 12. He was 74. ●●● Former **Milton-Union EV** Board of Education member **David L. Huffacker** died July 14. He was 81. ●●● Former **Parkway Local (Mercer)** Board of Education member **Thomas W. Rogers** died July 22. He was 69. ●●● Former **Streetsboro City** Treasurer **Belvera Mae Schaffer Angle** died July 12. She was 92.



Celebrate the stars in your district at the OSBA Student Achievement Fair

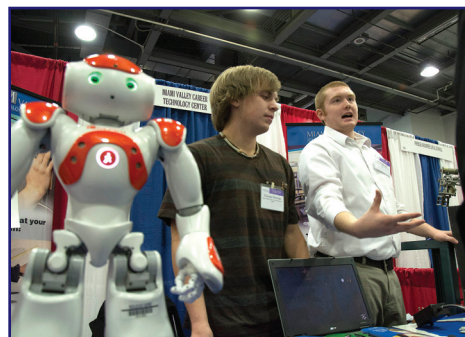
Tuesday, Nov. 10, 2015 • 11:30 a.m. to 3 p.m. • Greater Columbus Convention Center

The OSBA Capital Conference Student Achievement Fair highlights outstanding student performance groups and fresh, innovative initiatives from school districts across the state. The fair will be held from 11:30 a.m. to 3 p.m. on Tuesday, Nov. 10, 2015, during the OSBA Capital Conference and Trade Show.

Student Achievement Fair district programs

OSBA is accepting nominations for district programs that improve student achievement. For more ideas, visit <http://links.ohioschoolboards.org/60021> to view the list of 2014 Student Achievement Fair district programs.

One hundred programs highlighting student achievement will be selected. The online application is available at <http://conference.ohioschoolboards.org/2015/saf-nominations>.



OSBA Board Candidate Workshops

Are you “retiring” from board service? Do you otherwise 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 Board Candidate Workshops to be held in August and September.

These five 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. 27 — Northeast Ohio Medical University, Rootstown
Sept. 1 — Hilton Garden Inn Dayton South, Miamisburg
Sept. 2 — Hilton Garden Inn, Findlay

Sept. 10 — Ohio University Inn, Athens
Sept. 12 — OSBA office, Columbus



Directions to each location are on the OSBA website at www.ohioschoolboards.org/workshops. All sessions (except Sept. 12) run from 6 p.m.–9 p.m., with registration and buffet beginning at 5:30 p.m. The session on Sept. 12 runs from 9 a.m.–noon, with registration and breakfast beginning at 8:30 a.m.

For those unable to attend a workshop, a Board Candidate Webinar will be held Wednesday, Sept. 30 from 1 p.m. to 2 p.m. This webinar also 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 for these events, contact **Laurie Miller**, OSBA senior events manager, at (614) 540-4000, (800) 589-OSBA or Lmiller@ohioschoolboards.org.

Management Development Series #3

Examining curriculum and assessments

Wednesday, Sept. 9
OSBA office, Columbus

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



Due to legislative changes, curriculum and assessments recently have been topic of much discussion. This workshop will provide an overview of some of the many recent changes, as well as a more detailed look at new programs and requirements. Presenters will provide information about the new College Credit Plus program, which replaces postsecondary enrollment options for the 2015-16 school year, as well as the new career advising and student success plan requirements. The workshop also will include information on graduation requirements and an update on assessments, including the recent safe harbor provisions.

Registration will begin at 9:30 a.m. Register online at www.ohioschoolboards.org/workshops or contact **Laurie Miller**, senior events manager, at (614) 540-4000, (800) 589-OSBA or Lmiller@ohioschoolboards.org.

2015 Treasurers' Clinics

*Sharing knowledge, developing solutions
and growing professionally*

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

Choose the date and location that best fits your schedule:

Tuesday, Sept. 15	Embassy Suites, Columbus
Wednesday, Sept. 16	Northeast Ohio Medical University, Rootstown
Tuesday, Oct. 6	Ohio University Inn and Conference Center, Athens
Tuesday, Oct. 13	Hilton Garden Inn Toledo Perrysburg, Perrysburg
Thursday, Oct. 15	Hilton Garden Inn Dayton South, Miamisburg
Wednesday, Oct. 21	Kent State University at Tuscarawas, New Philadelphia

Plan now to attend the 2015 OSBA Treasurers' Clinics to be held in six locations around the state. These clinics provide the most current information on school district fiscal issues. Treasurers, business managers, board members, administrators and treasurer's office personnel are encouraged to attend.

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

Registration and continental breakfast begin at 8 a.m. The fee is \$160, which includes registration, continental breakfast, lunch and materials. You can register by contacting **Laurie Miller**, senior events manager, at (614) 540-4000; (800) 589-OSBA; or Lmiller@ohioschoolboards.org.

OSBA MASTER OF TRANSPORTATION ADMINISTRATION (MTA) PROGRAM

Don't miss the kickoff of the 2015-16 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. All workshops will be at the OSBA office, 8050 N. High St., Columbus, 43235. Visit www.ohioschoolboards.org/transportation-training-programs to learn about the MTA certification program.



Workshop dates and descriptions

Oct. 14 or 20 — T-reports and state funding

Review the required data and how to report it to the Ohio Department of Education. Learn how the fiscal data is used to calculate school funding. Review driver qualification data, what needs to be entered and how to manage the data once entered.

Nov. 18 or 24 — The state and local budget process

Learn about the state budget process, including how the biennial budget is created. Review school transportation budgets, how to create one and how to use previous budgets and cost analysis to forecast expenses. Finally, review what to do when state funding comes up short, and how transportation can be involved in various levy campaigns.

Dec. 9 — Transportation rules and regulations

Review the federal, state and local rules and regulations that govern student transportation. This class is essential for new transportation administrators, as well as any school administrator involved in student transportation.

Feb. 3 or 9 — Federal regulations, guidance and agencies

Learn about federal agencies, rules and regulations. Review the federal alphabet soup, including FMCSA, NHTSA, NTSB, TSB and ODI and the impacts that these have on daily transportation operations.

April 6 or 12 — Laws, rules and policy

What is the difference between revised code, administrative code and department policy? Where does local board policy fit in? Are they all mandates or just best practices? Review the process through which ideas become a rule or regulation, and how to influence this process.

May 4 or 10 — Hot topics, safety, trends and statistics

Review hot topics in student transportation, including seat belts in school buses. Learn about National Transportation Safety Board accident studies, Ohio school bus accident statistics and any topics that attendees bring from their local districts.

Register online at 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.



WORKSHOP REGISTRATION

Board Candidate Workshops

- ☐ Aug. 27, Rootstown, \$95
- ☐ Sept. 1, Miamisburg, \$95
- ☐ Sept. 2, Findlay, \$95
- ☐ Sept. 10, Athens, \$95
- ☐ Sept. 12, Columbus, \$95

MDS #3: Examining curriculum and assessments

- ☐ Sept. 9, Columbus, \$90

Treasurers' Clinics

- ☐ Sept. 15, Columbus, \$160
- ☐ Sept. 16, Rootstown, \$160
- ☐ Oct. 6, Athens, \$160
- ☐ Oct. 13, Perrysburg, \$160
- ☐ Oct. 15, Miamisburg, \$160
- ☐ Oct. 21, New Philadelphia, \$160

Board Candidate Webinar

- ☐ Sept. 30, \$50

OSBA MTA program

- ☐ Oct. 14, Columbus, \$90
- ☐ Oct. 20, Columbus, \$90
- ☐ Nov. 18, Columbus, \$90
- ☐ Nov. 24, Columbus, \$90
- ☐ Dec. 9, Columbus, \$90
- ☐ Feb. 3, Columbus, \$90
- ☐ Feb. 9, Columbus, \$90
- ☐ April 6, Columbus, \$90
- ☐ April 12, Columbus, \$90
- ☐ May 4, Columbus, \$90
- ☐ May 10, Columbus, \$90

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. 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 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.

You may register on our website at 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. 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

by Jackie Smith, communications consultant

Back-to-school communications: who to contact, when and how

Taking a few simple steps at the start of the year to clarify your communication policies and practices will pay dividends for two-way communication throughout the year.

This initial review needs to cover communications with both staff and parents, and should include district and school policy and practices. To begin, parents, staff and older students need to know the rules governing use of communication tools.

Voice communication

One way to improve communication is to remove the office answering machine or at least limit its use. Assuaging an angry parent or guardian or calming an anxious one is best done by a human being and not a recorded message saying no one is available.

If budget or staffing cuts require using an answering machine, then make sure its message includes a way to immediately reach a person "if this is an emergency" and a time frame for a response to a nonemergency request or question, for example "within an hour" or "by the end of the school day." Make sure classroom answering machines have similar messages.

Rule of thumb: If a message is left during regular school hours of

operation, it should be answered the same day.

Written communication

Voice messages have given way to text messages in recent years. Assuming you are able to receive text messages, let parents know how you and staff will respond to them and provide a time frame for doing so. Again, if received during school hours, you should respond by the end of the work day.

Emails have replaced handwritten notes once carried to school by students. Be clear about the timing for answering emails. If you or staff members are unable to provide the requested information by the end of the day, acknowledge receipt of the email and say when parents can expect a full response.

Publicize your school's policy and practice regarding communication via social media, such as Twitter and Facebook. Let parents know what messages will be sent via those sources and how and when you will respond to messages or comments. Also, post simple explanations of the policy and practice on your school and district websites.

Student communication

If you have a policy about students' cellphone use while at

school, include it with the back-to-school information provided to parents.

If there are rules about when student-owned phones must be turned off, be explicit about when they cannot be used. Provide an alternative option for parents to reach their child, such as a classroom phone number or school office number.

Continued on page 6



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

Communications, continued from page 5

Who to contact at a glance

You know how frustrating it is to make a phone call or send a written communication only to find out you've contacted the wrong person. Make sure parents don't have that experience when contacting the school by preparing a simple, "Who to contact and how" reference guide. Select a dozen or so relevant topics and provide a few bullet points of information for each, which may be all the information a parent needs. Be sure to include names and contact information for each topic.

Consider including the following topics or select others more appropriate to your school.

Attendance

- An excused absence is ...
- An unexcused absence is ...
- The number of allowed absences each (*quarter, trimester, semester or school year*) is. ... If that number is reached or exceeded ...
- To notify the school of your child's absence ... (*written or verbal notice*).

Contact: Name, phone number, email and hours he or she can be reached.

School breakfast and lunch programs

- The cost of school breakfast this year is. ... The cost of school lunch is ...
- Students can pay for lunch by ...
- If you believe your child qualifies for free or reduced breakfast or lunch programs, contact (*name*) below.
- School lunch menus will be

distributed ... (*how and when*).

- If a student forgets his or her lunch money ...
- If your child has food allergies or special dietary needs ...

Contact: Name, phone, email and hours.

Release of student information

- Describe the school or district policy on release of student information (*to the media and through district or school publications*).
- Tell parents how to opt out of having such information released, and by what date they must notify the school.

Contact: Name, phone, email and hours.

Custodial information

- Divorce, separation, shared custody of children, grandparents or other relatives as guardians and foster children may require certain permissions and forms related to an information release. Briefly explain the forms and process.
- Explain the policy and procedure for releasing student information to people other than the parent on file.
- Explain the policy and procedure for allowing people other than the parent on file to pick up a student from school.

Contact: Name, phone, email and hours.

Security protocols

- If you visit your child's school, you must ... (*check in at the office? Wear a name badge?*).
- When photographing or recording student performances or

athletics we ask that you ...

Contact: Name, phone, email and hours.

Emergency drills

- Explain which drills (fire, earthquake, tornado or threat-to-safety lockdowns) will be conducted throughout the year: the what, when and why of the drills.
- Will parents be advised in advance of the drill?

Contact: Name, phone, email and hours.

Health issues/concerns

- If you have concerns about your child's physical, emotional or mental health, you should ...
- If you have a school nurse, explain who, when and how to reach that person.
- Include a few numbers for community resources in this section as well, such as community health or mental health organizations or 24-hour help hot lines.

Contact: Nurse name (or other staff members), phone, email and hours.

School calendar/weather and school closure information

- You will find a copy of the school calendar ...
- Weather days have (or have not) been built into the calendar ...
- Announcement about school closures will be made ...
- List school information hot line if you have one.

Contact: Name, phone, email and hours.

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PUBLIC SCHOOLS WORK!

compiled by Scott Gerfen, assistant editor

Circleville students cash in on shoe-design contest

A group of **Circleville City** high school students was among the runners-up in a shoe-design competition in New York City that netted a \$4,000 prize for the school.

"We didn't win, but we got a once-in-a-lifetime experience coming to New York," **Laura Wright** told a local newspaper. Her husband **Bob**, who is deaf, teaches art at Circleville High School.

The top \$50,000 prize went to Carlsbad High School in southern

California. Along with prize money, the winning team gets an opportunity to have a pair of shoes produced and sold online at selected stores.

Circleville students, who were among four runners-up in June, decorated four pairs of white canvas shoes that had to reflect one of four themes — art, music, action sports and local flavor. The team commemorated the Circleville Pumpkin Show for the theme involving local flavors.

Vans Custom Culture, a California company, introduced the competition in 2010 to help raise awareness about funding for arts programs in schools. The company produces shoes, clothing and accessories.

Vans announced its 50 finalists — out of 2,500 high schools that signed up — in April.

A month later the students learned they would be among the top five finalists in New York City.

Source: *Columbus Dispatch*

Communications, continued from page 6

Parent involvement opportunities

- If you want to be a homeroom mom/dad or classroom volunteer, contact ...
- If you want to become a member of PTA, booster clubs or ethnic/cultural identity booster clubs ...

Contact: Current year president or chair of parent groups (be sure to get permission before listing home numbers and email addresses).

Transportation/field trips/athletics/after-school contacts

- Bus schedules and bus stop information will be provided ...
- If you need to change your child's bus stop ...
- List an emergency after-school

number (that will reach a person) to contact in the event a child doesn't get off the bus when and where he or she was expected.

Contact: Name, phone, email and hours.

When and how to expect to receive information from school

- Tell parents how often to expect information from the school (include any policy on flier distribution) and from their child's classroom.
- The information will be provided ... (*paper or electronic or both*).
- Report cards will be distributed by ... (date and method).
- Parent-teacher meetings will be held ...

Contact: In this case, it may be the child's teacher.

Staff directory

Sometimes parents simply forget the names of staff members and what they do at the school. Include a full directory along with this at-a-glance sheet. The directory should list all staff members by name and title, and include phone numbers, email addresses and the hours they can be reached.

Be sure to include this information on your website and post current information and updates for parents on Facebook.

Source: Washington State School Directors' Association

August 2015

- 16 Southeast Region Executive Committee meeting..... Marietta
24 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).
27 Board Candidate Workshop Rootstown

September 2015

- 1 Board Candidate Workshop Miamisburg
2 Board Candidate Workshop Findlay
9 Management Development Series #3 Workshop Columbus
10 Board Candidate Workshop Athens
12 Board Candidate Workshop.. Columbus
15 Treasurers' Clinic Columbus
16 Treasurers' Clinic Rootstown
17 Alternative Fuels in School Transportation Workshop..... Columbus
24 Southeast Region Fall Conference..... Logan
30 Board Candidate Webinar
30 Central Region Fall Conference..... Columbus

October 2015

- 1 Intensive Legal Workshop Columbus
1 Northwest Region Fall Conference..... Lima

- 1 Last day for board to adopt annual appropriation measure — RC 5705.38(B).
2 OHSPRA Communications Seminar Columbus
5 Last day for voter registration for November election — RC 3503.01, 3503.19(A) (30 days prior to the election).
6 Treasurers' Clinic Athens
7 Northeast Region Fall Conference..... Wadsworth
8 Southwest Region Fall Conference..... Lebanon
9 Administrative Professionals Workshop Columbus
13 Treasurers' Clinic Perrysburg
14 OSBA MTA Program: T-reports and state funding
14 Northwest Region Fall Conference..... Perrysburg
15 Treasurers' Clinic Miamisburg
15 Management Development Series #4 Workshop Columbus
15 Last day for certification of licensed employees to State Board of Education — RC 3317.061.
16 School Law for Treasurers Workshop Columbus
20 OSBA MTA Program: T-reports and state funding Columbus
21 Treasurers' Clinic New Philadelphia
22 Pre-general 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 Oct. 14, 2015 — RC 3517.10(A)(1).
31 End of first ADM reporting period— RC 3317.03(A).

November 2015

- 1 Last day for classroom teachers to develop online classroom lessons ("blizzard bags") to make up hours for which it was necessary to close schools — RC 3313.482.
3 General election day — RC 3501.01 (first Tuesday after the first Monday).
4 BoardDocs webinar
8-11 OSBA Capital Conference and Trade Show Columbus
8 Northwest Region Executive Committee meeting..... Columbus
8 Southeast Region Executive Committee meeting..... Columbus
8 Southwest Region Executive Committee meeting..... Columbus
9 Central Region Executive Committee meeting..... Columbus
18 OSBA MTA Program: The state and local budget process..... Columbus