

# BRIEF CASE

## THE OHIO SCHOOL BOARDS ASSOCIATION

Serving the public school leadership team



### CEP study: Vouchers have no strong effect on academic achievement

A new report by the Center on Education Policy (CEP) that reviews a decade of voucher research found no clear positive impact on student achievement and mixed outcomes for students who attend private schools using vouchers. CEP, one of the leading education research organizations in the United States, also found that much of the recent voucher research has been conducted or sponsored by pro-voucher groups and urges greater scrutiny to ensure future studies are not biased. Download the full report — “Keeping Informed about School Vouchers: A Review of Major Developments and Research” — at <http://links.ohioschoolboards.org/42143>.

### Ohio voucher applications increase, but fall far short of new cap

The Ohio Department of Education (ODE) reported that it received about 17,000 applications for vouchers through the Ohio Educational Choice Scholarship Program for the 2011-12 school year. The department opened a second enrollment period on July 1 after the General Assembly more than doubled the previous cap of 14,000 vouchers in the state budget bill. The legislation, House Bill 153, raised the cap to 30,000 for this school year and 60,000 for 2012-2013.

### Capital Conference Region Resource Center has much to offer

To learn more about OSBA regional services and events, visit the Region Resource Center at the Capital Conference. Located in the Main Concourse adjacent to the registration area, the center offers opportunities to meet region officers and managers and learn how to get more involved in your region. You also can enter the regional raffles for a chance to win valuable prizes for your district. OSBA’s annual conference is Nov. 13-16 at the Greater Columbus Convention Center. For details and to register, contact OSBA or visit [www.ohioschoolboards.org/conference-information](http://www.ohioschoolboards.org/conference-information).

### Another longtime OSBA employee retiring

Deputy Director of Policy Services **Greta Gardner** will retire on Sept. 30 after more than 27 years of service to the association and Ohio public education. Gardner joined OSBA in May 1984 as a policy specialist. She was instrumental in the creation of the OSBA policy service and oversaw its evolution to one of the premier state school boards association policy services in the nation.

### All treasurer contracts should now be following HB 671 schedule

In 2007, House Bill (HB) 671 changed the contract year for treasurers. Prior to HB 671, treasurers were appointed at the organizational meeting. Under Ohio Revised Code Section 3313.22, treasurers now have the same contract year as superintendents:

**Sept. 26, 2011**

Volume 42 Issue 18

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#### Route workshop information to:

- ☐ Administrators
- ☐ Communication director
- ☐ Human resources director
- ☐ Principals
- ☐ Treasurer’s staff

Aug. 1 to July 31. HB 671 contained language that allowed school districts and educational service centers to phase in the change over a period of time. At this point in 2011, all treasurers' contracts should have transitioned to the new schedule. The deadline for providing notice of nonrenewal for treasurers is 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 services division.

### **Two national safety events coming up in October**

October 16-22 is America's Safe Schools Week, and Oct. 17-21 is National School Bus Safety Week. Sponsored by the National School Safety Center, state governors and state school superintendents, America's Safe Schools Week promotes school safety. Visit <http://links.ohioschoolboards.org/>

### **Superintendent leads flash mob to kick off school year**

**Milford EV** administrators energized district staff for the 2011-12 school year by bursting into song and dance as a flash mob.

The brainchild of three Pattison Elementary School teachers, the performance was set to **Katy Perry's** song "Firework." It came at the end of an annual meeting to discuss the district's financial status, performance trends and goals for the coming year.

Saying he'd like to review the goals, Superintendent **Bob Farrell** moved to center stage, removed his jacket and donned dark glasses. As the music started, he was joined on stage by other central office staff, while Pattison teachers danced in the aisles. Staff members rewarded the dancers with a standing ovation. Watch the Milford mob at [www.youtube.com/watch?v=BLKLiECL57c](http://www.youtube.com/watch?v=BLKLiECL57c).

Sources: *Clermont County Community Press*; YouTube

53014 to learn more. National School Bus Safety Week is sponsored by the National Association for Pupil Transportation and others, and is set aside to promote school bus safety. For information, resources and activity guides go to <http://links.ohioschoolboards.org/36289>.

### **Magna Awards nomination deadline is approaching**

The deadline for nominations for the *American School Board Journal* annual Magna Awards is Oct. 31. This national competition honors outstanding student programs developed or supported by school boards. Only online nominations are accepted. Visit [www.asbj.com/magna](http://www.asbj.com/magna) to learn more and submit nominations.



## **Briefcase**

Ohio School Boards Association  
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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 email or by fax. For more information, contact Ann Herritt at the address or fax number above or email [aherritt@ohioschoolboards.org](mailto:aherritt@ohioschoolboards.org). Briefcase is published semimonthly by the Ohio School Boards Association. Postage paid at Westerville, Ohio. Postmaster: Send address changes to: Briefcase, Attn.: Mailroom, Ohio School Boards Association, 8050 N. High St., Suite 100, Columbus, OH 43235-6481*

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OSBA leads the way to educational excellence by serving Ohio's public school board members and the diverse districts they represent through superior service and creative solutions.

### **OSBA online**

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

OSBA has compiled information to help members monitor the changes found in Senate Bill (SB) 5 and how they may affect school districts. The legislation restricts collective bargaining rights for public workers across the state, including teachers, safety workers, nurses and other government employees. A referendum to repeal SB 5 will appear on the November ballot. To find out more, visit [www.ohioschoolboards.org/sb5](http://www.ohioschoolboards.org/sb5).



# BULLETIN BOARD

compiled by Melanie Price, administrative assistant of communication services

## Searches

Position	District	Deadline	Contact
Superintendent	Marysville City	Oct. 14	Dr. <b>Ted Knapke</b> , director of leadership and planning, <b>ESC of Central Ohio</b> , (614) 542-4186
Treasurer	Avon Lake City	Oct. 3	<b>Kris Simecek</b> , administrative assistant to the superintendent, Avon Lake City, (440) 933-6210

## Board changes

**Fairfield City** Board of Education member **Sharon Ko** announced her resignation effective Aug. 31. ●●● **Springfield City** Board of Education member Dr. **Stephen Feagins** announced his resignation effective Aug. 31.

## Administrative changes

### Superintendents

**Lorain City** hired **John Branham** as interim superintendent effective Sept. 6. He replaced Dr. **Cheryl L.H. Atkinson**, who took the superintendent position in Dekalb County, Ga. Branham was formerly director of graduate studies at Ashland University. ●●● **Rossford EV** hired **William G. McFarland** as interim superintendent effective Sept. 6. He replaced Dr. **Susan Lang**, who took the superintendent position at **Wyoming City**.

### Treasurers

**Granville EV** hired **Michael Sobul** as treasurer effective Oct. 1. He will replace **Margaret "Peg" Betts**, who is retiring. Sobul recently retired from the Ohio Department of Taxation. ●●● **Fort Frye Local (Washington)** Treasurer **Larry D. James** announced his resignation effective Oct. 1.

## Sympathies

**Former Beaver Local (Columbiana)** Superintendent **Roy C. Cashdollar** died Sept. 6. He was 92. ●●● **Cleo J. Ralstin**, a board member at the former **Brush Creek Township** School District, which consolidated into **Northwest Local (Scioto)**, died Aug. 28. She was 87. ●●● Former **Crestline EV** Board of Education member **Mildred L. "Midge" Morton Hoffman** died Sept. 9. She was 90. ●●● Former **London City** Board of Education member **James "Jym" Richard Gallagher** died Aug. 29. He was 84. ●●● Former **Lorain City** Board of Education member **Joseph W. Lindsay** died Aug. 29. He was 83.

### Editor's note

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



## COMMUNICATIONS

compiled by Angela Penquite, communication design manager

### Begin planning for the 90th annual American Education Week

The National Education Association's (NEA) 90th annual American Education Week (AEW) — Nov. 13-19, 2011 — presents all Americans with an opportunity to celebrate public education and honor individuals who are making a difference in ensuring every child receives a quality education. The week's theme, "Great Public Schools: A Basic Right and Our Responsibility," reflects NEA's vision of calling upon all Americans to do their part in making public schools great for every child so that they can grow and achieve in the 21st century.

#### History of American Education Week

Distressed that 25% of the country's World War I draftees were illiterate and 9% were physically unfit, representatives of NEA and the American Legion met in 1919 to seek ways to generate public support for education.

The conventions of both organizations subsequently adopted resolutions supporting a national effort to raise public awareness of the importance of education. In 1921, the NEA Representative Assembly in Des Moines, Iowa, called for designating one week each year to spotlight education. In its

resolution, NEA called for: "An educational week ... observed in all communities annually for the purpose of informing the public of the accomplishments and needs of the public schools and to secure the cooperation and support of the public in meeting those needs."

The first observance of American Education Week occurred Dec. 4-10, 1921, with the American Legion and NEA as the cosponsors. A year later, the then-U.S. Office of Education joined the effort as a cosponsor, and the PTA followed in 1938.

#### Celebrating public schools

The weeklong celebration will spotlight distinguished individuals who are critical in building great public schools for the nation's 50 million K-12 students. American Education Week's celebration days include:

- Monday, Nov. 14: Open House Day. From national commemorations to local community events such as AEW open house parties, millions of Americans will celebrate public education.
- Tuesday, Nov. 15: Parents Day. Schools will invite parents into the classroom for a hands-on experience of what the day is like for their children.

- Wednesday, Nov. 16: Education Support Professionals Day. Individuals who provide invaluable services to schools are recognized for their outstanding work.
- Thursday, Nov. 17: Educator for a Day. Community leaders will be invited to serve as educators to get a glimpse at a day in the life of a school employee.
- Friday, Nov. 18: Substitute Educators Day. This day honors the educators who are called upon to replace regularly employed teachers.

#### Activity ideas

To help plan and promote AEW's celebration days, NEA is offering an online tool kit, complete with promotional materials, activity ideas and downloadable templates.

Some activity ideas include:

- Coordinate a pep rally on Monday to celebrate American Education Week and preview each of your celebration days.
- Distribute a media alert and press release about your American Education Week event. Get samples at [www.nea.org/aew](http://www.nea.org/aew).
- Ask students to write essays on, "What I would do if I were principal."
- Hold an all-staff breakfast where

*Continued on page 5*

# OSBA webinars

*Learning delivered to your computer*

Learn about issues relevant to public education through OSBA's webinars. These sessions offer an informal, convenient way to learn in your office or home. All you need is a telephone and computer to participate.

To register for these webinars, contact Laurie Miller at (800) 589-OSBA, (614) 540-4000 or [Lmiller@ohioschoolboards.org](mailto:Lmiller@ohioschoolboards.org). You also can register by visiting [www.ohioschoolboards.org/event\\_listing](http://www.ohioschoolboards.org/event_listing).



## Upcoming webinars include:

### 21st Century Learning

Wednesday, Oct. 5 at 10 a.m.

Cost is \$35

This webinar will focus on curriculum and instruction, learning environments, professional development and training. **Eric Troy**, assistant director of the ODE Office of Career-Technical Education, will take an in-depth look at current practices and what board members and educators can do to prepare students and communities for learning changes in the 21st century.

### Using Surveillance Cameras in School Settings

Monday, Oct. 10 at 1 p.m.

Cost is \$35

Many school districts use surveillance cameras to promote school safety and protect school property. However, using cameras in school settings triggers a number of complex legal issues, including Fourth Amendment privacy expectations, wiretapping laws, the Federal Educational Rights and Privacy Act and collective bargaining implications. Join OSBA's legal services division for a look at these issues and learn about best practices for districts that use surveillance cameras.

### Best Practices with Transgenders in the Workplace

Monday, Oct. 24 at 10 a.m.

Cost is \$35

As society changes, OSBA recognizes that school boards face unique challenges. This webinar will focus on workplace policies and current best practices with transgendered workers. The webinar will discuss challenges and explore guidelines for protecting employer and employee rights. The presenter will be **Keith McNeil**, director of regional operations at the Ohio Civil Rights Commission.

### Policy Implications of Senate Bill 5 and the Biennial Budget

Tuesday, Oct. 25 at 10 a.m.

Cost is \$35

OSBA Policy Consultant **Megan Greulich** will explain some of the policy changes stemming from recent legislation as a result of Senate Bill 5. The state biennium budget and related policy changes also will be discussed.



## **Management Development Series #3**

### **How the budget bill affects school personnel and board policy**

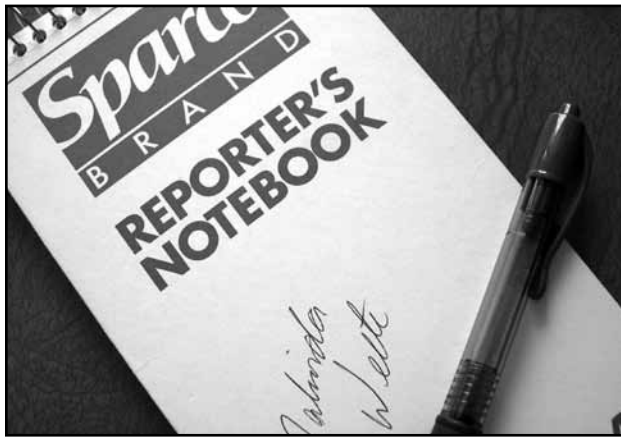
**Thursday, Oct. 6**  
**OSBA office, Columbus**

**10 a.m. to 2 p.m.**  
**Cost is \$80**

House Bill 153, the newly enacted budget legislation, contains changes to Ohio law that significantly impact school personnel management in several areas, such as evaluations, seniority, merit pay and health care. There are also policy revisions that need to be considered. A key consideration will be the interplay between the law's effective date and expiration dates of collective bargaining agreements.

OSBA staff will guide you through the implications of these changes to school personnel management and policy. Get the information you need to keep your district running smoothly.

Registration will begin at 9:45 a.m. The registration fee will include materials, lunch and refreshments. Register by contacting Laurie Miller at (614) 540-4000, ext. 284; (800) 589-OSBA, ext. 284; or [Lmiller@ohioschoolboards.org](mailto:Lmiller@ohioschoolboards.org).



# Get the media to work for you

**Tuesday, Oct. 11**

OSBA office, 8050 N. High St., Columbus

(614) 540-4000

Registration deadline is Oct. 5

Do you perceive the media to only be interested in the “bad news” about your district? According to the media pros, that is just not true. Learn from current and former journalists how to get the media to work for you!

The cost is \$125, which includes registration, materials, continental breakfast, lunch and light refreshments.

To register, send your name, school district, address, phone number and purchase order number to [info@thevoiceofyourcustomer.com](mailto:info@thevoiceofyourcustomer.com) or fax to (513) 281-3030. If you have questions about registration, contact OHSPRA Executive Director Crystal Kendrick at [crystal@thevoiceofyourcustomer.com](mailto:crystal@thevoiceofyourcustomer.com) or (513) 281-3228.

## Agenda

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

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

**9:05 a.m. Pitching stories that will catch the media's attention**

The skills required to successfully pitch a story to the media are similar to those a good baseball pitcher uses. This tag team presentation will gear you up for major league story-pitching.

*Saralee Etter*, novelist, lawyer, former newspaper reporter and former school public relations director; and *Crystal Davis Hutchins*, deputy director of communication services, OSBA

**10:05 a.m. Preparing for controversial media interviews**

Learn how to prepare yourself and/or your superintendent for tough media interviews and ways to shift the focus to positive news about your district.

**10:45 a.m. Understanding newsroom operations to increase your PR success rate**

Knowing the best way and time to contact the media can mean the difference between a successful PR campaign

versus one that flops. We'll break down the typical TV, radio and newsroom deadlines and how you can use them to your advantage.

**Noon**

**Lunch**

**1 p.m.**

**Media panel discussion: Cultivating a relationship with the media**

In an open discussion format, current and former members of the media will talk about how and why you should work to build relationships with journalists, along with some of the common frustrations they've encountered when dealing with public and private employers.

**2 p.m.**

**Break**

**2:15 p.m.**

**Role-playing activity: Tough interview on tape!**

You'll be given a scenario, then we'll push the record button as our media panelists ask tough questions and analyze your responses. This will be an excellent opportunity to hone your spokesperson skills and receive some expert feedback!

**3 p.m.**

**Adjourn**



# School Law for Treasurers Workshop



**Friday, Oct. 14**

**Quest Conference Center, Columbus**

**Cost is \$140**

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 2011-12 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. Treasurer's treasure hunt**

Join two association employees as they guide you through the budget bill and identify non-funding provisions that affect your day-to-day work.

*Jessica L. Spears*, staff attorney, OSBA; and *Barbara Shaner*, associate executive director, OASBO

**10 a.m. Polishing your policies**

Make sure your board's policy manual is up-to-date in light of recent legislative changes. Discuss policy updates regarding calamity days, body mass index waivers, family and civic engagement teams, disposal of district property and superintendent contract provisions.

*Megan Greulich*, policy consultant, OSBA

**10:45 a.m. Break**

**11 a.m. Taming the dragon**

Managing and administering leave benefits is a challenge for many treasurers. Join a school law attorney as he provides suggestions for successfully managing leaves of absences, including Family and Medical Leave Act, disability leave and leave for other long-term illnesses.

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

**Noon Lunch (provided)**

## **Directions**

The workshop will be conducted at the Quest Conference Center, 8405 Pulsar Place, Columbus. From the north: Take I-71 to exit 121, Gemini Place. Turn left off the exit onto Gemini Place. Turn right onto Orion Place. Turn right onto Pulsar Place. The building is on the right. From the south: Take I-71 to exit 121, Gemini Place/Polaris Parkway. Turn right off the exit onto Polaris Parkway. Turn right onto Pulsar Place. The building is on the right.

**1 p.m.**

**Election law update**

Did you know that the date of the 2012 presidential primary changed? School boards now will have an opportunity to place special election issues on the ballot in February and May. Join us for a comprehensive review of House Bill (HB) 194 and HB 224.

*Jessica K. Philemond*, Esq., Isaac, Brant, Ledman & Teetor LLP, Columbus

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

**2 p.m.**

**Student activity fund management, fundraising and support organization best practices**

This "all things fundraising" session will provide a comprehensive review of student activity and third-party fundraising, permissible gambling activity, student activity fund management policies and procedures, and best practices regarding working with support organizations. *Samuel J. Kirk III*, associate assistant attorney general, charitable law, Ohio attorney general's office; and *John Zancourides*, senior audit manager, Ohio auditor of state's office

**3:15 p.m. Adjourn**

Unauthorized audio recording or videotaping of any session is strictly prohibited.

## **Registration**

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.



# SHOW YOUR APPRECIATION



*Recognize accomplishments with an OSBA customized plaque or award*



When words are not enough, a personalized gift might be the answer. OSBA's customized plaques and awards add more meaning to your expression of thanks or welcome aboard. These classy, elegant items appropriately express your appreciation to those who serve the cause of quality public education, and are an excellent way to welcome new members and staff.

Available in a variety of styles and sizes, these popular plaques and awards arrive ready for presentation.



**A. Horizontal plaque — \$75**  
8" x 6" walnut plaque with etched plate.  
Plate size: 6.5" x 4.5"



**B. Walnut box — \$80**  
7.25" x 5.5" x 3" walnut box with etched plate.  
Plate size: 4" x 3"



**C. Gavel and block — \$50**  
10" gavel and 4.25" walnut block with inscribed plate.  
Plate size: 4.5" x .875"



**D. Desk nameplate — \$65**  
10.5" x 3" walnut wedge with personalized etched plate.  
Plate size: 10" x 1.75"



**E. Round-top desk clock — \$65**  
4.75" x 7.5" walnut base with 3" diameter battery-operated clock with inscribed plate.  
Plate size: 3.5" x 2.25"



**F. Rectangle rosewood desk clock — \$70**  
5.75" x 6.75" brass base with 2.625" diameter battery-operated clock with inscribed plate. Plate size: 3.75" x 1.5"





**G. Triangle jade crystal plaque on rosewood base — \$60**  
9" tall etched glass plaque on rosewood base. Base: 9" x 4"



**H. Round beveled-edge jade crystal plaque — \$50**  
5" tall etched glass plaque with glass base. Base: 4" x 2.5"



**I. Curved glass plaque — \$45**  
4.5" tall bevel-etched glass plaque with a glass base. Base: 6" x 2"



**J. Black glass plaque — \$50**  
5" x 7" bevel-etched black glass plaque.



**K. State of Ohio plaque — \$50**  
7" x 9" mahogany plaque with inscribed gold metal plate. Plate size: 4.5" x 5"



**L. Apple plaque — \$55**  
7" x 9" x 2" walnut plaque with three-dimensional red wooden apple and inscribed plate. Plate size: 4" x 3"

Order now from OSBA's variety of high-quality styles and designs. Place your order by faxing the form on the back of this brochure to (614) 540-3299 or visit [www.ohioschoolboards.org/catalog](http://www.ohioschoolboards.org/catalog) and place your order online. Please allow two to four weeks for delivery of customized awards. For quick orders, try OSBA's State of Ohio plaque, which will arrive in 10 days or less.

All awards can be customized with your school district's logo for a one-time setup fee of \$35.

# Order form (duplicate form as needed)

Item	Deep or reverse etched*	Quantity	Price each	Total
A. Horizontal plaque	<input type="checkbox"/> deep etched <input type="checkbox"/> reverse etched	_____	\$75	_____
B. Walnut box	<input type="checkbox"/> deep etched <input type="checkbox"/> reverse etched	_____	\$80	_____
C. Gavel and block	inscribed only	_____	\$50	_____
D. Desk nameplate	<input type="checkbox"/> deep etched <input type="checkbox"/> reverse etched	_____	\$65	_____
E. Round-top desk clock	inscribed only	_____	\$65	_____
F. Rectangle desk clock	inscribed only	_____	\$70	_____
G. Triangle crystal plaque	inscribed only	_____	\$60	_____
H. Round crystal plaque	inscribed only	_____	\$50	_____
I. Curved glass plaque	inscribed only	_____	\$45	_____
J. Black glass plaque	inscribed only	_____	\$50	_____
K. State of Ohio plaque	inscribed only	_____	\$50	_____
L. Apple plaque	inscribed only	_____	\$55	_____

☐ Check here if you want your awards customized with your district's logo (\$35 one-time fee) \_\_\_\_\_

\* deep etched means the letters will stand out while reverse etched means letters will be cut into plate.

Individuals and businesses must add 6.75% on orders. No tax will be imposed if ordered through a school using a district check, credit card or purchase order. Rush charge: orders with a 48 hour turnaround will be charged a \$15 fee.

Subtotal	_____
Sales tax (6.75%)	_____
Rush charge (\$15)	_____
Total	_____

## 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) Make check payable to: Ohio School Boards Association
- ☐ Purchase order # \_\_\_\_\_

## Credit card information:

☐ MasterCard ☐ Visa ☐ American Express ☐ Discover

Account #: \_\_\_\_\_ expires (Mo./Yr.): \_\_\_\_\_

Signature: \_\_\_\_\_ CVV code \_\_\_\_\_

3- or 4-digit code on back of card

## Personalize as follows (type or print):

- School district \_\_\_\_\_ Year(s) of service \_\_\_\_\_  
Name of recipient \_\_\_\_\_  
Recipient's title (desk nameplate only) \_\_\_\_\_
- School district \_\_\_\_\_ Year(s) of service \_\_\_\_\_  
Name of recipient \_\_\_\_\_  
Recipient's title (desk nameplate only) \_\_\_\_\_

## Ship awards to:

Name \_\_\_\_\_ Title \_\_\_\_\_

District name \_\_\_\_\_ County \_\_\_\_\_

Street address \_\_\_\_\_ Phone \_\_\_\_\_

City/state/ZIP \_\_\_\_\_ ☐ home ☐ business address

☐ Please check if you need by a certain date. Need by when? \_\_\_\_\_

Mail this form to: Ohio School Boards Association, 8050 N. High St., Ste. 100, Columbus OH 43235-6481 or fax form and PO to (614) 540-3299. Please allow two to four weeks for delivery, except for item K, which can be delivered in 10 days or less. revised 9/11

# Transportation Roundtable

*You decide the topic*

**Date and location:**

Wednesday, Oct. 12  
OSBA office, Columbus

**Cost:**

\$40, 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**, director of the Ohio Department of Education's Office of Pupil Transportation, will be on hand to answer questions.

To register, contact Laurie Miller at (614) 540-4000; (800) 589-OSBA; or [Lmiller@ohioschoolboards.org](mailto:Lmiller@ohioschoolboards.org), or visit [www.ohioschoolboards.org/event\\_listing](http://www.ohioschoolboards.org/event_listing).



## Management Development Series #4:

# What's that decision all about?

**Tuesday, Oct. 18**  
**OSBA office, Columbus**

**10 a.m. to 2 p.m.**  
**Cost is \$80**

In the past year, the courts, State Employment Relations Board and arbitrators have made several notable decisions that affect school operations. They deal not only with collective bargaining issues, but also finances and human resource issues. In some situations, new trends are developing that have significant implications for day-to-day operations and long-term planning. Join OSBA staff for a review and discussion on these important decisions.

Registration will begin at 9:45 a.m. The registration fee is \$80, which includes materials, lunch and refreshments. Space is limited, so register today!



# Employment law workshop

Friday, Oct. 21  
9 a.m.-3:30 p.m.

OSBA office, Columbus  
Cost is \$140

## Agenda

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

**9 a.m. Uniform plan reductions**

This diverse panel will provide an overview of how to implement a districtwide uniform salary reduction, offer suggested best practices and summarize what's worked and what hasn't in districts that have implemented uniform plan reductions.

Panel: *Van D. Keating*, director of management services, OSBA; *C. Frederick Compton Jr.*, Esq., Roetzel & Andress, Akron; and *Roger W. Hardin*, assistant director, Office of Finance Program Services, Ohio Department of Education (ODE)  
Moderator: *Jessica L. Spears*, staff attorney, OSBA

**10:15 a.m. Break**

**10:30 a.m. Managing long-term leave issues**

Administering and managing an employee's long-term leave options can bring heartache to even the most seasoned human resources administrator. This session will offer practical tips for administering and managing the Family and Medical Leave Act, military leave, unpaid leaves of absences, administrative leave and disability retirement.

*Sara C. Clark*, deputy director of legal services, OSBA

**11:30 a.m. Lunch (provided)**

**12:30 p.m. Show me the money**

This session will focus on the unique payroll issues districts face, including how to handle

**1:15 p.m.**

**Break**

**1:30 p.m.**

**Hiring hypotheticals: You're hired ... or are you?**

Hiring employees is hard work. This energetic speaker will walk through several hypotheticals that focus on the hiring process, including voting requirements, conflicts of interest, supplemental contracts and contract renewals.

*William M. Deters II*, Esq., Ennis Roberts Fischer Co. LPA, Cincinnati

**2:30 p.m.**

**Understanding Ohio's new evaluation and performance-based pay requirements**

House Bill 153 made sweeping changes to the way school district employees will be evaluated and compensated. This session will provide an overview of what the new laws require, the resources ODE is providing and suggestions for what your district can and should be doing now to prepare for the changes.

*Glenn D. Waggoner*, Esq., Pepple & Waggoner Ltd., Cleveland

**3:30 p.m.**

**Adjourn**



employees who resign in the middle of the year; final checks and leave accruals for employees who pass away; the dreaded "calendar creep"; an employee's refusal to sign up for direct deposit; and more.

To register, contact Laurie Miller at (614) 540-4000; (800) 589-OSBA; or [Lmiller@ohioschoolboards.org](mailto:Lmiller@ohioschoolboards.org), or visit [www.ohioschoolboards.org/event\\_listing](http://www.ohioschoolboards.org/event_listing).

# Focus on Ohio's children



## ***Ohio School Boards Association Capital Conference***

Nov. 13, 14, 15 & 16, 2011 • Greater Columbus Convention Center

Don't miss the chance to attend these outstanding presentations at the 2011 OSBA Capital Conference and Trade Show. Hear inspiring speakers present unique insights and practical solutions and have an opportunity to network with colleagues.

To register for any of these events, notify your district superintendent or treasurer, or indicate your request on the conference registration forms that were mailed in July.

## **Early Bird Workshop — Sunday, Nov. 13, 2:30 p.m.**

**Murray Banks** knows the challenges of education. He's taught at every level, from elementary school through college. He's also taught in a city school district and a small rural system in Vermont, where he was named Teacher of the Year.

Banks' informative, entertaining presentations explore the leadership skills that create a climate of success amid change and challenges. Blending humor, anecdotes and incredible visuals, he will show you how to maintain a balance in your life that will



Murray Banks

enable you to deal with difficult issues while successfully inspiring your teachers and administrators.

Banks delivers the four skills for staying focused under pressure and taking care of ourselves so we can also take care of business (and stay awake during those late board meetings). It is a subject that fascinates everyone and he delivers it with a medley of science, inspiration and humor.

The cost to attend the Early Bird Workshop is \$85.

## OSBA Black Caucus dinner — Sunday, Nov. 13, 6:30 p.m.

The OSBA Black Caucus will host a dinner featuring Ohio Supreme Court Justice **Yvette McGee Brown** on Sunday, Nov. 13, at 6:30 p.m.

A series of firsts defines Brown's judicial career. She was the first African-American elected to the Franklin County Domestic Relations/Juvenile Court in 1992. In January 2011, she became the first African-American woman to serve as a justice on the Supreme Court of Ohio.

As lead juvenile court judge, she led the creation of the Family Drug Court and the



Yvette McGee Brown

SMART Program, a truancy and educational neglect intervention program. In 2002, she retired from the bench to create the Center for Child and Family Advocacy at Nationwide Children's Hospital, a multidisciplinary child abuse and family violence program. She served as founding president until early 2010, when she became a candidate for Ohio's lieutenant governor.

The cost to attend the dinner is \$65. Preregistration is required; limited tickets will be sold at the door for \$70. The dinner is open to all OSBA members.

## Conference luncheons

Registration for each luncheon is \$55. Doors open at 12:15 p.m., but the speakers will not begin until 12:45 p.m., which provides plenty of time to travel from the general sessions to the luncheons.

### Monday, Nov. 14

#### Lyn St. James

Lyn St. James' story is remarkable, culminating in victories few others can claim — winning the title of Indianapolis 500 Rookie of the Year and setting 31 international and national closed circuit speed records. *Sports Illustrated for Women* selected her as one of the Top-100 Women Athletes of the Century.



Lyn St. James

In 1993 she launched the Lyn St. James Foundation, Driver Development Program and Women in the Winner's Circle. Her mission is to share her experience and help others. She's giving to those who follow in her path, like so many gave to her along the way, and turning her journey into a path of helping others.

### Tuesday, Nov. 15

#### Stacey Bess

Stacey Bess is an inspirational educator and author who speaks on the importance of service, mentorship, leadership and overcoming adversity. For 11 years, she taught homeless children in a small shed known as The School with No Name, an experience that profoundly affected her, as well as her students. During that time she discovered that, by teaching and modeling love, self-worth and courage, she could reach children with no homes and little hope, children who had previously been labeled "unteachable." To inspire others with a passion for service, Bess wrote *Nobody Don't Love Nobody*, which was adapted into the April 2011 Hallmark Hall of Fame movie "Beyond the Blackboard."



Stacey Bess

## Thanks to our sponsors

Britton, Smith, Peters & Kalail Co. LPA is sponsoring the Early Bird Workshop, featuring Murray Banks, on Nov. 13. Monday's luncheon, featuring Lyn St. James, is sponsored by CompManagement Inc.; FirstEnergy Solutions Corp; Peck, Shaffer & Williams LLP; and PNC. The Tuesday luncheon, featuring Stacey Bess, is sponsored by Bricker & Eckler LLP and CompManagement Health Systems Inc.



# WORKSHOP REGISTRATION

## 21st Century Learning webinar

☐ Oct. 5, \$35

## MDS #3

☐ Oct. 6, Columbus, \$80

## Using Surveillance Cameras in School Settings webinar

☐ Oct. 10, \$35

## Transportation Roundtable

☐ Oct. 12, Columbus, \$40

## OSBA Levy University webinar

### #4: Social media: How to use Web 2.0 to connect with your community

☐ Oct. 17, free

## MDS #4

☐ Oct. 18, Columbus, \$80

## Employment Law Workshop

☐ Oct. 21, Columbus, \$140

## Best Practices with Transgenders in the Workplace webinar

☐ Oct. 24, \$35

## Policy Implications of Senate Bill 5 and the Biennial Budget webinar

☐ Oct. 25, \$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 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 Web page 24 hours a day.

### Award of Achievement/LPDC

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



Mail



Phone  
or fax



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

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

Email 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. You will need a username  
and password.

### Cancellation and refund policy

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



Communications, continued from page 4

the Teacher of the Year is announced.

- Ask teachers to send letters of appreciation to the school board about any support staff who have helped them in some way.
- Hold an assembly in which elementary students salute teachers and other school staff with skits, songs and poems, and thank them for their hard work.
- Showcase digital photos of the “Substitute Educators of the Week” on a central bulletin board or banner.
- Distribute laminated bookmarks with the American Education Week logo to staff and students.
- Invite community leaders to breakfast and open house at school.
- Ask your local library to set up a special American Education Week exhibit outlining the observance.
- Organize an American Education Week bulletin board contest, in which each classroom works together with their teacher to design a bulletin board that reflects American Education Week’s theme.
- Give bus drivers cookies and “thank-you” cards signed by students on their route.
- Encourage the whole town to wear school colors on Friday of American Education Week.
- Organize an American Education Week kickoff open house to celebrate education, teachers, education support professionals, substitute educators, parents and students.
- Give teachers, support staff, administrators and school board members note tablets with the

inscription: “We’re Proud To Be in the Kid Business.”

- Invite students to perform before a parent-teacher organization meeting.
- Ask teachers and students to send greeting cards to school board members and administrators to express appreciation for their roles and contributions.

● Ask the high school graphic design class to make posters to put up around the community.

● Ask the local newspaper to feature a two-page American Education Week spread that features photos of students involved in learning activities and essays from all grade levels.

Visit [www.nea.org/aew](http://www.nea.org/aew) for the complete tool kit.

## OSBA Levy University webinar #4



As part of its expanded Levy University Program, OSBA is offering **free** webinars. Hosted by OSBA and presented by Avakian Consulting, these webinars will help you communicate more effectively with your community.

### **Social media: How to use Web 2.0 to connect with your community**

**Monday, Oct. 17, 1 p.m. to 2 p.m.**

How we communicate is rapidly changing. Just a few years ago words like “Facebook” or “Twitter” were not in our vocabulary. Today, social media has become the new norm for how people communicate, organize and get news. School districts must make sure they do not fall behind in communicating with their communities and use social media to keep them engaged. This webinar will provide step-by-step guidelines on how to set up a social media platform in your school district and how each tool helps promote the message of the schools.

Register today at [www.ohioschoolboards.org](http://www.ohioschoolboards.org) in the “OSBA Events” section or by contacting OSBA’s Laurie Miller at (614) 540-4000, (800) 589-OSBA or [Lmiller@ohioschoolboards.org](mailto:Lmiller@ohioschoolboards.org).



## LEGISLATIVE REPORT

by Michelle Francis, deputy director of legislative services

### Legislature back for brief session before the election

The General Assembly returned from its summer recess to take up such issues as redrawing Ohio's congressional maps and expanding vouchers.

#### House passes new congressional maps

House Bill (HB) 319, sponsored by Rep. **Matt Huffman** (R-Lima), would redraw Ohio's congressional districts following the decennial census. As a result of the recent census and loss of population, Ohio is set to lose two congressional seats.

Two days after unveiling the new congressional district map in the State Government and Elections Committee, the Ohio House passed the measure by a vote of 56-36. The new map would have Franklin County getting its own separate district — the 3rd District — that takes up the central part of the county. Rep. **Marcy Kaptur's** (D-Toledo) district stretches thinly along Lake Erie into Rep. **Dennis Kucinich's** (D-Cleveland) district, while Republicans **Steve Austria** (Beavercreek) and **Mike Turner** (Dayton) are in the same district. Rep. **Betty Sutton** (D-Akron) and Rep. **Jim Renacci** (R-Canton) would be re-districted together. Columbus-area Republican Rep. **Steve Stivers** has one of the more

interesting districts — going from three counties to parts of 13.

HB 319 is now on its way to the Senate where it is expected to move quickly and be voted on before the end of the month.

#### HB 136 voucher expansion

HB 136, sponsored by Huffman, would create the Parental Choice and Taxpayer Savings Scholarship (voucher) Program (PACT), a new statewide program allowing K-12 students to use a voucher to attend private schools.

Specifically, the bill:

- Expands vouchers to students in all school districts, regardless of the academic report card rating of the school building or school district. The only qualifier for eligibility is household income. Students whose annual family income is less than \$95,000 would qualify.

- Allows students currently enrolled in private schools to be eligible for the voucher (phases in over four years).

- If the private school tuition is less than the voucher amount, it allows parents to bank the excess dollars for college tuition and textbooks at any private school or college in Ohio.

- Deducts funding for the voucher from the resident school district's funding (aggregate amount

deducted from district cannot exceed a district's state aid funding.)

The bill is currently pending in the House Education Committee. The committee recently amended the legislation to remove language creating the Special Education Voucher program. The Special Education Voucher program was included in the biennial budget bill, HB 153, that was passed in June.

OSBA would like to thank the following individuals for coming to the Statehouse and presenting opposition testimony on HB 136 to the House Education Committee:

- **Terry Groden**, North Olmsted City board member;
- **Marc Schare**, Worthington City board member;
- **Mario Basora**, Yellow Springs EV superintendent.

Several other school board members, superintendents, treasurers, parents and taxpayers are scheduled to testify in opposition to HB 136 at the next House Education Committee hearing. HB 136 is scheduled for a possible vote in the committee and could be voted on by the full House before the end of September.

OSBA is adamantly opposed to this legislation. We presented joint opposition testimony earlier this year, along with the Buckeye

*Continued on page 7*



# PUBLIC SCHOOLS WORK!

compiled by Gary Motz, managing editor

## Battelle, rural districts unite to lift achievement

A group of 22 rural school districts and Battelle for Kids have joined together as the Ohio Appalachian Collaborative to pursue a common vision of college and career readiness.

According to Battelle, Ohio has the nation's fourth-largest rural school enrollment. In those rural districts, many students live in poverty, few complete college, per-pupil spending is below the state average and communities have trouble raising enough revenue to

support local education. These districts also struggle to recruit and retain high-quality teachers.

**John White**, U.S. Department of Education deputy assistant secretary for rural outreach, offered his input at a recent meeting of the collaborative at **Northern Local (Perry) Schools**.

"Rural kids are the least likely to go to college," White told a local newspaper. "These schools are spread out, so it's a great incentive to find partner resources and work

in consortium ... other states can learn from this."

The collaborative uses the Rural Education Transformational Approach, which unites research-based and results-proven strategies to enhance collaboration, training, communication and technology. The goal is to implement successful, sustainable and replicable reform. For details, visit <http://links.ohioschoolboards.org/86101>.

Sources: *Zanesville Times Recorder*; Battelle for Kids

*Legislative Report, continued from page 6*

Association of School Administrators, Ohio Association of School Business Officials, Ohio PTA, Ohio School Psychologists Association, Ohio Education Association, Ohio Federation of Teachers and the Alliance for a High Quality Education.

We need school board members, superintendents and treasurers to continue contacting legislators in both the House and Senate. Legislators need to hear from local education leaders how this bill will impact their school districts.

Following are some HB 136 talking points:

- The bill turns the state's obligation to provide a thorough and efficient "system" of public education into a

private benefit, resulting in an unprecedented level of voucher expansion that could impact every school district in the state.

- Given the lack of evidence for academic achievement, the cloud of uncertainty facing school budgets and the potential negative impacts of the bill, the statewide expansion of vouchers is unwise and unwarranted.

- Vouchers waste taxpayer money. Vouchers force taxpayers to support two school systems: one public and one private. Existing private school students usually are eligible to receive vouchers, creating a new cost to taxpayers.

- The legislation would make students currently enrolled in

private schools eligible over the next four years, adding additional costs to districts and the state of Ohio that was not considered during state budget deliberations.

- We believe that privatization in the name of choice jeopardizes the good of the whole. By diverting dollars for a few, the ability of public school districts to meet federal and state standards is compromised and students' educational experiences will suffer.

For additional talking points on HB 136 and the latest legislative updates, please contact the OSBA legislative services division at (800) 589-6722.

*Editor's note: All information in this article was current as of Sept. 16, 2011.*

## September 2011

- 28 OSBA Central Region Fall Conference..... Columbus  
29 OSBA Southeast Region Fall Conference..... Albany

## October 2011

- 1 *Last day for board to adopt annual appropriation measure — RC 5705.38(B).*  
3 *Last day to nonrenew treasurer's contract expiring Dec. 31, 2011 — RC 3313.22 (contracts entered into prior to March 30, 2007).*  
5 OSBA 21st Century Learning webinar  
5 OSBA Northeast Region Fall Conference..... Akron  
6 OSBA Northwest Region Fall Conference..... Archbold  
6 OSBA MDS #3..... Columbus  
10 OSBA Using Surveillance Cameras in School Settings webinar  
11 OSBA Communication Workshop ..... Columbus  
11 *Last day for voter registration for November election — RC 3503.01, 3503.19(A) (30 days prior to the election).*  
12 OSBA Transportation Roundtable ..... Columbus

- 13 OSBA Southwest Region Fall Conference..... Dayton  
14 OSBA/OASBO School Law for Treasurers Workshop ..... Columbus  
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.*  
17 OSBA Levy University #4 webinar  
18 OSBA MDS #4..... Columbus  
21 OSBA Employment Law Workshop ..... Columbus  
24 OSBA Best Practices with Transgenders in the Workplace webinar  
25 OSBA Policy Implications of Senate Bill 5 and the Biennial Budget webinar

## November 2011

- 7 OSBA Levy University #5 webinar  
8 *General Election Day — RC 3501.01 (first Tuesday after the first Monday).*  
13 OSBA Southeast Region Executive Committee Meeting ..... Columbus  
13 OSBA Northeast Region Executive Committee Meeting ..... Columbus  
14 OSBA Central Region Executive Committee Meeting ..... Columbus  
13-16 OSBA Capital Conference..... Columbus  
22 *Last day to submit certification for March*

- 28\* *conversion levy to tax commissioner — RC 5705.219(B) (105 days before election). Last day to submit certification for March income tax levy to Ohio Department of Taxation — RC 5748.02(A) (100 days prior to the election).*

## December 2011

- 1 OSBA School Board Compensation webinar  
1 OSBA Southwest Region Executive Committee Meeting ..... Lebanon  
2 OSBA School Finance for Treasurers Workshop ..... Columbus  
2 *Last day to submit March emergency levy, current operating expenses levy or conversion levy to county auditor for March election — RC 5705.194, 5705.195, 5705.213, 5705.219 (95 days prior to the election).*  
3 OSBA Executive Committee Meeting ..... Columbus  
7 OSBA Northeast Region Executive Committee Meeting ..... TBD  
7 *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 March election — RC 133.18(D).*