

BRIEF CASE

THE OHIO SCHOOL BOARDS ASSOCIATION

Serving the public school leadership team



Former state superintendent returns to ODE as executive director

Former Ohio Superintendent of Public Instruction Dr. **Susan Zelman** returned to the Ohio Department of Education (ODE) on Feb. 6 to take the newly created position of executive director. Acting State Superintendent of Public Instruction **Michael Sawyers** said she will focus on school-funding issues as the state develops a new funding model. Zelman was state superintendent from 1999 to 2008. After leaving ODE, she served as a senior vice president with the Corporation for Public Broadcasting.

State Legislative Conference features top legislators, policymakers

Speakers at the annual State Legislative Conference include Senate President **Keith Faber** (R-Celina) and leaders from several key House committees. Other speakers will be announced soon. The March 20 conference in the Statehouse Atrium is hosted by OSBA, the Buckeye Association of School Administrators and the Ohio Association of School Business Officials. It offers Ohio school district leaders a chance to learn more about key legislative issues, including the biennial budget and the governor's new school-funding proposal. The event also features a luncheon with legislators and their staffs, and updates from association lobbyists. Registration details are available in the *Briefcase* blue pages and at <http://links.ohioschoolboards.org/23596>.

OSBA seeking nominations for 2013 Student Achievement Fair

Does your district have innovative programs or outstanding performance groups that are increasing student achievement? Would you like to share those successes with thousands of school district representatives from around Ohio? If so, nominate your programs for the Student Achievement Fair at the 2013 OSBA Capital Conference. Nominations are only being accepted online at www.ohioschoolboards.org/saf-nominations. Space is limited, so act soon. The conference is Nov. 10-13 in Columbus.

Board Leadership Institute keynote speakers announced

The keynote presenters for the 2013 OSBA Board Leadership Institute (BLI) are Ohio Attorney General **Mike DeWine** and State Board of Education President **Debe Terhar**. DeWine leads off BLI at the opening general session, while Terhar headlines the closing luncheon. BLI, April 26-27 in Columbus, is designed exclusively for board members. For registration information, contact OSBA's **Laurie Miller** at (614) 540-4000 or Lmiller@ohioschoolboards.org, or visit <http://links.ohioschoolboards.org/64762>.

OSBA again offering discount on SMN subscription

Since 2011, OSBA has provided its *School Management News* (SMN) newsletter at a substantial discount to member school districts in which *all* subscribers opt to

Feb. 25, 2013

Volume 44 Issue 4

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Route workshop information to:

- ☐ Administrators
- ☐ Assistant treasurers
- ☐ Principals
- ☐ Special education instructors
- ☐ Technology directors

receive the publication electronically. The electronic version costs \$150 annually for up to 15 subscribers, a \$40 savings over the paper version. Please indicate which SMN option your district prefers on the OSBA membership invoice.

Student video team sought to document conference

OSBA is seeking a high school video production team to create a 10-minute documentary of the 2013 Capital Conference. The team will attend the Nov. 10-13 conference in Columbus to shoot the video. The final version will be streamed on OSBA's website, shared with other state school boards associations and used in promotional materials for the conference. For the submission form and program criteria, go to www.ohioschoolboards.org/svdt. While there, also check out last year's conference video produced

Gahanna-Jefferson students combat cancer by dancing

Gahanna-Jefferson City students recently boogied down to raise money for a good cause.

More than 200 students gathered in Lincoln High School for the first-ever GahannaThon, a five-hour dance marathon held in partnership with The Ohio State University's BuckeyeThon. The students chose to have the fundraiser instead of their normal winter homecoming dance. The dance marathon raised more than \$8,000 for a cancer unit at Nationwide Children's Hospital.

"The goal was to make students feel like they're part of something bigger than themselves," **Brooke Motsinger**, event coordinator and Lincoln High School student, told a local newspaper.

Source: *The Columbus Dispatch*

by **Dayton City Schools**. The nomination deadline is May 3.

Free tutoring available for military-connected students

Free, personalized academic support is available to military-connected children, according to the Ohio National Guard Inter-

Service Family Assistance Committee. The program is open to K-12 children in National Guard, Reserve and active duty military families, regardless of the service member's deployment status. Students can work one-on-one with an online tutor at any time. To learn more, visit www.tutor.com/military.



Briefcase

Ohio School Boards Association
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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.

OSBA online

• www.ohioschoolboards.org

The OSBA BillTracker page lets you search bills OSBA's legislative division is monitoring in the state legislature. It's an extremely valuable tool, especially now as the new General Assembly hammers out the biennial budget and debates the governor's new school-funding proposal. Users can download testimony or link to the full text of bills. Visit www.ohioschoolboards.org/billtracker to keep up-to-date on the latest legislation and how it will affect your schools.



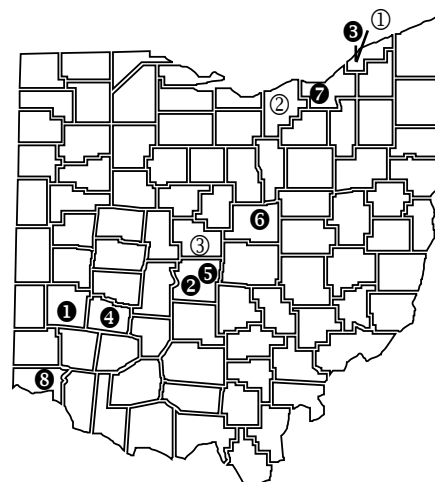
BULLETIN BOARD

compiled by Melanie Price, administrative assistant of communication services

OSBA executive searches

Superintendent

District	Deadline	Contact
① Vandalia-Butler City	Feb. 25	OSBA Search Services, (614) 540-4000
② Whitehall City	March 6	OSBA Search Services, (614) 540-4000
③ Painesville City Local (Lake)	March 22	OSBA Search Services, (614) 540-4000
④ Cedar Cliff Local (Greene)	March 29	OSBA Search Services, (614) 540-4000
⑤ Ohio School for the Deaf	April 1	OSBA Search Services, (614) 540-4000
⑥ Mount Vernon City	April 4	OSBA Search Services, (614) 540-4000
⑦ North Olmsted City	April 8	OSBA Search Services, (614) 540-4000
⑧ Lockland Local (Hamilton)	TBD	OSBA Search Services, (614) 540-4000



① = Superintendent

① = Treasurer

Treasurer

District	Deadline	Contact
① Painesville City Local (Lake)	March 25	OSBA Search Services, (614) 540-4000
② Oberlin City	April 5	OSBA Search Services, (614) 540-4000
③ Olentangy Local (Delaware)	TBD	OSBA Search Services, (614) 540-4000

Other searches

Position	District	Deadline	Contact
Superintendent	Clearview Local (Lorain)	Feb. 28	Eddie Corcino , board president, Clearview Local, eddie.corcino@clearviewschools.org
Superintendent	Caldwell EV	March 29	Chris Keylor , superintendent, Ohio Valley ESC, (740) 439-3558

Administrative changes

Superintendents

Ashtabula Area City hired Interim Superintendent **Patrick E. Colucci Jr.** as superintendent effective Feb. 11. He replaced **Joseph Donatone**, who retired. ●●● ESC of Central Ohio Superintendent **Bart Anderson** announced his resignation effective Feb. 4. The board hired Assistant Superintendent **Tom Goodney** as interim superintendent. ●●● North Royalton City Superintendent **Edward Vittardi** announced his retirement effective June 30. ●●● Toledo City Superintendent **Dr. Jerome Pecko** announced his retirement effective July 31. ●●● Union-Scioto Local (Ross) Superintendent **Dwight**

Editor's note

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

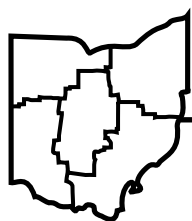
Garrett announced his retirement effective June 30. ●●● **Wadsworth City** Superintendent **Dr. Dale R. Fortner** announced his resignation effective June 30. ●●● **West Clermont Local (Clermont)** hired **Dr. Keith Kline** as superintendent effective Feb. 1. He replaced **Dr. Gary Brooks**, who retired. Kline was the district's assistant superintendent for administration and human resources. ●●● **Westerville City** hired **Dr. John R. Kellogg** as superintendent effective July 1. He will replace **Dr. J. Daniel Good**, who is retiring. Kellogg currently is assistant superintendent of curriculum at **South-Western City**.

Treasurers

Ashtabula Area City hired **Jackie Miranda** as treasurer effective March 1. She will replace **William Hill**, who is retiring. Miranda currently is the district's assistant treasurer. ●●● **Liberty Local (Trumbull)** Treasurer **Ronda Baldwin-Amorganos** announced her resignation effective Jan. 29. She will continue as treasurer at **Hubbard EV**. ●●● **Lockland Local (Hamilton)** hired **Douglass P. Ackermann** as treasurer effective March 4. He will replace **Larry A. McDonough**, who retired. ●●● **Ripley-Union-Lewis-Huntington Local (Brown)** hired **Adam Zink** as treasurer effective Feb. 1. He replaced **Vivian Armour**, who retired effective Jan. 31.

Sympathies

Former **Amherst EV** Board of Education member **Robert Arthur Meesig** died Jan. 30. He was 83. ●●● Former **Black River Local (Medina)**, **Federal Hocking Local (Athens)**, **Southern Local (Columbiana)** and **Union Local (Belmont)** Superintendent **James R. Patsey** died Feb. 4. He was 62. ●●● Former **Fairport Harbor EV** Superintendent **Kenneth Babb** died Jan. 30. He was 87. ●●● Former **Gorham-Fayette School Board** — now **Fayette Local (Fulton)** — Board of Education member **Ruth M. Schaffner** died Jan. 30. She was 87. ●●● Former **Indian Creek Local (Jefferson)** Board of Education member **Margaret Ann Kettlewell** died Feb. 7. She was 84. ●●● **Walter Sherril Stower**, a superintendent at the former **Liberty Union Local School District** in Fairfield County, died Feb. 5. He was 81. ●●● Former **St. Clairsville-Richland City** Board of Education member **Richard William "Dick" Loos** died Feb. 5. He was 84. ●●● Former **Union Local (Belmont)** Board of Education member **Jennifer A. Schmitt** died Jan. 26. She was 57. ●●● Former **Washington Local (Lucas)** Board of Education member **Burnell O. Brandeberry** died Jan 25. He was 86.



REGIONAL ROUNDUP

by Angela Penquite, assistant editor

Spring region conferences pop up in March

It might seem a little early to be talking about spring, but it's not too early to start planning for the OSBA spring region conferences. Regional managers are now accepting reservations for these highly popular events.

The five OSBA regions host conferences in the spring and fall. These meetings bring together board members, administrators

and guests for dinner, networking, keynote speakers, legislative updates, recognitions and outstanding student entertainment. The spring conferences feature the presentation of the OSBA Award of Achievement and Master Board Member honors.

School board members can earn five credits toward the OSBA Award of Achievement for

attending a regional conference. For more information on the Award of Achievement program, visit <http://links.ohioschoolboards.org/43085> or contact OSBA. In addition, Ohio Revised Code Section 3315.15 authorizes the establishment of a service fund for board members. These funds can be used for expenses incurred for

Continued on page 5

Regional Roundup, continued from page 4

meetings such as this.

OSBA President **Charlie Wilson, Worthington City**, and OSBA Executive Director **Richard Lewis** will travel to all of the meetings to greet attendees and provide association updates. Region officers and other OSBA staff members also will deliver updates and presentations.

Registration forms for all of the region events were published in the Jan. 28 issue of the OSBA *Briefcase*. The same information also is available on the OSBA. Visit www.ohioschoolboards.org/Regions, then choose your region to download a registration form.

Following are brief previews of the 2013 spring region conferences, along with registration information.

Central Region

The Central Region will host its conference at 5 p.m. on Tuesday, March 19, at the Villa Milano in Columbus. Region President **Ken Morlock, Madison-Plains Local (Madison)**, will preside over the evening.

Dinner will be served at 6 p.m., and the program will begin at 7 p.m., with a presentation by keynote speaker Ohio University President Dr. **Roderick J. Davis**. Following his presentation, the region will recognize its outstanding schools and board members.

Registration is \$40 per person, or \$320 for a table seating eight. The registration deadline is Friday, March 15. For more information or questions, contact Dr. **Michael G. Grote**, regional manager, at (740)

972-9239 or mgrote@ohioschoolboards.org.

Northeast Region

The Northeast Region will meet on Wednesday, March 6, at Copley High School in Copley. The evening begins at 6 p.m. with registration and socializing. Region President **Julie Schafer, Copley-Fairlawn City**, will preside.

Dinner will begin at 6:50 p.m., following a performance by the Copley High School Intro to Theater Class. Outstanding board members and teachers will be honored during the recognition

portion of the program.

Registration is \$35 per person; the deadline is Tuesday, Feb. 26. For additional information, contact **Terri Neff**, regional manager at (216) 470-6395 or tneff@ohioschoolboards.org.

Northwest Region

The Northwest Region gathers on Thursday, March 14, at the **Penta Career Center** in Perrysburg. Registration and socializing begin at 5:30 p.m., followed by dinner. Presiding will be Northwest Region President **Eric Germann**,

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Ohio School Boards Association

2013 Capital Conference
and Trade Show

Nov. 10, 11, 12 & 13, 2013 • Greater Columbus Convention Center

Call for conference breakout session proposals!

The hallmark of the OSBA Capital Conference is the educational programming. Breakout sessions feature practical advice that attendees can take back to their districts. The conference offers sessions on innovative programs, cost-saving strategies, key legislation and other timely and important topics.

OSBA is now accepting proposals for breakout sessions for the 2013 Capital Conference. Proposals will be selected based on

- strong interest;
- relevance;
- creativity;

- innovation;
- proven success;
- practical, how-to information.

The deadline for proposals is 5 p.m. on March 18. Nominations must be submitted online; no paper submissions will be accepted.

**Visit www.ohioschoolboards.org/nominate-a-session
to submit your proposal today!**

Regional Roundup, continued from page 5

Lincolnview Local (Van Wert).

The region will recognize its outstanding board members and teachers, and OSBA Student Achievement Fair participants. It also will present awards for excellence in leadership, humanitarian efforts and community service.

Registration is \$30 per person, or \$160 for a table of six. The deadline to register is Friday, March 8. For questions or more information, contact Dr. **Judy Jackson May**, regional manager, at (419) 353-1064 or jjacksonmay@ohioschoolboards.org.

Southeast Region

The Southeast Region always hosts two spring conferences. This year's events are on Tuesday, March 5, at the **Scioto County Career Technical Center** in Lucasville, and Thursday, March 7, at the **Belmont-Harrison Career Center** in St. Clairsville. Region President **Daniel L. Hothem**, **River View Local (Coshocton)** and **Coshocton County Career Center**, will preside over the conferences.

Both sessions begin at 5:30 p.m. with a social period followed by dinner. The region will recognize

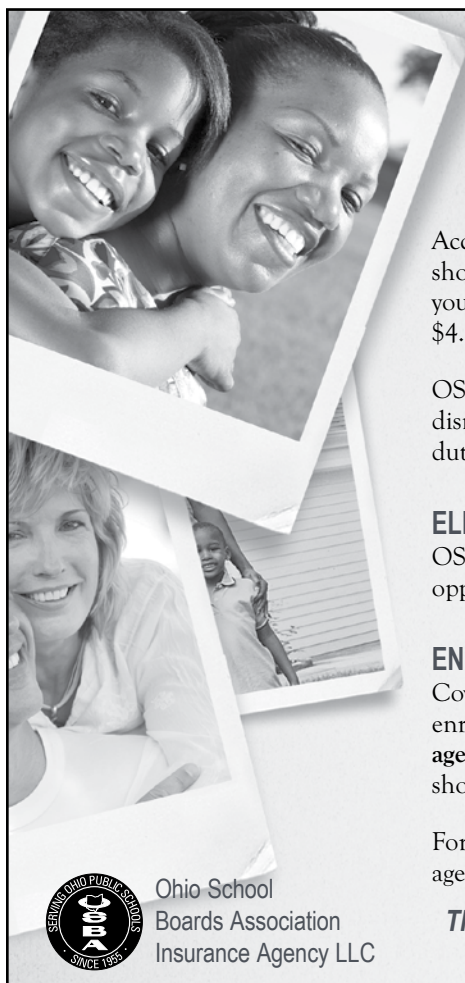
its outstanding board members and teachers, and OSBA Student Achievement Fair participants.

Registration is \$35 per person; the deadline is Friday, Feb. 22. For more information, contact **Paul D. Mock**, regional manager, at (740) 385-5240 or pmock@ohioschoolboards.org.

Southwest Region

The Southwest Region will meet at the **Miami Valley Career Technology Center** in Clayton on Tuesday, March 12. The conference begins at 5:15 p.m. with a social

Continued on page 7



Attention board members and administrators — protect you and your family anytime, anywhere for less than \$55 per year!

Accidents can happen to anyone at any time. Although nothing can really prepare your family should the unthinkable happen to you, insurance coverage can help give peace of mind to you and your family. The OSBA Insurance Agency can provide this assurance at a low cost of \$4.55 per month.

OSBA provides all school board members with a free \$100,000 accidental death and dismemberment (AD&D) insurance policy that covers them while they are performing their duties as board members.

ELIGIBILITY FOR 24/7 PROTECTION FOR YOU AND YOUR FAMILY

OSBA also offers school board members, district administrators and their families the opportunity to purchase low-cost AD&D insurance that covers them at *all* times.

ENROLL NOW

Coverage runs annually from March 1 through the end of February. To enroll, download the enrollment and beneficiary forms available at www.ohioschoolboards.org/osba-insurance-agency. Mail the form, with a check payable to OSBA Insurance Agency LLC for the amount shown on the form, to OSBA.

For more information, contact **Janice Smith**, chief financial officer and licensed insurance agent, at (800) 589-OSBA, (614) 540-4000 or jsmith@ohioschoolboards.org.

The enrollment deadline is March 31. Don't miss out on your chance to protect your family with this affordable insurance.

Criminal records checks: Who needs to be checked and when



Wednesday, Feb. 27
Cost is \$35

1:30 p.m. to 2:30 p.m.
webinar

In 2008, House Bill 190 required districts to conduct criminal records checks for job applicants and employees. Subsequent criminal records checks are required every five years for certain school employees. This year marks the first time these checks must be updated. But which employees are subject to criminal records checks, what checks do they need, when should they occur and how are they accomplished? This webinar will review the answers to these questions and include practical resources to help districts comply with the law.

To register, contact **Laurie Miller**, senior events manager, at (614) 540-4000, (800) 589-OSBA or Lmiller@ohioschoolboards.org. You can register online at www.ohioschoolboards.org/event_listing.



Management Development Series #2: **Bring Your Own Technology — possibilities and challenges**

Thursday, April 18
OSBA office, Columbus

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

Bring your own technology (BYOT) programs are in the forefront of many conversations on education trends. There are many considerations when deciding if a BYOT program is right for your district or school. Whether your district has a BYOT program in place or is considering starting one, this workshop is for you.

The workshop will address considerations related to policies, procedures, infrastructure and program purpose. We also will highlight what is going on around the state with BYOT programs and what lessons have been learned in developing and implementing these programs. Learn more about starting or expanding a BYOT program, and share challenges, successes and concerns with other districts.

Registration will begin at 9:30 a.m. Cost for the workshop is \$90 per attendee, and includes lunch and materials. To register, contact **Laurie Miller**, senior events manager, at (614) 540-4000, (800) 589-OSBA or Lmiller@ohioschoolboards.org. You can register online at www.ohioschoolboards.org/event_listing.

Questions about workers' comp rates?

Get answers at the 2013 Spring SchoolComp Workers' Compensation Workshops



Hear the latest on the SchoolComp program, Ohio Bureau of Workers' Compensation (BWC) changes and experience review. These sessions meet BWC's two-hour safety training requirement.

The workshops will be held at five sites around Ohio, beginning at 8 a.m. and ending at 12:30 p.m. While there is no fee, registration is requested to accommodate those attending.

You can register on the Ohio Association of School Business Officials website at www.oasbo-ohio.org or by calling (614) 431-9116.

Dates and locations:

Program members should mark their calendars now to attend one of the following workshops:

► **Tuesday, March 5**

OSBA office, Columbus

► **Thursday, March 7**

Wyndham Garden Dayton South, Miamisburg

► **Friday, March 22**

Ohio University Inn and Conference Center, Athens

► **Tuesday, March 26**

Owens Community College, Findlay

► **Wednesday, March 27**

Northeast Ohio Medical University, Rootstown

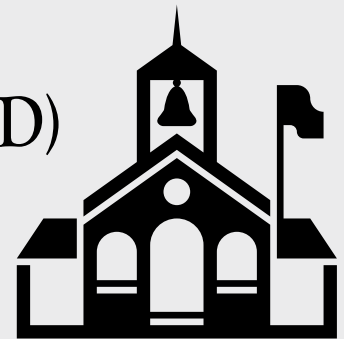
Introduction to Crime Prevention Through Environmental Design (CPTED)

Wednesday, March 27

Cost is \$35

10 a.m. to 11 a.m.

webinar



Crime Prevention Through Environmental Design (CPTED) is not new. However, it has huge implications for schools. The CPTED process allows districts to assess and increase the safety and security of their buildings without installing expensive equipment. This webinar provides an overview of CPTED and an opportunity to ask questions.

To register, contact **Laurie Miller**, senior events manager, at (614) 540-4000, (800) 589-OSBA or Lmiller@ohioschoolboards.org. You can register online at www.ohioschoolboards.org/event_listing.



Cyberlaw Seminar

Friday, March 15, 9 a.m. to 3 p.m.
OSBA office, Columbus
Cost is \$150

Register today for the 2013 Cyberlaw Seminar by contacting **Laurie Miller**, senior events manager, at Lmiller@ohioschoolboards.org or by registering online at www.ohioschoolboards.org/event_listing.

8:30 a.m. Registration and continental breakfast

**9 a.m. Managing and protecting your eRecords
Part 1: Social media — the records management challenge**

A member of the Ohio Electronic Records Committee will discuss how to manage electronic records and the challenges associated with social media records in the public sector.

Darren Shulman, city attorney, City of Delaware, Ohio

Part 2: FERPA and eRecords

Student surveillance footage, email, information on “the cloud” and other eRecords all may be considered “education records” protected under the Federal Educational Rights and Privacy Act (FERPA). Learn how to determine which records may be released.

Susan G. Clark, Esq., McGown & Markling Co. LPA, Akron

10:30 a.m. Break

10:45 a.m. Schools, the Internet and copyright law
Hear an overview of copyright law and implications for activities like downloading programs and documents, creating class websites, watching and creating YouTube videos and installing software on school networks.

Rhonda Porter, chief legal counsel, Akron City; and *Drew Clark*, senior information systems administrator, OSBA

11:45 a.m. Lunch (provided)

12:30 p.m. Technology policy update

Have your board policies been updated to keep up with the rapid changes in technology? Look at the updates you should consider making to your district’s policy manual.

Kenna S. Haycox, policy consultant, OSBA

1 p.m. Regulating employee use of technology

How much may a district restrict on-and-off-campus expression by school employees on Facebook, Twitter, etc? Review case studies and NLRB position papers, and discuss best practices.

Kate Davis, Esq., Bricker & Eckler LLP, Cincinnati

1:45 p.m. Break

2 p.m. Investigating computer misuse by employees

A school law attorney and electronic evidence adviser provide guidance on identifying, preserving, analyzing and reviewing electronic evidence of computer misuse by employees.

Nicholas E. Subashi, Esq., Subashi & Wildermuth, Dayton; and *Donald Wochna*, chief legal officer, Vestige Ltd., Medina

3 p.m. Adjourn



Photo courtesy of the Ohio Statehouse Photo Archive

State Legislative Conference

Wednesday, March 20
9:30 a.m. to 2:15 p.m.

Ohio Statehouse Atrium, Columbus
Cost is \$130

New year – new legislature

Public education continues to be a hot topic at the Statehouse after another challenging year of education reform policy initiatives. As we begin the 130th General Assembly, what can we expect for schools? How will the proposed biennial budget impact funding? What will the new school-funding formula look like? School officials need to be involved and have their voices heard by attending the annual State Legislative Conference.

The 2013 State Legislative Conference provides school board members, administrators and treasurers the opportunity to meet with their state legislators and discuss issues impacting public education. It is your opportunity to get the message out on the importance of a strong public school system.

The conference features a full slate of speakers, including new Senate President **Keith Faber**, followed by a luncheon in the Statehouse Atrium with your local legislators.

Registration will begin at 9 a.m. To register, contact **Laurie Miller**, OSBA senior events manager, at (614) 540-4000; (800) 589-OSBA; or Lmiller@ohioschoolboards.org. Register online at <http://links.ohioschoolboards.org/89599>.

Visit <http://links.ohioschoolboards.org/28276/> for driving directions and links to parking information.

Special Education Law Workshop

Friday, March 22, 9 a.m. to 3 p.m.

Embassy Suites, Columbus

Cost is \$150



8:30 a.m. Registration and continental breakfast

8:50 a.m. Welcome

9 a.m. Restraint and seclusion walk-through

A panel of attorneys walks through the new guidelines and rule process. You will take away a greater understanding of the changes and how to comply.

Sara C. Clark, deputy director of legal services, OSBA; and *Melissa Bondy, Esq.*, Bricker and Eckler LLP, Columbus

10 a.m. Break

10:10 a.m. ODE update: 2013 outlook

Hear about changes and initiatives at the Ohio Department of Education's (ODE) Office for Exceptional Children, including operating standards updates, the third-grade reading guarantee and students with disabilities. Also learn what's ahead for special education in Ohio in 2013 and beyond.

Dr. Sue Zake, director, ODE Office for Exceptional Children

11:10 a.m. 30 legal tips in 30 minutes

Procedural compliance, time lines, cautionary tales and frequent problems are the topic of this fast, valuable half-hour. Watch a lawyer cover a lot of ground quickly.

Laura G. Anthony, Esq., Bricker and Eckler LLP, Columbus

11:40 a.m. Lunch (provided)

12:30 p.m. Move that bus: Special ed transportation issues

Put on your seat belt because we are going into detail. Topics include: transportation as a related service, discipline and removal from the bus, accommodations, administering medications and other issues related to transport.

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

1:30 p.m. Student medical issues ... unique 504 accommodations and more

Delve into the issues of allergies, seizures, diabetes, asthma, chemical sensitivities, accommodations and tips and strategies for arriving at good outcomes for students and the district.

Christina Henagen Peer, Esq., Walter Haverfield LLP, Cleveland

2:30 p.m. Break

2:40 p.m. OCR investigation management and you

U.S. Department of Education's Office for Civil Rights (OCR) complaints and investigations can be paper and time intensive. An attorney with a concentration in special education law discusses how you can manage the process and what to avoid.

Kathryn Perrico, Britton, Smith, Peters and Kalail Co. LLP, Cleveland

3:30 p.m. Open Q & A — Got questions? We have answers

3:45 p.m. Adjourn

To register, contact **Laurie Miller**, senior events manager, at (614) 540-4000, (800) 589-OSBA or Lmiller@ohioschoolboards.org. You can register online at www.ohioschoolboards.org/event_listing.

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

The Embassy Suites Columbus is located in north Columbus at 2700 Corporate Exchange Drive, Columbus, 43231. Take I-71 to north Columbus. Take I-270 east to exit 27, Cleveland Ave. Go south on Cleveland Ave. Go to the next street light and turn left onto Community Park Drive (east). Go to the stop sign and turn left (north) onto Corporate Exchange Drive. The hotel will be ahead on the left.

Mastering media relations: How to tell your story

Wednesday, April 3, 10 a.m. to 2 p.m.

OSBA office, 8050 N. High St., Columbus

(614) 540-4000

Cost is \$90

Developed especially for administrative assistants and district support staff, this new workshop provides tactics for promoting your district via traditional media. The OSBA communications staff will share highly effective and innovative ways to tell the story of your district's successes to the media and public.

The cost of the workshop is \$90, which includes registration, a box lunch and materials. Register by contacting **Laurie Miller**, senior events manager, at (614) 540-4000, ext. 284; (800) 589-OSBA, ext. 284; or Lmiller@ohioschoolboards.org.



Agenda

9:30 a.m. Registration and coffee

Noon

Lunch and networking

10 a.m. Introductions and welcome

12:30 p.m. Proactive promotion tactics

10:15 a.m. Press release basic training

Discover how to write attention-grabbing press releases that will make the media clamor to cover your district's news. We'll also discuss the benefits of ghost-writing stories about your district.

Learn how to build relationships with the media to increase your success in gaining news coverage that positively promotes your district. We'll also discuss ways to control media interviews to ensure that your message is delivered the way you want it to be.

10:45 a.m. Press release drills

Break into groups and gain hands-on experience writing press releases using the basic training tips you've learned. Then, get constructive criticism from the class and presenters.

1:30 p.m. Q&A

2 p.m. Adjourn

Board Leadership Institute

Organizational leadership for tomorrow's schools

April 26-27, 2013 • Hilton Columbus/Polaris, north Columbus

Benefits:

- ◆ Participate in a program designed exclusively for and by board members
- ◆ Experience a comprehensive two-day training event
- ◆ Hear nationally acclaimed speakers
- ◆ Strengthen board governance skills
- ◆ Choose from 18 different breakout sessions
- ◆ Network with other board members
- ◆ Receive a CD with all of the handouts from this board member-only event

Good decisions require informed decision makers

As a member of your school district's governing body, you are called at every meeting to make decisions. Some decisions are easy; others complicated. So, what can be done to improve board member development?

Almost all board members agree they could use more training in tackling school district problems. When asked how, board members say they want training that is highly task-oriented, takes a short period of time and is done in small groups led by outstanding instructors.

To meet these requests, OSBA worked with board members across the state to develop the 12th annual Board Leadership Institute. The two-day workshop is specifically designed for board members and will focus on a wide range of topics. Participants will have the opportunity to hear keynote speakers, choose from among 18 breakout sessions and network with each other.

Twenty points will be awarded for attendance at the institute, which may be applied toward receiving OSBA's Award of Achievement and Master Board Member award.

Keynote speakers set the tone for BLI

BLI will kick off on Friday, April 26, with Ohio Attorney General **Mike DeWine**. A former U.S. representative, U.S. senator and Ohio lieutenant governor, DeWine recently created the Attorney General's School Safety Task Force, made up of educators, school associations and local law enforcement and first responders. OSBA is part of the task force, which will make recommendations on school safety policy.

State Board of Education President **Debe Terhar** will close BLI on Saturday, April 27. Hear an update on state education reform efforts and what they mean to local school boards.



DeWine



Terhar

Registration and hotel details

BLI will be held in Columbus on April 26 and 27. Cost for the institute is \$240, and includes continental breakfast and lunch on both days and materials. To register, contact **Laurie Miller**, senior events manager, at (614) 540-4000; (800) 589-OSBA; or Lmiller@ohioschoolboards.org.

The Hilton Columbus/Polaris will be the site of the 2013 Board Leadership Institute. The Hilton is in north Columbus

and is easily accessible from I-71, offers free parking and is close to many dining opportunities. OSBA secured a reduced hotel rate for BLI attendees: just \$123 per night if the room is booked by April 5. To reserve your hotel room, contact the Hilton Columbus/Polaris at (614) 885-1600.

For more details, visit www.ohioschoolboards.org/board-leadership-institute.



WORKSHOP REGISTRATION

**Criminal records checks:
Who needs to be checked and
when webinar**

☐ Feb. 27, \$35

**Preparing for the OSBA
State Legislative Conference
webinar**

☐ March 11, free webinar

Cyberlaw Seminar

☐ March 15, Columbus, \$150

State Legislative Conference
☐ March 20, Columbus, \$130

**Special Education Law
Workshop**

☐ March 22, Columbus, \$150

**Introduction to Crime
Prevention Through
Environmental Design
webinar**

☐ March 27, \$35

**Mastering media relations:
How to tell your story**
☐ April 3, Columbus, \$90

**Management Development
Series #2: Bring Your Own
Technology**

☐ April 18, Columbus, \$90

Board Leadership Institute

☐ April 26-27, Columbus,
\$240

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.



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.
Please include a purchase
order number.

You may register on our website at
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 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.

Regional Roundup, continued from page 4

period, followed by dinner. Region President **Jim Sommer, Greenville City**, will preside.

Those to be recognized include the 2013 Southwest Region President's Award honoree, outstanding board members and staff members, and the region's effective school boards.

Registration is \$38 per person; the deadline is Tuesday, March 5. For further information, contact **Ronald J. Diver**, regional manager, at (937) 746-7641 or rdiver@ohioschoolboards.org.

The region conferences are great places to network and discover what's going on in other school

districts in your area. They also are full of valuable information from around the state and region. Be sure to take advantage of these outstanding opportunities to pick up new ideas, get updated on OSBA activities and learn from your fellow board members.

We hope to see you there.



NEWS

by Michelle Francis, deputy director of legislative services and FRN coordinator

OSBA members take message to Capitol Hill

Carrying OSBA's viewpoint on the 2013 federal legislative agenda, 27 Ohio school board members traveled to Washington, D.C., for the annual National School Boards Association's (NSBA) Federal Relations Network (FRN) Conference on Jan. 27-29.

Joining the Ohio FRN delegation to help lobby on Capitol Hill were OSBA staff members **Richard Lewis**, executive director; **Damon Asbury**, director of legislative services; **Michelle Francis**, deputy director of legislative services; and **Jay Smith**, lobbyist. Council of Urban Boards of Education (CUBE) members are eligible to attend the conference, and two Ohio CUBE members participated this year. They were **Lock P. Beachum Sr.**, CUBE immediate past chair and a **Youngstown City** board member, and **Bruce D.**

Alexander, Akron City, a CUBE Steering Committee member.

FRN is a national grassroots advocacy network in which members are appointed by their state associations to serve. OSBA appoints two FRN members from each of Ohio's 16 congressional districts.

More than 700 school board members and other education leaders from around the country attended the conference. Participants focused on stopping planned budget cuts to federal K-12 programs through sequestration, full funding for mandates such as the Individuals with Disabilities Education Act (IDEA) and pushing yet again to reauthorize the Elementary and Secondary Education Act (ESEA).

The conference opened with remarks from NSBA President

C. Ed Massey, NSBA Executive Director **Thomas J. Gentzel** and NSBA Associate Executive Director **Michael A. Resnick**.

Resnick began the conference by telling attendees they came to Washington at an opportune time to influence members on Capitol Hill, since Congress has "kicked the can" on dealing with the debt ceiling and sequestration's across-the-board program cuts slated to take effect soon.

On sequestration, Resnick noted that after the deal was reached to raise tax levels at the beginning of the year, federal programs will be subject to an across-the-board cut of 5.9% on March 1, and those cuts will continue for the next nine years. He asked participants to "keep in mind that K-12 programs make up less than 1% of the entire

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News, continued from page 7

federal budget, and while cuts would be significant to school operations," they would do little to address federal debt.

Massey emphasized that public education is being attacked by people who want to privatize systems for their own profit.

"I am so tired of hearing about the cost or expense of education," Massey said. "Education is not a cost or expense — it is the greatest investment our public can make. Education is key to America's future."

Massey also introduced Gentzel, who joined NSBA in December.

Gentzel spoke about public education and local school board governance being under attack. Most importantly, he noted, NSBA

will mount a strong defense against any proposal that would harm public education or school board governance.

"They're going to have to come through us to get that done," Gentzel said. "We are facing a critical moment right now in terms of public education."

Resnick, Massey and Gentzel were followed by **Norman J. Ornstein**, resident scholar at the American Enterprise Institute for Public Policy Research. He is an election analyst for CBS News and writes a daily column for the Capitol Hill newspaper *Roll Call*.

"Be sure that you get your legislators' attention," Ornstein told school board members. "With legislative debates looming in

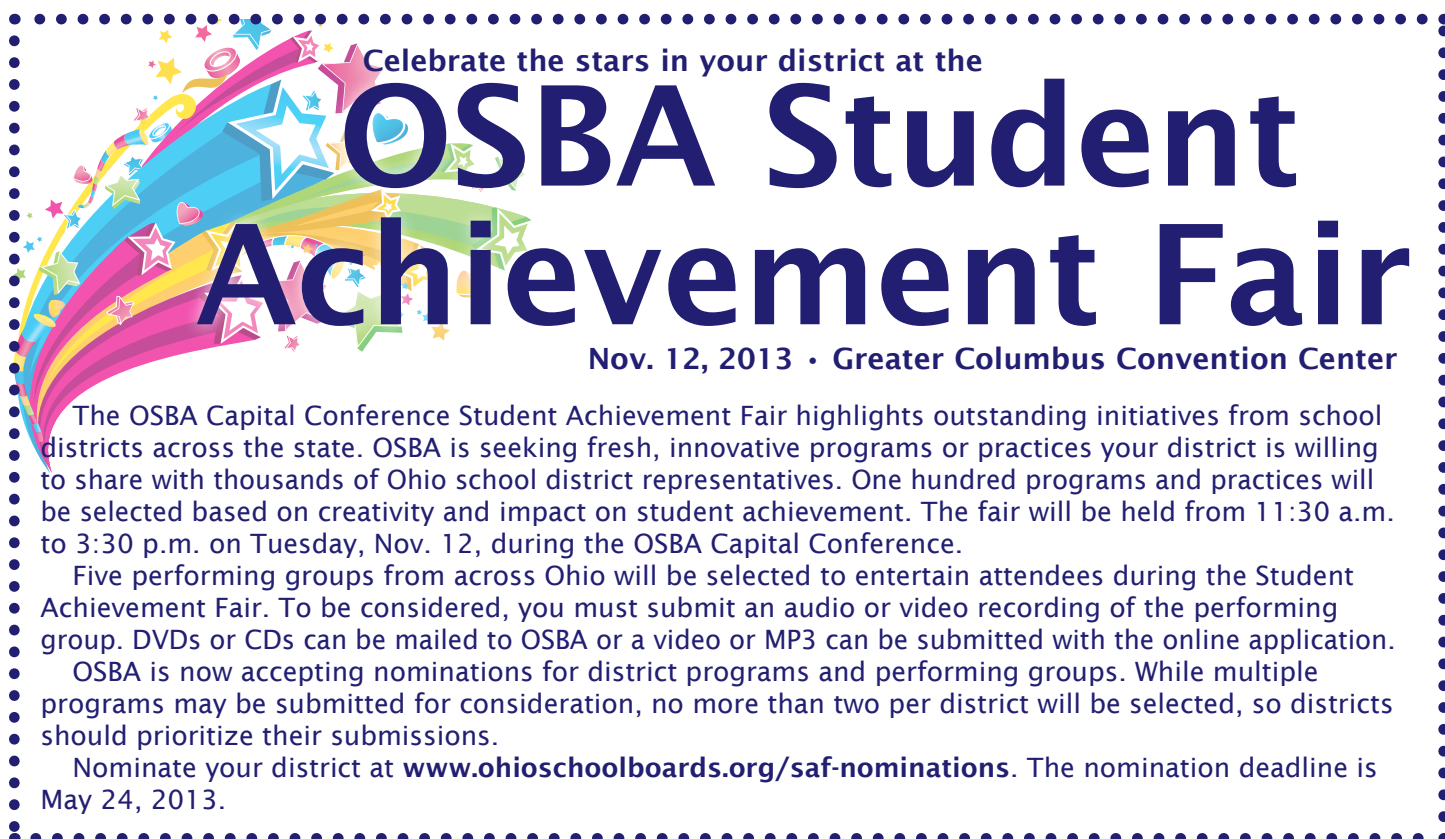
Congress over sequestration, the federal debt ceiling, immigration reform, gun control and more, school board members looking to influence federal education policy have their work cut out for them.

"You're going to need every talent you can muster when you go to the Hill."

The Capitol Steps closed out the first General Session. Washington's longest-running political satire group entertained attendees with their astute and humorous skits lampooning national politics.

U.S. Secretary of Education **Arne Duncan** addressed attendees on the second day of the conference. He urged school board members to persevere through a

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Celebrate the stars in your district at the

OSBA Student Achievement Fair

Nov. 12, 2013 • Greater Columbus Convention Center

The OSBA Capital Conference Student Achievement Fair highlights outstanding initiatives from school districts across the state. OSBA is seeking fresh, innovative programs or practices your district is willing to share with thousands of Ohio school district representatives. One hundred programs and practices will be selected based on creativity and impact on student achievement. The fair will be held from 11:30 a.m. to 3:30 p.m. on Tuesday, Nov. 12, during the OSBA Capital Conference.

Five performing groups from across Ohio will be selected to entertain attendees during the Student Achievement Fair. To be considered, you must submit an audio or video recording of the performing group. DVDs or CDs can be mailed to OSBA or a video or MP3 can be submitted with the online application.

OSBA is now accepting nominations for district programs and performing groups. While multiple programs may be submitted for consideration, no more than two per district will be selected, so districts should prioritize their submissions.

Nominate your district at www.ohioschoolboards.org/saf-nominations. The nomination deadline is May 24, 2013.

News, continued from page 8

tumultuous time in public education, predicting that in a few years, the nation will see big results from programs such as Race to the Top and the Common Core State Standards Initiative.

"The implementation of (the) Common Core is really difficult," Duncan said. "It's going to take a lot of hard work, and I really urge you to stay the course. I think on the back-end of all this — three or four years from now — the country's going to be in a radically different place."

Duncan spoke briefly, but quickly and emphatically. He praised school board members for their dedication, and shared his email address, saying he wanted to hear their concerns.

FRN members also attended in-depth sessions on ESEA reauthorization, sequestration, federal funding and school safety to help them prepare for their visits to Capitol Hill. They participated in Hot Topic Work Sessions covering the following issues:

- Molding the K-12 Debate — ALEC and the Foundation for Excellence in Education;
- Common Core Standards and Assessments;
- Research-based Parent Engagement;
- ESEA Flexibility: Braving the Waiver;
- Keys to Responding to School Emergencies: Serving as a Resource;
- Federal Update on Pre-K;
- Privatization of Schools, Charter Schools and Parent Triggers;

● Turnaround Strategies.

After an intense day-and-a-half of preparation, it was off to Capitol Hill, where FRN attendees met with their members of Congress and congressional aides to press the point that the federal education agenda must reflect the needs of public schoolchildren in districts across Ohio and the nation.

In addition to the individual meetings with congressional offices, Ohio's FRN delegation met with Sens. **Sherrod Brown** and **Rob Portman**. Members shared personal stories from their school districts about the possible impact of sequestration and need for ESEA reauthorization and full funding for IDEA.

The conference concluded with the Congressional Reception at the Library of Congress, where FRN delegates mingled with members of Congress and their staffs.

Thanks to the hard work of our Ohio delegation, the 40th Annual

FRN Conference was a successful one. The following FRN members attended the conference:

- OSBA President-elect and Ohio FRN chair **Jo Ann W. Feltner, Franklin City**
- OSBA Immediate Past President **Sharon E. Manson, Waverly City** and **Pike County Career Technology Center**
- **Walter S. Armes, Whitehall City**
- **Denise Baba, Streetsboro City**
- **Ginger Baylor, Akron City**
- **Dr. Marguerite Bennett, Mount Vernon City** and **Knox County Career Center**
- **Larry L. Besecker, Darke County ESC** and **Miami Valley Career Technology Center**
- **Don E. Carpenter, Barnesville EV** and **Belmont-Harrison Career Center**
- **Reno Contipelli, Cuyahoga Heights Local (Cuyahoga)**
- **Robert L. Faulkner Sr., Warren City** and **Trumbull Career &**

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Preparing for the OSBA State Legislative Conference

Monday, March 11 • noon to 1 p.m.

Free webinar



This webinar will give you all the information you need to contact your legislators prior to the State Legislative Conference and make your appointment. It also will prepare you for lunch with your legislators at the conference on March 20.

To register for this webinar, contact **Laurie Miller**, senior events manager, at (614) 540-4000, (800) 589-OSBA or Lmiller@ohioschoolboards.org. You also can register by visiting www.ohioschoolboards.org/event_listing.

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Technical Center

- Eric Germann, Lincolnview Local (Van Wert)
- Terry Groden, North Olmsted City
- Albert Haberstroh, Trumbull County ESC
- John W. Halkias, Plain Local (Stark)
- Cathy Johnson, South-Western City
- Susie Lawson, Tri-County ESC and Wayne County Schools Career Center

● Gail Martindale, Cedar Cliff

- Local (Greene) and Greene County Career Center
- Katie McNeil, Middletown City and Butler Tech
- Ruth M. Nau, Noble Local (Noble)
- John Pennycuff, Winton Woods City
- Ed Penrod, Logan-Hocking Local (Hocking) and Tri-County Career Center
- Ramona Reyes, Columbus City
- Randall E. Smith, Forest Hills

Local (Hamilton)

- Linda Steinbrunner, Coldwater EV
- Warren Stevens, Urbana City and Ohio Hi-Point Career Center
- Thomas V. Tuttle, Mentor EV
- Bob Vasquez, Toledo City

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LEGISLATIVE REPORT

by Michelle Francis, deputy director of legislative services

Budget language introduced

The Ohio House recently introduced House Bill (HB) 59 as the proposed biennial budget bill for fiscal years 2014 and 2015. The 4,206-page bill contains language for implementing Gov. **John Kasich's** school-funding reform plan. OSBA is analyzing the bill and a comprehensive summary will appear in the next issue of the "Legislative Report."

The House Finance Committee has begun hearings on HB 59 and heard testimony from the governor's staff on the education portions of the bill. Testimony from Dr. **Richard A. Ross**, director of the Governor's Office of 21st Century Education; **Barbara Mattei-Smith**, the governor's assistant policy director for

education; and **Michael Sawyers**, acting state superintendent of public instruction, can be found by logging on at <http://links.ohioschoolboards.org/68936> and clicking on "February 13, 2013."

In addition, the House Finance Primary and Secondary Education Subcommittee will begin hearings soon on the education portions of the budget bill. OSBA, the Buckeye Association of School Administrators and the Ohio Association of School Business Officials are scheduled to testify on March 1. Public testimony is scheduled to begin on March 12. Please visit the OSBA BillTracker page at www.ohioschoolboards.org/BillTracker and search "HB 59" for the subcommittee schedule.

Senate school safety joint committee

The Ohio Senate recently began hearings on school safety before a joint committee made up of members from the Senate Education Committee and the Senate Public Safety, Local Government and Veterans Affairs Committee. The joint committee is not hearing testimony on a particular piece of legislation, but is focusing on prevention and protection. Sen. **Peggy Lehner** (R-Kettering) chaired the first hearing on Feb. 12, which focused on mental health and featured testimony from panelists with educational, medical and law enforcement backgrounds. Lehner will chair a second hearing on

Continued on page 11



PUBLIC SCHOOLS WORK!

compiled by Bryan Bullock, assistant editor

Ohio students named among nation's top youth volunteers

Eight Ohio public school students have been named among the nation's top youth volunteers and honored by the Prudential Spirit of Community Awards.

The Ohioans were among nearly 5,000 students competing in the nationwide program that honors young people for outstanding volunteer efforts.

Scott Hannah, a senior at **Southeastern Local's (Clark) Southeastern High School**, and **Jacob Glorioso**, an eight-grader at

Westerville City's Genoa Middle School, were selected as Ohio's top two youth volunteers of 2013.

Hannah was recognized for leading efforts to combat bullying, and Glorioso was selected for co-founding a nonprofit group that helps children in need. As state honorees, each will receive \$1,000, a silver medallion and a trip to Washington, D.C., to meet with other state honorees. From among that group, 10 will be named America's top youth volunteers.

These Ohio students were named distinguished finalists: **Andrew Appleby**, **Cuyahoga Falls City**; **Madelyn Cook**, **Rocky River City**; **Olivia Ireland**, **Oakwood City**; **Erika Ladrigan**, **Forest Hills Local (Hamilton)**; **Nashawn Stevens**, **Columbus City**; and **Ben Tiemann**, **Hudson City**.

The awards program is hosted by Prudential Financial and the National Association of Secondary School Principals.

Source: Prudential Financial

Legislative Report, continued from page 10

mental health on Feb. 26 at 7 p.m.

Hearings focusing on protection and response to events are set for March 5 and March 12, and will be chaired by Sen. **Frank LaRose** (R-Copley). All hearings are scheduled for 7 p.m. in the Senate Finance Hearing Room. The committee is asking for additional public input to be directed to schoolsafety@ohiosenate.gov and the Twitter hashtag #OHSafeSchools.

Report card committee

The State Board of Education Accountability Committee is working on developing the new Local Report Card as outlined in HB 555 from the 129th General

Assembly. The panel is requesting feedback from Ohio's education community about this important work.

The committee is meeting weekly to make recommendations on key elements of the new report card system. By March, the committee will have a proposal for the 2012-2013 report card for the State Board and education community to consider. The State Board is required to finalize a proposal into rules by June.

The committee's work includes discussing the report card format that will be built on an interactive online platform. This format will allow users to drill down for more detail about specific districts and

schools. The committee also is considering the methodology for calculating grades for each measure.

Tentative decisions about these issues are detailed in weekly meeting summaries available on the Ohio Department of Education's website. For more information about the committee, visit <http://links.ohioschoolboards.org/24489>. If you have questions or comments, send them to newreportcard@education.ohio.gov.

For the latest legislative updates, please contact the OSBA legislative division.

Editor's note: All information in this article was current as of Feb. 15.

February 2013

- 25 *Last day to file (by 4 p.m.) as a write-in candidate — RC 3513.041 (72 days prior to the election).*
- 27 Criminal records checks: Who needs to be checked and when webinar

March 2013

- 1 *Last day to take action and deliver written notice of nonrenewal of superintendent's contract — RC 3319.01; last day to take action on and deliver written notice of nonrenewal of treasurer's contract — RC 3313.22.*
- 5 Spring SchoolComp Workers' Compensation Workshop Columbus
- 5 OSBA Southeast Region Spring Conference.....Lucasville
- 6 OSBA Northeast Region Spring Conference.....Copley
- 7 Spring SchoolComp Workers' Compensation Workshop ...Miamisburg
- 7 OSBA Southeast Region Spring Conference.....St. Clairsville
- 11 Preparing for OSBA State Legislative Conference webinar
- 12 OSBA Southwest Region Spring Conference..... Clayton

- 14 OSBA Northwest Region Spring Conference.....Perrysburg
- 15 OSBA Cyberlaw Seminar Columbus
- 19 OSBA Central Region Spring Conference..... Columbus
- 20 OSBA State Legislative Conference..... Columbus
- 22 OSBA Special Education Law Workshop Columbus
- 22 Spring SchoolComp Workers' Compensation WorkshopAthens
- 26 Spring SchoolComp Workers' Compensation WorkshopFindlay
- 27 Introduction to Crime Prevention Through Environmental Design (CPTED) webinar
- 27 Spring SchoolComp Workers' Compensation Workshop Rootstown
- 31 *Last day to take action to nonrenew contracts of administrators other than superintendent and treasurer — RC 3319.02.*

April 2013

- 3 OSBA Mastering media relations workshop: How to tell your story Columbus
- 8 *Last day for voter registration for May election — RC 3503.01, 3503.19(A) (30 days prior to the election).*

- 13-15 NSBA Annual Conference San Diego
- 15 *Last day for certain board members and administrators to file financial disclosure forms with the Ohio Ethics Commission — RC 102.02.*
- 18 OSBA Management Development Series #2: Bring Your Own Technology — possibilities and challenges workshop..... Columbus
- 26-27 OSBA Board Leadership Institute Columbus
- 29 *Last day to submit certification for August income tax levy to Ohio Department of Taxation — RC 5748.02(A) (100 days prior to the election).*
- 30 *Last day to take action on and give written notice of intent not to re-employ teachers — RC 3319.11(D)(1); and nonteaching employees — RC 4141.29(I)(1)(e).*

May 2013

- 3 *Last day to submit August emergency or current operating expenses levy to county auditor for August election — RC 5705.194, 5705.213 (95 days prior to the election).*
- 7 *Primary/Special Election Day — RC 3501.01 (first Tuesday after the first Monday).*