

BRIEF CASE

THE OHIO SCHOOL BOARDS ASSOCIATION

Serving the public school leadership team



ODE issues calamity days, blizzard bags reminder

The Ohio Department of Education (ODE) is reminding districts that changed to an hour-based schedule this school year that they no longer have calamity days. Instead, they may schedule excess hours above the minimum number required; hours missed above the minimum do not have to be made up. However, if a school closes enough that it falls below the minimum number of hours, it must extend its scheduled year. One way to make up the hours is to use blizzard bags for up to the equivalent of three scheduled days. For details visit <http://links.ohioschoolboards.org/77937>.

OSBA wants to highlight your school district's success stories

As the new year begins, OSBA again is encouraging districts to submit their success stories to the association's Stand Up for Public Schools website. The site was created to enable schools to demonstrate how public education is making a difference for their students and communities. It is part of OSBA's Stand Up for Public Schools campaign to raise awareness about the importance of public schools and locally elected school boards. Access <http://links.ohioschoolboards.org/42079> to submit your district's stories and photos. To find out how you can get more involved with the campaign, visit www.standupforOHpublicschools.org.

Registration opens for 2015 Board Leadership Institute

School board members can now register for the 2015 OSBA Board Leadership Institute (BLI), May 1-2 in Columbus. BLI is the state's only intensive professional development event designed exclusively for board members. It features keynote speakers, multiple breakout sessions and first-rate networking opportunities. For details and to register, visit <http://links.ohioschoolboards.org/34026> or contact Laurie Miller at (614) 540-4000 or Lmiller@ohioschoolboards.org.

NSBA national conference set for late March in Nashville

The National School Boards Association's 75th Annual Conference and Exposition will take place March 21-23 in Nashville, Tenn., with multiple pre-conference sessions scheduled March 20. Keynote speakers include Arianna Huffington, David Pogue and Montel Williams. The conference also offers scores of training and networking sessions as well as a world-class trade exhibition. For more information and to register, visit www.nsba.org/conference.

Website features innovative career planning tool for students

A new section on the state's OhioMeansJobs K-12 website is enabling students, teachers and parents to explore career interests and options and evaluate education

Jan. 26, 2015

Volume 46 Issue 2

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- ☐ Newly appointed board members
- ☐ Transportation supervisors

and training programs. As part of ODE's Career Connections initiative, the OhioMeansJobs K-12 site features videos highlighting different careers; ranks careers by expected salary and future demand; and describes the education and skills needed for certain careers. The goal is to encourage K-12 students to think about exploring careers and make a connection between what they learn in the classroom and their career goals. Visit <http://links.ohioschoolboards.org/76309> to learn more.

Reminder: Send OSBA board recognition news, photos

School Board Recognition Month is wrapping up. Help OSBA further promote your district's school board members' hard work and dedication by submitting news and photos showing how you honored your board members in January. OSBA will feature your activities in the

Dublin City students repair bikes, give them to other kids

Dublin City students are learning hands-on skills and helping others by repairing bikes at school.

Daniel Wright Elementary School recently started a club, called Wright's Wheels, that takes in old bikes, fixes them and donates them to kids in need. The club was started by librarian **Marisa Saelzler** through a grant from the Dublin Education Foundation.

Saelzler, her husband and two school custodians started by fixing bikes donated by staff members. The club, which meets before class in the school library, was created to get students involved.

"I wanted them to, No. 1, have a learning experience and, No. 2, help in their neighborhood and community," Saelzler told a local newspaper.

Source: *The Columbus Dispatch*

Journal magazine and on its website. Please send your materials to **Crystal Davis** at cdavis@ohioschoolboards.org; 8050 N. High St., Suite 100, Columbus, OH 43235; or online at www.ohioschoolboards.org/forms/sbrm.php. The deadline is Feb. 17.

Association offers customized strategic planning services

OSBA's strategic planning services are customized to meet the needs of individual school districts. From visioning to implementation, experienced consultants oversee every phase of the process, resulting in a plan that provides direction for the future and breathes new life into your district. The fee-based service encourages participation from all of your vital stakeholder groups. For details, contact **Cheryl W. Ryan** at cryan@ohioschoolboards.org or **Kathy LaSota** at kLasota@ohioschoolboards.org, or call (614) 540-4000.

OSBA online

● www.ohioschoolboards.org

There's a new General Assembly in town. Stay up-to-date on the latest legislation and how it will affect your schools by following OSBA's BillTracker page at www.ohioschoolboards.org/billtracker.



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.



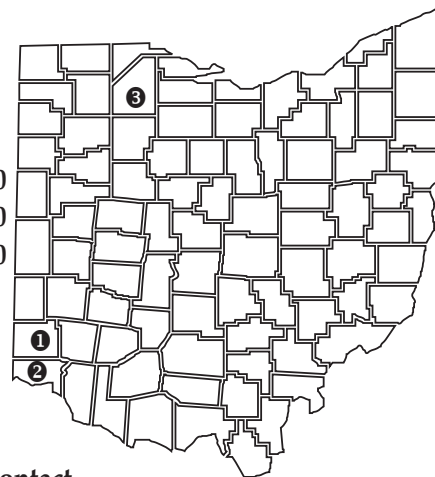
BULLETIN BOARD

compiled by Melanie Price, administrative assistant of communication services

OSBA executive searches

Superintendent

District	Deadline	Contact
❶ Hamilton City	Feb. 12	OSBA Search Services, (614) 540-4000
❷ Mount Healthy City	Feb. 13	OSBA Search Services, (614) 540-4000
❸ Bowling Green City	Feb. 25	OSBA Search Services, (614) 540-4000



Other searches

Position	District	Deadline	Contact
Superintendent	Manchester Local (Adams)	Feb. 6	Lowell Howard, superintendent, South Central Ohio ESC, (740) 354-0221
Treasurer	Bethel-Tate Local (Clermont)	Feb. 20	Jeff Weir, superintendent, Clermont County ESC, (513) 735-8311

Board changes

Eastern Local (Brown) appointed **Jeff Ratliff** to the board effective Dec. 16. He replaced **D. Michael Hoskins**, who died in November. ●●● **Galion City** appointed **Brian Carson** to the board effective Dec. 18. He replaced **Heath Watkins**, who resigned in November. ●●● **Graham Local (Champaign)** Board of Education member **Alan Mitchell** announced his resignation effective Dec. 31. ●●● **Nordonia Hills City** Board of Education member **Daniel Gallagher** announced his resignation effective Dec. 18. He is moving out of the district.

Administrative changes

Superintendents

Madison Local (Lake) Superintendent **Dr. Roger J. Goudy** announced his resignation effective June 1. ●●● **Pioneer Career and Technology Center** hired Director of Operations **Gregory Nickoli** as superintendent effective Jan. 1. He replaced **Glenna Cannon**, who retired. ●●● **Stow-Munroe Falls City** hired **Thomas P. Bratten** as superintendent effective Feb. 1. He will replace **Dr. Russell D. Jones**, who is retiring effective Jan. 30. ●●● **Miami Trace Local (Fayette)** hired **Kim Pittser** as assistant superintendent effective Jan. 1. She replaced **Joe Black**, who retired.

Editor's note

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

Treasurers

Beaver Local (Columbiana) hired **Stacy Williams** as treasurer effective Jan. 1. She replaced **Robert P. Barrett**, who retired. Williams previously was the finance director for the city of Steubenville. ●●● **Groveport Madison Local (Franklin)** Treasurer **Anthony T. Swartz** announced his retirement effective July 31.

Sympathies

Former **Amanda Clearcreek Local (Fairfield)** Board of Education member **James E. "Ferd" Fraunfelter Sr.** died Jan. 2. He was 85. ●●● Former **Boardman Local (Mahoning)** Board of Education member **Lucy June Cailor** died Jan. 1. She was 79. ●●● Former **Carlisle Local (Warren)** Board of Education member **Lee Glenn Blackmore** died Dec. 27. He was 85. ●●● **Ronald Henry Saxion**, a member of the former **Farmington Local** School Board in Trumbull County, died Dec. 16. He was 70. ●●● Former **Fremont City** Assistant and Interim Superintendent **Roger Dale Eicher** died Dec. 19. He was 82. ●●● Former **Rossford EV** Board of Education member **Richard Joseph Fix** died Dec. 21. He was 74. ●●● Former **Southern Local (Columbiana)** Board of Education member **Martin Adams** died Dec. 20. He was 95. ●●● Former **Toledo City** Board of Education member **Betty Shultz** died Dec. 22. She was 84. ●●● Former **Wellston City** Board of Education member **George Hogan Trace** died Dec. 20. He was 87. ●●● Former **Yellow Springs EV** Treasurer **Marilyn Dowdell** died Dec. 31. She was 75.



COMMUNICATIONS

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

Asking questions to learn: Starting a district Q-and-A program

Surveys show that stakeholders get much of their information about your school district from its non-administrative employees. Therefore, it benefits the district if the spokespeople — teachers, bus drivers and custodians — know what the district is doing and why.

One great way to educate your district staff is through a 24/7 question-and-answer program where you commit to collect 24 questions from employees and publish the answers within seven business days. The results are a better informed workforce and more open lines of communication.

We have been doing this program twice a year for three years at Salem-Keizer Public School District 24J in Salem, Ore. After the first time, we surveyed our employees and found that it

was very well-received and considered highly valuable. Subsequent surveys proved the value remains high. We recently dropped the 24-question limit and have agreed to answer all appropriate questions submitted in the first 48 hours.

This program engages our employees even more than we had predicted. Employees are interested to know how many questions we get, what the questions are and how well we answer them. In November and April, we announced the opening of "Ask 24J." We use our electronic staff newsletter "Inside 24J" to make the announcement and publish the answers, but using district websites or email also would work.

To see samples, visit www.salemkeizer.org and search for "Ask 24J." There are samples

going back a few years that show what employees asked and how we answered them.

Example of a Q-and-A program

Sample announcement to employees

Do you have a question that you have really wanted to ask about the district? Something you have always wondered about, wanted more information on or wish you understood better? Send us your question today at noon.

We want to help answer some of your biggest questions about Salem-Keizer. After all, as an employee, you are an ambassador for the school district and a valuable source of information for the community.

You will have 48 hours to submit a question. We will have

Continued on page 5

Become a better board leader

Attend the Board Presidents Workshop

Two dates and four locations to choose from:

- Saturday, Jan. 31, at the OSBA office in Columbus or Northeast Ohio Medical University in Rootstown
- Saturday, Feb. 7, at the Hilton Garden Inn in Findlay or Hilton Garden Inn Dayton South in Miamisburg

The workshops run from 9 a.m. to 3 p.m.

These workshops, led by experienced OSBA staff, will present the tools you need to improve your boardmanship skills and effectively lead your district. You don't have to be the board president to attend; board members looking to increase their leadership skills also can benefit.

School board presidents serve critical leadership roles in their districts. The president is the visible leader of the board and responsible for the efficient and legal operation of board business.

Unfortunately, too many board presidents attempt to fulfill these roles by going it alone. They believe on-the-job training is all they need to responsibly lead the board, but it is crucial for them to be well-informed and have the skills to carry out their leadership duties effectively. Bring your questions about leadership roles.

Topics to be covered include legal duties and responsibilities; planning a productive board meeting; practical parliamentary procedure; public participation at board meetings; open meetings and executive sessions; successful communications; building team relationships; consensus building; indicators of an effective board; and effective facilitation.

Agenda

8:30 a.m.	Registration and continental breakfast	12:30 p.m.	Lunch (provided)
9 a.m.	Leading the governance team <i>OSBA school board services division</i>	1:15 p.m.	Public Finance Resources
10:15 a.m.	You ask us! Open Q&A with OSBA staff	1:30 p.m.	Management matters for 2015 <i>OSBA management services division</i>
10:45 a.m.	Break	3 p.m.	Wrap-up and adjourn
11 a.m.	Keeping it legal: What board presidents need to know <i>OSBA legal services division</i>		



Cost for the workshop is \$165 per board member, and includes a copy of the *Board Presidents' Handbook*. Register online at www.ohioschoolboards.org/workshops or contact Laurie Miller, senior events manager, at (614) 540-4000, (800) 589-OSBA or Lmiller@ohioschoolboards.org.

OSBA MASTER OF TRANSPORTATION ADMINISTRATION (MTA) PROGRAM

This series of workshops will help those involved in student transportation better understand and perform day-to-day operations. These half-day workshops — each offered from 10 a.m. to 2 p.m. — will include a working lunch and time for questions. Each class is scheduled twice; participants may sign up for either session. All workshops will be at the OSBA office, 8050 N. High St., Columbus, 43235. Visit www.ohioschoolboards.org/transportation-training-programs to read workshop descriptions and learn about the MTA certification program.

The cost is \$90 per workshop. Register online at www.ohioschoolboards.org/workshops. You also can purchase a subscription plan for all the workshops in this series. For any questions about the program, contact **Diana Paulins**, OSBA senior administrative assistant of policy services, at (614) 540-4000, (800) 589-OSBA or mta@ohioschoolboards.org.



Public relations and working with the media — Feb. 4 or Feb. 10

Experience a “live interview” process to learn how to develop talking points and stay on target in an interview. Also learn how to build proactive media relationships to let your community know about the resources your transportation department offers.

Routing and technology — April 1 or April 7

Maximizing route efficiency is essential in today’s school environment. No one can afford to run extra buses or those that only serve a few students. Look at proven strategies for determining how many buses you need and routing styles. This session also discusses technologies to help with routing and the costs and benefits of that technology.

Buy that bus and put the plan together — May 6 or May 12

Review the bus purchase process and how to determine when it is time to buy or lease, including a review of the data you need to make the right decision. Learn about operational plans, work calendars and how to schedule or delegate projects. Much of what you do has a critical work path, so it’s important to plan ahead. Learn how building your stakeholder groups and support network is key to your success.

Questions on workers’ comp rates?

Get answers at the 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 sites around Ohio, from 8 a.m. to 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 3

Owens Community College, Findlay

Wednesday, March 4

Northeast Ohio Medical University, Rootstown

Wednesday, March 11

Ohio University Inn and Conference Center, Athens

Thursday, March 26

Holiday Inn, Sharonville

Monday, March 30

OSBA office, Columbus



Central Region Spring Conference

Wednesday, March 11

Villa Milano, 1630 Schrock Road, Columbus, 43229

The Central Region conference provides a great opportunity to grow positive relationships among area administrative teams and school board members.

We will honor the region's outstanding districts, schools and programs as well as recognize the

achievements of our outstanding board members. Please be reminded that all registrants (including award winners) must pay the \$40 registration fee.

Tables of eight can be reserved for \$320. Payment by check is preferred, but purchase orders will be accepted.

5 p.m. Social hour (complimentary appetizers and a cash bar will be available)

5:50 p.m. Welcome and introductions
Dr. Marguerite Bennett, Central Region president, board member, Mount Vernon City and Knox County Career Center

6 p.m. Dinner

6:05 p.m. Legislative update
Damon Asbury, director of legislative services, OSBA

6:15 p.m. Student performance
Mount Vernon City Mellow Jackets Jazz Band

7 p.m. Program
Greetings and update from OSBA
Ed Penrod, OSBA president, board member, Logan-Hocking Local (Hocking) and Tri-County Career Center; and Richard Lewis, executive director, OSBA

Keynote speaker
Dr. Kathy Krendl, president, Otterbein University

Recognitions

- Recognition of outstanding schools/programs
- Recognition of board members celebrating service milestones
- Recognition of Award of Achievement recipients
- Recognition of Master Board Members

8:30 p.m. Adjourn

Directions

Visit <http://links.ohioschoolboards.org/CRconference> for directions.

Award of Achievement

This conference entitles board members to five Award of Achievement credits.

Authority for reimbursement

Ohio Revised Code Section 3315.15 authorizes the establishment of a service fund for board members. This fund can be used for expenses incurred at a meeting such as this.

Registration

Registration for dinner and the program is \$40 per person or \$320 per table (seats up to eight) for OSBA members, guests and spouses.

Enclosed is a check or purchase order for \$ ____ to cover ____ tables or ____ individual registrations. **Make checks payable to OSBA Central Region and mail to Dr. Kim Miller-Smith, regional manager, 15046 Harbor Point Drive West, Thornville, OH 43076.**

If you have questions or need to cancel your reservation, email kmillersmith@ohioschoolboards.org or call (614) 635-1926. **The last day we can accept changes or provide refunds is Friday, March 6.** Please include payment with reservation.

Registrants who cancel at least three workdays before the day of the meeting may request a full refund. All others will be charged the full registration fee. Payment by check is preferred, but purchase orders will be accepted.

Please complete this form or email the information to kmillersmith@ohioschoolboards.org.

District/county _____
Name, title _____
Name, title _____
Name, title _____
Name, title _____
Name, title _____
Name, title _____

Please enter an email address for immediate confirmation of your reservation: _____



_____ Check here if you require special accommodations. Attach a written description of needs. (Please photocopy this form for additional registrations.)

Please let us know if any registrant has a food allergy or requires a gluten free meal.

Northeast Region Spring Conference

Wednesday, March 4

GlenOak High School, 1801 Schneider St. Northeast, Canton, 44721

Phone: (330) 491-3800

Program

6 p.m. Registration and socializing

6:20 p.m. Welcome

*John W. Halkias, Northeast Region
president, board member, Plain Local
(Stark)*

Pledge of Allegiance

*Denise Baba, Northeast Region
immediate past president, board
member, Streetsboro City*

Invocation

*Albert Haberstroh, Northeast Region
president-elect, board member,
Trumbull County ESC*

6:30 p.m. Dinner

7 p.m. Entertainment

*Plain Local's GlenOak High School
musical group*

7:15 p.m. Program

Introductions

John W. Halkias

Greetings and update from OSBA

*Ed Penrod, OSBA president, board
member, Logan-Hocking Local
(Hocking) and Tri-County Career
Center; and Richard Lewis, OSBA
executive director*

Legislative update

Jennifer Hogue, lobbyist, OSBA

Presentation of awards

- Teacher of the year nominees
- Award of Achievement recipients
- Master Board Member awards
- Veteran Board Member awards

President's Award

John W. Halkias

8:30 p.m. Adjourn

Directions

Visit <http://links.ohioschoolboards.org/NEconference> for directions.

Award of Achievement

This conference entitles board members to five Award of Achievement credits.

Authority for reimbursement

Ohio Revised Code Section 3315.15 authorizes the establishment of a service fund for board members. Such funds can be used for expenses incurred for meetings such as this.

Registration

Registration and dinner fee is \$35 each for OSBA members, guests and spouses. For reservations, contact **Reno Contipelli** at (330) 485-3731 or rcontipelli@ohioschoolboards.org. Send enclosed check for \$ _____ and/or P.O. # _____ to cover _____ registrations for the Northeast Region Spring Conference. Make checks payable to **OSBA Northeast Region** and send reservations to **Reno Contipelli, regional manager, 52 Marko Lane, Brooklyn Heights, OH 44131. Deadline for registration is Wednesday, Feb. 25.** Include payment with reservation. Registrants who cancel at least three workdays before the day of the meeting may request a full refund. All others will be charged the full registration fee.

District/county _____
Name, title _____
Name, title _____
Name, title _____



_____ Check here if you require special accommodations. Attach a written description of needs.

(Please photocopy this form for additional registrations.)



Ohio School Boards Association

Board Leadership Institute

Professional development designed by board members for board members

May 1-2, 2015 • Hilton Columbus/Polaris





Organizational leadership for tomorrow's schools

You are accountable for overseeing a multimillion dollar organization that serves your community's most important asset — its children. It's an enormous responsibility, one that calls for extraordinary skills.

Learning what it takes to be an effective school board member has been estimated to take at least two years of board service. The challenge is not only for new board members, it's ongoing.

Whether you're in your first term or your 10th, the ever-changing world of public education governance is one in which continuing education and professional development are critical. So, where does a board member go for that ongoing training? Answer — OSBA's Board Leadership Institute!

As a member of your school district's governing body, you are called on at every meeting to make important decisions. Some decisions are easy; others complicated. That's why board member development is so important.

The 14th annual Board Leadership Institute promises the training you need to hone your skills and take them to the next level. The institute focuses on what you need to know, because it's the only leadership development event in Ohio designed exclusively for school board members.

The cost to attend this two-day intensive institute is \$245.

The Board Leadership Institute enables board members to:

Attend a seminar designed for and by board members

Board members plan BLI breakout sessions during the Capital Conference

Receive superb professional development

Experience a comprehensive two-day training event

Strengthen board governance skills

Choose from 18 breakout sessions

Network with other board members

Meet with colleagues to share success stories and learn from each other

Review information on sessions you missed

Receive all of the handouts from this board member-only event

Earn Award of Achievement points

Attendees earn 20 points toward the OSBA Award of Achievement and Master Board Member Award

Learning doesn't stop when you're elected, it begins

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, is done in small groups and is led by outstanding instructors.

To meet these requests, OSBA works with board members across the state to develop the annual Board Leadership Institute. The two-day institute, planned for May 1–2, is designed specifically for board members and will focus on numerous timely topics. Participants will have the opportunity to attend the opening general session, closing luncheon and multiple breakout sessions, as well as network with each other throughout the two days.

Reflections from 2014 attendees:

"This is the most informative and interesting conference for veteran and new board members. The workshop topics are current and very informative and the networking is wonderful."

"I enjoyed being able to discuss problems and solutions with other board members."

"As a new member, I was very impressed by the extent to which the seasoned members reached out to make me feel very welcome."

"Meeting people from different districts with the same problems gave me confidence as a new board member that maybe if I work hard at it, I can make a difference."

Register online at www.ohioschoolboards.org/workshops or contact **Laurie Miller**, senior events manager, for registration information at (614) 540-4000 or (800) 589-OSBA.



Stay at the Hilton Columbus/Polaris

The Hilton Columbus/Polaris will be the site of this comprehensive Friday-Saturday institute. The hotel is located in north Columbus. Parking is free.

Room rates

Call (614) 885-1600 for reservations. Mention OSBA to get a rate of \$127 for a single or double room. Room reservations must be made by April 7 to receive the special rate.

Directions to the Hilton Columbus/Polaris, 8700 Lyra Drive, 43240

- From I-71 northbound: Take I-71 to exit 121/Polaris Parkway. Turn left (west) onto Polaris Parkway. Turn right at the first traffic light onto Lyra Drive.
- From I-71 southbound: Take I-71 to exit 121/Gemini Place, toward SR 750/Polaris Parkway. Turn right onto Gemini Place. Turn left onto Lyra Drive.



Districts represented at the 2014 BLI

Adams County/Ohio Valley Local (Adams)	Hamilton Local (Franklin)	Reading Community City
Akron City	Hillsboro City	Revere Local (Summit)
Apollo Career Center	Kelleys Island Local (Erie)	Ridgewood Local (Coshocton)
Arcanum-Butler Local (Darke)	Kettering City	Rittman EV
Ashtabula Area City	Kings Local (Warren)	Rootstown Local (Portage)
Ashtabula County ESC	Lakota Local (Butler)	Sandusky City
Ashtabula County Technical and Career Center	Lima City	South Euclid-Lyndhurst City
Athens City	Lincolnview Local (Van Wert)	South-Western City
Batavia Local (Clermont)	Little Miami Local (Warren)	Southeast Local (Portage)
Bath Local (Allen)	Lockland Local (Hamilton)	Southeast Local (Wayne)
Belpre City	Logan-Hocking Local (Hocking)	Spencerville Local (Allen)
Berea City	Madison Local (Richland)	Springfield City
Berkshire Local (Geauga)	Madison-Plains Local (Madison)	Springfield Local (Lucas)
Big Walnut Local (Delaware)	Manchester Local (Adams)	Strasburg-Franklin Local (Tuscarawas)
Bloom-Carroll Local (Fairfield)	Maplewood Career Center	Symmes Valley Local (Lawrence)
Bluffton EV	Marlington Local (Stark)	Three Rivers Local (Hamilton)
Brunswick City	Marysville EV	Toledo City
Butler Tech	Massillon City	Tolles Career and Technical Center
Cambridge City	Medina City	Tri-County Career Center
Campbell City	Mentor EV	Tri-County ESC
Canton Local (Stark)	Miami Trace Local (Fayette)	Trumbull Career & Technical Center
Chagrin Falls EV	Miami Valley Career Technology Center	Upper Arlington City
Champion Local (Trumbull)	Muskingum Valley ESC	Van Wert City
Cleveland Heights-University Heights City	New Lexington City	Vandalia-Butler City
Copley-Fairlawn City	New Miami Local (Butler)	Vanguard-Sentinel Career and Technology Centers
Coshocton County Career Center	Noble Local (Noble)	Vantage Career Center
Cuyahoga County ESC	North Baltimore Local (Wood)	Warren County Career Center
Cuyahoga Falls City	North Olmsted City	Warren County ESC
Cuyahoga Valley Career Center	North Royalton City	Warrensville Heights City
Dayton City	Northeastern Local (Clark)	Wauseon EV
Delaware Area Career Center	Northridge Local (Montgomery)	Waverly City
Delphos City	Northwest Local (Stark)	Wayne County Schools Career Center
Dublin City	Northwestern Local (Clark)	Wayne Local (Warren)
East Liverpool City	Norton City	Wellsville Local (Columbiana)
Eastland-Fairfield Career & Technical Schools	Oregon City	West Branch Local (Mahoning)
Eaton Community City	Parkway Local (Mercer)	Westfall Local (Pickaway)
Edison Local (Erie)	Parma City	Woodridge Local (Summit)
Elgin Local (Marion)	Penta Career Center	Wooster City
ESC of Central Ohio	Pike County Career Technology Center	Worthington City
Fairfield County ESC	Polaris Career Center	Xenia Community City
Forest Hills Local (Hamilton)	Preble County ESC	Zane Trace Local (Ross)
Four County Career Center	Preble-Shawnee Local (Preble)	
Garfield Heights City	Ravenna City	
Geauga County ESC		
Gibsonburg EV		
Goshen Local (Clermont)		
Grandview Heights City		
Great Oaks ITCD		
Greene County Career Center		
Greenfield EV		
Greenville City		

2015 BLI agenda

Friday, May 1

8 a.m.	Registration/breakfast
9:15 a.m.	Opening general session
10:45 a.m.	Breakout sessions
Noon	Networking luncheon
1:30 p.m.	Breakout sessions
3 p.m.	Breakout sessions
4:30 p.m.	Dinner on your own

Saturday, May 2

7:30 a.m.	Breakfast
8:15 a.m.	Breakout sessions
9:45 a.m.	Breakout sessions
11:15 a.m.	Breakout sessions
12:30 p.m.	Luncheon with speaker/closing ceremonies

Northwest Region Spring Conference

featuring an



Thursday, March 12

Sandusky High School • 2130 Hayes Ave., Sandusky, 44870 • (419) 984-1068

4:45 p.m. Northwest Region Student Art Showcase

Registration, socializing and appetizers

*Art showcase and registration entertainment:
Sandusky City's Sandusky High School Orchestra,
directed by Lindy Mork-Kennedy*

6 p.m. Welcome and introductions

Kevin Landin, Northwest Region president, board member, Ottoville Local (Putnam)

Northwest Region Outstanding Board Participation Award

Jaimie L. Beamer, Northwest Region president-elect, board member, Seneca East Local (Seneca) and Vanguard-Sentinel Career and Technology Centers

Dinner

Greetings and update from OSBA

Ed Penrod, OSBA president, board member, Logan-Hocking Local (Hocking) and Tri-County Career Center; and Richard Lewis, executive director, OSBA

Entertainment

Sandusky High School A Capella Choir, directed by Brian Nitschke

Legislative update

Jay Smith, deputy director of legislative services, OSBA

7:30 p.m. Awards and recognitions

● Recognition of 2014 Northwest Region president *Eric K. Germann, OSBA president-elect, board member, Lincolnview Local (Van Wert) and Vantage Career Center*

● Recognition of Award of Achievement recipients *Kevin Landin and Rob Delane, deputy executive director, OSBA*

● 2014 Capital Conference Student Achievement Fair Participation Awards *Robert McPherson, Bath Local (Allen)*

● Recognition of Northwest Region Veteran Board Members

Timothy McKinney, Northwest Region immediate past president, Bath Local (Allen)

● Recognition of Ohio Teacher of the Year nominee *Carol-Ann Molnar, Oregon City*

● Northwest Region Excellence in Community Service Award

Northwest Region Executive Committee

● Northwest Region Humanitarian Award *Northwest Region Executive Committee*

● Recognition of Who's Who Excellence in Outstanding Leadership Award *Northwest Region Executive Committee*

8:30 p.m. Adjourn

Award nomination forms

Download your award nominations at

www.ohioschoolboards.org/nw-region

Directions

Visit **<http://links.ohioschoolboards.org/NWconference>** for directions.

Award of Achievement

This conference entitles board members to five Award of Achievement credits.

Authority for reimbursement

Ohio Revised Code Section 3315.15 authorizes the establishment of a service fund for board members. This fund can be used for expenses incurred at meetings such as this.

Registration

Registration and dinner fee is \$30 per person or \$160 per table (seats six) for OSBA members, guests and spouses. The cost for students and their parents is \$15 each. Enclosed is a check for \$ _____ to cover _____ registrations or _____ tables. Please include a list of attendees and titles with your registration. **Make checks payable to OSBA Northwest Region and mail to Dr. Judy Jackson May, regional manager, 1513 Cobblestone Drive, Bowling Green, OH 43402.** Phone is (419) 581-9782; fax is (419) 372- 8448; email is jjacksonmay@ohioschoolboards.org. **Deadline for registration is Friday, March 6. Include payment with reservation.** Registrants who cancel at least three workdays before the day of the meeting may request a full refund. All others will be charged the full registration fee. While checks are preferred, we can accept purchase orders for districts reserving one or more tables.

District/County _____
Name, Title _____
Name, Title _____
Name, Title _____



_____ Check here if you require special accommodations. Attach a written description of needs.

(Please photocopy this form for additional registrations.)

Southeast Region Spring Conferences

Tuesday, March 17 — Pike County Career Technology Center
175 Beaver Creek Road, Piketon, 45661 • (740) 289-2721

5:30 p.m. Registration and social hour

6:15 p.m. Presiding

Gail Requardt, Southeast Region president, board member, East Muskingum Local (Muskingum) and Mid-East Career and Technology Centers

Dinner

Entertainment

Oak Hill Union Local's (Jackson) Oak Hill High School Marching Oaks

Greetings and update from OSBA

Ed Penrod, OSBA president, board member, Logan-Hocking Local (Hocking) and Tri-County Career Center; and Richard Lewis, executive director, OSBA

Recognition of Student Achievement Fair participants

Presentation of OSBA Award of Achievement

Recognition of veteran board members

Legislative update

Jennifer Hogue, lobbyist, OSBA

Adjourn

Thursday, March 19 — Zanesville High School

1701 Blue Ave., Zanesville, 43701 • (740) 453-0335

5:30 p.m. Registration and social hour

6:15 p.m. Presiding

Gail Requardt, Southeast Region president, board member, East Muskingum Local (Muskingum) and Mid-East Career and Technology Centers

Dinner

Entertainment

Zanesville City's Zanesville High School Music Ensemble

Recognition of Student Achievement Fair participants

Presentation of OSBA Award of Achievement

Recognition of veteran board members

Past president's recognition

Legislative update

Damon Asbury, director of legislative services, OSBA

Adjourn

Directions

Visit <http://links.ohioschoolboards.org/SEconference> for directions.

Award of Achievement

This conference entitles board members to five Award of Achievement credits.

Authority for reimbursement

Ohio Revised Code Section 3315.15 authorizes the establishment of a service fund for board members. This fund can be used for expenses incurred for meetings such as this.

Registration

Please check which conference you will attend: ☐ March 17, Piketon ☐ March 19, Zanesville

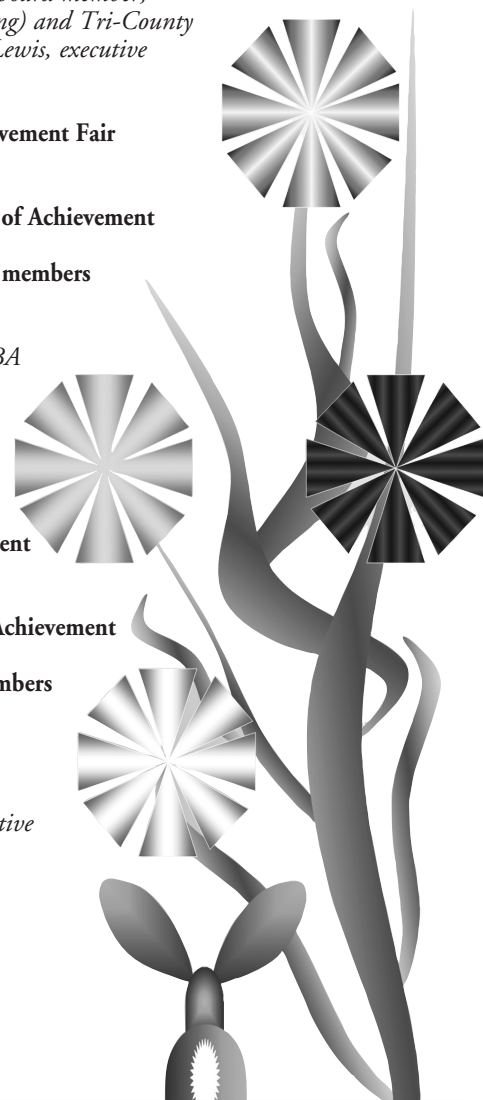
Registration and dinner fee is \$35 each for OSBA members, guests and spouses. Enclosed is a check for \$ _____ to cover _____ registrations for the OSBA Southeast Region Spring Conference. Make checks payable to OSBA Southeast Region and mail to **Paul D. Mock, regional manager, 685 E. Main St., Logan, OH 43138-1737**. Phone is (740) 469-2724; fax is (740) 380-2487; email is pmock@ohioschoolboards.org.

Deadline for registration is Friday, March 13. Include payment with reservation. Registrants who cancel at least three workdays before the day of the meeting may request a full refund. All others will be charged the full registration fee.

District/county _____
Name, title _____
Name, title _____
Name, title _____



_____ Check here if you require special accommodations. Attach a written description of needs.
(Please photocopy this form for additional registrations.)



Southwest Region Spring Conference

Tuesday, March 10

Miami Valley Career Technology Center • 6800 Hoke Road, Clayton, 45315 • (937) 837-7781

5:15 p.m. Registration and social period

6 p.m.

Welcome

Gail Martindale, Southwest Region president, board member, Cedar Cliff Local (Greene) and Greene County Career Center

Entertainment

Northwest Local (Hamilton) Colerain High School Show Cards choir, directed by Michael and Randie Parks

6:20 p.m.

Presentation of colors

Miami Valley Career Technology Center Air Force Jr. ROTC color guard

National anthem

Pledge of Allegiance and moment of silence

Sue Steele, Southwest Region present-elect, board member, Goshen Local (Clermont) and Great Oaks ITCD

6:30 p.m.

Buffet dinner

7:10 p.m.

General Session

Introductions by Gail Martindale

Special presentation

Recognition of veteran board members

Ed Penrod, OSBA president, board member, Logan-Hocking Local (Hocking) and Tri-County Career Center; and Richard Lewis, executive director, OSBA

Greetings and update from OSBA

Ed Penrod and Richard Lewis

Legislative update

Jay Smith, deputy director of legislative services, OSBA

Presentation of Special Recognition Program awards to outstanding staff members

Gail Martindale, Sue Steele and region executive committee members

2014 President's Award

Presented by Gail Martindale

Presentation of Award of Achievement and Master Board Member honors

Ed Penrod; Richard Lewis; Rick Foster, Southwest Region immediate past president, board member, Manchester Local (Adams); and Rob Delane, deputy executive director, OSBA

Recognition of 2014 effective school boards

Ed Penrod and Rick Foster

Adjourn

Directions

Visit <http://links.ohioschoolboards.org/SWconference> for directions.

Award of Achievement

This conference entitles board members to five Award of Achievement credits.

Authority for reimbursement

RC Section 3315.15 authorizes the establishment of a service fund for board members. The fund can be used for expenses incurred at a meeting such as this.

Registration

Registration and dinner fee is \$38 each for OSBA members, guests and spouses. Enclosed is a check for \$ _____ to cover _____ registrations for the OSBA Southwest Region Spring Conference. **Make checks payable to OSBA Southwest Region and send reservations to Ronald J. Diver, regional manager, 8797 Meadowlark Drive, Franklin, OH 45005.** Phone is (937) 634-9025; email is rdiver@ohioschoolboards.org. **Deadline for reservations is Wednesday, March 4. Include payment with reservation.** Registrants who cancel at least three workdays before the day of the meeting may request a full refund. All others will be charged the full registration fee.

District/county _____

Name, title _____

Name, title _____

Name, title _____



_____ Check here if you require special accommodations. Attach a written description of needs.

(Please photocopy this form for additional registrations.)



WORKSHOP REGISTRATION

Board Presidents Workshop

- ☐ Jan. 31, Columbus, \$165
- ☐ Jan. 31, Rootstown, \$165
- ☐ Feb. 7, Findlay, \$165
- ☐ Feb. 7, Miamisburg, \$165

OSBA MTA program

- ☐ Feb. 4, Columbus, \$90
- ☐ Feb. 10, Columbus, \$90
- ☐ April 1, Columbus, \$90
- ☐ April 7, Columbus, \$90
- ☐ May 6, Columbus, \$90
- ☐ May 12, Columbus, \$90

Empowering school governance teams to improve student achievement

- ☐ March 4, Wilmington, free
- ☐ March 5, Lancaster, free
- ☐ March 10, Smithville, free
- ☐ March 18, Van Wert, free

OSBA Workshop Registration Form

Workshop name _____ Workshop date _____
 Attendee name _____ Title _____
 Daytime phone _____ Email _____
 District/firm _____ County _____

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



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

Please photocopy this form for each person

OSBA workshop registration procedures

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

Award of Achievement/LPDC

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

You may register on our website at www.ohioschoolboards.org/workshops. You will need a username and password.



Mail

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



Phone
or fax

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



Email registrations can be sent to Laurie Miller at Lmiller@ohioschoolboards.org. Please include a purchase order number.

Cancellation and refund policy

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

Communications, continued from page 4

answers ready within seven business days. The questions and their answers will be posted online and sent out in "Inside24J."

How it works:

- The link to the question form will appear below at noon today, Monday, Nov. 5.
- Questions can be submitted anonymously.
- The form will close at noon on Wednesday, Nov. 7.
- Once we have all the questions, we will start getting information and answers.
- Answers will be published in the next issue of "Inside24J."

Sample Q-and-A published on district website

Q: With our high number of Spanish-speaking families in the district and many Spanish-speaking employees needed to communicate on a daily basis, why is the district not looking at that small amount of staff with that special skill in getting a differential? It is a skill and is being used on a daily basis when others in the same position do not have that skill, but are equally paid.

A: Skills are job-based. Some of our employees may have more sophisticated computer or writing skills and may be in a school office specialist position, but they are not

paid extra for those skills, and yet they use them every day, too.

Employees whose primary responsibility is translation are paid at a different level of pay.

Q: If the district can save money by offering early retirement to teachers in the 55 to 58 age range, why aren't they considering doing it? At present, you are not eligible for district-paid medical unless you have worked for 30 years or reached the age of 58.

A: The district does not have extra revenue for payout incentives that offer a richer early retirement program to allow teachers to retire

Continued on page 6



Empowering school governance teams to improve student achievement

OSBA and the Ohio Leadership Advisory Council (OLAC) are offering a new student achievement workshop for board members and administrators. This free workshop will introduce boards of education and their administrative team members to OLAC resources that make governance and shared leadership decisions affecting student achievement more efficient and impactful. OLAC tools have been used throughout Ohio school districts, where they have contributed to closing the achievement gap.

OSBA experts will discuss the role of the board in improving student achievement and the research-based steps boards must take to assist in improving achievement. OLAC experts will explain the proven resources and tools they have built through years of discussion and piloting with school districts.

Individual board members or administrators are invited and welcome to attend, but complete teams of board members and administrators will gain the most from this powerful workshop. Free workshops will be offered regionally:

March 4 Southern Ohio ESC, Wilmington

March 10 Wayne County Schools Career Center, Smithville

March 5 Fairfield County ESC, Lancaster

March 18 Vantage Career Center, Van Wert

The workshop will begin with networking and refreshments at 5:30 p.m. and conclude by 9 p.m. Register online at www.ohioschoolboards.org/workshops or contact Laurie Miller, senior events manager, at (614) 540-4000; (800) 589-OSBA; or Lmiller@ohioschoolboards.org.

Communications, continued from page 5

sooner. The current early retirement incentive payouts and the budgeted amount for what the district pays into the state retirement program are significant. Many of our retired teachers use their early retirement incentive benefit to pay for their retiree medical insurance. It is not district paid.

See more answers at <http://links.ohioschoolboards.org/96627>.

Preparation

For this program to work, district-level administrators, including the superintendent, need to be ready to answer questions that pertain to their areas of responsibility. A staff member compiles the questions and sorts them according to the appropriate district departments.

Department heads may enlist staff to help, but each top-level

administrator must review the answers and submit them to the communications staff person or project lead. Otherwise, your communications staff might be searching for answers long after the seven days have run out. That would send a very poor message about your regard for employee questions. If a question is routed to the wrong department, it should be noted right away and rerouted. Time is of the essence.

Some questions may have implications for two departments in the central office. In that case, the top administrators of those departments need to work together. For this program to work, it has to be a high priority for the superintendent and everyone on his or her team. In fact, the very act of pulling together the answers in a short time frame can indicate a

high level of teamwork at the district office. The first time you do it, it feels a little like a stunt because of the deadline — and people love stunts.

So, what will they ask?

Generally, employees will ask about district policies and practices that affect their working conditions or compensation. Staff genuinely want to know why certain things are the way they are. Some questions make us wish the person had simply called us and asked long ago. The fact that they never asked may mean that others have long wondered the same thing and will benefit from the published answer.

During budget season, a high percentage of questions will be about potential budget cuts. Those should be lumped together with a response that it is too soon to know until the budget process works itself out. Our spring edition always contains a statement about the budget process and asks employees not to ask about specific program and position cuts. We tell them questions about revenue projections, current year budget and processes are fair game, but we won't be able to answer questions about specific program or staffing cuts. Likewise, if you are in contract negotiations, you may need to lump some questions together and respond that those discussions will be subject to negotiations instead of your 24/7

Continued on page 7

Administrative salary analysis

Need help determining how to compensate your administrators? It's more complicated than most people think. OSBA has considerable experience in this area, and we are able to assist school districts with a variety of important initiatives, including:

- compensation/classification system design
- job description creation/modification
- performance evaluation system design

For more information, contact **Van D. Keating**, director of management services, at (614) 540-4000, or (800) 589-OSBA or vkeating@ohioschoolboards.org.



PUBLIC SCHOOLS WORK!

compiled by Bryan Bullock, assistant editor

Beavercreek City uses iPads to bolster, personalize instruction

Beavercreek City is using iPads to provide high-tech, personalized instruction to students in grades kindergarten through eight.

About 5,400 iPads have been provided to students this school year, thanks to a grant from the state's Straight A Fund.

The district piloted the devices in the spring and summer before rolling them out more widely in the fall. The iPads run an educational platform called eSpark, which helps create an

individualized curriculum to meet each student's needs.

"It's completely individualized instruction," Trebein Elementary School fifth-grade teacher **Holly Holstein** told a local newspaper.

Beavercreek students use the technology as a component of their instruction. They use the iPads for math and language arts instruction for about an hour a week in class in each subject. Students can take the devices home and continue to work on assignments.

Beavercreek is working to spread the word about its program to other schools in Ohio. The district and eSpark recently hosted an event where educators and school administrators from across the state heard about the program and observed it firsthand in several classrooms.

"We have worked really hard as a district to implement this," said Beavercreek Assistant Superintendent **Susan Hayward**.

Source: *Fairborn Daily Herald*

Communications, continued from page 6

feature.

We rarely need to reject questions, but we reserve that right. If a question would cast a specific employee in a negative light, it is rejected or edited to be informative but not abusive. The point is to ask about the district, not to criticize other employees or supervisors. So, feel free to toss out questions that are not appropriate. But that does not mean you should toss out tough questions that you just don't want to address. If you do that, your employees will expose you, and your credibility will be damaged. Be prepared to defend the decision to cut any question.

Top-level administrators should

not be subject to disrespect, but tough questions should not be softened too much. It is better to give a good answer to a tough question. In our experience, the district administration always looks good for being open to any and all questions. If anything, questions containing criticism reflect more on the people asking them. If the person asking the question uses unprofessional or negative language, it simply makes it easier for us to sound professional and positive.

The beauty of publishing answers electronically is that they can be edited even after publication. If employee feedback shows that an answer is being

taken wrong or was inadequate, simply revise and improve the answer.

Another approach

If you doubt your ability to answer a big batch of questions on a short time line, try another approach. Perhaps feature an "employee question of the week" or have an ongoing feature on your website. The main goal is to be open to questions and commit to doing the work to answer them in public. Even if the answers are not what some employees want to hear, they will appreciate that you took the time to inform them.

Source: Washington State School Directors' Association

January 2015

- 26 Last day to submit certification for May income tax levy to Ohio Department of Taxation — RC 5748.02(A) (100 days prior to the election). 4
- 30 Last day to submit May emergency levy, current operating expenses levy or conversion levy to county auditor for May election — RC 5705.194, 5705.195, 5705.213, 5705.219 (95 days prior to the election); annual campaign finance reports must be filed by certain candidates, political action committees, caucus committees (legislative campaign funds) and political parties (by 4 p.m.) detailing contributions and expenditures from the last day reflected in the previous report through Dec. 31, 2014 — RC 3517.10(A)(3). 4
- 31 Board Presidents Workshop..Columbus 4
- 31 Board Presidents Workshop Rootstown 7
- 31 Deadline for educational service center (ESC) governing boards to meet and organize — RC 3313.14. 7

February 2015

- 3 Special Election Day — RC 3501.01 (first Tuesday after the first Monday). 8
- 4 OSBA MTA Program: Public relations and working with 8

- the media Columbus 10
- Northeast Region Executive Committee MeetingWadsworth 23
- Last day for school district to file resolution of necessity, resolution to proceed and auditor's certification for bond levy with board of elections for May election — RC 133.18(D); last day for county auditor to certify school district bond levy terms for May election — RC 133.18(C); last day to submit continuing replacement, permanent improvement or operating levy for May election to board of elections — RC 5705.192, 5705.21, 5705.25; last day to certify resolution for school district income tax levy, conversion levy or renewal of conversion levy for May election to board of elections — RC 5748.02(C), 5705.219 (C) and (G); last day to submit emergency levy for May election to board of elections — RC 5705.195; last day to submit phased-in levy or current operating expenses levy for May election to board of elections — RC 5705.251(A) (90 days prior to the election). 10
- Board Presidents Workshop Findlay 10
- Board Presidents WorkshopMiamisburg 10
- Northwest Region Executive Committee meeting.....TBD 10
- Southeast Region Executive Committee meeting..... Logan 10

- OSBA MTA Program: Public relations and working with the media Columbus 10
- Last day to file (by 4 p.m.) as a write-in candidate for May primary election — RC 3513.041 (72 days prior to the election). 23

March 2015

- 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. 1
- 3 SchoolComp Workers' Compensation Workshop Rootstown 3
- 4 SchoolComp Workers' Compensation Workshop Findlay 4
- 4 Empowering school governance teams to improve student achievement Wilmington 4
- 4 Northeast Region Spring Conference.....Canton 4
- 5 Empowering school governance teams to improve student achievement..... Lancaster 5
- 10 Empowering school governance teams to improve student achievement..... Smithville 10
- 10 Southwest Region Spring Conference..... Clayton 10