

BRIEF CASE

THE OHIO SCHOOL BOARDS ASSOCIATION

Serving the public school leadership team



Capital Conference packets being mailed to district treasurers

Packets with badges, tickets, ribbons, Delegate Assembly information and the *Conference Guide* for the 2013 OSBA Capital Conference are being mailed to school district treasurers. If your district has not yet registered for the 58th annual conference, Nov. 10-13 in Columbus, contact **Ann Herritt** at (614) 540-4000 or (800) 589-OSBA, or download a preregistration form at <http://links.ohioschoolboards.org/55132>. Remember, once your district has signed up at least six people for the conference, an unlimited number of additional individuals can register at no cost. For complete conference details, visit www.ohioschoolboards.org/2013-capital-conference.

Eleven Ohio public schools named National Blue Ribbon Schools

Eleven Ohio public schools have been recognized as 2013 National Blue Ribbon Schools, based on their overall academic excellence or their progress in improving student academic achievement. Nationwide, 236 public schools earned the honor. The program recognizes schools in one of two categories: Exemplary High Performing, for those ranked among their state's top performing schools, and Exemplary Improving, for schools that have at least 40% of their students from disadvantaged backgrounds and dramatically improve student achievement. For a list of the schools and further information on the program, visit <http://links.ohioschoolboards.org/48755>.

Time running out to register for Capital Conference special events

If you haven't registered for the Early Bird Workshop, OSBA Black Caucus dinner and the two conference luncheons at the 2013 OSBA Capital Conference, you must act soon. The Early Bird Workshop features leadership specialist **Jim Bearden**, while state Rep. **Kevin Boyce** will speak at the caucus dinner. Luncheon speakers are bullying expert **Emily Bazelon** and physically challenged athlete **Roger Crawford**. To register, contact your district treasurer or indicate your request on the conference registration form. Details are posted at www.ohioschoolboards.org/2013-capital-conference.

State seeking federal Green Ribbon Schools nominations

Schools demonstrating environmentally conscious practices can apply to represent Ohio in the U.S. Department of Education Green Ribbon Schools competition. For details, visit <http://links.ohioschoolboards.org/29958>. The deadline is Nov. 15.

Arne Duncan speaking at rural education forum in Columbus

U.S. Secretary of Education **Arne Duncan** will be among the keynote speakers at the Rural Education National Forum, Oct. 31-Nov. 1, in Columbus. Battelle for Kids and the Ohio Department of Education are hosting the event. The forum is designed

Oct. 14, 2013

Volume 44 Issue 19

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Route workshop information to:

- Administrative assistants
- Administrators
- Assistant treasurers
- Principals
- School board candidates

for education, community and business leaders who are dedicated to creating exceptional educational opportunities in rural communities. It will feature rural districts' successful instructional and leadership practices; examine rural challenges and opportunities with national and local experts; and build a network for collaborative action. For details and to register, visit www.BattelleforKids.org/go/ruralforum.

AP participation, success increase for Ohio students

More Ohio students are taking and passing advanced placement exams than in previous years, and the growth in Ohio exceeds the nationwide rate, according to the College Board. In addition, Ohio African-American and Hispanic students are showing double-digit growth in the number of exams taken and passed, also topping the national rate. More information

Ohio teachers attend STEM institute in Washington, D.C.

Three Ohio teachers recently participated in an innovative, highly selective institute in Washington, D.C., with a focus on science, technology, engineering and mathematics (STEM).

Teachers **Jill Marconi, Poland Local (Mahoning); Christine O'Brien, Olmsted Falls City; and Tom Shrilla, Columbus City**, were among 50 educators nationwide selected from nearly 1,000 applicants to attend the Siemens STEM Institute. The five-day, all-expense paid fellowship promotes hands-on, real-world integration of STEM disciplines and career information in the classroom.

"The number one thing I took away from this program is that there is support out there for science teachers who want to try new things," Marconi told a local television station.

Source: WKBN-TV, Siemens

about advanced placement courses and exams can be found on the Ohio Department of Education website, www.education.ohio.gov.

National competition seeks top youth volunteers

Prudential Financial and the National Association of Secondary

School Principals are seeking outstanding youth volunteers in grades five-12 to honor with the annual Prudential Spirit of Community Awards. The top two volunteers recognized in each state will be awarded \$1,000 and a trip to the nation's capital, where 10 of them will be named America's top youth volunteers. Those 10 will be awarded an additional \$5,000, as well as \$5,000 in grants for the charities of their choice. The deadline is Nov. 5. For details visit <http://spirit.prudential.com>.



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 *VendorBook* is a directory filled with the goods and services your schools need to increase student achievement and maximize resources. It also offers information on most of the Capital Conference Trade Show exhibitors. To learn more, log on at <http://links.ohioschoolboards.org/vendorbook>.



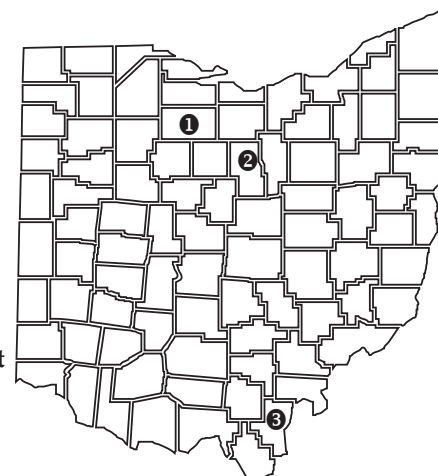
BULLETIN BOARD

compiled by Melanie Price, administrative assistant of communication services

OSBA executive searches

Superintendent

District	Deadline	Contact
❶ Tiffin City	Oct. 21	OSBA Search Services, (614) 540-4000
❷ Clear Fork Valley Local (Richland)	TBD	OSBA Search Services, (614) 540-4000
❸ Gallia County Local (Gallia)	TBD	OSBA Search Services, (614) 540-4000



❶ = Superintendent

Other searches

Position	District	Deadline	Contact
Superintendent	Bellefontaine City	Oct. 25	Heather Neer, superintendent, Logan County ESC, (937) 599-5195, ext. 5504

Board changes

Beavercreek City appointed **Matt Arnold** to the board effective immediately. He replaced **Robert W. Dotson**, who resigned to take an out-of-state job. ●●● **Kettering City** Board of Education member **James S. Trent** announced his resignation effective Sept. 25. ●●● **Medina City** Board of Education members **Dr. Karla Robinson** and **Susan Vlcek** announced their resignations effective January 2014 and May 2014, respectively. ●●● **Mount Healthy City** appointed **Julie Turner** to the board effective Sept. 16. She replaced **Steve Horton**, who took a position with OSBA.

Administrative changes

Superintendents

Bellefontaine City Superintendent **Beth Harman** announced her retirement effective July 31. ●●● **Osnaburg Local (Stark)** hired **Todd Boggs** as superintendent effective Oct. 21. He will replace Interim Superintendent **Mei Lioi**. ●●● **Jackson City** hired **John Balzer** as assistant superintendent effective Aug. 1, 2014. He will replace **Thomas Jenkins**, who is retiring. Balzer is currently an elementary principal for the district.

Editor's note

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

Treasurers

Belpre City hired **Melissa S. Griffith** as treasurer effective Nov. 1. She will replace Interim Treasurer **Janine Satterfield**. Griffith is currently the assistant treasurer at **Chillicothe City**. ●●● **Fort Frye Local (Washington)** Treasurer **Melcie Wells** announced her resignation. She will continue as treasurer at **Warren Local (Washington)**. ●●● **New Lebanon Local (Montgomery)** hired **Robert L. Wannemacher** as treasurer effective Sept. 23. He replaced **Lynn Ferguson**, who resigned. Wannemacher previously was the treasurer at **Wayne Trace Local (Paulding)**. ●●● **Xenia Community City** hired **Tracy A. Jarvis** as treasurer effective Oct. 1. She replaced **Bradley McKee**, who took the treasurer position at **Greenon Local (Clark)**. Jarvis previously was the treasurer at **Springboro Community City**.

Sympathies

Former **Buckeye Central Local (Crawford)** Board of Education member **Howard Dean Von Stein** died Sept. 19. He was 82. ●●● Former **Clear Fork Valley Local (Richland)** Board of Education member **Carolynn B. Studenmund** died Sept. 27. She was 83. ●●● Former **Danville Local (Knox)** Superintendent **Alexander D. Lindsay** died Sept. 15. He was 92. ●●● Former **Leetonia EV and Salem City** Superintendent **Victor C. Wood** died Sept. 10. He was 86. ●●● Former **Lucas Local (Richland)** Board of Education member **William R. "Bill" Erdenberger** died Sept. 6. He was 87. ●●● **Paul Ray Miller**, a member of the former **Medina County** Board of Education, died Sept. 18. He was 80. ●●● Former **Northeastern Local (Clark)** Board of Education member **Ronald "Ron" Neely Duncan Sr.** died Sept. 26. He was 70. ●●● Former **Tecumseh Local (Clark)** Board of Education member **Ron Lyons** died Sept. 23. He was 76. ●●● Former **Vermilion Local (Erie)** Board of Education member **Sue Carol Greening Backus** died Sept. 23. She was 83.



FUNDING OPPORTUNITIES

by Angela Penquite, senior communication design manager

Promoting innovative uses of technology

The Vernier Technology Awards reward the innovative use of data collection technology using a computer, graphing calculator or other handheld device in the science classroom.

Maximum awards: \$1,000

Eligibility: current K-12 science teachers

Deadline: Nov. 30

Contact: www.vernier.com/grants/nsta

Recognizing outstanding science teachers

The National Science Teachers Association honors science

teachers who excel in the classroom. Applications are being accepted for awards to recognize an outstanding high school teacher who has made biotechnology learning accessible to the classroom; a K-12 science, technology, engineering and math (STEM) teacher; or individuals or organizations that have inspired and elevated the public's interest in and appreciation of science. Check the website for a full list of available awards.

Maximum awards: \$3,000

Eligibility: varies

Deadline: Nov. 30

Contact: www.nsta.org/about/awards.aspx

Funding for preservation of the environment

Sponsored by SeaWorld and Busch Gardens, the SeaWorld/Busch Gardens Environmental Excellence Awards recognize the outstanding efforts of youth or adults who have made outstanding efforts to inspire the next generation of conservation leaders.

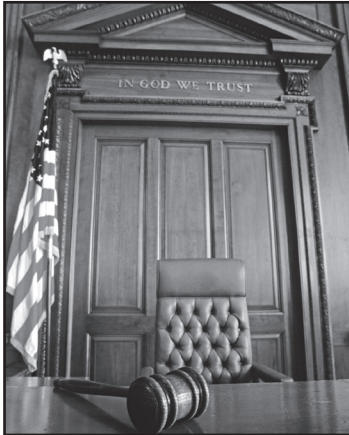
Maximum awards: \$10,000

Eligibility: educators with demonstrated successes in motivating others to help preserve and protect the environment

Deadline: Dec. 1

Contact: http://seaworldparks.com/en/SeaWorld_Teachers/Environmental-Excellence-Awards

School Law for Treasurers Workshop



Friday, Oct. 18
Embassy Suites, Columbus
Cost: \$150

Join OSBA for the annual School Law for Treasurers Workshop. Tailored exclusively for treasurers, this workshop will give you the tools you need to stay current.

Focusing on the cutting-edge issues important to you in the 2013-14 school year, presenters will share the latest legal developments for you to take back to your district.

Treasurers, assistant treasurers, business managers, board members and administrative teams are encouraged to attend.

8:30 a.m. Registration and continental breakfast

9 a.m. Legislative update — budget bill hot topics

Find out how the state budget bill will impact your day-to-day work and what you need to know going into the new school year.

Michelle Francis, deputy director of legislative services; and Barbara Shaner, associate executive director, Ohio Association of School Business Officials

10 a.m. Problematic leaves of absence — what now?

Explore leave status issues and the intersection and overlap among the Family and Medical Leave Act, Americans with Disabilities Act and other medical disability-related leave.

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

11 a.m. Break

11:15 a.m. Changing of the guard — how to effectively transition into a new position

What are some best practices and effective strategies for managing a new office in terms of review, oversight and updating in the treasurer's office? An attorney and treasurer share their experiences and tips on getting control and ensuring a smooth transition.

Rebecca C. Princehorn, Esq., Bricker & Eckler LLP, Columbus; and Melissa N. Lee, treasurer, Delaware City

Noon Lunch

1 p.m. Joining forces — working well with EMIS coordinators and transportation employees

Get tips on how to successfully work with your district EMIS coordinator and transportation employees to maximize revenue and accuracy in reporting and record keeping.

Tammy Hrosch, EMIS services manager, Metropolitan Dayton Educational Cooperative Association; and Mike Miller, transportation consultant, OSBA

2 p.m. Break

2:15 p.m. Money, money, money, money — negotiations and finances

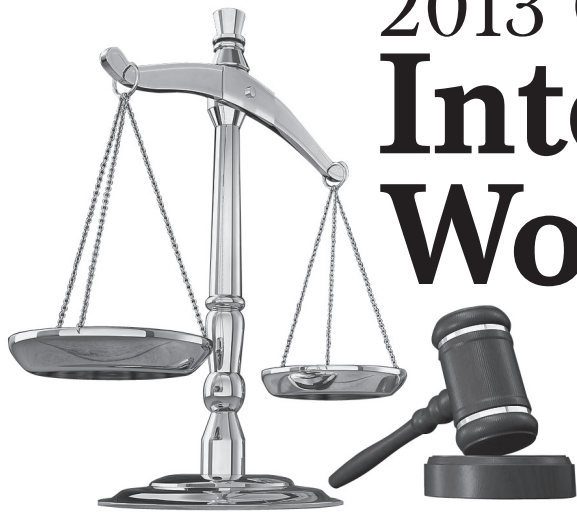
Look at the most common issues and problems that arise when dealing with negotiations and finances. Bring your questions; we'll share best practices that you can take home to your district.

James P. Burnes, Esq., Bricker & Eckler LLP, Columbus

3:15 p.m. Adjourn

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

The workshop will be conducted at the Embassy Suites, 2700 Corporate Exchange Drive, Columbus. The phone number is (614) 890-8600. To register, contact **Laurie Miller**, senior events manager, at (614) 540-4000, ext. 284; (800) 589-OSBA; or Lmiller@ohioschoolboards.org.



2013 OSBA Intensive Legal Workshop

Wednesday, Oct. 23 • 9 a.m.-3:15 p.m.
OSBA office, 8050 N. High St., Columbus
Cost: \$150

- 8:30 a.m. Registration and continental breakfast**
- 9 a.m. Bad bidding – competitive bidding in Ohio**
Construction counsel will review the competitive bidding requirements for school construction projects, critique hypothetical bid solicitations and present best practices for managing the bidding process.
Sylvia L. Gillis, Esq., and Christopher L. McCloskey, Esq., Bricker & Eckler LLP, Columbus
- 10 a.m. Negotiating a superintendent contract**
Get effective tips for negotiating superintendent contracts and all aspects of the negotiation process. Learn common pitfalls and practical solutions, from the moment the candidate is identified until the contract is signed.
C. Bronston McCord III, Esq., Ennis, Roberts & Fischer Co. LPA, Cincinnati
- 10:45 a.m. Break**
- 11 a.m. Ethics 201 – beyond the basics**
Get an in-depth look at Ohio ethics laws and their impact on school officials and employees, including doing business with the board, nepotism, accepting gifts and other conflicts of interest.
Jennifer Hardin, senior attorney, Ohio Ethics Commission
- 11:45 a.m. Lunch (provided)**
- 12:30 p.m. Resolving difficult public records requests**
Using actual public records requests as examples, an attorney and district administrator will offer practical recommendations for dealing with difficult requests for public records.
Mark H. Troutman, Esq., Isaac, Wiles, Burkholder & Teetor LLC, Columbus; and Mark O. North, superintendent, Lebanon City
- 1:30 p.m. Break**
- 1:45 p.m. Torches and pitchforks – regulating public participation properly**
What is the district's ability to regulate the public's participation at board meetings, public comments received on Facebook and the public's use of district buildings and other facilities? Learn how to handle complaints received from the public.
Scott C. Peters, Esq., Britton, Smith, Peters & Kalail Co. LPA, Cleveland
- 2:45 p.m. Hot topic lightning round**
We'll pick the hottest legal topics and provide quick summaries of need-to-know information.
Hollie F. Reedy, chief legal counsel; Sara C. Clark, deputy director of legal services; and Candice Christon, staff attorney, OSBA
- 3:15 p.m. Adjourn**
Unauthorized audio recording or videotaping of any session is strictly prohibited.

To register, contact **Laurie Miller**, senior events manager, at (614) 540-4000, ext. 284; (800) 589-OSBA; or Lmiller@ohioschoolboards.org.



Management Development Series #3:

2013 Strike Management

Thursday, Oct. 24

OSBA office, Columbus

Noon to 3:30 p.m.

Cost is \$90

Public school strikes are back in the news. After a few years' hiatus, the warm and cooperative attitude of unions has disappeared and been replaced with more adversarial stances toward collective bargaining. However, new issues, such as evaluations and days to hours, have joined wages and benefits as contentious issues unions are threatening strikes over. The best response is to be informed and prepared.

This presentation is designed to provide participants with the latest information and developments, as well as practical advice on what can and can't be done in a strike situation. While the topic is serious, this seminar is presented as an informal discussion among everyone in attendance, emphasizing what experience has taught and what you can expect.

Agenda

- | | |
|------------|--|
| Noon | Registration and lunch (provided) |
| 12:30 p.m. | Legal issues and maneuvers during a strike – a brief history of strikes in Ohio; student participation in strikes; legal and illegal picketing; restraining orders; union strike activities; and the State Employment Relations Board's role |
| 1:30 p.m. | Security needs and concerns during strikes – strike planning; violence on the picket line; disrupting operations; securing buildings and equipment; replacement workforce; public relations; and social media |
| 2:45 p.m. | Transportation problems and solutions – legal requirements; driver availability, licenses and training; routing; security; and special-needs students |
| 3:30 p.m. | Adjourn |

To register, contact **Laurie Miller**, senior events manager, at (614) 540-4000, ext. 284; (800) 589-OSBA; or Lmiller@ohioschoolboards.org.

Expanding Your Office IQ

Maximizing Efficiency and Staff Harmony

Tuesday, Oct. 29

OSBA office, Columbus

10 a.m.-2 p.m.

Cost is \$90

This workshop is part of a series of professional development seminars and activities developed for administrative assistants, particularly those who work with boards of education, superintendents, treasurers and building principals.

Administrative assistants are often considered the backbone of central offices and school buildings. Every program and event runs through their workspaces and every community member who comes in meets them before anyone else. Districts successful in maintaining positive relationships with their communities have very capable staffs.

Agenda

- | | | | |
|------------|--|------------|--|
| 9:30 a.m. | Registration and coffee | 11:30 a.m. | Lunch and small group discussion |
| 10 a.m. | Welcome and introductions | 12:15 p.m. | Best practices — using peer groups and mentors to increase productivity |
| 10:15 a.m. | Managing conflict and mixed messages within the office — from those “above” as well as those “below” | 1 p.m. | It's not about being territorial — why cross training makes everyone in the office more valuable |
| 10:45 a.m. | Prioritizing and organizing, even when “management by crisis” seems the way things usually work | 1:45 p.m. | Final discussion and wrap-up |

To register, contact **Laurie Miller**, senior events manager, at (614) 540-4000, ext. 284; (800) 589-OSBA; or Lmiller@ohioschoolboards.org.





WORKSHOP REGISTRATION

School Law for Treasurers
 Oct. 18, Columbus, \$150

Intensive Legal Workshop
 Oct. 23, Columbus, \$150

Management Development Workshop #3: 2013 Strike Management

Oct. 24, Columbus, \$90

Expanding Your Office IQ Workshop

Oct. 29, Columbus, \$90

OSBA Workshop Registration Form

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

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



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

Please photocopy this form for each person

OSBA workshop registration procedures

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

Award of Achievement/LPDC

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



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.

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.



OSBA LEADERSHIP

by Crystal Davis, editor

Trustees' meeting short, but not short on emotion

OSBA's Board of Trustees took time during a shortened Sept. 14 meeting to extend heartfelt wishes to **Westerville City** board member **Cindy Crowe**. The 49-year-old Crowe was diagnosed with amyotrophic lateral sclerosis (ALS), more commonly known as Lou Gehrig's disease, in March.

OSBA President **Charlie Wilson, Worthington City**, asked members to send cards of support to Crowe as she courageously battles the disease. Members also were invited to donate some or all of the reimbursed travel expenses received from OSBA to the Cindy Crowe ALS Foundation.

In another show of support for Crowe, trustees approved a resolution honoring her for "unparalleled inspiration and incomparable contributions to

OSBA, public education, her community and the future of the thousands of children she has served."

Former OSBA Central Region Manager Dr. **Michael G. Grote** also was honored with a resolution "for his long and ongoing service to public education, as well as the dedication and leadership he has graciously shared with OSBA." Grote recently retired from OSBA to take a position as an educational consultant.

In his long education career, Grote has served as a school board member, district administrator, teacher and university professor. He served nearly eight years as OSBA's Central Region manager, where he oversaw dramatic growth in the region's spring and fall conferences.

Trustees also voted unanimously to allow OSBA to switch banks and approved changes to the National School Boards Association (NSBA) resolutions, as well as the NSBA Beliefs and Policy statement. The OSBA Legislative Platform Committee recommended approving those changes.

Princeton City Board President and **Great Oaks ITCD** board member **Tawana Lynn Keels** gave an update on the latest actions taken by the NSBA Board of Directors, along with details of changes coming to the NSBA National Affiliate program.

Keels, chair of the NSBA National Black Caucus of School Board Members, serves as an ex officio member on the NSBA Board of Directors.

Learn how to save time and money with BoardDocs

BoardDocs is the exclusive eGovernance partner of OSBA. Join OSBA for a free informational webinar demonstration on Thursday, Oct. 31, from 1 p.m. to 2 p.m. The webinar will showcase BoardDocs's cloud-based solutions and demonstrate why it is the eGovernance leader, not only in Ohio, but across the nation. Learn how to save money and time, and be more effective with BoardDocs. To register, visit <https://www1.gotomeeting.com/register/856116440>.

Once registered, you will receive an email confirming your registration with the information you need to view the webinar. For questions, contact **Amanda Finney**, OSBA senior marketing coordinator, at (800) 589-OSBA; (614) 540-4000; or afinney@ohioschoolboards.org. For more information about BoardDocs, visit www.boarddocs.com.





COMMUNICATIONS

by J. Marie Riche, Ideal Communications, and communications consultant

Working with the media

An important audience for a district or school is the local news media. This tip sheet offers advice for working with that audience.

Before the interview

● Preparation is key to successfully working with the media. If your district has a communications or public relations person, make sure everyone knows who that person is, how to contact him or her in an emergency and what roles each person is to fill when the media arrives. In times of crisis, it is important that representatives of your school and district speak with one voice to ensure consistency.

● It is also important to identify a backup media representative in the event the spokesperson is unavailable. The media representative should be someone who is articulate, discreet, trustworthy, experienced and knowledgeable about school and district policies and practices. The function of this person is to collect as much information as quickly as possible without interrupting those directly responsible for managing the event, crisis or issue.

● When a major event happens, your district may be under pressure to release information

and/or make a statement. It is critical that you take the time to verify information and become clear about what can be said.

● Once you have the basic information verified, release at least a brief statement of facts to your staff and the public as soon as possible. If you do not get some information out quickly, the media and public will make every attempt to learn or speculate about what has happened. Your statement of facts will help minimize rumors and give people a sense of calm in knowing at least the basic extent of the story.

During media interviews

● Make sure you know the basic facts. The reporter will want to know who was involved, in general terms; what happened; when and where; what is being done; how people are feeling; and what's next.

● Determine beforehand the two or three key messages you want to emphasize. If a viewer or reader of the news story were to remember just two or three things, what would you want those to be? These are the messages that you should talk about throughout the interview.

● Then — and this can be the challenging part — stay on

message. As you answer questions, look for opportunities to reinforce your key messages.

● Take your time answering questions. Give yourself a moment to answer all questions, even seemingly easy ones. This establishes a pace that allows you to think. Also, when you get to harder-to-answer questions, it won't be unusual for you to take a breath before you answer.

● Remember that silence is OK. When you are finished answering a question, stop talking. Sometimes reporters will take extra time getting to their next question just to see how you will fill in the silence. Take a breath, smile gently and relax. Don't fill silence by rambling on.

● Be truthful and as open as possible without compromising privacy or going into unnecessarily dramatic details. Avoid using sensational language.

● Protect confidentiality. Be very clear about what you can say when communicating about a story that involves student records, personnel information, medical information and legal matters.

When working in partnership with a law enforcement agency, consult with its public information officer to ensure you are not releasing

Continued on page 7



PUBLIC SCHOOLS WORK!

compiled by Angela Penquite, assistant editor

Marion County districts embrace leadership, soft skills program

Two Marion County districts are helping students build their leadership skills while improving the culture in their schools.

The Leader in Me program is based on **Stephen Covey's** best-selling book "The 7 Habits of Highly Effective People," and stresses skills such as leadership and responsibility.

Marion City's Benjamin Harrison Elementary School piloted the program last year. Students are split into teams to

help with different tasks, such as making morning announcements and introducing visiting speakers.

"The purpose is to find their niche and give them a leadership role in the building," Principal **Leah Filliater** told a local newspaper.

"It was great," she said. "We noticed a change in how they carried themselves. They do want to be known as leaders."

Elgin Elementary School Principal **Kristin Dyer** expects the program to help create a positive

culture in **Elgin Local's (Marion)** new K-12 school building.

"This is going to be a game changer for us," she said.

Dyer, like Filliater, stressed that the program is about transforming the whole school. She said she wants to see all students get the chance to become leaders.

"It's a common language. It's a common set of expectations," she said, discussing how it will help bring about that positive culture.

Source: *Marion Star*

Communications, continued from page 6

information that may damage an investigation.

- Strive for controlled media access. If your campus is large, station responsible adults around the perimeter during a crisis to ensure that reporters do not come onto school grounds unmonitored. You have the right to keep people, including the media, off your campus in an emergency. If the story is at all sensational, the media will aggressively seek interviews. You may be able to shield the majority of students and staff from media requests if you find one or two who can speak well and are briefed on the situation. Attend the interviews that you arrange.

- Play fair with the media. You should give local media priority over national media, but do not play favorites among newspapers, television and radio.

- Monitor media coverage. It will allow you to correct misinformation quickly.

A few final words of wisdom

- Always assume that the camera is on and you are being quoted. Unless you're a Washington, D.C., insider being interviewed by **Bob Woodward**, don't try to play the "off-the-record" card.
- Never guess. If your information is incomplete or unverifiable, do not release it. And, if you are not sure of the answer to a specific

question, say so, then let the reporter know that you will find the answer and get back to him or her.

- Avoid "No comment." Give out the information that you can and explain the reason for withholding what you can't share, such as because of privacy or legal issues.

- Take a deep breath. Take a moment to review the facts in your mind and relax as much as possible before an interview. You'll do a better job of staying on message if you are relaxed and focused when the interview begins.

Source: Oregon School Boards Association

October 2013

- 15 *Last day for certification of average daily membership — RC 3317.03; last day for certification of licensed employees to State Board of Education — RC 3317.061.*
- 18 School Law for Treasurers
 Workshop Columbus
- 23 Intensive Legal Workshop Columbus
- 24 Management Development Series #3 workshop: 2013 Strike Management..... Columbus
- 24 *Pre-general election campaign finance reports must be filed by candidates, political action committees, caucus committees (legislative campaign funds) and political parties (by 4 p.m.) detailing contributions and expenditures from the last day reflected in the previous report through Oct. 16, 2013 — RC 3517.10.*
- 28 *Last day to submit certification for February income tax levy to Ohio Department of Taxation — RC 5748.02(A) (100 days prior to the election).*
- 29 Expanding Your Office IQ: Maximizing Efficiency and Staff Harmony workshop Columbus
- 31 BoardDocs webinar: Information for districts considering paperless board meetings

November 2013

- 1 *Last day to submit February emergency or current operating expenses levy to county auditor for February election — RC 5705.194, 5705.195, 5705.213 (95 days prior to the election).*
- 5 *General Election Day — RC 3501.01 (first Tuesday after the first Monday).*
- 6 *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 February election — RC 133.18(D).; last day for county auditor to certify school district bond levy terms for February election — RC 133.18(C); last day to submit continuing replacement, permanent improvement or operating levy for February election to board of elections — RC 5705.192, 5705.21, 5705.25; last day to certify resolution for school district income tax levy for February election to board of elections — RC 5748.02(C).; last day to submit emergency levy for February election to board of elections — RC 5705.195; last day to submit phased-in levy or current operating expenses levy for February election to board of elections — RC 5705.251(A) (90 days prior to the election).*
- 10-13 OSBA Capital Conference..... Columbus

- 10 Southeast Region Executive Committee Meeting Columbus
- 10 Northwest Region Executive Committee Meeting Columbus
- 11 Central Region Executive Committee Meeting Columbus
- 21 Management Development Series #4 workshop Columbus

December 2013

- 3 BoardDocs webinar: Information for districts considering paperless board meetings
- 4 Northeast Region Executive Committee Meeting (TBD)
- 5 Levy Success Workshop: understand, communicate, connect Columbus
- 5 Southwest Region Executive Committee Meeting Lebanon
- 9 Winter School Finance Workshop Columbus
- 10 Management Development Series #5 workshop Columbus
- 13 *Post-general election campaign finance reports must be filed by candidates, political action committees, caucus committees (legislative campaign funds) and political parties (by 4 p.m.) detailing contributions and expenditures through Dec. 6, 2013 — RC 3517.10.*