



direct

Washington State School Directors' Association

NOV-DEC 2016



who can express what's important, she said, and help us understand what they are saying.

To underscore her talk, participants listened to student- musical artists from Deer Park, Yakima and Clarkston. Their performances can be viewed on YouTube at <http://bit.ly/2fxcR5f>.

Social media buzzed at a WSSDA event as attendees incorporated the WSSDA hashtag #WSSDA2016 into their tweets.

Of former state Teacher of the Year Nathan Gibbs- Bowling, they tweeted: "Thank You @ Nate_Bowling for the very honest words we all needed to hear today."

And direct he was.

INSPIRATION, CONTINUED ON PAGE 4

WSSDA ANNUAL CONFERENCE

Inspiration reigns in 2016

Passionate performances from students and keynoters and more than 70 breakout sessions highlighted what turned out to be another popular WSSDA Annual Conference in Spokane.

About 1,100 registered for the conference, nearing the record for attendees at an event east of the mountains. The conference was also marked by the largest pre-conference, early bird attendance ever, prompted in part by the event's first law conference.

The conference also saw an uptick in exhibitors and a Student Innovation Challenge competition between teams of students from schools in Vancouver, Spokane and Federal Way.

The theme for the event was "inspiration," but during the four days speakers covered a wide range of topics, ranging from the need

for a well-rounded education to technology in schools and state education policy.

Jeff Utecht came back for a second time to challenge school boards on opening up schools to the use of personal technology.

We structure all of teens' time at the age when they need to be social, then we say they spend too much time on smart phones, he observed, before adding, we live in the safest time in history and teens have less freedom than any generation before.

Spoken word poet Sarah Kay reminded the crowd that a rounded education is more than engineering and science. It is more important than ever to know, she said, 'why we do what we do.'

Poetry and the other arts create a population



"It is more important than ever to know why we do what we do."



Inside this Issue

GARCHOW: On involvement vs. commitment

Chris Nation gives thanks for a great year

Social media moments from #wssda2016



EXECUTIVE DIRECTOR
Tim Garchow



Involvement vs. Commitment

On the flight home from Thanksgiving, I was reading the book, *Keeping on Your Feet*, by Dr. Gene Sharratt, and I came across this example of the difference between involvement and commitment:

“It was noon, in the South. It was summer, it was hot, and two men were swinging eight-pound sledgehammers, driving spikes into railroad ties. The men stopped a moment to notice one engine and one very fancy railroad car going slowly through the yard. The engine stopped in front of them.

A window in the fancy car came down and a man stuck his head out of the window. He said, ‘Charlie, is that you my old friend?’ One of the workers in the yard put down his sledgehammer and replied, ‘Joe, I haven’t seen you in ...’ The other man finished the sentence, ‘... twenty-five years. Come in out of the sun so we can talk.’

The man in the yard wiped the sweat from his body, put on his t-shirt, and went into the car. About a half hour later, he came out of the car. Charlie and Joe shook hands. The car slowly pulled out of the yard and Joe leaned out the window once more and said, ‘Let’s keep in touch.’ The car then disappeared down the tracks. The man who was left working asked, ‘Do you know who that is? That’s the president of the railroad. How do you know him?’

Charlie replied, ‘We started to work twenty-five years ago out here in the yard together.’ The other worker asked, ‘You mean the president of the railroad started here swinging a sledgehammer? Then how come he’s the president and you’re still out here in the yard?’ Charlie answered, ‘Twenty-five years ago, I came to work for \$1.25 an hour, but he came to work for the railroad.’

As leaders, it is important to know the difference between involvement and commitment. We are all involved in a myriad of things. After all, busy people get things done and we are busy people. There is no shortage of tasks to fill our plates. We are dealing with McCleary, ESSA, the levy cliff, the teacher shortage, and a dozen other things that we may not even be aware of yet.

Now, more than ever, simply being involved won’t do. We need to be committed. We need to believe that the work we do is making a difference for our children. As Gene says, “the distinction between involvement and commitment is often the difference between failure and success. It is largely determined by how much of ourselves we put into a task.”

So, over the next few months, as we march into that tunnel, let’s show the world our commitment to our students. I hope you will join me in waking up each morning, looking into the mirror, and saying, “I came to work for the railroad .”

“ The distinction between involvement and commitment is often the difference between failure and success. It is largely determined by how much of ourselves we put into a task. ”



PRESIDENT
Chris Nation

Getting to know your WSSDA consultants:

CAROLYNN PERKINS



Carolynn Perkins brings thirty years of experience as a principal, teacher, director, Early Childhood MERIT trainer and school board director. With a Bachelor of Science in Business

Management, she has also served as a consultant to schools in California. Carolynn has served on the Bremerton School District Board of Directors since 2009. She has extensive experience as a facilitator/trainer in a variety of topics relating to instruction, leadership, community collaboration, and strategic planning. Her consulting strengths include problem solving, team building, communications, data analysis, facilitation, listening and effective boardsmanship experience.

MARTHA N. BRYAN



Martha Bryan is a management consultant, author, speaker, and seminar leader who works nationally and internationally regarding the development of human potential and personal excellence.

With an education background in teaching, she has taught at both high school and college levels and has held leadership positions in both government and private industry. She has 24 years of experience working with school boards, school administrators and other school staff. Her work with boards involves clarifying roles and responsibilities and defining vision, structure, advocacy and accountability. Topics include leadership, strategic planning, open meetings, evaluation, communication, teamwork and customer service. She has worked with both large and small districts in Washington State, ranging in size from Seattle School District to Summit Valley School District. Her focus is on how boards can work with and through each other, staff members, students, parents, and others in the community to provide good service and to enjoy the process.

Thank you for a great year!

As 2016 draws close to an end, the Thanksgiving holiday has been the perfect opportunity to reflect on this past year as your WSSDA president. How symbolic is it that this day to give “Thanks” is so close to the conclusion of my term in office?

This past year...

I traveled all throughout the great state of Washington—giving me the opportunity to meet so many of you—and see firsthand the amazing accomplishments of your districts. I have listened to your student stories, seen your schools in action and helped you to celebrate the successes. I am truly thankful for the opportunity to have embarked on this wonderful journey.

It was truly an honor and a privilege to serve you this past year, however I did not do this alone. From the dedication and leadership of the WSSDA Board of Directors and WSSDA staff—whose motto is “whatever the task, we will succeed,”—to members on the various WSSDA committees who dedicated many hours to better our organization—to each and every one of you—this year will go down as a true team effort! Thank you for making my year as your president memorable and productive.

Our organization advocated for and accomplished a multitude of items this past year including seeing the new ESSA law passed, serving on numerous committees to plan the implementation of this law, conducting a successful executive director search and executing an educational and informative annual conference that celebrated the hard work that each of you do daily to support public education.

As WSSDA continues to grow as a leader in public education, the voices of our school directors and students are being heard. We are continually being invited

“to the table” to share our knowledge and provide guidance to help improve the educational system here in Washington state and Washington D.C. as well.

Our work must not stop there. Each of us is an elected official who needs to continue advocating for “what is right” on behalf of every child. Our role as leaders is to speak for every single child in our state. We are their voice, their strength, their hope!

I would like to leave you with these final words.

John Lennon said it best in his award winning song, “Imagine”:

Imagine no possessions

I wonder if you can

No need for greed or hunger

A brotherhood of man

Imagine all the people sharing all the world....

You..... You may say I'm a dreamer

But I'm not the only one

I hope some day you'll join us

And the world will be as one

All my Best,

Chris Nation, Past President



Mark your calendars for a Day on the Hill

Registration is now open for the 2017 Legislative Conference and Day on the Hill, February 12 and 13 in Olympia. This annual event is co-sponsored by WSSDA, WASA (school administrators), and WASBO (school business officials). This year it is critical for school leaders from across the state to engage in the legislative process. Participation in this year's conference was a great way to come together as leadership teams—directors, superintendents, and business directors—with one voice on key education issues.



The conference begins Sunday afternoon with an informational program with a slate of state leaders and policy makers. They will share insights into key issues going into the session and how school leaders can support the challenging and complex actions that need to be taken. Sunday's program also includes regional caucus meetings where district teams will get organized for legislator meetings on Monday. A hosted reception for conference attendees, legislators, and invited guests will round out the day.

On Monday, several hundred school directors, district superintendents, and business directors descend on the capitol campus for pre-arranged meetings with policy makers. This year's event will be one not to miss! Visit the Web site to learn more and register: <http://wssda.org/Events/LegislativeConference.aspx>

INSPIRATION CONTINUED FROM PG.1

When you mandate from on high, you bring on resentment, he said. We need to involve effective, impactful educators. And pay them better, too. If we lose them, our students, schools and communities will be worse off, he said.

He also had kind words for the school board members. Bowling called school directors the state's "most important education policy makers" and thanked them for taking on the daunting job "for free."

"The social world of our students is global, and it should be," outgoing President Chris Nation said as he summed up the conference



Public schools are amazing places full of success stories. We need to tell our stories.



"We live in the safest time in history and teens have less freedom than any generation before."



themes. "The major challenges they face today, and will face in the future, are global. Better to start thinking that way at age 15 than looking back at 60 wondering what we should have done differently."



ABOUT KEYNOTER NATE BOWLING:

Hearing from @nate_bowling and thinking about “The conversation we are not having.”

Bowling: When you mandate from on high, you bring on resentment. Need to involve effective, impactful educators.

School directors have the power to be the most impactful leaders in education-by engaging teachers effectively. YES!

Our teachers are grossly underpaid. If we lose them, our students, schools & communities will be worse off.

Thank You @nate_bowling for the very honest words we all needed to hear today.

ABOUT KEYNOTER JEFF UTECHT:

Utecht: we structure all of teens’ time at the age they need to be social. Then we say they spend too much time on their smart phone.

Great celebration of innovative learning in Enumclaw School District at @jutecht session Way to go @enumclawsupt!

Great learning from @jutecht! Thinking of leading, teaching, learning & hiring with #21century habits of mind.

@jutecht When do we create opportunities for students to be problem finders? #wssda2016

ABOUT KEYNOTER SARAH KAY:

Conference still buzzing about Sarah Kay’s talk. Lining up at book signing. #wssda2016

“Some things will not happen unless we work really, really hard to make them so.” #breakthrough @kaysarahsera

“Hold myself gently while also holding myself accountable.” #breakthrough @kaysarahsera #wssda2016 @wssda

Why teach poetry? To create a population of humans who can express what is important to them. #wssda2016

Social media moments from #WSSDA2016

Hands too small to catch all the pain I want to heal. Thank you for that HUGE gem + a reminder of the why, @kaysarahsera. #WSSDA2016

Inspiration from @kaysarahsera through spoken word poetry and finding our Breakthroughs #wssda2016

ABOUT NSBA PRESIDENT MIRANDA BEARD:

@NSBAcomm Pres. @Miranda_NSBA at #wssda2016 today celebrating #publiceducation successes & Washington state’s dedicated school bd. members.

#wssda2016 NSBA pres. Miranda Beard-our differences should not divide-they should bring us together for equity & excellence 4 each student

#wssda2016 Miranda Beard powerful speech to all... we must be advocates for our schools and kids now more than ever.

MISCELLANEOUS TWEETS

Just participated in my first mannequin challenge at #wssda2016 - it was everything I hoped and dreamed it would be and more...

Great presentation at WSSDA by Pioneer School District on bond strategies.

YAMA music changing the lives of kids, one note at a time.

Congratulations to @EverettSchools superintendent Gary Cohn, @wasajuly State Superintendent of the Year.

Love collaborating with our amazing School Board Directors, Supts & Admin from across our State for every student!

@wssda president Chris Nation in a tuxedo! Looking... “inspiring”!

Dr. Tammy Campbell shares a message of proaction and alliances in the Equity and Access Caucus

It’s question and answer time for Student Innovation Challenge teams from Vancouver, Spokane and Fed Way



The Assembly has spoken

WSSDA's 2017 Legislative Priorities Unveiled

In November the WSSDA Board of Directors, on recommendation from the Legislative Committee, adopted the association's 2017 Legislative Priorities one-page platform.

The priorities represent the top legislative positions as voted on by districts that participated in this year's Legislative Assembly in September. Ample funding for basic education to meet the state's constitutional "paramount duty" for funding basic education again tops the priority list and focuses on flexible funding to meet every student's needs. This means stable and sustainable revenue and levy reform that holds districts harmless in the transition from local to state funding for basic education obligations.

Additional top priorities address investing in our schools – capital construction, school siting, and public records act updates – and attracting and retaining quality staff through educator and support staff compensation, teacher shortage issues, statewide collective bargaining, and investments in professional development.

The devil this year will be in the details.

The Governor and state legislators are already developing legislation to address the state's "duty" and we are guaranteed to see the gamut of proposals that run the spectrum of options. It is critically important for school directors to have a good grasp of the issues and implications for your districts and regions of the various proposals as they are unveiled.

The Legislature's [Education Funding Task Force](#) (EFTF)—directed by 2016 SB 6195—has worked over the summer to learn about the school funding landscape. It will offer recommendations to the Legislature in December or early January for consideration and action, hopefully, before April's deadline for action on state levy policy. Policy makers will need to hear from you in order to understand the pros, cons, opportunities and local challenges as they strive to solve this issue on the statewide level.

To access all of WSSDA's legislative positions for 2017, check out the Priorities and Positions page on WSSDA's legislative Web site: <http://wssda.org/Legislative/OurPrioritiesPositions.aspx>



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The voters have spoken

2017 state and national election results present new opportunities and partnerships

The November election was certainly unprecedented at almost every level nationally and within our state. Big understatement, eh? Regardless of how your favored candidates fared, I think we can say with certainty that the next few years will present new opportunities and challenges all around.

At the national level, WSSDA members continue to be active participants in the Federal Relations Network through NSBA. Many Washington FRN members have participated in OSPI workgroups to inform Washington State's plan for implementing the new Every Student Succeeds Act (ESSA), and many more will comprise Washington's FRN delegation that will head to D.C. in January to convene with school directors from across the nation and engage with policy makers. To learn more about FRN and the upcoming Advocacy Institute in Washington D.C., visit the NSBA Web site: <http://www.nsba.org/events/advocacy-institute>

At the state level, we are thrilled to welcome new State Superintendent Chris Reykdal. As a former school director in Tumwater and state representative, Chris knows the work of K-12 intimately. He has already begun the transition and we are very much looking forward to partnering with his administration as our state navigates ESSA implementation plans and statewide policy and funding issues.

WSSDA is also excited to welcome the new Commissioner of Public Lands, Hilary Franz, to her new role with the Department of Natural Resources. WSSDA's Trust Land Task Force has a strong history of solid partnership with the commissioner and staff at DNR. We are confident this partnership will continue and look forward to engaging with Hilary and her team as the state explores policy decisions that will most certainly impact the state's common school trust lands.

In the state Legislature, election tallies have certified 17 new members to the House of Representatives and eight new members to the Senate, with six moving over from House positions. In addition, four seats in the Senate are still to be determined: Cyrus Habib's in the 48th, Andy Hill's in the 45th, Pramila Jayapal's in the 39th, and Pam Roach's in the 31st. The balance of power remains similar to last year with Democrats maintaining a slim 50-48 majority in the House and Republicans controlling the Senate with an even slimmer 25-24 majority.

What does all of this mean for K-12 and WSSDA priorities? Well, the name of the game will be compromise on all fronts. There are many new members, and several who are in new positions. Whether you are new or returning, our state policy makers are looking to you—school directors—for support. You represent their elected peers as the largest body of elected officials in the state focused on the education of our state's 1.1 million K-12 students. While there will be a lot going on, the relationships that you have built and will be building will be essential in guiding decisions for our schools this session.



The WSSDA family sends sincere condolences to Senator Andy Hill's family and legislative colleagues. As many know, Senator Hill passed away on October 31st. He was a champion for education and never hesitated to work across the aisle to fight for the students in our state. As a former PTA member and president, he spent a lot of time in the classroom. His passion for supporting youth was brightest when he was on the field coaching soccer and lacrosse. During his time in the Senate, he fought for reforms and advocated for funding in ways that would best serve students. He was a strong leader who valued the work of paraeducators, supported continued funding for schools, and was a continual advocate for full-day kindergarten for every student in the state. Senator Hill's experience and dedication to the 1.1 million students in Washington state will be greatly missed.

School directors: What do you think?

Check out OSPI's Draft ESSA State Plan and share your thoughts!

In November, OSPI unveiled the draft state plan for implementing the new Every Student Succeeds Act (ESSA). The month was full of opportunities for the public to learn about and provide input on the plan. In addition, on November 29, OSPI announced that the window for review and input has been extended an additional 60 days through early 2017. This is great news!

While school directors and community members have been active participants in making recommendations to various components of the plan, this is the first opportunity to review it in its entirety. To learn more, visit WSSDA's Web site at: <http://wssda.org/Legislative/NationalEducationIssues.aspx>

Anyone may provide input to OSPI on the plan, but WSSDA is hoping to gather specific feedback from school directors. In mid-November, a survey link was emailed to every school director in the state as an opportunity for you to review and provide input. The survey will be available for response through December 23rd. Please take the time to provide your input!

Are you your board's Legislative Representative?

If so, please make sure we know who you are so we can support you in your role!

With the legislative session starting on January 9th, WSSDA will be offering an informational webinar in January for Legislative Reps to learn about ways to get involved with legislative issues locally and in Olympia.

There are many ways to advocate and WSSDA's Legislative Committee and Governmental Relations team is ready to help. More to come soon!

**Congratulations
to our newly
elected board
and committee
members!** 

Board of Directors

- DA 1 Lee Anne Riddle, Ferndale
- DA 2 My-Linh Thai, Bellevue
- DA 7 Alex Ybarra, Quincy
- DA 8 Don Davis, Yakima
- DA 9 Debbie Long, Central Valley

Legislative Committee

- DA 1 Nancy Truitt-Pierce, Monroe
- DA 2 Danny Edwards, Riverview
- DA 2 Geoffrey McAnallo, Federal Way
- DA 2 Sandy Hayes, Northshore
- DA 3 Paul Wagemann, Clover Park
- DA 4 John Campbell, North Mason
- DA 5 Neil Kirby, Centralia
- DA 6 Jaron Barney, Washougal
- DA 7 Joette Barry, Grand Coulee
- DA 8 Martha Rice, Yakima
- DA 9 Cindy McMullen, Central Valley
- DA 10 John Zingg, Freeman
- DA 11 Steve Christianson, Pasco

Nominating Committee

- DA 1 Darcy Cheesman, Monroe
- DA 2 Mary Jane Glaser, Tahoma
- DA 3 John Manning, Bethel
- DA 5 Carl Jonsson, Elma
- DA 7 Jama England, Manson
- DA 9 Keith Clark, Central Valley
- DA 10 Alison Munch-Rotolo, Pullman
- DA 11 Cindy Meyer, Walla Walla

Resolutions Committee

- DA 1 Ken Christopherson, Stanwood
- DA 2 Chris Marks, Bellevue
- DA 4 Bruce Richards, Central Kitsap
- DA 6 Casey O'Dell, Camas
- DA 8 Heather Hazlett, Ellensburg
- DA 10 Susan Weed, Pullman

Interscholastic Activities Committee

- DA 1 Rick Short, Granite Falls
- DA 2 Lori Oviatt, Riverview
- DA 3 Leslie Harbaugh, Peninsula
- DA 5 Kim Ashmore, Centralia



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CALENDAR OF EVENTS

January

- 9** Legislative session convenes
- 20 & 21** WSSDA Board of Directors meeting
- 29-31** NSBA Advocacy Institute

February

- 12-13** Legislative Conference and Day on the Hill



Heads up!

January is School Board Recognition month. Check e-clippings and Wssda.org for upcoming events and news.



Don't forget to submit the WSSDA 2016 Member Survey. Please contact WSSDA Communication Director Michael Wilson at m.wilson@wssda.org for a link to the survey.