



Direct

Washington State School Directors' Association

January 2013

Register for the 2013 Legislative Conference

More than 150 school leaders have signed up for the 2013 Legislative Conference, March 10 and 11 in Olympia. Register now to make your voice heard on critical education issues.

The event brings legislators together with school directors, superintendents, finance officials and other school district leaders to discuss K-12 priorities. This year, as in the past, school funding will be at the top of everyone's list. Meetings typically take place on Monday, March 11.

The Legislative Conference also features four hours of presentations and discussions on the hottest topics facing the legislature. We have invited Governor-elect Jay Inslee as a keynote speaker for the March 10 program. Check our website at www.wssda.org for program and schedule updates.

The main program, caucus meetings and evening reception are at the Olympia Red Lion. Registration is available using our handy online form or by printing the downloadable form and mailing or faxing it to the WSSDA office. Cost is \$195 prior to February 27th and \$250 after the 27th.

Room blocks are reserved at several

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Aviation High School was designated by OSPI as an Innovative School in 2011.

The sky is not a limit at Aviation High School

Located beneath a busy flight path of SeaTac, it's hard not to notice the frequent interruption of planes soaring overhead at Aviation High School.

While the noise might be a nuisance for many in the area, for students at Aviation, it serves as a constant reminder of why they are there.

Aviation High School, located in Des Moines, Washington, was the first college preparatory aviation-themed high school in the nation and is the only one of its kind in the Pacific Northwest.

All subjects are taught in the context of aviation, with a focus on STEM

(science, technology, engineering, and mathematics) curriculum.

The school serves about 400 students in grades 9-12 from around the Puget Sound. Students travel from as far away as Olympia, Everett and Bremerton, and some have even moved from out of state to attend.

The seminar-style courses offered at the high school include History of Aircraft Design, Astronomy, Aviation Business and Marketing, Aerospace Engineering, Health, and Robotics

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Dr. Jonelle Adams: Assessing our contribution



Architectural rendering of the new, state-of-the-art, Raisbeck Aviation High School.

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Engineering, to name a few.

“These are not kids who are saying, ‘Why do I have to do four years of aviation?’” Principal Reba Gilman explained. Students attend the high school to satisfy their passion for aviation and aerospace and to get a jump start on a career in the industry.

Admission is based on grades, 7th grade MSPE scores, interest in the theme of aviation, and several other criteria. Each applicant is interviewed for 30 minutes and must complete a 12-page application to demonstrate writing abilities.

Gilman’s prompt for one student to describe a recent competition put on by the Port of Seattle gave us an example of how these kids are applying their learning in the real world.

The Port of Seattle’s Environmental Challenge posed the task of reducing the amount of pollutants from the de-icing process of planes at SeaTac. Teams of students were asked to figure out a viable solution for the port. The recommendation would have to fit within existing parameters and budget restrictions. The winning team made up of sophomores from Aviation, presented its solution to the Port of Seattle.

“That’s the high stakes part of learning here,” said Gilman. “We have good

scores on the HSPE, but high stakes is really when they have to defend their learning to someone who does that job every day for a living.”

Aviation High School, soon to be Raisbeck Aviation High School, will be moving into a new building adjacent to the airpark at Boeing’s Museum of Flight. The school will open in the fall of 2013. It will provide access to the Museum of Flight’s resources and to the approximately 200 flight-related businesses nearby.

While Boeing donated \$4 million

toward the school’s construction, the \$43 million project would not have come together without the inaugural contribution of \$3 million from James and Sherry Raisbeck of Raisbeck Engineering.

Boeing has quite a stake in making this school work. The investment it has made will help ensure there is a pipeline of qualified engineers down the road. Aviation High School graduates will help fill the gaps within the STEM workforce. The gap has become a concern in the state of Washington and across the United States.

Not only has Boeing contributed to the future of the school, it is also the number one source of mentors. With curriculum that is project-based, real world mentors are a crucial part of a student’s experience at Aviation.

“They really help guide us in the right direction. They aren’t just telling us how they did it. They actually tell us how to get there. It’s really valuable,” said one student.

The school has the attention of President Obama and U.S. Education Secretary Arne Duncan. It is at the forefront of what is possible in public education. The rest of the country may be racing to the top, but these students understand that the sky is not a limit.

TAKE THE LEAP

LEADERSHIP. EDUCATION. ACHIEVEMENT. PROGRESS.

- ★ Learn about the latest federal legislative and legal decisions
- ★ Get money-saving strategies for your district
- ★ Connect with fellow school leaders from across the nation
- ★ See the latest technology to bring back to your district

Attend with your leadership team to make the LEAP to better learning and empower students to achieve.

Both registration and housing open on
October 17, 2012.

www.NSBA.org/conference

73rd Annual Conference
NSBA
SAN DIEGO
April 13-15, 2013

Standing up for public education

When it comes to our schools, we live in complicated times. Public support for education has never been more conflicted. Poll after poll shows that we believe our own local schools are very good, even excellent. At the same time, Americans are convinced the public school system is broken. They believe we are falling behind the rest of the world.

Often they forget about our many strengths. Did you know that Washington's students have led the way when it comes to the SAT? Were you aware that our high school seniors are in the top five for the ACT test?

You cannot measure many other accomplishments, but they add so much value to our students' lives. There are the plays that make you laugh or cry, and always applaud; athletic events that inspire our children to be all they can be; and, districts that join together to create a skill center because students need new opportunities.

Each of these students represents years of effort by teachers, administrators, parents, and school board directors. Unfortunately our public does not hear about many of our successes, as good news does not always sell papers.

Are we satisfied with our results? No. We often admit to ourselves that we can do more. We continuously strive to get better results. Graduation rates must improve. Many children need to enter the K-12 system better prepared and they should leave it more accomplished.

Still, I can honestly say that we have an impressive list to brag about. There are many good reasons to believe that our schools have never been better. Unfortunately, there is very little evidence that the public believes this to be true.

We are losing out to the onslaught of negative news coverage, divisive politics and corrupt claims that too often pass for research these days. This has got to change. This problem



FROM THE PRESIDENT

Debbie Long

became so evident in the recent contest over the charter schools initiative. I know that many of you opposed this initiative as much as I did. Despite starting late and with very little money, the opposition nearly proved the polls wrong and the vote was close. David almost defeated Goliath.

There are two messages we need to take from this past election: First, a strong voice can be heard. And secondly, if our opinions are to help set the education agenda, we cannot wait until election time to speak out. I want our association to help shape perception, as well as reality. In the end, it is all we that we know.

My theme for this year is "Stand Up for Public Education." I ask you to embrace this theme. I will ask the same of our education partners. We all have a stake in changing the perception — as much as the reality — of our schools. We must speak in a common voice. We must speak loudly. And we must speak about it every day.

We cannot wait until the next charter-school like scheme is tossed into the public forum. Our voice and arguments must resonate with our neighbors. We must be compelling and committed, articulate and everywhere. Above all, if I learned anything in life, I know that I cannot do this alone. I need your help.

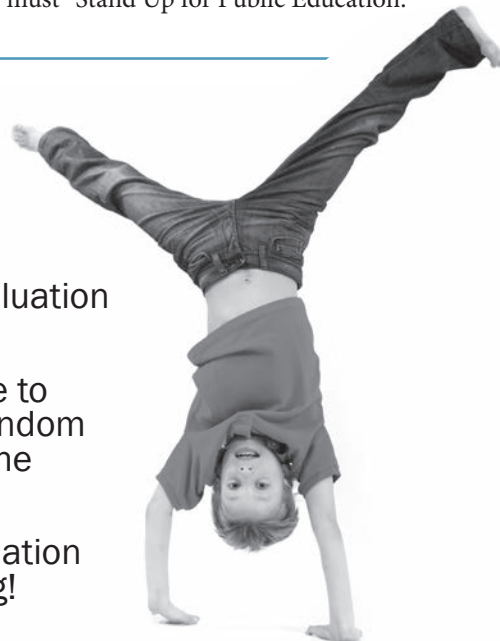
We must "Stand Up for Public Education."

Congratulations to Rich Wesen!

Thank you to everyone who filled out an evaluation form at this year's Annual Conference.

To show our appreciation for taking the time to provide us with your feedback, we held a random drawing for one free registration to attend the 2013 WSSDA Annual Conference.

Thanks Rich Wesen for completing an evaluation and congratulations for winning our drawing!



Assessing our contribution in 2012

The books are closed on 2012 and what a year it was. The McCleary decision, teacher and principal evaluation, Common Core Standards, charter schools, improving student achievement — it's enough to make your head spin.

At WSSDA, we know who we work for — school directors. It is our job to help you set school policy, advocate for education, govern as effective school boards, develop greater knowledge and, in the end, give the children in your community a brighter future.

We ask you to help us do this both financially and personally. In return, it is up to us to use your contributions wisely. Here are just a few of the ways we've invested those contributions during 2012.

School board and director support

We met with you directly more than 80 times this year to help in workshops and retreats, arguably an all-time high. In some cases, we helped you work through difficult local issues and in others set long-term strategies.

Based on our recent member survey, more than half of school directors participated in a WSSDA-facilitated work session or retreat during the year. Members not only attended the meetings, events, and training opportunities, they rated them highly, with scores at our facilitated workshops and retreats a 4.5 on a 5-point scale.

Advocacy for education

In 2012, we helped pass a WSSDA-initiated bill for the first time in recent history. This accomplishment showed how far our association has come as a credible voice on education. It also reflected a tremendous amount of effort by school directors and WSSDA staff.

Last year, we fielded well over 100 calls during the session to update members on issues. We met with legislators and their staff, issued written updates, and worked closely with educational partners.

WSSDA played a key role in a host of key education issues, including teacher and principal evaluation, funding, and Common Core Standards. We partnered with other groups for long-term reform and staffed important committee work on Trust Lands and Small Schools issues.

Your appreciation of these efforts was shown in a 63 percent jump in participation in the Legislative Assembly in September. Our significance as a champion of better education was on display when both gubernatorial candidates showed up to speak.

The upshot of all this work was a strong legislative agenda built on member input that will serve us well in 2013. We know what our top priorities are and we are eager to push for them. This is critical at a time when funding is top on the list for the upcoming session.



EXECUTIVE DIRECTOR

Jonelle Adams

Becoming the first source for education information

This past year was also marked as one in which WSSDA has become a leader in communicating information to members, other education leaders and the public.

We ended 2012 by breaking the 2,500 mark for subscriptions to the popular eClippings. Similarly, the WSSDA website was visited more than a quarter of a million times. Those using the site tapped much more material than ever before.

School directors noticed this hard work. In our recent member survey, for example, 50 percent said they read eClippings daily and 90 percent rated it satisfactory or very satisfactory. Overall, members gave our news and publications a 3.5 rating on a scale from one to four.

Education research and policy

The member survey underscored that understanding regulations and policies is always a challenge for directors, particularly for those new to the office.

As many of you know, revamping and updating our policy support has been a top priority in 2012 and will continue to be in 2013. This has been a big and challenging task, but we are starting to see the fruit.

WSSDA staff also provided strong policy support to state committees. It is wonderful to see the emphasis and progress happening in our state through efforts to reduce bullying, harassment and intimidation.

Members made it clear they want better access to research on the topics important to effective schools and governance. In response, WSSDA has created a new research update (see page 6 for more details).

Walking the talk on cost effectiveness

For the second year in a row, we did not ask for any increase in dues in 2013. We understand the financial pressures your schools are under. We have taken stringent measures to reduce costs and worked double time to maintain our workload.

Past studies and a comparison of membership dues in similar organizations across the country indicate that Washington's approach to funding WSSDA is cost effective. We are committed to making sure that remains true.

A detailed report on WSSDA's yearly accomplishments and budget activities will be issued this spring. I encourage you to read it.

Ferndale, Marysville and Prescott School Boards honored as Boards of the Year

Ferndale, Marysville and Prescott school boards have been selected as the 2012 School Boards of the Year by the Washington State School Directors' Association. The three districts were chosen from among 23 boards honored in 2012 as Boards of Distinction.

The announcement was made by Mary Fertakis during the WSSDA Annual Conference in Spokane. Each board was presented with an award by WSSDA's Executive Director, Dr. Jonelle Adams.

The Marysville School Board was honored in the category for districts with more than 9,000 students, Ferndale for those with 1,001–9,000 students and Prescott for those with 1,000 or fewer students.

"These boards have excelled as school governance teams," said Adams. "They provided extensive documentation and our evaluation was rigorous. They are exceptional school boards."

WSSDA's Boards of Distinction awards honor school boards that demonstrate effective use of the Washington School Board Standards. The standards, developed and adopted by WSSDA in 2009, promote research-based governance practices that lead to high levels of student and district achievement.

Award applicants submitted an essay and supporting evidence to demonstrate how they put the standards into practice.

This was the first year that the association separately honored a board in large, medium and small district size categories.



From left: Ferndale School Board Member Hugh Foulke, Superintendent Linda Quinn, Board President Lee Anne Riddle, and Board Members Andrew McLaurin, Stuart McKay, and Kevin Erickson



Prescott School Board Members include Chair Karen Tonne, Sara Fletcher, Ada Gonzalez-Hernandez, Eva Madrigal and Erik Young. The Prescott School District Superintendent is Bill Jordan.



From left: Marysville School Board Members Pete Lundberg, Wendy Fryberg, Board President Chris Nation, and Superintendent Larry Nyland.

2011 Boards of Distinction

MORE THAN 9,000 STUDENTS

Auburn, Central Valley, Clover Park, Federal Way, Issaquah, Kent, Puyallup, South Kitsap and Vancouver

1,001–9,000 STUDENTS

Anacortes, Camas, Chimacum, Franklin Pierce, Lakewood, Monroe, Sunnyside, Tumwater, West Valley (Spokane), and White River

1,000–1,000 STUDENTS

Methow Valley



FROM POLICY AND LEGAL

Heidi Maynard

Help for your overwhelmed compliance officers

Is your district insured through Canfield? If so, your compliance officer has access to SafeSchools Alert, a system specifically designed to keep your district in compliance with Washington's anti-bullying law. The best part: it's free.

In the spring of 2010, the Washington legislature revised RCW 28A.300.285, the law addressing harassment, intimidation and bullying (HIB). Canfield has partnered with SafeSchools Alert to help districts meet the new reporting and investigation requirements. Canfield is providing an online incident reporting and tracking system at no cost to its member districts.

SafeSchools Alert allows students, staff and parents to confidentially report safety concerns to your administration at any time. Reporting can be made via phone, text, email or Website.

Every tip is immediately logged into your custom alert system so your compliance officer can easily track the information, investigate and take steps toward resolution. The system reduces liability concerns and provides your multiple hat-wearing compliance officer with much needed support.

Most importantly, SafeSchools Alert keeps you connected to your school community like never before, so you can prevent crises before they occur.

For more information, please contact Chris Romm, Director of Risk Management, cromm@canfieldsolutions.com, 800.407.2027.

January is School Board Recognition Month

Washington, like many states, has traditionally declared January as School Board Recognition Month. This coincides with the national declaration coordinated by the National School Boards Association. We are hoping to do this again in 2013.

Our request is under review in the Governor's Office, which is quite busy given the transition in administrations. As of the deadline for this newsletter, we have not received the declaration, but are hopeful that it will be approved.

We will provide additional information on our website in early January. This will include sample local proclamations, certificates for districts to download and award to their school directors, and other supporting tools.

Stay tuned to WSSDA News on the website and our eClippings service. We will let you know more as soon as possible.

New research updates headed your way

We have developed a new product to give members a quick update on educational research. *WSSDA Research Blast* will present three to four pieces of up-to-date research on important education issues state-wide, nationally, and at the global level.

Each new edition, released every other month, will cover major issues in the field of education. We will post each *WSSDA Research Blast* on our website and send out a notice to members when they are released.

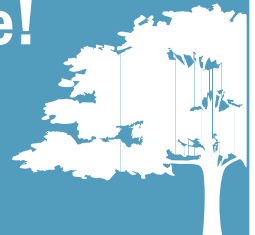
The first edition of *WSSDA Research Blast* will be distributed in January.

We appreciate any feedback you may have on this exciting new product. Comments should be sent to Will Clark at w.clark@wssda.org.

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hotels in Thurston County. The Olympia Red Lion is sold out for Sunday night, but several hotels still have space. The WSSDA Website includes a complete list of hotels and the date the room block will be released.

The Innovative Schools Showcase is back by popular demand. Space is limited to 10 schools or school districts. The showcase is Monday, March 11, and runs from 9:00 a.m.–2:00 p.m., on the third floor of the Legislative Building. Set up and take down are an hour prior to and after the showcase. Contact 360-252-3011 for more details and to sign up your school today!

The 2013 Legislative Conference is proudly sponsored by WSSDA, WASA and WASBO.



The Legislative Conference brings school board members and superintendents to Olympia to communicate their issues directly to state lawmakers while the Legislature is in session. Past conferences have brought in over 300 attendees from across Washington.

Top ten tips for how best to interact with legislators

- Tip 1 Research your legislators' backgrounds, committee assignments, and voting records on your issues.
- Tip 2 Develop relationships with your legislators by routinely visiting, writing and calling.
- Tip 3 Communicate when you have something important to say, but keep messages concise and clear.
- Tip 4 Invite your legislators to visit your schools. Plan a tour of your school district to showcase successful programs in action and explain what it takes to make them successful.
- Tip 5 Advocate using your real life experiences. It's your most persuasive tool.
- Tip 6 Set priorities. When everything is important, nothing is important.
- Tip 7 Use allies from your community to demonstrate broad support.
- Tip 8 Remember to involve the news media. Getting your message out to the media can influence your legislators and public opinion.
- Tip 9 Always be positive and courteous. In politics, there are no permanent friends but sometimes permanent enemies.
- Tip 10 Everyone likes a pat on the back. Remember to thank each of your legislators when they ask for your counsel and support education.



**Bringing it Together for Students:
Systems Coherence**

2013 WASA Small Schools Conference
February 11–12, 2013
Yakima Convention Center

Not just for “small” schools!

Learn from keynote speakers Dr. John Kendall, Sr. Director for Research at McREL, about Common Core implementation and Dr. Justin Baeder, Director of The Principal Center, about technology tools and effective leadership. Attend concurrent sessions like:

- Teacher and Principal Evaluation: Yes, There is an “App” for That!
- Maintaining Professional Boundaries
- Board Meetings—Chaos or Productive Meetings?
- CTE Program Standards and Course Approval

Register today at [www.wasa-oly.org/ssc13!](http://www.wasa-oly.org/ssc13)



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RETURN SERVICE REQUESTED

CALENDAR OF EVENTS

January

- 11-12 Board of Directors' Meeting
- 11-12 Legislative Committee Meeting

March

- 10-11 WSSDA/WASA/WASBO
Legislative Conference
- 10 Legislative Committee Meeting

February

- 11-12 WASA Small Schools Conference
- 21-23 AASA National Conference on Education

April

- 13-15 NSBA Annual Conference
- 26-27 Board of Directors' Meeting

June

- 21-22 Legislative Committee Meeting
- 21-22 Board of Directors' Meeting

July

- 19-20 Legislative Committee Meeting
- 27 Board of Directors' Meeting

August

- 23-25 Legislative Committee Meeting

September

- 19 Board of Directors' Meeting
- 19 Legislative Committee Meeting