



Direct

Washington State School Directors' Association November 2010



Re-energize your leadership and governance skills

WSSDA's Annual Conference is your best opportunity to recharge your governance skills as you strive to improve student achievement in your district. Reconnect with colleagues statewide as you learn and share together. You will be setting an example of lifelong learning for your students.

Speakers

WSSDA's conference is known for offering high quality speakers who inspire, educate and entertain. This year's line-up begins with Dr. Joe Martin, award-winning, author, professor, and education expert. His books include *Let Your Leadership Speak*, and *Tricks of the Grade*. Next, Dr. Margery B. Ginsberg, associate professor at the University of Washington-Seattle, works with graduate students who are aspiring systems leaders. She will moderate a panel during Thursday's luncheon which explores ways to create schools where educators and students are highly motivated to learn.

T.C. Roekle, Friday's luncheon speaker, focuses on innovative strategies to raise student and staff performance. Roekle spearheads major efforts in educational leadership, school improvement, standards implementation, technology integration and school reform.

Saturday morning's speaker Dr. David Steinberg, a seasoned educator, administrator, and college professor, has taught the lessons of leadership to thousands. Also a musician, Steinberg's entertaining session will help you discover



Distinguished conference keynoters, left to right: Dr. Joe Martin, Dr. Margery Ginsberg, T.C. Roekle, Dr. David Steinberg

how leadership lessons from music link to practical strategies that ensure student success.

Get ready with SCHED

A new conference feature, SCHED, allows you to schedule your conference sessions and events online, plan meetings with colleagues and consultants, see who is attending your sessions, and chat with speakers to pose your questions prior to the session. It will help them make their presentation relevant for you. To get online with SCHED, go to wssda.org/conference and click on "Schedule."

New conference features:

- Full high speed wifi will be available throughout the Convention Center. Log in code: SPCC-5300.
- After you register, bring your ticket to the WSSDA Services Booth for a chance to win the special WSSDA staff gift basket.

continued on page 2

INSIDE
THIS ISSUE

Report: Education funding
in crisis

Open Public Meetings Act
workshops

Bullying resources

The power of motivation

Jonelle Adams, WSSDA Executive Director title



Many thanks to all those who attended our WSSDA Fall Regional Meetings. We had great turnout around the state, with nearly 400 attendees and more than 125 school districts and ESDs participating. We also had excellent presenters from OSPI and the State Board of Education.

These meetings have been a tremendous inspiration for me as I get around the state and learn more about the important work that you do as school district leaders. Your passion and commitment for your students and schools is highly motivating.

Moving into November, inspiration and motivation take center stage as we convene the WSSDA Annual Conference in Spokane. I'm excited about the many great speakers, workshops and presentations we've lined up to help you "Power Up" your leadership skills and recharge your batteries as champions for student learning.

I'm especially looking forward to Thursday's General Session panel presentation on "Motivation Matters," where Dr. Margery Ginsberg from the University of Washington will lead a teacher, a principal, a student and a parent in a panel discussion on how to inspire students about learning and staying on track to graduate.

Also, we've just learned that Diane Ravitch, a nationally recognized expert on education policy, will be joining—via videoconference technology—our Saturday morning breakout session "School Board Leadership: A Proud Past and a Challenging Future."

If you haven't yet signed up for the Conference, please do so as soon as possible. Collectively, school directors are responsible for billions of dollars and one million students. You owe it to your students, your community and yourself to invest in being as effective as possible as a school district leader.

WSSDA's focus for the upcoming Conference and beyond is student achievement and school board leadership. We must ensure that our efforts are always centered on helping all students succeed, and that school directors are leading the way for student success.

Thank you for all you do. I look forward to seeing you in Spokane!



Power Up!

continued from cover

- While there, learn about WSSDA's Facebook and Twitter sites, and test drive and give us your feedback on the prototype WSSDA website.
- Before dinner on Thursday, gather at the first-ever Exhibitors Reception.

Going Green!

Help us continue to be environmentally conscientious and maintain our designation as a Green Meeting. Bring your own water bottle to refill, print handouts in advance (limited supplies will be available.) Use the print-on-demand station for last minute handouts, or visit the WSSDA website to access all handouts submitted by presenters. And choose the online—rather than paper—evaluation tool.

Reminders

Be sure to appoint a delegate for the Association's business session, the Delegate Assembly, and make it a point to attend your caucus meeting to gather with colleagues from your director area and vote for your WSSDA leaders for the coming year. When you submit evaluations for each session you attend, your input drives conference content, speakers, innovation and improvement. Be courteous to others in sessions by turning off your cell phone.

Most importantly, prepare to *Power Up!* Recharge, renew and gain new perspectives to address challenges, and take time to unwind with friends and colleagues. These can be among the most valuable conference moments of all.

WSSDA publishes voters' guide to SBE election



Fletcher



O'Neal

School directors in Western Washington can learn more about candidates running for the State Board of Education in WSSDA's just-published voters' guide to the SBE election.

The Office of Superintendent of Public Instruction is conducting a special election for Position 3 on the State Board. The special election is required to complete the remainder of an unexpired term.

Position 3 candidates are Connie Fletcher of Issaquah and Fred O'Neal of Freeland.

The position will be voted on by school directors in Western Washington. For purposes of this election, the Western Region is defined as Clallam, Clark, Cowlitz, Grays Harbor, Island, Jefferson, King, Kitsap, Lewis, Mason, Pacific, Pierce,

San Juan, Skagit, Skamania, Snohomish, Thurston, Wahkiakum and Whatcom counties.

"There are many entities that influence public education in our state, but few give us the opportunity for input the State Board of Education does," said WSSDA President Kevin Lavery. "As active, engaged education leaders in our local communities, we need to make our voice heard by voting in this year's SBE election—and in all future SBE elections."

WSSDA's election guide has been mailed to all school directors in the Western Region. The guide provides biographical information and statements from the candidates, plus their answers to three questions posed by WSSDA.

The guide is being distributed in conjunction with the mailing of ballots by OSPI. Completed ballots must be returned by Nov. 24. Results will be announced Dec. 7.

An online version of the guide is available on the WSSDA website (wssda.org) under "Spotlight."

New report finds education funding in crisis

The Center for Public Education has released a new report that focuses on the dire state of funding for the nation's K-12 schools.

Cutting to the Bone: How the Economic Crisis Affects Schools notes that public K-12 education usually is one of the last areas to face the budget axe, but most districts today are suffering from declines in both state and local funding. At the same time, many also face dramatic cost increases in areas ranging from utilities to pension funds, forcing school leaders to make tough decisions between balanced budgets and student needs.

"The current system of school funding isn't working for our students," said Jim Hull, Senior Policy Analyst at the Center. "With no fat to cut, schools are forced to cut effective educational programs that directly impact student achievement. For schools to succeed in the long run, school boards, other policymakers, and the public need to reexamine how public education is funded at the local, state, and federal levels."

The report notes that although the recession technically ended in 2009, district budgets are not expected to regain their

pre-recession (2008) funding levels until mid-decade, for a number of reasons:

- Reduced local revenues from real estate taxes. Home prices are not likely to return to their 2006 highs for several years.
- Lagging state budgets. State revenues might recover to pre-recession levels by 2014, taking inflation into account, but the cost of providing the same services will have risen at a significantly higher rate.
- Reduced funding from federal stimulus programs. Funds from the American Reinvestment and Recovery Act (ARRA) helped districts limit their budget cuts, but those funds are expected to run out by 2011. The new Education Jobs Fund could mitigate part of the blow in 2011 and 2012.

The full report can be viewed online at www.centerforpubliceducation.org.

The Center for Public Education is a national resource for credible and practical information about public education and its importance to the well-being of our nation. The Center is an initiative of the National School Boards Association.

Take your leadership skills to an exceptional level

Upgrade your skills for extraordinary boardsmanship! Leadership WSSDA—your association’s premier leadership development opportunity—is taking on a new look in 2011. In conjunction with outstanding leadership training, class members will participate in learning and skill-building activities that incorporate the Washington School Board Standards for exceptional school district governance. Leadership WSSDA provides you with an opportunity to apply concepts and practice skills which research shows improve governance, and improve learning for the students in your district.

Customize your own learning experience by tackling a project significant to you and providing input into session content. The program begins with set goals and scheduled speakers, and then is customized with added content through participant input. Small-group discussions with political leaders, professors, businesspersons, authors, grass-roots leaders and other presenters actively involve participants in every meeting. Class members build confidence by taking on leadership roles within the session, often learning to “think on their feet,” a skill they need as school directors. They also gain a network of friends from around the state who challenge them and inspire new ways of thinking.

Experienced school board members are invited to apply for the Leadership WSSDA Class of 2011. Visit with Leadership WSSDA alumni during the Annual Conference to get their perspective on the program, or contact WSSDA’s Phil Gore at P.Gore@wssda.org for more information. Go to wssda.org > Board Training & Resources for a more complete overview and a list of 2011 session dates. The deadline for applications is Dec. 1, 2010, and the first session takes place Jan. 29-30, 2011.

Bullying issues addressed at state and federal levels

Statistics reveal that in 2007, nearly one out of three students in middle school and high school reported they had been bullied at school during the school year. The first-ever Federal National Bullying Summit was held in Washington D.C. in August 2010. The summit was sponsored by the Federal Partners in Bullying Prevention Steering Committee, a collaboration between the U.S. Departments of Education, Health and Human Services, Agriculture, the Interior, and Justice. It brought together a diverse audience of more than 100 participants who represented federal, state, and local agencies; researchers; nongovernmental organizations and corporate leaders; and youth. “The moral issue is plain,” stated Arne Duncan, Secretary of Education. “Every child is entitled to feel safe in the classroom, in the hallways of school, and on the playground. Children go to school to learn, and educational opportunity must be the great equalizer in America.”

WSSDA’s Annual Conference addresses aspects of bullying in sessions titled *Civil Rights in Schools: An Overview of Hot Topics and Best Practices* (Thursday, 11 a.m.) and *Boundary Invasion: Wake Up Your Staff* (Friday, 4 p.m.).

A new resource, bullyinginfo.org has been unveiled, with a wealth of information to assist schools, communities and families. Resources from the bullying summit are available at www.findyouthinfo.gov/spotlight_bullyingSummit.shtml.

Five elementary schools to receive construction grants

Students in five Washington public elementary schools each will decide how to spend \$25,000 Apple Award Construction Achievement Grants. The grants honor schools based on factors including academic improvement from 2008-09 to 2009-10, school size and geographic location. The schools receiving grants are:

- Yale Elementary (Woodland)
- Sumas Elementary (Nooksack Valley)
- Orchard Center Elementary (West Valley)
- Olympic View Elementary (Oak Harbor)
- McKinley Elementary (Yakima)

The funds must be used for capital construction projects on school grounds or on other public property in the community, city, or county in which the district is located.

The students themselves will determine how to spend the money and project plans must be approved by the district and OSPI. Past projects include new playground equipment, a traverse wall, a greenhouse kit and a jungle gym.

The grants were made possible through funding provided by the Legislature during the 2010 session; OSPI will provide administrative oversight.

CORRECTION

In last month’s *WSSDA Direct*, which included an elections guide for the upcoming WSSDA election, there was an omission. In Director Area 1, the WSSDA Board position is up for election. It will be one of the positions filled at the DA I caucus meeting.

WSSDA co-sponsors workshops on open public meetings, public records

WSSDA is partnering with eleven local government associations in Washington to co-sponsor a workshop on the state's laws governing open public meetings and public records. The workshop, which will be offered in four locations around the state, is focused on helping local officials comply with the law and avoid missteps that can erode public trust, cost money and distract from the organization's overall mission.

The one-day workshops will include presentations from experts about the statutory requirements of the Open Public Meetings Act and the Public Records Act as well as practical "how-to" advice on conducting meetings and responding to public record requests. Program highlights include:

- Essential features of an effective public records program
- To go—or not to go—into executive session
- Opportunity to ask legal experts about open government requirements

The workshop will focus on practical advice for making your meetings and public records programs run smoothly and efficiently. You'll also learn about actions that may raise concerns. And because the workshop is open to all types of local governments, it's a great opportunity to meet and establish relationships with other local officials in your region.

The workshop is designed for local elected and appointed officials and their executive management teams. Cost is \$95 per person for members of the sponsoring organizations; lunch is included in the workshop fee.

For the workshop agenda and online registration, visit www.awcnet.org > **Training Home**. For more information, contact Serena Dolly at serenad@awcnet.org or 360.753.4137.

WORKSHOP SCHEDULE

All workshops begin at 9 a.m.
and conclude at 4:30 p.m.

November 16 – Wenatchee

Wenatchee Valley College
1300 Fifth Street,
Wenatchee, WA 98801

November 17 – Spokane Valley

Centerplace
2426 N. Discovery Place
Spokane Valley, WA 99216

November 30 – Longview

Cowlitz County Expo and Conference Center
1900 7th Ave
Longview, WA 98632

December 1 – Lynnwood

Embassy Suites Lynnwood
20610 4th Ave W
Lynnwood, WA 98036

NEWS BRIEFS

Tacoma resident **Dr. Joe Willhoft**, a veteran educator with extensive assessment expertise, has been named **Executive Director of the 31-state SMARTER Balanced Assessment Consortium (SBAC)**, one of two multi-state consortia awarded funding from the U.S. Department of Education to develop a landmark assessment system based on the new **Common Core State Standards**. Willhoft will step down from his position as Assistant Superintendent for Assessment and Student Information for the Office of the Superintendent of Public Instruction, where he has been responsible for Washington's assessment program for the past six years. In his new role he will provide strategic leadership and management support to multiple complex projects that will make up the consortium's groundbreaking scope of work. SBAC was awarded a four-year, \$176 million Race to the Top assessment grant to develop a student assessment system

aligned to the Common Core State Standards. For information on the scope of SBAC's work visit www.k12.wa.us/Communications/PressReleases2010/SBACExecutiveDirector.aspx

Kelly Aramaki, principal at **John Stanford International School in Seattle**, has won the **2010 Milken Educator Award for Washington**. The award includes a **\$25,000 cash prize**. According to a press release from OSPI, his colleagues say that Aramaki's leadership style is a combination of data analysis and observation, tempered by kindness and a deep respect for students, teachers and families. In his building and across the district, he is admired for his commitment to all learners, his collaboration with teachers and his expert use of data and technology. For more information on this year's Milken award winner visit www.k12.wa.us/Communications/PressReleases2010/MilkenAward.aspx

Washington gets poor marks in national report card on school funding 'fairness'

Washington—like many other states—is not doing a good job of allocating sufficient funds to districts that have high numbers of low income students, according to a national report issued last month,

The report *Is School Funding Fair? A National Report Card* was conducted by the Education Law Center, a Newark, N.J.-based organization that advocates for equal opportunities and funding for public school students through research, policy development, and legal action.

The study approaches education funding from the standpoint of “fairness,” contending that funding models should be measured not just by a sufficient level of funding for all students, but also the provision of additional

resources to districts where there are more students with greater needs.

The report rates the 50 states on the basis of “fairness indicators,” including funding levels (the average state and local revenue spent per pupil) and funding distribution (the extent to which states provide more or less funding to schools based on poverty).

The study also evaluates states on their “effort” to fund public schools based on the percentage of the state’s gross domestic product allocated to education.

The report gives most states a “C” grade or lower when evaluating whether they “progressively” distribute funds to ensure the districts with the greatest needs get additional resources.

Washington state received a “C” in this category.

In the effort category, Washington was among 13 states that received an “F.”

“Current school improvement efforts, such as attracting and retaining great teachers, demand that our states provide sufficient funding, distributed to account for student need,” said David Sciarra, Executive Director of the ELC and co-author of the study. “The National Report Card provides a much deeper understanding of the condition of school funding systems across the nation, and our sincere hope is that it will be used to push for fair and equitable school funding for all children, regardless of where they live.”

The full report can be viewed online at www.schoolfundingfairness.org.

WELCOME, NEW SCHOOL DIRECTORS!

Congratulations and welcome to the following new school directors:

James Whiteley, *Cheney*
Jodi Lee Cossell, *Chimacum*
Marcella Haynes, *Cusick*
Kevin Erickson, *Ferndale*
Todd Jones, *La Center*
Todd Billigmeier, *Lamont*
Wayne Machus, *Manson*
Wendy Fryberg, *Marysville*
Tom Albright, *Marysville*
Craig Sahlinger, *Napavine*
Lyndon Devantier, *Northport*
Jim Hanson, *Northport*
John Morgan, *Northport*
Klaus Peters, *Northport*
Juan Garza, *Othello*
Dale McDaniel, *Pioneer*
Allison Munch-Rotolo, *Pullman*
Will Hamilton, *Shaw Island*
Jennifer Swanson, *Shaw Island*
Charles Spoor, *South Bend*

Thanks and best wishes to those who have recently left board service:

Kerry O'Connor, *Cheney*
Heather Hamerly, *Cle Elum-Roslyn*
Gordon Campbell, *Cusick*
John Hruby, *Ferndale*
Sandi Swannack, *Lamont*
Robyn Yocum-LaBrasca, *Napavine*
Terry Timmering, *Northport*
John Butorac, *Northport*
Jeffrey Brunette, *Northport*
Shawn Black, *Northport*
Charles Garcia, *Othello*
Jeanette Leach, *Pioneer*
Jeff Sellen, *Pullman*
Teresa Mason, *Shaw Island*



Follow us on Twitter

Visit WSSDA's Services Booth at the Annual Conference to learn about WSSDA's Twitter and Facebook pages. The WSSDA Twitter page offers “tweets” on education news and WSSDA activities. Tweets are very brief updates, often linking you to more detailed information if desired. Visit twitter.com/wssda to see our contributions to the “Twitterverse.”



Find us on Facebook

Follow WSSDA

and colleagues by becoming fans of WSSDA's Facebook Page. Visit [Facebook.com/wssda](https://facebook.com/wssda) and click on “Like.” (Facebook membership required; go to [Facebook.com](https://facebook.com) for registration details.)



WSSDA
Fall
Regional
Meetings





WSSDA Direct is published monthly by the Washington State School Directors' Association to provide information of interest to school directors and the education community.

221 College Street N.E. Olympia, WA 98516-5313

RETURN SERVICE REQUESTED

Kevin Laverty, President 206.498.8726
Deborah Heart, President-elect 509.773.6334
Mary Fertakis, Vice President 206.767.6053
Dr. Jonelle Adams, Executive Director 360.252.3001
David Brine, Communications Director 360.252.3013
Kate Vikstrom, Communications Specialist 360.252.3015

WSSDA DIRECTORY

General Information 360.493.9231
Association Services 360.252.3002
Leadership Development Services 360.252.3009
Governmental Relations 360.252.3011
Communications 360.252.3011
Policy and Legal Services 360.252.3019
Toll Free (In-State) 800.562.8927
E-Mail mail@wssda.org

CALENDAR OF EVENTS

WORKSHOPS & CONFERENCES

- Leadership WSSDA, Spokane Nov. 16-17
Early Bird Sessions, Spokane Nov. 17
WSSDA Board of Directors, Spokane Nov. 17
WSSDA IAC, Spokane Nov. 17
WSSDA Resolutions Committee, Spokane Nov. 17
WSSDA Nominating Committee, Spokane Nov. 17
WSSDA Board & Nominating Committee, Spokane . . Nov. 17
WSSDA Cadre meeting, Spokane Nov. 18
WSSDA Task Force on Small Schools Issues
Spokane Nov. 19
WSSDA Federal Relations Network, Spokane Nov. 19
WSSDA 2011 Board of Directors, Spokane Nov. 20
WSSDA Legislative Committee, Spokane Nov. 20
WSSDA Resolutions Committee, Spokane Nov. 20
WSSDA IAC, Spokane Nov. 20
WSSDA Urban/Suburban Task Force, Spokane Nov. 20
Thanksgiving Holiday Nov. 25-26

- WSSDA ANNUAL CONFERENCE
Spokane: Nov. 17-20
OPEN PUBLIC MEETING WORKSHOPS
Wenatchee: Nov. 16
Spokane Valley: Nov. 17
Longview: Nov. 30
Lynnwood: Dec. 1
NSBA FEDERAL RELATIONS NETWORK (FRN)
CONFERENCE
Washington D.C.: Feb. 6-8, 2011
WASA/WSSDA LEGISLATIVE CONFERENCE
Olympia: Feb. 27-28, 2011
NSBA ANNUAL CONFERENCE
San Francisco: April 9-11, 2011