



# Direct

Washington State School Directors' Association December 2010

## WSSDA sets legislative priorities for 2011

Package emphasizes protecting, supporting student learning in tough times

While lawmakers face unprecedented financial challenges in the coming session, it is essential that they keep an eye on the future by protecting and supporting student learning.

That's the underlying message of WSSDA's 2011 Legislative Priorities, which were formally adopted by the WSSDA Board of Directors during its meeting in Spokane last month.

The package focuses on four elements—Local Effort Assistance, Unfunded Mandates, Education Finance Reform and Consolidation/Erosion of School Districts. Those issues are among the 70-plus positions approved by the WSSDA Legislative Assembly in September.

After cutting more than \$5 billion in state spending during the last three years, the 2011 Legislature will convene in January facing another round of recession-driven budget shortfalls. The most recent state revenue forecast projects a budget deficit of more than \$5.7 billion in the coming biennium.

As lawmakers search for ways to close the gap, WSSDA asks that they pursue policy and budget options that have the least impact on students in the classroom. Of particular concern are programs that are outside the constitutional protections of basic education funding, including Local Effort Assistance.

The LEA program, also known as levy equalization, provides supplemental funding to school districts that cannot raise as much revenue from special property tax levies because of lower property values. Cuts to LEA would hurt the 216 districts that currently receive levy equalization



WSSDA Legislative Representatives cast a vote during September's Legislative Assembly

support, particularly those that have already factored the funding into their current budgets and contracts.

Other positions on the WSSDA priority list are:

**Unfunded Mandates.** WSSDA continues to oppose the imposition of any new K-12 programs or services that are not fully funded, and seeks remedies to existing unfunded and underfunded mandates.

**Education Finance/WSSDA Involvement.** This priority item emphasizes WSSDA's continuing support for legislation that "fully funds and implements all aspects of Washington's redefined program of Basic Education as outlined in ESHB 2261." It also underscores the association's position that school directors should be represented on any committee or

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# Assembly OKs changes to WSSDA bylaws

Representatives to WSSDA's Delegate Assembly have adopted a number of revisions to the association's bylaws, including a new process to ensure all school directors in the state have an opportunity to vote for WSSDA officers.

The Delegate Assembly took place during the association's Annual Conference in Spokane last month. The Assembly, WSSDA's annual business meeting, considers proposals related to WSSDA Permanent Positions, changes to the bylaws and membership dues.

Most of this year's Assembly was taken up with consideration and adoption of more than 30 proposed changes to the WSSDA Bylaws (the association's governing rules). The revisions were requested by the WSSDA Board of Directors based on a year-long process of review by a board subcommittee chaired by Past President Martha Rice (Yakima).

Highlights of the adopted bylaws changes include:

**WSSDA Officer Elections.** Starting in 2012, all school directors in the state will receive a ballot for the election of WSSDA Vice President and President-elect. Currently, school board members must attend the WSSDA Annual Conference to vote for the two officer positions. Under the new process, the officer elections will take place prior to the Conference, with the results announced during Conference. The WSSDA Nominating Committee is directed to create policies and procedures to implement the all-member voting process, which could include the use of written or electronic balloting. Elections for WSSDA standing committees will continue to take place during Director Area Caucus meetings at Conference.

**Term Limits.** The Assembly approved a provision which limits service on the WSSDA Board of Directors to two consecutive three-year terms. For board members serving as of January 2010, the term limits cycle will begin when their current terms expire.

**Immediate Past President.** This revision designates the Immediate Past President as an officer position. Previously, the Immediate Past President was classified as an ex officio position.

**Vacancies.** The Assembly approved language clarifying when vacancies occur in WSSDA officer positions and the timelines for filling vacancies either through special election or appointment.

In other business, the Assembly adopted several proposals related to the Association's Permanent Positions, including updated language emphasizing that common school trust lands should be managed to provide maximum revenue for public schools. Also adopted were new positions calling for additional funding targeted to low income students for purposes of closing the achievement gap, and requesting a more fair and useful measure of academic progress for English Language Learner students.

Also, delegates approved a one percent increase in membership dues requested by the WSSDA Board of Directors.

WSSDA's Bylaws and Positions Handbook is currently being updated to reflect the changes approved by the Assembly. The revised handbook will be posted on the WSSDA website ([wssda.org](http://wssda.org)) by the end of the year.

## Legislative priorities

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working group related to implementing ESHB 2261.

**Consolidation/Erosion of School Districts.** A legislative study earlier this year disproved the perception that significant savings can be brought about through the forced consolidation of school districts. This priority item points out that districts are already achieving efficiencies through cooperative programs and shared services. The position maintains that consolidation should only occur with the consent of voters of the affected districts.

WSSDA Governmental Relations Director Marie Sullivan noted that all proposals and positions adopted by the Assembly will be used to guide discussions with legislators, legislative staff, the executive branch and others in the coming year. She said the legislative package represents a "short list" of the Association's highest priorities and directs the staff to spend the majority of time and effort on these issues.

WSSDA's Legislative Priorities and the full list of legislative proposals and positions are available online at [wssda.org](http://wssda.org) under "Advocacy and Legislation."

## Small Schools Conference: Hope Starts Here

The Washington Association of School Administrators will hold its annual Small Schools Conference March 14-15, 2011, in Wenatchee.

The conference theme is *Hope Starts Here: Local Schools Keeping Learning Viable*, and will feature best practices and cutting-edge information essential for small school leaders from districts with an enrollment of 3,000 or less. See [www.wasa-oly.org](http://www.wasa-oly.org) for further information.

# Fertakis, Long elected WSSDA officers



Fertakis, Heart, Long

Mary Fertakis and Debra Long have been elected WSSDA officers for the coming year. Both were chosen in an election held at the association's Annual Conference last month. They join WSSDA's new President, Deborah Heart, who was chosen president-elect one year ago, and who, under the association bylaws, automatically becomes president for the coming year. Heart has been a member of the Goldendale School Board for 17 years.

Fertakis is a 15-year member of the Tukwila School Board, and was elected to the WSSDA Board of Directors in 2008. She is also an alumna of Leadership WSSDA.

Long has been a member of the Central Valley School Board for the past seven years, and chair of the WSSDA Legislative Committee for the past two years.

## Five elected to WSSDA Board of Directors

David Iseminger (DA 1, Lake Stevens), Nancy Merrill (DA 2, Enumclaw), Cindy Kelly (DA 4, Port Angeles), Bruce Drollinger (DA 8, Naches Valley), Chris Nieuwenhuis (DA 9, Riverside) have been elected to the WSSDA Board of Directors.



Iseminger



Merrill



Kelly



Drollinger



Nieuwenhuis

# Standing committee election results

## LEGISLATIVE COMMITTEE

- DA 1 Jeff Thorp (Mukilteo)
- DA 1 Mari Taylor (Lake Stevens)
- DA 2 Doug Eglinton (Lake Washington)
- DA 2 Danny Edwards (Riverview)
- DA 3 Cindy Poysnick (Puyallup)
- DA 4 Mark Gaines (Central Kitsap)
- DA 5 Karen Johnson (Raymond)
- DA 6 Edri Geiger (Vancouver)
- DA 7 Dana Divis (Brewster)
- DA 8 Walt Ranta (Yakima)
- DA 9 Joanne Greer (Deer Park)
- DA 9 Jim Williams (West Valley)
- DA 10 Lloyd Wallis (Clarkston)
- DA 11 Larry Ayre (Finley)
- DA 11 Rick Jansons (Richland)

## NOMINATING COMMITTEE

- DA 1 Darlene Hartley (Stanwood/Camano)
- DA 2 Dawn McCravey (Northshore)
- DA 2 Lynn Desmarais (Renton)
- DA 3 John Manning (Bethel)
- DA 5 Carl Jonsson (Elma)
- DA 7 Walt Newman (Wenatchee)
- DA 9 Kyle Yancey (Nine Mile Falls)
- DA 11 Cindy Meyer (Walla Walla)

## RESOLUTIONS COMMITTEE

- DA 1 Ken Christoferson (Stanwood/Camano)
- DA 2 Mark Wahlstrom (Tukwila)
- DA 4 Bruce Richards (Central Kitsap)
- DA 6 John Idsinga (Battle Ground)
- DA 8 Sandy Elliott (Ellensburg)

- DA 9 Cindy McMullen (Central Valley)
- DA 10 Susan Weed (Pullman)

## INTERSCHOLASTIC ACTIVITIES COMMITTEE

- DA 1 Jim Freeman (Mount Baker)
- DA 2 Chris Van Hoof (Enumclaw)
- DA 3 Debbie Winskill (Tacoma)
- DA 5 Jeff Snell (Aberdeen)
- DA 7 Roger Perleberg (Cashmere)
- DA 9 Kerri Lunstroth (East Valley)
- DA 11 Bart Gingerich (Pomeroy)

# 15 school boards honored as 'Boards of Distinction'

## Vancouver receives top recognition as School Board of the Year



Vancouver school directors

The Board of Directors of the Vancouver School District has been selected as WSSDA's 2010 School Board of the Year. The announcement was made last month at the WSSDA Annual Conference in Spokane.

Vancouver was selected from among 15 school boards that were honored as 2010 WSSDA Boards of Distinction. The other boards are Auburn, East Valley (Spokane), Evergreen (Vancouver), Franklin Pierce, Issaquah, Mount Baker, Mukilteo, North Mason, Puyallup, Renton, South Kitsap, Sunnyside, White River and West Valley (Spokane).

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

Award applicants are required to submit an essay and supporting evidence to demonstrate how they are putting the new standards into practice. Applications are evaluated by an independent review panel, and awards are given to those who receive at least 70 points out of a possible 100.

The Vancouver School Board, which was selected as the Board of the Year, received the highest point score on its application. The Board of the Year Award includes a gift of \$1,500 from the Washington School Boards' Educational Foundation.

Members of the Vancouver School Board during the past year were Dale Rice, Mari Greves, Edri Geiger, Mark Stoker, and Kathy Gillespie. The superintendent is Steven Webb.

Award-winning essays are made available to all school boards and districts in the state as an example of successful implementation of the new Washington State School Board Standards.

The following is a list of WSSDA Boards of Distinction Award recipients for 2010.

- **Auburn** | Janice Nelson, Ray Vefik, Craig Schumaker, Carol Helgerson, Lisa Connors. Kip Herren, Superintendent
- **East Valley (Spokane)** | Kerri Lunstroth, Roger Trainor, Mitch Jensen, Mike Harris, Heidi Gillingham. John Glene-winkel, Superintendent
- **Evergreen (Vancouver)** | Joan Skelton, Victoria Bradford, Troy Thomas, Todd Yuzuriha, Michael Parsons. John Deeder, Superintendent
- **Franklin Pierce** | Reva Palmer, Cole Roberts, John Harstad, Mary Sherman, Mark Baumgarten. Frank Hewins, Superintendent
- **Issaquah** | Jan Woldseth Colbrese, Brian Deagle, Suzanne Weaver, Chad Magendanz, Marnie Maraldo. Steve Ras-mussen, Superintendent
- **Mount Baker** | Ellen Dodson, Jim Freeman, Russ Pfeiffer-Hoyt, David Smith, Trish Hart. Rick Gantman, Superintendent
- **Mukilteo** | Judy Schwab, Kevin Lavery, Geoff Short, Anna Rice, Jeff Thorp. Marci Larsen, Superintendent
- **North Mason** | George Fouts, Art Wightman, Laura Boad, John Campbell, Mike Gaudio. David Peterson, Superintendent
- **Puyallup** | Greg Heath, Diana Seeley, Cindy Poysnick, Pat Donovan, Chris Ihrig. Tony Apostle, Superintendent
- **Renton** | Dave Merrill, Al Talley, Lynn Desmarais, Todd Franceschina, Pam Teal. Mary Alice Heuschel, Superintendent
- **South Kitsap** | Keith Garton, Patty Henderson, Chris-topher Lemke, Kathryn Simpson, Jay Rosapepe, Sarah Brown (Student Representative). Dave LaRose, Superintendent
- **Sunnyside** | Lorenzo Garza, Steve Carpenter, Rocky Simmons, Miguel Puente, Michelle Perry. Rick Cole, Superintendent
- **White River** | Susan McGuire, Jean Lacy, Denise Vogel, Cassie Pearson, Mike Jansen. Tom Lockyer, Superintendent
- **West Valley (Spokane)** | Jim Williams, Bob Dompier, Pam McLeod, Bob Wentworth, Sam Andrews, Shannen Tai Mei Wan (Student Representative), Jaymee Vaughn (Student Representative). Polly Crowley, Superintendent





Auburn



Franklin Pierce



White River



Evergreen (Vancouver)



Mukilteo



Puyallup



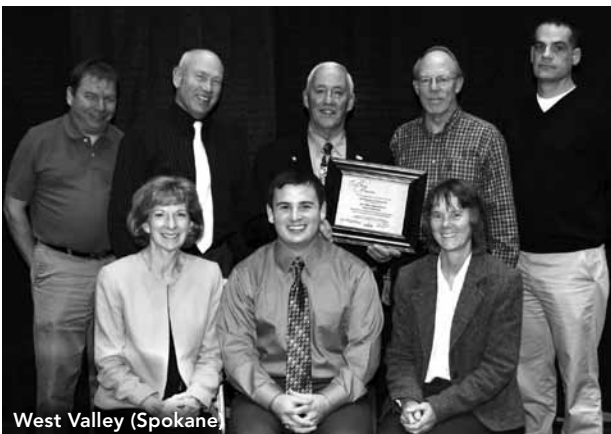
Issaquah




Mount Baker



Renton



West Valley (Spokane)

  
WSSDA Boards  
of Distinction  
2010



Sunnyside



East Valley (Spokane)



South Kitsap

Not pictured:  
North Mason  
school board

# WSSDA publishes online 'toolkit' to assist districts with Tribal relations

In 2005, the Washington State Legislature approved landmark legislation aimed at ensuring all students in the state's public schools have a deeper understanding of the history and culture of Native American Tribes in the Pacific Northwest.

Under this legislation (SHB 1495), the Washington State School Directors' Association has been given a leadership role in strengthening government-to-government relations between local school districts and neighboring Tribal nations. The intent is to get districts and Tribes working together to include Tribal history in the common school curriculum.

The law encourages WSSDA to assist school boards and Tribal councils in exploring ways to develop and use curricular materials to teach the history, culture, and government of Tribal nations in Washington state, and to identify strategies to close the academic achievement gap. The law also encourages school districts to collaborate in developing curricula and take part in cultural exchanges with Tribes.

To give local school leaders a better understanding of the law and how to carry out its intent, WSSDA has prepared an online "toolkit" of resource materials, available at [wssda.org/tribal](http://wssda.org/tribal). The toolkit includes background on SHB 1495, protocol for interacting with Tribal governments, a sample resolution and memorandum of understanding, and suggestions for other resources—including the new Tribal Sovereignty Curriculum developed by OSPI.

School district leaders are encouraged to review the materials and explore ways to collaborate with neighboring Tribes in working toward the goals of SHB 1495.

## Leadership WSSDA application deadline extended

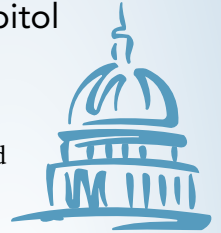
Experienced school directors are invited to apply for a spot in the Leadership WSSDA Class of 2011. Those who participate will develop proactive, visionary leadership skills while forging close ties with classmates throughout the year. Leadership WSSDA inspires school directors to challenge themselves in new ways. In the process, participants become more effective agents of change and models of ethical leadership.

The deadline for applications has been extended to Dec. 17 and the first session takes place Jan. 29-30, 2011. Go to [wssda.org](http://wssda.org) > Board Training & Resources for a more complete overview and a list of 2011 session dates. Contact Phil Gore (P.Gore@wssda.org, 360.252.3020) for more information.

## 2011 WSSDA/WASA Legislative Conference

February 27–28, 2011  
Olympia Red Lion Hotel  
and the Capitol

- Network with school directors and administrators from across the state.
- Get up-to-date information on the state budget and key education policy issues.
- Communicate with local legislators to influence the debate in Olympia.
- Advocate on behalf of common WSSDA/WASA priorities, such as the full funding of public schools.



The charge for early registration is \$205 through Feb. 18; after Feb. 18, the registration cost will be \$260.

Online registration will be available at [www.wasa-oly.org](http://www.wasa-oly.org) in December. Questions? Contact Sheila Chard, 360.252.3011, S.Chard@wssda.org.

## WELCOME, NEW SCHOOL DIRECTORS!

### Congratulations and welcome to the following new school directors:

Sean O'Neill, *Cle Elum-Roslyn*  
Kathy Wride, *Colfax*  
Roger Andrascik, *Eatonville*  
Geraldine Varney, *Evergreen*  
Bessie Nugent, *Inchelium*  
Karma Henry, *Odessa*  
Keith Wilder, *Orient*  
Deborah Bergstrom, *White Salmon Valley*  
Dave Pratt, *Yelm Community Schools*

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

Steven Lyon, *Colfax*  
Julie Phillips, *Inchelium*  
Tricia Phillips, *Odessa*  
Jill Guernsey, *Peninsula*  
Kristie Hurn, *White Salmon Valley*

## IN MEMORIAM

Sherri Frizzell of the Chewelah School Board, passed away last month. WSSDA's officers, Board of Directors and staff wish to extend their deep sympathies to Sherri's family and friends, to her colleagues on the Chewelah School Board, and to the staff and students of the district.

## Board adopts preliminary budget for 2011

In addition to approving the association's 2011 Legislative Priorities (see Page 1), the WSSDA Board of Directors took several actions at its Nov. 17 and 20 meetings:

- The board approved a preliminary association budget for the coming year in the amount of \$2,920,124. The budget includes both spending reductions and a one percent dues increase (approved by the Delegate Assembly) to assist in addressing mandatory cost increases in health care, retirement and unemployment insurance. The board is scheduled to take action on final adoption of the budget at its January meeting.
- The board discussed the establishment of a research/policy analyst position at WSSDA to assist the membership with information on policy issues and education topics. Upcoming staff retirements would provide funding to support the position.

- The board agreed to continue WSSDA's participation in the Full Funding Coalition, which was recently renamed the Paramount Duty Coalition. Other members of the coalition are the Washington Association of School Administrators, the Washington Education Association, the Association of Washington School Principals and the Public School Employees of Washington.
- Director Area 6 Representative Roy Parsons (Kelso) was elected as the board's representative on the WSSDA Executive Committee.
- Director Area 4 Representative Cindy Kelly (Port Angeles) was selected as minority delegate to represent WSSDA at the National School Boards Association Delegate Assembly meeting in April.

The next regular meeting of the WSSDA Board of Directors is scheduled to take place Jan. 21-22 at the WSSDA Conference Center in Olympia.

## NEWS BRIEFS



Heuschel

Mary Alice Heuschel, superintendent of Renton School District, was selected as 2011 Superintendent of the Year by the Washington Association of School Administrators. The announcement was made last month at WASA's annual Superintendents Component meeting in Spokane.

Dr. Heuschel has been superintendent of the Renton School District since 2006. Under her leadership, the high school graduation rate has increased from 74.9 percent to 93 percent. She is particularly focused on closing achievement and opportunity gaps and using effective tools to raise standards for all students in the district. Heuschel has worked to strengthen the district's central leadership to learning-focused partnerships that provide service to schools, students, and the community.

Heuschel has been an administrator since 1993 when she became a principal in the Yelm School District. She became an assistant superintendent for OSPI in 1999, and deputy state superintendent from 2000 to 2006.

Nominations are open for the 2011 Presidential Award for Excellence in Mathematics and Science Teaching (PAEMST) and the 2011 History Teacher of the Year. Both are prestigious national recognition programs for educators. Recipients receive cash prizes and professional development and are honored at several state and national events. Nominations for the 2011 Presidential Award for Mathematics and Science Teaching may be submitted at [www.paemst.org](http://www.paemst.org). Anyone may nominate a teacher for this award.

Nominations for the 2011 History Teacher of the Year are open for outstanding K-6 teachers (7-12 teachers will be honored in 2012). Washington's History Teacher of the Year will receive a cash prize, the opportunity to participate in a summer seminar and an invitation to the Governor's Reception for Exceptional Educators. The state winner is considered for the National History Teacher of the Year, as well. His/her school will receive a collection of American history classroom resources. More information is available at [www.gilderlehrman.org/education/htoy\\_overview.php](http://www.gilderlehrman.org/education/htoy_overview.php).

Information on various education award programs is compiled at [www.k12.wa.us/educationawards/](http://www.k12.wa.us/educationawards/).



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

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CALENDAR OF EVENTS

WORKSHOPS & CONFERENCES

- NSBA Pacific Region Meeting, Hawaii . . . . . Dec. 9-11
Quality Education Council, Olympia . . . . . Dec. 14-15
Christmas Day . . . . . Dec. 25
New Years Day . . . . . Jan. 1
Professional Educator Standards Board, TBD . . . . . Jan. 6-7
WSSDA Legislative Committee, Olympia . . . . . Jan. 8
Western Washington Native American Education Consortium, Kent School District . . . . . Jan. 11
State Board of Education, Tumwater . . . . . Jan. 12-13
Martin Luther King Jr.'s Birthday . . . . . Jan. 17
WSSDA Board of Directors, Olympia . . . . . Jan. 21-22
2011 Annual ERNN Conference, Yakima . . . . . Jan. 27-28
2011 Leadership WSSDA, Olympia . . . . . Jan. 29-30
NSBA FRN Conference, Washington D.C. . . . . Feb. 6-8
Washington State Learning First Alliance . . . . . Feb. 9
WSSDA/WASA Legislative Conference, Olympia . Feb. 27-28

- 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
WASA SMALL SCHOOLS CONFERENCE
Wenatchee: March 14-15, 2011
WSSDA ANNUAL CONFERENCE
Bellevue Hilton Hotel: Nov. 18-20, 2011