



Direct

Washington State School Directors' Association

January 2012

The topic on every school board agenda: How to provide quality education at a lower cost

No one knows where the Legislature will make its necessary funding cuts. But school districts are not waiting quietly on the sidelines. WSSDA Board members and the Legislative Committee are in regular contact and are working together to communicate our Legislative priorities to lawmakers and the Governor's office.

One of the reasons WSSDA was formed (nearly 80 years ago) was to help school districts advocate with the State Legislature. Today, that function is still essential.

As the budget situation in Olympia is extremely fluid, we encourage you to regularly monitor the Legislative Updates which are available on our website or by email. If you are not already a subscriber, you may sign up on the WSSDA website: www.wssda.org.

The better informed you are, the more effectively you can communicate with your local representatives. Plan to attend the WSSDA Legislative Conference, Jan. 29-30 in Olympia to get the latest information.

School boards across Washington are exploring ways to reduce, stretch, consolidate, coordinate and creatively solve budget challenges. You will find budgeting ideas used by other boards in this issue. You may be able to use those ideas, or they may inspire other solutions unique to your school district.



WSSDA members Chad Magendaz (Leg. Committee) and David Iseminger (Board of Directors) strategize with Marie Sullivan, Director of Government Relations, about legislation that impacts education.



WSSDA/WASA/WASBO
Legislative Conference
Jan. 29-30 Olympia
Registration information is on the
WSSBA website: www.wssda.org

INSIDE
THIS ISSUE

What other districts are
doing to reduce costs, page 4

Members surveyed about
funding cut options, page 6

Still time to sign up for
Leadership WSSDA, page 5

Hero work is the most gratifying work

President's Report

Welcome to 2012! May it be the year when education is truly seen as the paramount duty of our state.

When I had the honor of addressing my WSSDA colleagues at our Annual Conference, I referenced the movie "The Incredibles" to illustrate the role



Mary Fertakis,
WSSDA President

you play and the work you do on behalf of students. You will hear me refer to this movie throughout my year as your

Association President — so you might want to watch it.

In the movie, Edna, the fashion designer, talks about creating Superhero suits as her most gratifying work. I asked those present to consider which suit they wear:

- Are you Mr. Incredible – the strong leader who wants to do the right thing?
- Are you Elastigirl – with the ability to stretch yourself and your district resources as far as possible (without injuring yourself)?

- Are you Dash – who can withstand enormous friction without overheating and stay focused on accomplishing your Board's goals?

- Are you Violet – who is growing in self-confidence and uses her powers to help the Board team accomplish their goals?

- Are you Jack-Jack - the baby (new director), who doesn't appear to have any powers, but actually has exactly what he needs to respond to a challenging situation?

Your team will need all of these skills to successfully engage in the hero work that is our responsibility during this incredibly challenging economic and highly political time.

WSSDA is here as a resource for developing these board governance skills for you and your team and to assist you in advocating on behalf of our students.

School board directors ARE incredible. You do hero work through your local boards to ensure that student achievement happens. But do you really believe this?

My challenge to you in 2012 is to remember who you are and who you speak for – the 1,000,000 children in Washington's K-12 system are counting on you.

Sixteen school boards honored

Auburn and Vancouver have been selected as the 2011 School Boards of the Year by the Washington State School Directors' Association. The announcement was made at the WSSDA Annual Conference in Bellevue.

Auburn and Vancouver were among 16 school boards that were honored as 2011 WSSDA Boards of Distinction.

The other boards honored are Chimacum, East Valley (Spokane), Franklin Pierce, Issaquah, Kent, Lakewood, Marysville, Puyallup, Selah, South Kitsap, Sunnyside, University Place, West Valley (Spokane) and White River.

WSSDA's Boards of Distinction awards program honors school boards that demonstrate effective use of the Washington School Board Standards.

Applicants were asked to address the following benchmarks (one from each of the five standards).

Board of Distinction Benchmarks

1. Ensuring school board and district transparency through a process that is open and accountable.
2. Leading the development, articulation and stewardship of a vision of learning that is shared and supported by schools and community.
3. Employing and supporting quality teachers, administrators and other staff and providing for their professional development.
4. Evaluating the superintendent on clear and focused expectations.
5. Ensuring the board is accountable and open to the public, including seeking divergent perspectives in its decision making process.



Roy Parsons,
School Director from
Kelso, receives award
from WSSDA for his
18 years of service to
the WSSDA Board of
Directors. Also pictured
are Dr. Jonelle Adams,
Executive Director
of WSSDA, Dorothy
Parsons and former
Executive Director of
WSSDA, Larry Swift.

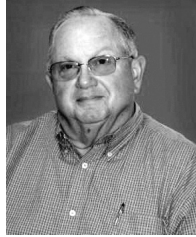
WSSDA 2012 Officers and Board

Congratulations to the 2012 WSSDA Officers and Board Members who were elected at the WSSDA Annual Conference. Carol Van Noy, Riverview, and Cindy Kelly, Port Angeles, were re-elected to the Board.

Newly Elected Officers and Board Members



*President-elect
Debbie Long
Central Valley*



*Larry Ayre
Board Member
Finley DA-11*



*Patty Wood
Board Member
Kelso DA-6*



*Vice President
Mari Taylor
Lake Stevens*



*Cindy Kelly
Board Member
Port Angeles DA-4*



*Carol Van Noy
Board Member
Riverview DA- 2*

WSSDA Past Presidents elected to SBE

Cindy McMullen, WSSDA President in 2007 and Kevin Laverty, WSSDA President in 2010, have been elected to the State Board of Education.



McMullen, an attorney from Spokane Valley, has been a member of the Central Valley School Board for 24 years.

Laverty, a 30-year public relations manager with Verizon, is from Mukilteo. He has served for 12 years on the Mukilteo School Board.



Both McMullen and Laverty have served on the WSSDA Board of Directors and on numerous WSSDA committees.

Top 10 tips for dealing 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 — Don't overdo your advocacy. Only communicate when you have something important to say.

Tip 4 — Invite your legislators to visit your schools. Plan a tour of your school district to showcase successful programs in action.

Tip 5 — Advocate using with your real life experience. It's your most persuasive tool.

Tip 6 — Set priorities. When everything is important, nothing is important.

Tip 7 — Shore up allies from your community to demonstrate broad support.

Tip 8 — Don't forget the news media. Getting your message out to the news 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.

Plan to attend Spring Regional Meetings

Regional Meetings are your close-to-home opportunities to learn about issues and concerns together with fellow school directors. WSSDA is presenting Regional Meetings in 11 locations around the state this spring.

A complete schedule of meetings is included in the calendar of events in this issue of WSSDA Direct. Regional Meetings are held from 6 to 8:30 p.m.; the Saturday meeting will be from 10 a.m. to 1 p.m.

Visit www.wssda.org/regionalmeetings for registration, meeting locations, driving directions and agendas. Workshop information and registration is available at www.wssda.org/workshops.

Innovative ideas to boost your budget's bottom line

We asked a number of school districts to provide us with ideas they used to help reduce their costs.

One of them might work for you, or inspire another idea that could.



Save paper. Save money. Save trees.

One district's business office converted to electronic billing and payments. In addition to cutting down on paper costs, some of these changes resulted in bank rebates to the district.

In some districts, school board members and administrators no longer get that thick packet of paper for every school board meeting. Instead, they get the material electronically. This change also saves clerical time.



Is money going down the drain?

Check your sewer districts equivalent residential unit (ERU) charge. An old formula used to calculate the amount of waste going down the high school's sinks, toilets and shower drains estimated 20 students would produce waste equivalent to one ERU every day. At Prairie View High School, they asked to have that number updated to current standards. The actual water used by the high schools now is approximately 32 students per ERU, which can add up to a significant savings.

Water and lights

New reduced-wattage lights and low-flow bathroom fixtures have been installed in schools and offices throughout the Monroe School District in recent months.

Monroe also has the first elementary school in the country to go with all LED lights – another energy saving measure, (although the initial installation with bulbs and fixtures costs more).

A state conservation grant and local public utility incentives are paying more than half the project's cost and savings estimated at \$124,000 a year in electricity and water will make up the rest.



Don't touch that thermostat

One district has saved money on regular heating and air conditioning for the past two years after it established an automatic, district-wide temperature control. The heat doesn't come on until the temperature drops below 69 degrees and the air conditioning won't come on unless the temperature exceeds 74 degrees.

Used vehicles

Twelve years ago, Mary Beth Lynn left her job as a state auditor in the Vancouver office and came to Battle Ground Public Schools as chief number cruncher. One of her first moves was to buy used vehicles for the various district departments from those surplus by Clark County. She soon broadened the searches.

"We're not buying junk," Lynn said. "These vehicles still have a long and useful life ahead of them."



Save on bus transportation

Monroe Public Schools changed from half-day every day to all-day every other day kindergarten to reduce the amount spent on mid-day transportation.

In Federal Way, kids of all ages ride the same bus (a common practice in rural districts).



Cut the copier costs

Scan documents, rather than copy them.

One district consolidated its numerous printer contracts into a single five-year, all-in-one deal. Cost savings for the district are about \$140,000 a year. Ink, maintenance and repairs are all rolled into the contract. The price will be flat for the next four years.

Leadership WSSDA - More important than ever before



Leadership WSSDA Class of 2011 with WSSDA past president Deborah Heart and WSSDA staff.

Enroll Now For
Leadership WSSDA 2012

Complete registration
and application forms are on
the WSSDA website:
www.wssda.org

First Session: Jan. 20-21

Information
Contact Phil Gore or
Connie Lauderdale at
360-252-3020

A school board member who recently completed the Leadership WSSDA 2011 training was asked if it was worthwhile. The response was "This was the most eye-opening experience. I thought I knew how to be a good school board director," she said. "Now I know how to be even more effective."

There is still time to register for Leadership WSSDA 2012. This unique

program challenges a small group of school directors to reach their full potential as leaders in public education governance.

Leadership WSSDA's high-powered presentations and interactions are for those who want to be at the forefront of ensuring quality schools and success for each and every student. Dynamic, nationally recognized

presenters and instructors sharpen your skills in gaining public trust and credibility, boardmanship excellence, Legislative and community advocacy, ethical leadership, communications and presentations.

Leadership WSSDA inspires you to challenge yourself in new ways. Delve deeper into important issues and create new connections throughout the state.

'Transformative Professional Learning': A system to enhance teacher and student motivation

WSSDA Book Review

by RR MacGregor



RR Macgregor

This practical book by Margery Ginsberg addresses the issue of motivation for students and staff and offers strategies to promote continuous learning throughout a school system.

The text includes practical tools and protocols as well as a solid and compelling theoretical rationale for their utilization.

More than ever before educators are under enormous pressures to meet high expectations and show measurable results on behalf of their students. If we, as educational leaders are to experience systemic success in improving outcomes for students, we must provide strong support for our students and staff, and such support will be insufficient and unsustainable if

it does not address the complex, but powerful issues of motivation, for adults and students.

In "Transformative Professional Learning" (Corwin Publishing, July 2011), Margery Ginsberg lays out systemic strategies that practitioners can readily put into practice. This book has become a valuable resource in my role as a school district superintendent focused on learning.

As a district level administrator I have put some of the strategies outlined in Dr. Ginsberg's book into practice during the past two years. Shadowing, laid out in chapter three, had a profound impact on my leadership as I worked in a mid-sized district on the development of a district wide instructional framework.

Experiencing instruction and learning opportunities through the eyes of a student was powerful and is a professional development activity I will continue to employ for district and school level leaders.

And though this book is extremely user-friendly, it is in no way watered down or simplistic; it is a professional resource.

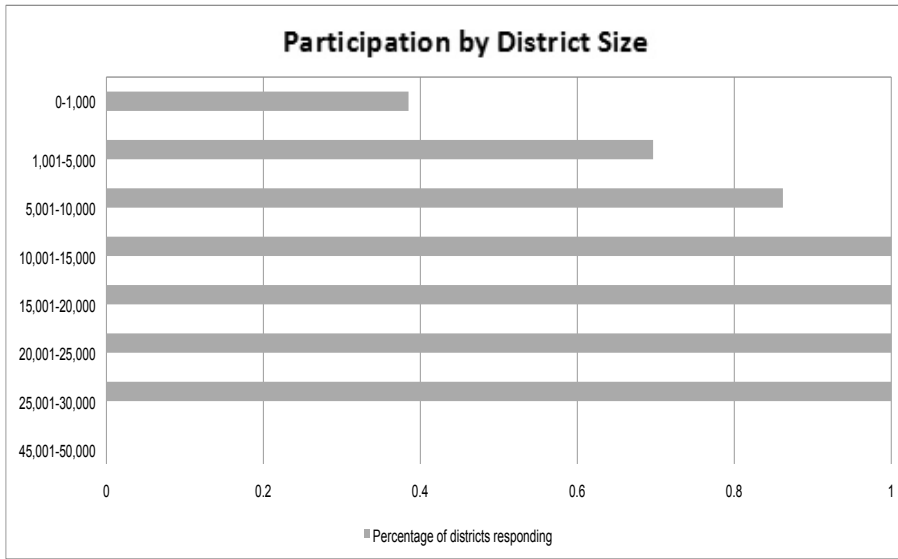
In order for school systems to meet the high expectations that society demands, we must provide high quality supports that are commensurate with the demands.

In "Transformational Professional Learning," Margery Ginsberg has given educators practical tools that will surely add value to our important work of building the capacity of professional staff to create the optimal learning situations for our kids.

I have ordered this book for each building principal in our district, and I recommend it to any school leaders who are serious about instructional improvement.

RR MacGregor is Superintendent of the Kelso School District. Dr. Ginsberg is a professor at the University of Washington and presented at the 2010 WSSDA Annual Conference.

Members surveyed about proposed LEA funding cuts and scaled approach options



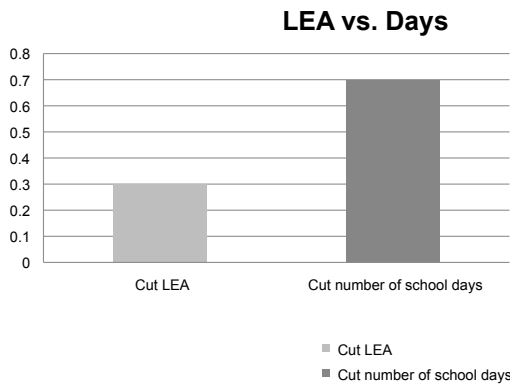
In response to the Governor's proposed budget alternatives, WSSDA conducted a survey of members to get a sense of priorities and positions.

WSSDA received completed surveys from 58% of school districts, representing a broad cross-section of districts from across the state. Note: 68% of survey participation came from districts with 5,000 or fewer students.

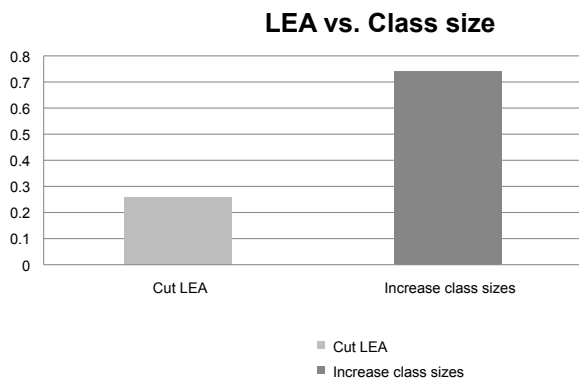
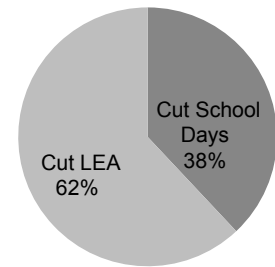
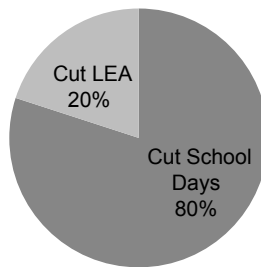
The survey asked members to provide their honest reactions to the cuts proposed by the Governor, and challenged them to make the impossible decisions of one tough cut over another.

We found that LEA continuously ranked as the top choice to preserve for most participants, no matter what it was compared to. However, districts that do not receive LEA were more comfortable with a cut to LEA when compared with another choice.

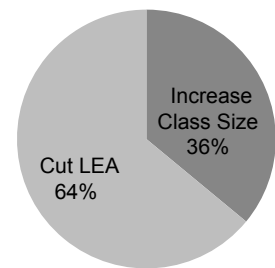
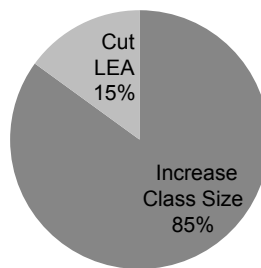
By continuing to poll our members, we gain a deeper understanding of where our membership stands on these important issues.



LEA vs. Days (LEA Responses) LEA vs. Days (Non-LEA Responses)



LEA vs. Class size (LEA Responses) LEA vs. Class size (Non-LEA Responses)



WSSDA 2011 Annual Conference called the best ever



Did you know?

Over 1,000 people attended the WSSDA Annual Conference in Bellevue.

The 65 different breakout sessions offered a wide range of topics and discussions.

Pre-Conference sessions set a record for attendance.

More photos are available on the WSSDA website.

TWV television also recorded the main speakers. You can order a copy of the featured speaker presentations directly from TWV or check out the WSSDA website: www.wssda.org



WSSDA Direct is published ten times a year by the Washington State School Directors' Association to provide information of interest to school directors and the education community. The views expressed in opinion articles appearing in WSSDA Direct are those of the writers and do not necessarily represent WSSDA policies or positions. If you have a disability and need this publication in an alternate format, please contact the WSSDA Communications Department.

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RETURN SERVICE REQUESTED

CALENDAR OF EVENTS

- Leadership WSSDA, Olympia Jan. 20-21
- WSSDA Board of Directors Jan. 27-29
- WSSDA Regional Meeting, Edmonds SD (DA-1) March 1
- WSSDA Regional Meeting, Tukwila SD, (DA-2) March 29
- WSSDA Reg. Meeting, University Place SD, (DA-3) March 20
- WSSDA Regional Meeting, Port Angeles SD, (DA-4) March 17
- WSSDA Regional Meeting, Tumwater SD, (DA-5) March 14
- WSSDA Regional Meeting, Battle Ground SD (DA-6) April 11
- WSSDA Regional Meeting, Manson SD (DA-7) March 8
- WSSDA Regional Meeting, Moses Lake SD (DA-7) March 21
- WSSDA Regional Meeting, Union Gap SD, (DA-8) March 13
- WSSDA Regional Meeting, Columbia SD, (DA-9) March 7
- WSSDA Regional Meeting, Cheney SD, (DA- 10) March 6
- WSSDA Regional Meeting, Richland SD, (DA-11) March 5

Note: All weekday regional meetings are held from 6 to 8:30 p.m. Saturday meetings are 10 a.m. to 1 p.m. See www.wssda.org for exact meeting locations.

WORKSHOPS & CONFERENCES

- WSSDA/WASA/WSBO LEGISLATIVE CONFERENCE
Olympia, January 29-30
- STATE BOARD OF EDUCATION MEETING
Tumwater, January 11-12
ESD 113
- NSBA FEDERAL RELATIONS NETWORK CONFERENCE
Washington D.C., February 5 - 7
- STATE BOARD OF EDUCATION MEETING
Des Moines, WA, March 14-15
- NSBA RURAL/SMALL DISTRICT FORUM CONFERENCE
Boston, April 20
- NSBA NATIONAL CONFERENCE
Boston, April 21-23
- WSSDA ANNUAL CONFERENCE
Spokane, November 14 - 17