



Direct

Washington State School Directors' Association

AUGUST 2014

BOARDS OF DISTINCTION

We salute you

Each year, we look forward to learning what Washington school boards are doing well.

WSSDA's Boards of Distinction (BOD) program provides you with the opportunity to examine your board's performance and see how it stacks up with others.

The program awards the highest-rated boards in three district-size categories: Boards of the Year, Boards of Distinction, and the prestigious Five-Year Board of Distinction.

The awards recognize school boards that demonstrate an understanding of their leadership roles and follow through on their responsibilities as well as emphasize education excellence and equity for all students.

Districts that have applied in the past praised the focus the effort brings to their vision and mission, the wealth of knowledge gained through the process, and the unexpected "refresher training" they receive.

To receive an award, the application must score well in categories that include boardmanship, student achievement data, and demonstrations of effectiveness.

Visit our website, www.wssda.org, to learn about past award recipients and view their applications.

Applications must be received by September 17 for consideration. For more information visit www.wssda.org/services/leadershipdevelopment/boardsdistinctionawards or contact Connie Lauderdale, c.lauderdale@wssda.org.

LEGISLATIVE ASSEMBLY

Set priorities in September

Register online for the 2014 Legislative Assembly in Yakima. Don't miss this event, September 19-20, as we delve into hot topics and important legislative issues. Also on the agenda, an Innovative Schools Tour, New to Assembly Luncheon, Pre-Assembly Program and Reception and Director Area Caucus Meetings.

www.wssda.org/events/legislativeassembly



Membership survey provides valuable feedback and data

BY RACHEL WARD

In 2012, WSSDA conducted an internet survey to understand what is important to our members, how we are succeeding in serving them and how we can improve our services. The feedback helped us plan our priorities and make specific updates to WSSDA products and services including, among others:

- Changing the WSSDA Boards of Distinction program to include student achievement data and clarify the difference between Boards of Distinction and Boards of the Year.
- Becoming more active with social media to digitally connect and engage our large number of members who also have a Facebook profile.
- Developing research summaries on items of interest through the new Research Blast.
- Building awareness about WSSDA

products and services.

- Incorporating member feedback in WSSDA communication materials.

The education and technology landscapes have changed greatly since our last survey was conducted in 2012. To continue to understand what is valuable and needed by our members going in to 2015, we will conduct a similar survey next month and invite every WSSDA member to participate. This is your chance to be heard and to ensure that you and your school board are receiving the support and service needed.

The survey will be available to complete online from September 22 through October 6. Direct links to the survey will be emailed to all members so please keep an eye on your inbox.

CONTINUED ON PAGE 4

INSIDE THIS ISSUE

Introducing new WSSDA staff members

Trust Lands Task Force educates and advocates for strong schools

Districts call on Congress to get back to work

Districts call on Congress to get back to work

Nearly 100 boards across Washington, including several Educational Service Districts, have passed resolutions calling upon Congress to get back to work and reauthorize the Elementary and Secondary Education Act (ESEA).

“The response has been great,” said WSSDA President Mari Taylor. “Signed resolutions are coming in almost every day.”

The Elementary and Secondary Education Act was passed in 1965 during the Johnson Administration as a part of the “War on Poverty.” It emphasizes equal access to education, establishes high standards and accountability, and authorizes federally funded education programs that are administered by the states.

Historically, ESEA has been reauthorized every five years. This ensures the law stays current and is improved. Based on this schedule, the law should have been reauthorized in the 2006-07 timeframe. It wasn’t and Congress has failed to do so every year since.

The No Child Left behind Act from 2002 is the most recent version of ESEA. It was intended to help improve student achievement through high standards, frequent testing and holding school districts accountable for student performance.


“The law is critically flawed and needs to be fixed,” said Alan Burke, Executive Director of WSSDA. “There isn’t a state in the country, and very few districts, that could pass the unrealistic standards it set.”

WSSDA has created a Web page to track the passage of resolutions and provide other information on the issue. The site now includes a frequently asked questions (FAQ) document to help WSSDA members and the public understand the importance of updating the law.

“Every year when WSSDA members and other school directors from across the country go back to D.C., we take forward to our senators and congressional representatives a request to reauthorize this act” said Martha Rice, Yakima Board president and WSSDA FRN chair.

“Congress’ failure to act on this reauthorization has created a vacuum into which the Department of Education has stepped and is now making rules, such as the waiver process, that are directly impacting school districts in ways that may or may not have been intended in the original legislation.”

For more information about the ESEA Resolution including a FAQ and model resolution, visit www.wssda.org/ResolutiononESEA.



Statewide issue of "failure letters" inevitable in light of USED's most recent denial

WSSDA was disappointed to learn late last month that the U.S. Department of Education (USED) denied a waiver request that would prevent Washington schools from having to issue so-called “failure letters” to parents of students in schools that aren’t meeting adequate yearly progress standards.

The initial request for flexibility under the No Child Left Behind Act (NCLB) was issued by State Superintendent Randy Dorn at the request of WSSDA. The current NCLB Act, which was slated to be reauthorized in 2007, is widely seen as outdated, inadequate, and improperly labels schools as failing. U.S. Secretary of Education Arne Duncan has publicly acknowledged that labeling schools as failures is a mistake and we should be focused on creating a new law that is fair and flexible, and focused on the schools and students most at risk.

“Schools in Washington are not failing. In fact, most are performing wonderfully in spite of enduring significant funding cuts over the past several years,” said Mari Taylor, WSSDA President and Lake Stevens School Board Member. “Academic achievement gains, numerous awards for excellence, and improving graduation rates are testaments to the success of Washington’s educators. While improvements can and must be made, we are heading in the right direction.”

Notably, USED was well aware of these gains prior to its decision to deny Washington’s waiver request. In November 2013, Duncan called State Superintendent Dorn to personally congratulate him upon receiving results from Washington’s 2013 National Assessment for Educational Progress (NAEP). Duncan acknowledged that the state had improved in every category.

Also in 2013, Washington’s students scored higher than the national average on the SAT and ACT and made gains in math and reading under the three-year federal School Improvement Grants. Washington also rose to eighth in the nation in participation in Advanced Placement (AP) exams and passage rates saw gains as well.

In spite of this recent rejection from the USED, WSSDA is now even more committed to working for the long-overdue reauthorization of the Elementary and Secondary Education Act (ESEA), the original version of NCLB.

“We are thankful for the many members of Washington’s Congress that signed a letter to Secretary of Education Arne Duncan urging him to approve the waiver,” Taylor expressed. “We plan to continue conversations with them and others in Washington, D.C. to encourage a serious and immediate effort at reauthorization.”

Open Government Training 101

As of July 1, 2014, the Open Government Training Act requires all school directors to complete training on the Open Public Meetings Act (OPMA), Public Records Act (PRA) and records retention.

If you were in office before July 1, 2014, training must be completed by the end of this year. If you were in office after July 1, 2014, training must be completed within 90 days of taking the oath of office following appointment or election.

In-person training sessions are currently taking place in various parts of the state. These sessions generally last about 90 minutes and cover all of the necessary training under the law.

In addition, the Washington Attorney General's Office has online training available. Finally, WSSDA will hold qualifying training sessions during its Annual Conference in November. Details will be posted on our website as they are available.

Visit our website for additional Open Government Training resources including a FAQ for basic answers to common questions and background information on the law. For more information, contact Colleen Miller, Director of Leadership Development Services.



Follow us on Twitter

www.twitter.com/wssda

INFORMATIONAL MEETING

Federal Relations Network (FRN)

Saturday, September 20

Yakima Red Lion
7:30 a.m.

Learn more about this grassroots network of the National School Boards Association and find out how you can participate. FRN provides a unique opportunity for local school board members to engage with members of their Congress. Get involved!

Contact Nan Laughton, n.laughton@wssda.org for more information.



EXECUTIVE DIRECTOR
Alan Burke

Big issues at hand during upcoming legislative session

Welcome and thanks for the hospitality that I have received in my first days as WSSDA Executive Director. I have been extremely impressed with the work that the staff, the board and several committees have accomplished over the summer, and look forward to a busy and productive 2014-15 school year.

What a year it promises to be! With McCleary looming, legislators from both sides of the aisle recognize that providing ample school funding will be THE big issue they will face in January. The court has spoken, the plan is there (ESHB 2261 and SHB 2776 provide a pathway to get the state where it needs to be), and the gauntlet has dropped. Now is the time for action.

As for WSSDA, our legislative action plan is already in the works, with the legislative committee meeting twice this summer to consider resolutions for the membership to discuss and debate at the Legislative Assembly in September.

If you plan to attend this year's assembly in Yakima, you are in for a treat. One of the many strengths of WSSDA is to provide members with opportunities for grass roots input. We are an organization that represents elected officials and, predictably, we do what elected officials are tasked with doing: consider ideas, debate pros and cons, and vote on which ideas need to be prioritized and supported. All of that, and more, will happen at the Legislative Assembly.

In addition to WSSDA's legislative preparation, the outcome of the current legislative races will go a long way in deciding what occurs in Olympia in 2015. I encourage all of you to get out and meet the candidates, quiz them on their positions on educational issues, and vote for the person who best supports the ideas and policies that you think are most important. Indeed, November 4 will be a very important day for those of us who support public education.

On another note, we were disappointed when the United States Department of Education rejected State Superintendent Randy Dorn's request for waiver to the requirement for schools with Title I funds to send out a letter to parents indicating that the school failed Adequate Yearly Progress (AYP) for 2013-14. Superintendent Dorn sent the waiver request at the behest of the WSSDA Board who feel strongly that the AYP system is broken, that labeling our schools as failures is just plain wrong, and that the 12-year-old, No Child Left Behind (NCLB) program is in need of a major makeover. Revision of the ineffective and misleading federal school accountability system will be a high priority for WSSDA in 2014-15.

Enjoy the rest of the summer and we will see you in Yakima, at a regional meeting, or at the annual conference in Spokane, November 19-22. Stop by and say hello and let me know what you think makes sense for best promoting public education in Washington.



Trust Lands Task Force educates and advocates for strong schools

BY RACHEL WARD

Washington's Common School Trust was established at statehood to provide a permanent source of non-tax revenue to help support schools. Almost two million acres in the Common School Trust lands are designated to support schools through the sale and lease of the land and the natural resources it provides.

The majority of revenue comes from the sale of timber growing on trust land. The goal of WSSDA's Trust Lands Task Force is to educate and advocate for strong, sustainable revenue from these lands to ensure that Washington's schools receive the maximum benefit for the Common School Trust.

The state Board of Natural Resources meets every month to review and approve the sale of trust resources. Once per decade, the board is required to recalculate the sustainable timber harvest level for all Department of Natural Resources-managed trust land. The process is lengthy and takes several months as there are multiple calculation methods and environmental impacts that need consideration. The calculation is of special importance to the Trust Lands Task Force as it will be in effect for the next 10 years and have a direct impact on Common School Trust funding.

"Recalculation of the sustainable harvest level is one of the most important duties of the Board of Natural Resources because the harvest level forms the foundation for sustainable earnings," said Russ Pfeiffer-Hoyt, the Chair of WSSDA's Trust Lands Task Force. "Our state's founders established the Common School Trust as a permanent support for schools and we work hard to see that that purpose is upheld."

Pfeiffer-Hoyt has been advocating on WSSDA's behalf at the monthly Board of Natural Resources meetings and along with several other task force members, has met with Department of Natural Resources staff and Commissioner of Public Lands, Peter Goldmark. The task force has also partnered with other stakeholders, such as the Washington State Association of Counties and the American Forest Resource Council, creating a unified and steady voice to ensure the board makes a calculation decision that will financially benefit the Common School Trust for years to come.

RACHEL WARD is WSSDA's Research Analyst and serves as the staff support for the Trust Lands Task Force.

CONTINUED FROM PAGE 1

The survey will also be accessible through the WSSDA website, eClippings and social media sites. All responses will be kept strictly confidential and you will not be asked for any personally identifiable information.

Email is our primary way of reaching you to distribute the survey. If we do not have a current email address for you, please send updates to Antonio Gonzalez at T.Gonzalez@wssda.org.

We recognize that your time is valuable and we will keep the survey as short as possible.

Members who complete the survey will be eligible for one of five randomly selected registration fee waivers (a \$530 value) for WSSDA's Annual Conference in Spokane this November.

We are interested in your honest opinions and constructive feedback and welcome all suggestions as to how we can improve as an association.

RACHEL WARD is WSSDA's Research Analyst.

LEADERSHIP DEVELOPMENT

Flexible options that fit your schedule and needs

It can be difficult to make time for teambuilding and professional development when day-to-day life is thrown your way. WSSDA offers several great options that will help your board-superintendent team work together towards a new level of effectiveness.

Let WSSDA come to you

Workshops customized to your district's specific needs are \$700 for one to four hours or \$1000 for five to eight hours, plus expenses. Roles and responsibilities, board protocols, goal setting, and working with data are some of the more frequently requested topics.

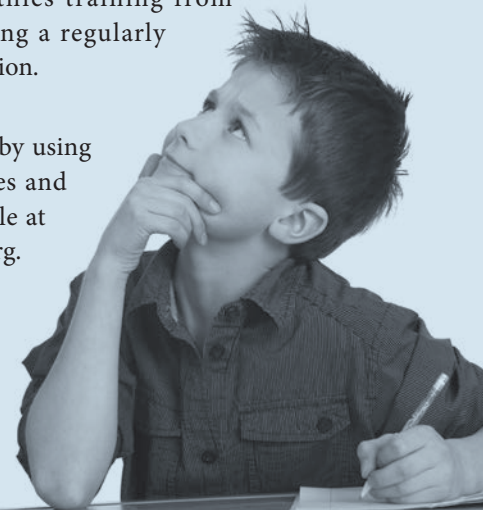
Online training

Take the free, online ethics training from WSSDA University during a regularly scheduled board work session.

Self-study

Plan your own self-study by using any of the many resources and training materials available at no charge at www.wssda.org.

For more information, contact Colleen Miller at c.miller@wssda.org.



Research Blast sheds light on bullying stats

BY RACHEL WARD

Most teachers and education leaders confront bullying at some point during their careers. Although there is no collectively agreed upon definition of bullying, most agree that it is unwanted, hostile behavior involving a real or perceived power imbalance. It may be repeated over time and is verbal, social, physical or digital (cyberbullying) in nature.

Recent research found that nearly half (49%) of U.S. students in grades 4-12 have been bullied at school at least once in the previous month. To combat this problem and tackle new forums for bullying like the internet and cell phones, 41 states have adopted official anti-bullying laws for public and private schools.

Cyberbullying, in particular, is a growing concern. The ability to be “connected” at all times has given rise to this relatively new form of bullying that is especially hard for schools to monitor and control. Students can gain access to anyone at any time through a variety of electronic channels, including social networks, email, blogs, online games and text or instant messaging.

Unlimited, unsupervised and often anonymous access means victims cannot easily escape their bullies. To limit cyberbullying activity, some schools have tried to create Acceptable Use Policies for the internet that extend to home and cell phone. However, this frequently results in disputes over the protective authority of schools and parents.

Bullying’s long-lasting damage is the biggest concern for most educators. Studies show that victims suffer the worst outcomes, including low self-esteem, physical and mental health issues and poor academic performance during childhood. Childhood bullies are also more likely to engage in criminal behavior, participate in frequent fights, and demonstrate poor academic performance and abuse alcohol and drugs. Victims and individuals who were both bullies and victims are more likely to experience poorer health, financial, educational, and career outcomes as adults.

To combat bullying, each school should adopt anti-bullying policies and established disciplinary methods tailored to its specific needs. Whole-school approaches tend to have the greatest impact. When implemented properly, they can lead to better student attendance and study habits, more student motivation for academic success as well as higher grades, test scores and subject mastery.

Read more about bullying and the research behind it in June’s edition of WSSDA’s Research Blast at www.wssda.org/news/wssdaresearchblast.



Alan Burke

Please join us in welcoming Alan Burke as WSSDA's new Executive Director. Alan began his first official day August 1.

The former deputy superintendent at the Office of Superintendent of Public Instruction (OSPI), Burke oversaw statewide programs in teaching and learning, assessment, career and college readiness, school improvement and federal accountability, among others.

Before coming to OSPI in February 2009, Burke held a number of positions over a 35-year career in public schools. These included jobs as middle school teacher and principal, assistant superintendent, and, from 1998 through 2009, superintendent of the Yelm School District. Burke earned his EdD from the University of Washington in 1990.

We welcome you!



Deb Merle

Debora Merle has been appointed as the new Director of Governmental Relations, effective August 16. Deb brings a wealth of legislative-related experience to the organization that she has accumulated over a twenty-five year career working in educational policy and state government.

Most recently Deb spent three years as the Deputy Executive Director for Government Relations for the State Board for Community and Technical Colleges. Before that she worked as the Executive Policy Advisor to Washington State Governors Gary Locke and Chris Gregoire, and spent a year as the Executive Director of the California State Board of Education.

Welcome Deb!



Tricia Lubach

Tricia Lubach has been appointed as WSSDA's newest Training Specialist. Tricia will serve our school board members in Eastern Washington from her home base in Quincy. Tricia will begin September 1 and will work with Colleen Miller, Director of Leadership Development Services to provide support with board development and training.

Tricia has served on her local school board for ten years, has been a cadre member since 2012, is on the Legislative Committee, and is a graduate of Leadership WSSDA. Tricia has over 25 years of experience in communications and public information consulting.

A warm welcome to Tricia!

Ballots for officer elections to arrive by mail this month

Three candidates are running in this year's election for the positions of WSSDA President-elect and Vice President.

Chris Nation of Marysville is running unopposed for president-elect. If elected, he will be promoted to president at the end of the term. Nation is currently vice president on the WSSDA Board of Directors.

Aurora Flores of Manson and Joanne Greer of Deer Park are running to succeed Nation as vice president. The position of vice president is open to a member from the east side for this year's elections.

WSSDA will also accept nominations from the floor from August 1 through August 15. To nominate an additional name to the slate, send potential candidates to the Nominating Committee Chair, Debbie Long at debralong@icehouse.net. To be accepted to the slate, nominations must be made by at least one member from five different school boards including one member from the potential candidates own board.

Official ballots will arrive in the mail at the end of August with the voting period open from August 25 through September 26. For your convenience, we've included a self-addressed stamped envelope for ballot return.

To find out more about the candidates, visit our website, www.wssda.org/AboutUs/OfficersBoardofDirectors/WSSDAElections2014 to view videotaped speeches, bios and personal statements from each candidate.

The WSSDA President, President-elect, and Vice President will be installed into office on Saturday, November 21 during the closing session of the WSSDA Annual Conference.



CHRIS NATION
CANDIDATE FOR PRESIDENT-ELECT
Current WSSDA Vice President,
Marysville School Board Member
since 2009.



AURORA FLORES
CANDIDATE FOR VICE PRESIDENT
Current WSSDA Board Member,
Manson School Board Member
since 1999.



JOANNE GREER
CANDIDATE FOR VICE PRESIDENT
Current WSSDA Board Member,
Deer Park School Board Member
since 1997.

2014 ANNUAL CONFERENCE

Life-long learning worth every penny

How can something as fun as WSSDA's Annual Conference also be relevant to the work you do in your district?

Breakout sessions can help you connect with others who have successfully met challenges similar to those you face. Sessions topics address bonds and levies, effectively evaluating your superintendent, new legislation, engaging your community, bullying, small schools issues, and much, much more.

Capacity-building workshops are featured in the pre-conference sessions. Topics include finance & collective bargaining, what board presidents need to know and do, and foundations for good boardsmanship. There is also an off-site workshop where attendees will learn how four districts partnered to create Spokane Valley Tech.

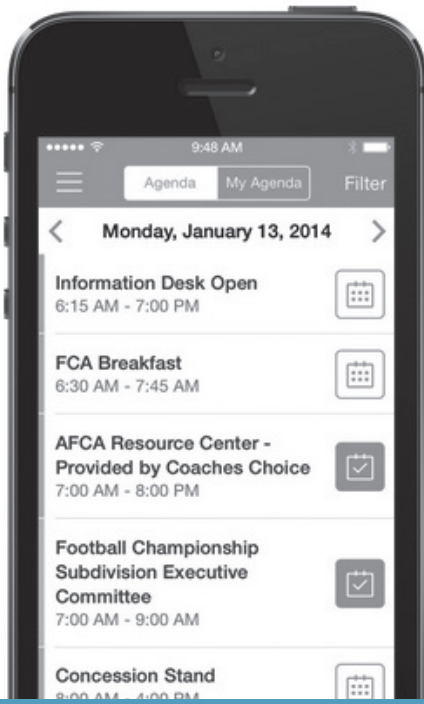
Three powerful keynote speakers will address leadership from different points of view. Each delivers practical advice for empowering yourselves and others, and a call to act now.

WSSDA is your association. We represent all school directors in the state. During the conference you will make key business decisions and elect your director area leaders at caucus. At the Delegate Assembly, you will iron out the Association's permanent positions and set annual dues.

Even in these times of tight funding, it's easy to justify the modest expense of attending. Your students deserve the best education possible. And to govern your district to do its best requires an evolving set of knowledge and skills. Be an inspiration to those you lead and set an example of life-long learning for others to follow.

Conference and registration information is available at www.wssda.org/events/annualconference.





2014 ANNUAL CONFERENCE

There's an app for that

We are thrilled to offer our annual conference attendees the award-winning web and mobile application, DoubleDutch. This application will help you collaborate and interact with the 2014 Annual Conference in real-time.

DoubleDutch allows attendees to view and set personal agendas, network with other attendees, participate in polls and surveys, view exhibitor materials, and submit session evaluations.

The DoubleDutch app can be powered across all devices, including iPhones, iPads, Android phones and tablets and

desktop computers.

"Attendees will love being able to share photos, comment, check-in and make their voices heard," said Colleen Miller, Director of Leadership Development Services. "We are really excited to have the opportunity to enhance the conference experience for our attendees."

If you are tech- and social media-savvy and would like to participate as a DoubleDutch model user and mentor, email Connie Lauderdale, c.lauderdale@wssda.org, for details.

Stay tuned for more details as the conference gets closer.

FALL REGIONAL MEETINGS

September 29 DIRECTOR AREA 8

Union Gap

6:00 p.m. – 8:00 p.m.

Union Gap School
Multipurpose Room
3201 South 4th Street
Union Gap, WA 98903

September 30 DIRECTOR AREA 7

Moses Lake

6:00 p.m. – 8:30 p.m.

Columbia Basin
Technical Skills Center
Main Hall
900 E. Yonezawa Boulevard
Moses Lake, WA 98837

September 30 DIRECTOR AREA 2

Enumclaw

6:00 p.m. – 8:30 p.m.

Enumclaw High School
Library
226 Semanski Street
Enumclaw, WA 98022

October 1 DIRECTOR AREA 10

Colfax

6:00 p.m. – 8:30 p.m.

Jennings Elementary School
Boardroom
1207 N. Morton Street
Colfax, WA 99111

October 2 DIRECTOR AREA 11

Kennewick

6:00 p.m. – 8:30 p.m.

Kennewick District Office
Boardrooms B and C
1000 W. 4th Avenue
Kennewick, WA 99336

October 8 DIRECTOR AREA 6

Woodland

6:00 p.m. – 8:30 p.m.

Woodland Public Schools
High School/Middle School
Commons
757 Park Street
Woodland, WA 98674

October 9 DIRECTOR AREA 9

Mead

6:00 p.m. – 8:30 p.m.

Mead District Office
Boardroom
2323 E. Farwell Road
Mead, WA 99021

October 11 DIRECTOR AREA 4

Quillayute Valley

10:00 a.m. – 12:30 p.m.

Forks High School
Library
261 S. Spartan Avenue
Forks, WA 98331

October 15 DIRECTOR AREA 5

Aberdeen

6:00 p.m. – 8:30 p.m.

Aberdeen High School
Community Room
410 N. G Street
Aberdeen, WA 98520

October 16 DIRECTOR AREA 3

Fife

6:00 p.m. – 8:30 p.m.

Fife District Office
Boardroom
5802 20th Street E.
Fife, WA 98424

October 29 DIRECTOR AREA 1

Arlington

6:00 p.m. – 8:30 p.m.

Weston High School
Commons
4407 172nd Street N.E.
Arlington, WA 98223

**Reserve your
spot online at [www.wssda.org/events/
regionalmeetings](http://www.wssda.org/events/regionalmeetings).**



WSSDA Direct is published monthly 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.

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

RETURN SERVICE REQUESTED

Mari Taylor, President 425.314.1131
Chris Nieuwenhuis, President-Elect. 509.290.1824
Chris Nation, Vice President. 425.322.6630
Debbie Long, Immediate Past President 509.993.1019
Alan Burke, Ed.D., Executive Director 360.252.3001
Michael Wilson, Communications Director 360.252.3013

WSSDA DIRECTORY
General Information 360.493.9231
Association Services 360.252.3002
Leadership Development Services 360.252.3009
Governmental Relations 360.252.3010
Communications 360.252.3013
Policy and Legal Services 360.252.3018
Toll Free (In-State) 800.562.8927
E-Mail mail@wssda.org

CALENDAR OF EVENTS

August

- 13** Webinar
- 22-23** Board of Directors Meeting

September

- 17** Webinar
- 18** Board of Directors Meeting
- 18** Resolutions Committee Meeting
- 18** Legislative Committee Meeting
- 19-20** Legislative Assembly
- 25** Webinar for New Board Members
- 29** Regional Meeting Union Gap
- 30** Regional Meeting Moses Lake
- 30** Regional Meeting Enumclaw

October

- 1** Regional Meeting Colfax
- 2** Regional Meeting Kennewick
- 8** Regional Meeting Woodland
- 9** Regional Meeting Mead
- 11** Regional Meeting Quillayute Valley
- 15** Regional Meeting Aberdeen
- 16** Regional Meeting Fife
- 25** Legislative Committee Meeting
- 29** Regional Meeting Arlington

November

- 18** Board of Directors Meeting
- 19** Resolutions Committee Meeting
- 19-22** Annual Conference
- 22** Board of Directors Meeting

December

- 17** Webinar