



Direct

Washington State School Directors' Association

NOVEMBER/DECEMBER 2013



Superintendent of Public Instruction Randy Dorn and NSBA President David Pickler were distinguished speakers during general sessions at this year's event.

2013 ANNUAL CONFERENCE

Conference attendance tops 1,000

More than 1,000 leaders in education packed the Bellevue Hyatt Regency last month for WSSDA's Annual Conference, one of the largest crowds in conference history.

The crowd included more than 681 school directors from 208 different districts, as well as 175 superintendents. In addition, some 40 student representatives attended.

The early feedback suggests that they not only came in droves, but "they really liked it," said outgoing WSSDA President Debbie Long. "Many school directors said there were so many incredible classes to choose from that they had a hard time deciding on which one they should attend."

Based on unsolicited emails, the conference was, indeed, a great success.

"My board chair did not attend the last conference in Bellevue because he said the content was not rich enough," said one attendee. "This year he is saying that every session has been beneficial!" Another conference goer added, "A big two thumbs up for the conference and I hope the attendance numbers were close to records."

The recurrent theme among keynoters this year was the importance of building character and confidence in students. It was echoed by speakers as different as Dr. Robert Brooks of the Harvard Medical School and Jon Kitna, former NFL quarterback and teacher at Lincoln High School in Tacoma.

"How do you create a school where

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2013 LEGISLATIVE CONFERENCE

Help keep the pressure on education funding

Register now for the annual Legislative Conference/Day on the Hill January 26-27, 2014 to make your voice heard on critical education issues. Visit our website, www.wssda.org, to register.

The event is designed to bring legislators and the executive branch together with school directors, superintendents, finance officials and other school district leaders to discuss K-12 priorities.

While 2014 is a supplemental budget year, we want to keep the pressure on education funding. In addition, we will be asking the Legislature to fund two days of professional development for all of our classroom teachers and principals.

The Legislative Conference kicks off on January 26th at 1:00 p.m. with four hours

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School directors focus on the issues at last year's conference.

INSIDE THIS ISSUE

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**ACTING EXECUTIVE DIRECTOR
Phil Gore**

Farewell and thank you

As a former school director and veteran WSSDA staff member, it has been an honor to serve you. You play a vital role for improving public education in Washington. In the words of President Theodore Roosevelt more than 100 years ago, you are in the arena!

"It is not the critic who counts, not the man who points how the strong man stumbled or where the doer of deeds could have done them better.

The credit belongs to the man who is actually in the arena; whose face is marred by dust and sweat and blood; who strives valiantly; who errs and comes short again and again; who knows the great enthusiasms, the great devotions, and spends himself in a worthy cause; who, at the best, knows the triumph of high achievement; and who, at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls, who know neither victory nor defeat."

Veteran school directors know the cost of stepping into the arena. Newly elected school directors will know the dust and sweat of the arena soon enough.

Your commitment to equity and justice, your resilience, regardless of public opinion, your accountability for tax-payer dollars, and your relentless resolve that the status quo is never good enough — are a powerful investment in our future.

Individually you are strong, together we are stronger. And, in combination with like-minded partners, we are strongest.

As many of you know, I will be leaving soon to accept the position of Director of State Association Partnership Services at the National School Boards Association in Alexandria, Virginia. I look forward to representing you and serving you in this new role.

Thank you for the opportunity to help in your efforts to improve our public schools.

LEADERSHIP WSSDA

Applications due January 3

Sign up now for Leadership WSSDA, a unique opportunity to explore various aspects of educational leadership and governance with topic experts and a small group of fellow educators. In a typical session, we provide the structure upon which real learning takes place. You and your cohorts will discuss and apply the ideas and tools.

Recent graduate, Leona Adams said, "Every board member needs to take this year long class. It lays the foundations for new board members and re-energizes long-term members."

This dynamic growth experience has given many alumni the confidence to step up to other leadership positions at WSSDA, on the State Board of Education and in their private lives.

Leadership WSSDA is for school directors with three or more years of service on their board.

Four of the five sessions will be held at the WSSDA office in Olympia, and run from 1:00 p.m. Friday through 2:30 p.m. Saturday.

Dinner, lunch and snacks are included in the \$700 participation fee.

Travel expenses are not included in the fee, but discounted hotel rooms at the nearby Ramada Hotel are available.

Please complete the application at www.wssda.org/Services/LeadershipDevelopment/LeadershipWSSDA. Applications are due January 3. Contact Colleen Miller for questions at C.Miller@wssda.org.

Gain the leadership skills and knowledge you need to drive greater board performance.



Average to Excellent: **Building Exceptional Leadership Teams**

January 11, 2013

Pasco School District
10:00 a.m. – 3:00 p.m. (lunch included)

\$165 Individuals
\$395 Board/superintendent teams of three or more

Email T.Gonzalez@wssda.org to register.

Visit www.wssda.org for more information.



PRESIDENT
Debbie Long

Incredible journey makes the year go quickly

Thank you for the opportunity to serve as president of your association this past year.

David Pickler, NSBA President, hit the mark in a recent email when he prefaced a comment with “While I may not always know exactly where I am, or what day it is...” Being president keeps you on the move, but it is so worth it. During this past year I have met the most incredible school board directors across the state of Washington.

Whether I was at your regional meeting, or small school visits, I have enjoyed my time with you. Public education can be proud of the countless number of dedicated, passionate, and committed leaders who understand the absolute necessity to change the conversation and take a stand for public education.

A year ago when I began this journey, public education was under attack. Charter schools had just been approved for the state of Washington and every day there were reports about the failure of education in the United States. Many politicians criticized teachers and school districts for their teaching methods and low standards. Too often we are judged by one metric and that is test scores. It is a harsh light that isn’t always accurate or complete in what it shows.

Yes, we do have problems. Too many kids drop out of school. The gap in performance between rich and poor remains wide. But there has been a significant change recently. The public’s focus, and our focus, is pointed squarely on improving our schools.

Education is not what it used to be. When I entered school, a computer was the size of an entire room. Today, it is in my wrist watch. Bio-med and bio-engineering were terms I never heard of growing up. Today those words

are part of our children’s lives and dreams.

Children of today are so much smarter than we ever were and I hope that you will join with me during the next year in promoting your children’s success stories on a new website we are now completing with our education partners. It is now, in the last stages of construction. Stay tuned for more information in eClippings and the WSSDA website.

This is just one of the items I hoped we could accomplish during my term and we are close. But as I look over the past year, there are many others. Here are a few:

We created the Innovation Task Force to help identify what creative changes can most help us improve our schools;

We advanced the superintendent evaluation initiative with five research-based and best practices for the evaluation of superintendents;

We instituted a full schedule of monthly webinars. These ranged from strategies for early learning to how poverty affects schools;

And we opened the online WSSDA University in June to help each of us become a better school board member.

As school board directors, we were elected to do one thing — to champion the needs of our children. We are there to provide opportunities and make a difference in their lives. Whether it comes from fine arts, athletics, or curriculum, we need schools that feed the dreams of our children and help them grow.

These children are our future. Thank you for all your efforts to shape our educational world in a way that gives them the diverse set of tools they will need to be successful.

As I depart I want to thank you for this incredible journey and the opportunity to serve you.

Debbie Long



Heidi Maynard

DIRECTOR OF POLICY AND LEGAL SERVICES

Implementing your district's K-12 Highly Capable program

In September, WSSDA issued a revised policy and procedure for Highly Capable Programs. The policy covers the recent revisions to the Washington Administrative Code.

Districts have no doubt noticed lots of changes, including the new requirement to identify and provide services to highly capable students in grades kindergarten through twelve.

The 2013-2014 school year is a transition year. Districts will not be subject to OSPI compliance review on Highly Capable Program requirements. In 2014-2015, however, districts will be expected to have fully implemented their K-12 highly capable programs.

One district recently asked how a Highly Capable Program should be implemented for kindergarten when the district typically spends the fall observing students and then identifies those that are highly capable in the spring. Are we then required to provide services, they asked, for the last few weeks of the school year?

The answer, according to Kristina Johnstone, Program Supervisor of OSPI's Highly Capable Program office, depends on whether you are asking about the current transition year or future years. For 2013-14, the district can identify highly capable students in the spring and begin providing services in first grade. Going forward, however, the district will need to identify kindergartners within the first couple of months of the school year and then immediately begin providing services.

For answers to other technical questions, contact Kristina Johnstone directly at 360.725.4991. In addition, districts can receive comprehensive training by registering for one of the Whitworth University Center for Gifted Education's Institutes on (Highly Capable) Identification and Program Development.

These will cover topics like identification methods, continuum of services and professional development. The trainings are scheduled in Spokane on January 27-28, Seattle on January 30-31 and Vancouver on March 6-7, 2014. Districts may use their Highly Capable Program grant funds to attend one of these trainings.

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of presentations and discussions on the hottest topics in education. Watch www.wssda.org for program and schedule updates.

Monday is typically set aside for meetings with legislators. New this year will be an opportunity to informally gather with your colleagues in the Columbia Room of the Capitol Building January 27 from 8:00 a.m.-12:00 p.m.

Sunday's program, caucus meetings and evening reception are held at the Olympia Red Lion. Registration is available using a handy online form or by printing the downloadable form and mailing or faxing it to WASA, this year's organizer. Cost is \$195 through January 17 and \$250 after the 17th.

Room blocks have been reserved at the Olympia Red Lion. Please call the hotel directly to reserve your room.

Back by popular demand is the Innovative Schools Showcase. Space is limited to eight schools or school districts. The showcase is Monday, January 27, and runs from 9:00 a.m.-2:00 p.m., on the third floor of the Legislative Building. Set up and take down are an hour prior to and after the showcase. Contact Nan Laughton at (360) 252-3011 for more details and to register your school.

The 2014 Legislative Conference is proudly sponsored by WSSDA, WASA and WASBO.



Governor Jay Inslee took time to pose with Riverview Student Representatives Amanda Korn and Jake Knoth.



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Innovative Schools Showcase

Monday, January 27th
9:00 a.m. – 2:00 p.m.

For more information or to register your school, contact Nan Laughton at (360) 252-3011. (See Legislative Conference story on page 1 for further details.)

Register by Friday, January 3, 2014.

Congratulations to our newly elected board and committee members!

Board of Directors

- DA 1 David Iseminger, Lake Stevens
- DA 2 Nancy Merrill, Enumclaw
- DA 8 Bruce Drollinger, Naches Valley
- DA 9 Joanne Greer, Deer Park

Legislative Committee

- DA 1 Tony Ghazel, Orcas Island
- DA 2 Lisa Connors, Auburn
- DA 2 Dawn McCravey, North Shore
- DA 3 Brenda Rogers, Bethel
- DA 4 Carolyn Perkins, Bremerton
- DA 4 Sarah Methner, Port Angeles
- DA 5 Kathy Jo Moore, Rainier
- DA 5 Richard Stone, Montesano
- DA 6 Michael Parsons, Evergreen
- DA 7 Tricia Lubach, Quincy
- DA 8 Mike Meyer, West Valley
- DA 9 Mitch Jensen, East Valley
- DA 11 Steve McGaughey, Finley

Nominating Committee

- DA 2 Lynn Desmarais, Renton
- DA 2 Mary Jane Glaser, Tahoma
- DA 4 Chris Lemke, South Kitsap
- DA 6 Bob Simmons, Kelso
- DA 8 Sandra Linde, Sunnyside
- DA 10 Marcus Horak, Odessa

Resolutions Committee

- DA 2 Janet Quinn, Northshore
- DA 3 Warren Smith, Bethel
- DA 5 Sue McCausland, Shelton
- DA 6 Julie Rotz, Camas
- DA 7 Rocky DeVon, Oroville
- DA 8 Michelle Perry, Sunnyside
- DA 9 Adam Mortensen, West Valley
- DA 11 Mary Guay, Richland

Interscholastic Activities Committee

- DA 2 Todd Franceschina, Renton
- DA 4 Dave Rubie, Bremerton
- DA 6 Robert Torppa, Naselle-Grays Harbor
- DA 8 Chad Christopherson, Naches Valley
- DA 10 Karl Johanson, Pullman

Neighboring districts meet with legislators



School directors from Onion Creek, Northport and Colville meet with 7th district legislators, Rep. Joel Kretz and Rep. Shelly Short, and Sen.-elect Brian Dansel, to discuss education funding and policy issues.

South Kitsap and Sunnyside receive top honors

The South Kitsap and Sunnyside School Boards have been named the 2013 Boards of the Year. The two boards were chosen from a field of 20 boards nominated from across Washington state.

“There is no higher formal honor in our state for excellence as a school board,” said Debbie Long, outgoing president of the WSSDA Board of Directors. “They come from very different areas of the state, showing how excellence knows no geographic or economic boundaries.”

South Kitsap was also one of three boards who received awards for five straight years of recognition as a board of distinction. This also included the Issaquah and Vancouver School Boards.

Also honored at this year’s conference were eleven boards that were named Boards of Distinction.

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

Applications are evaluated by an independent review panel.



From left, WSSDA’s Colleen Miller, Sunnyside School Board Members Stephen Winfree, Sandra Linde, Rocky Simmons, Superintendent Dr. Richard Cole, Dylan Gardner and Michelle Perry,



From left, South Kitsap School Board Members, Keith Garton, Superintendent Dr. Michelle Reid, Chris Lemke, Executive Assistant to the Superintendent Robbie Bell, Kathryn Simpson and Greg Wall.

2013 AWARDS

Boards of Distinction

- Anacortes #103
- Auburn #408
- Ferndale #502
- Franklin Pierce #402
- Lake Stevens #4
- Monroe #103
- Port Angeles #121
- Pullman #267
- Sunnyside #201
- Tumwater #33
- University Place #83

Special Merit Award

- Issaquah #411
- South Kitsap #402
- Vancouver #37

Boards of the Year

- South Kitsap #402
- Sunnyside #201



From left, Issaquah Superintendent Rob Thiele and School Board Members Suzanne Weaver, Brian Deagle, Anne Moore and Marnie Maraldo.



From left, Vancouver School Board Members Mark Stoker, Dale Rice, Edri Geiger, Kathy Gillespie and Superintendent Dr. Steven Webb.

students will be more disciplined, more respectful, are motivated to learn and where they are resilient,” said Brooks. “We know that people will deal with hardship if they believe there is some purpose to their existence.”

The common denominator for students that overcome hardship and show resilience, Brooks said, is that at least one person along the way believed in him and stood by him. Giving students a role in the school itself is an important way to build both respect and discipline.

“Too often we punish suffering children,” Brooks said, adding that much of what we do is absurdly contradictory. “Why do you suspend kids who don’t want to go to school?” This and some other approaches have never worked, he told the crowd. “If the horse is dead, get off.”

National Teacher of the Year, Jeff Charbonneau of Zillah, described how important it is to build a relationship with students, recognizing the need to connect with and engage them. In a story recounted over and over by participants, he described the moment he fully understood how important it was for him to be a great teacher. As he faced his own medical emergency, he looked up and recognized the EMT as a former student.

“I am teaching friends, neighbors and the future husband of my daughter,” he said.

Kitna stayed long after delivering the closing keynote to pose for pictures with students and school directors. The former NFL quarterback described his long dreamed about return to Lincoln, his alma mater, to teach math and coach football. He described the hard job of helping turnaround a student’s life.

It’s part understanding the backstory on a student, why they are who they are, and another part discipline and boundaries.

And the crowd nodded in assent when Kitna added, “It’s not just about curriculum, it’s about confidence and character.”



Additional photos from the conference are posted at www.flickr.com/wssda

2013 ANNUAL CONFERENCE

Quotable moments

- "When we say people are not motivated, we are saying they are not motivated to do what we want them to do." **Dr. Robert Brooks**, Harvard Medical School
- "Arne Duncan wants to be America’s Superintendent." **David Pickler**, President NSBA
- "Education is the number one civil right of this century." **Thomas Ahearn**, lead attorney on McCleary case
- "We have powerful enemies out there and we are responsible for fighting them." **David Pickler**, commenting on the American Legislative Exchange Council
- "We have an absolute crisis. Our young people who do not go to college are not finding full time jobs." **Dr. Ronald Ferguson**, Harvard School of Education
- "I think the court is going to excoriate us (the Legislature) in their report at the end of the year." **Rep. Ross Hunter**, speaking about implementing the McCleary Decision.
- "No person stands taller than when they stoop to help a child." **David Pickler**, President NSBA
- "The feds telling states to reduce duplication for a waiver is the pot calling the kettle black." **Alan Burke**, Deputy Superintendent, OSPI
- "Kids don’t care what you know until they know that you care." **Dr. Robert Brooks**, Harvard Medical School
- "The real fear is not fear of making mistakes, it’s fear of humiliation." **Dr. Robert Brooks**, on student behavior
- "That A-to-F stuff is just puff pieces. It’s rhetoric." **Randy Dorn**, Superintendent of Public Instruction



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.

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- E-Mail mail@wssda.org

CALENDAR OF EVENTS

December

- 17** Webinar:
Common Core State
Standards

January

- 7** Webinar:
2014 Legislative
Session Preview
- 11** Average to Excellent
Workshop, Pasco
- 15** Webinar:
Next Generation
Science Standards
- 25** Resolutions
Committee Meeting
- 25** Board of Directors' Meeting
- 26** 2014 Legislative Conference
- 30** Webinar: Open Public
Meetings Act and Board
Meeting Agendas

February

- 1** Average to Excellent
Workshop, Ellensburg
- Webinar:
12 Best Practices for
Transitioning Middle School
Students to High School

March

- 7** Leadership WSSDA
- Webinar:
12 Best Practices for Partnering
with Post-Secondary Colleges/
Universities and Vocational and
Apprentice Programs
- 27** Webinar: Funding

May

- 17** Average to Excellent
Workshop, Arlington

July

- 17** Average to Excellent
Workshop, Rochester