



## 2015 ELECTIONS



### Who will be the next face of WSSDA?

Now through September 25, school directors throughout the state are casting votes to elect the people who will represent them as president-elect or vice president of WSSDA for the next year.

The president-elect automatically becomes president the following year.

These WSSDA officers work tirelessly to represent you on committees, in meetings, and at state and nationwide conferences. They are joined on the WSSDA board of Directors by representatives of each of the state's 11 Director Areas.

Please take time to learn about each candidate. Follow the links from [wssda.org](http://wssda.org) > About Us > Officers/Board of Directors > WSSDA Elections. Then vote!

Statements from the candidates begin on the insert. (If you have not received your voting credentials, please contact WSSDA at [mail@wssda.org](mailto:mail@wssda.org) or 1-800-562-8927 and leave your name and district.

## The prblm w/textng

BY HEIDI MAYNARD AND BERNADETTE SHAH

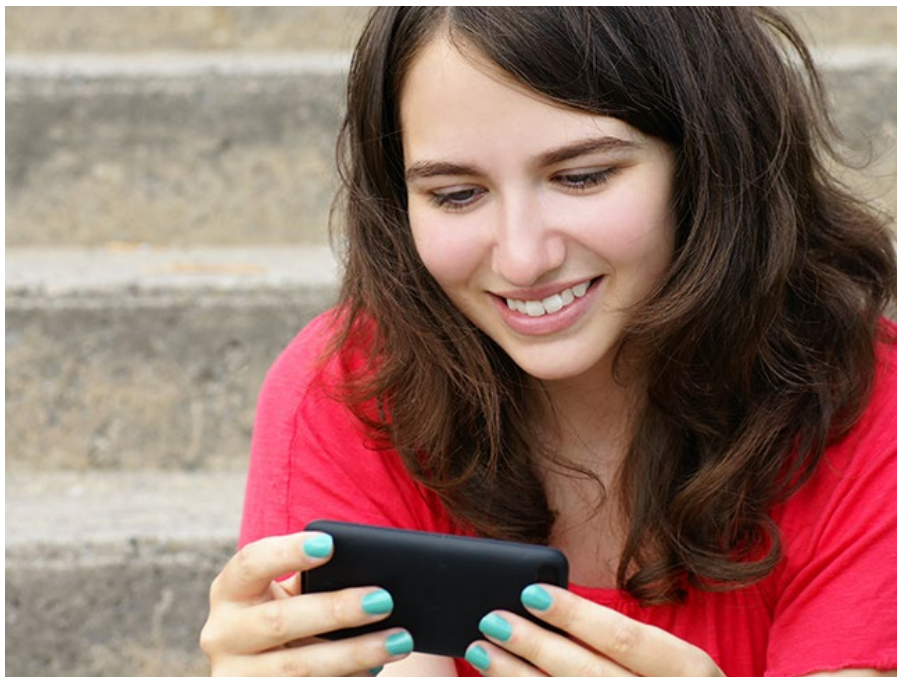
A recent court case out of the Division II Court of Appeals (*City of Fife v. Hicks, No. 45450-II*) is a cautionary tale for any elected official or public agency (read: school board members and districts) subject to state records retention requirements.

By state law, districts and board members are required to maintain all records they generate regarding official business. According to state retention schedules, school director communications and internal and external communications by district employees must be retained for two years. These include not only emails about official business, but also text messages generated on board members' and employees' district-issued cell phones.

In *City of Fife*, a police officer filed a public records request with the city for five years' worth of unredacted records, including texts. The city turned over some of the documents in redacted form, and then challenged the request in Pierce County Superior Court. That court found that the city had violated the Public Records Act. The city appealed. The court of appeals affirmed the lower court's ruling and ordered the city to release the records.

The city went to its cellular phone carrier, Verizon, to recover the texts from city-issued employee cell phones. Much to their surprise, they learned that Verizon did not have them. Pursuant to Verizon policy, the

TEXTNG, CONTINUED ON PAGE 3





EXECUTIVE DIRECTOR  
Alan Burke

# The clock is ticking

**W**e're closing in on the 2018 fiscal year deadline for the Legislature to fully fund basic education. Last month, the state Supreme Court made it clear they were unhappy with lawmakers' inability to agree to a funding plan during the 2015 session. They didn't mince words—and they haven't backed off since their first order in *McCleary v. Washington* three and a half years ago, that the legislature make good on the provisions and funding schedule in House Bills 2261 and 2776.

## What will the legislature do next?

No one really knows, but everyone has an opinion.

The most likely scenario is that *McCleary* deliberations won't begin again until the 2016 legislature convenes in January. By then, the \$100,000 a day fine recently levied by the court will only have accumulated to about \$14 million and will simply be moved from one state account to another. Waiting until the regular session allows all the issues – definitions of basic education and *full* funding of 2261/2776, staff compensation, levy reform, construction costs – to be debated within the context of “routine” budget negotiations.

Or, the Governor could call another special session for the Legislature to deal with *McCleary*-related funding and timelines before the end of the year. That would only happen if legislative leaders agree to an outline for a settlement that could garner bipartisan support in the four caucuses, which doesn't seem likely.

The legislators could delay a complete *McCleary* solution until the 2017 session, arguing that they aren't even late yet. They funded transportation and operating costs fully and on time, and, they funded all-day kindergarten and K-3 class size reduction ahead of schedule. So, the final, and by far most expensive piece of the pie – compensation – could and should be decided in the larger context of the 2017-19 biennial budgets. This could happen if lawmakers are unable to agree to a funding plan, again, in 2016, and it would undoubtedly incur the wrath of the Supreme Court, triggering more severe sanctions.

Another option is for the Legislature to challenge the court's authority to “micromanage” the state budget and impose fines when it doesn't like funding decisions made by lawmakers. The Senate Majority Leader and 17 of his colleagues – including one Democrat – have already asserted that the court is overstepping its authority. Most legislators want to avoid this constitutional question because how it would be answered is anybody's guess.

## Why can't they just get on with it?

There don't seem to be solutions for the remaining issues – like the cab driver who says, “You can't get there from here.” But you have to get there.

The options are complex and politically challenging. The \$3.5 billion or so in state funding needed for salaries for basic education can only come from three places - tax increases and loophole closures, cuts in other government services, and increases in state revenue due to a stronger economy. Agreement on a tax increase will be an even heavier lift this session than last, as we move into the 2016 campaign season.

The Legislature doesn't have much stomach for further cuts in social services or public safety either. So, by process of elimination, that leaves us with a one-legged stool and a wing and a prayer for an extraordinarily robust economy generating lots of additional sales tax to grow our way out of this.

Any so-called “levy swap” (more state revenue to replace local funds used for basic education) relies on raising property taxes in relatively wealthy areas of King County and other pockets in the state. And, a lot of legislators, particularly in areas that pass levies easily, still want to allow *some* local funding for salary enhancements.

In spite of these, and countless other challenges, the Supreme Court expects state funding of basic education—as defined by the Legislature in HB 2261/2776—to be in place by fiscal year 2018.

And the clock is still ticking...



city was told, text messages were deleted after three to five days. When the city could not produce the records, the court found that ignorance of Verizon’s policy was not a justifiable excuse for violating the Public Records Act and fined the city nearly half a million dollars.

As the city learned the hard way, no cell phone carrier or third party handling public records is required to retain them just because the public agency is subject to state public records and retention laws. Rather, it is the agency’s obligation alone to retain the records.

The same principle applies to social media postings. If a school district, for example, has a Facebook page, it is imperative that it use social media retention software (e.g., Backupify). Depending on mammoth corporations like Facebook or Twitter or a cell phone carrier to produce records on demand and within the timeframes intended by Washington public records law is not a good strategy.

The problem with texts is that a consistent way to retain them is still evolving. The Secretary of State’s office has posted guidance on its website on options currently available to public agencies.

The first option requires employees to be responsible for manually saving texts to a district storage device, but transfer can be burdensome and inconsistent. The second option involves using third-party software to capture each text sent and transfer it as an email to the agency server. This option seems to be less burdensome than manual transfer. However, its consistency depends on the horsepower and functionality of the district’s own server. So prior to investing in it, districts are advised to have their server checked as to backup effectiveness and alignment with state retention requirements.

The third option involves using a vendor to retain the texts on a (hopefully) cloud-based server. As recent national headlines suggest, some of these vendors are “mom and pop” operations with questionable levels of security in place to protect customer documents. Districts using these vendors need to do their homework. Security levels and access to documents in the event of a records request should be compared to that of several other vendors. Districts should also be clear on the contingency plan for their documents if the vendor goes out of business.

Technological advances in retention of public records will no doubt improve over time. In the meantime, districts should at least make best efforts to retain these records. Alternatively, districts can limit use of texts on district-issued phones in use agreements.

*Heidi Maynard is Director of Policy and Legal Services for WSSDA. Bernadette Shah, also with WSSDA, is Manager of Information Technology.*



## PRESIDENT Chris Nieuwenhuis

“ We always hear about the rights of democracy, but the major responsibility of it is participation. ”

–Wynton Marsalis

# It only works if you vote!



One of the most wonderful traits of our association is the broad participation of its members. We are a grassroots democracy that is unlike any other group in state government.

We have a Legislative Assembly, much akin to the classic town hall, where we debate our priorities and make recommendations on legislative priorities.

We have an annual conference where hundreds of us meet to learn more about education and select many of our leaders.

And at this time of year, we elect our association’s officers, who, as part of our board of directors, will guide us through the upcoming year.

Officer elections will have opened by the time you receive the print version of this edition of WSSDA Direct. The electronic version will have been posted as balloting starts. All of you should have received a note from us detailing how to access the online voting.

If you have already voted in this year’s elections, thank you. If not, please do!

WSSDA has explored several options for officer voting in an effort to make it as easy as possible for you. For many years, we did so in-person at the annual conference, along with voting on our director area representatives and committees. Based on your input, in recent years we have conducted officer elections by mail and online.

We have settled on the on-line approach for this year. It is convenient, does not require you to be at a specific place at a specific time, and is cost conscious. We believe it is a good approach to encourage participation.

Convenience in voting is not our only election priority.

We have also focused on getting you as much information in as many ways as possible to help you make your voting decisions.

This year we have placed the written candidate statements in both this issue of the WSSDA Direct and on line at the [www.wssda.org](http://www.wssda.org) website. We also have video statements from each of the four candidates – two for president-elect and two for vice president – posted online.

Democracy only works, of course, if people participate.

Please vote!

# Beware the steak dinner served with a conflict of interest

BY HEIDI MAYNARD, WSSDA DIRECTOR OF POLICY AND LEGAL SERVICES

Chances are that at some point in their years of service, nearly all school directors will be offered free dinners, free drinks, free tickets to professional sports events, free trips, and other free stuff by persons or companies currently doing business with the district or those who hope to do so.

Board directors who recognize these seemingly innocuous tokens of appreciation for what they are—invitations to a conflict of interest—can avoid a litany of problems ranging from embarrassment and media attention to fines and even forfeiture of office.

Municipal officers, including school directors and superintendents, are not allowed to accept gifts or favors from current or prospective district vendors or firms or individuals. By state law, no municipal officer may, directly or indirectly, receive any gift from a source except the district for a matter connected with or related to the officer's services. In addition, state law prohibits a municipal officer from benefiting from any contract made by, through or under their supervision. They cannot accept any gratuity or reward in connection with such a contract. (See WSSDA policies 1610, 6230 and 5251.)

The penalties almost always outweigh the perk. Any contract made in violation

of the law is automatically null and void. Violators are subject to a penalty of \$500 in addition to any civil or criminal liability or penalty that may otherwise be imposed. Such violations may also be grounds for forfeiture of office. Directors must also remember to report food and beverages costing more than \$50 and travel expenses provided to them by any source other than their district on their annual Public Disclosure Commission statement. This information must be reported regardless of any conflict of interest.

To avoid awkward conversations and inadvertent acceptance of gifts during an otherwise pleasant social gathering, directors and superintendents should plan ahead. First, to the extent possible, get clarity on who is asking for social face time with the board and why. Determine whether the person or company is currently contracted with the district. Identify their line of business. Politely advise the person extending the invitation that no gifts or freebies are necessary and none will be accepted.

Board directors should also watch for and decline vendor offers of free flights and lodging associated with education conferences. These steps may not be enough to avoid offers from particularly motivated vendors, but the wise board director will be ready for them.

DON'T  
WAIT 'TIL  
IT'S TOO  
LATE

## Don't miss WSSDA's Legislative Assembly this year!

The Pre-Assembly program on Friday boasts an impressive array of legislators, policy makers and stake holders. Back by popular demand, attorney Thomas Ahearne and Edmonds Superintendent Nick Brossoit will kick the afternoon off with a discussion about *McCleary v. Washington*, from the plaintiff's perspective.

Then, panels of legislators and education leaders will talk about what's next for:

- Compensation and levy reform
- High school assessments and graduation requirements
- Simple majority for bond passage
- And, more!

Wind down with your friends over refreshments.

And, that's just the first day!

On Saturday, join the debate and vote for WSSDA's legislative priorities for 2016. Issues on the table include:

- Regional pay differences
- Statewide collective bargaining
- Allowable uses of levy funds
- Teacher strikes
- School construction
- Public records requests
- And, a whole lot more.

Register today. Prices go up on Sept 11th!



## Inslee names Flores to standards board

Gov. Jay Inslee appointed WSSDA board member Aurora Flores last month to the Professional Educator Standards Board (PESB).

Flores, a school director in the Manson School District, is also a school counselor in the Omak School District. Her term on the standards board will run through June of 2018.

The PESB sets policies and requirements for the preparation and certification of education professionals. It serves as an advisory body to the superintendent of public instruction. The 12-member board is made up of principals, teachers, counselors, school directors, administrators and other education officials. Congratulations, Aurora!



# Commitments large and small

**You have a lot of options** when it comes to contributing to your association.

You can serve a three-year term on the WSSDA Board of Directors as a director area representative, two years on an elected committee, or one year or less on an appointed committee or task force. All of these opportunities are coming up during the November WSSDA Annual Conference

Some members of the WSSDA board and of several committees are elected each year during the director area caucus meetings at conference. The schedule elsewhere in this issue indicates what positions are up for election this year.

If a less lengthy commitment is for you, please email [mail@wssda.org](mailto:mail@wssda.org) to let us know you are interested. Better yet, submit a WSSDA Involvement form. You can find this form in the About Us section of [www.wssda.org](http://www.wssda.org) or at the WSSDA conference.

Please consider all of these options for WSSDA involvement. We need voices from all over the state, from small and large districts, and from rural and urban areas, to help the work of WSSDA meet the needs of all of our members. In short – we need YOU!

## BOARD AND COMMITTEE POSITIONS ARE SUBJECT TO ELECTIONS

### Director Area One

*School districts within Island, San Juan, Skagit, Snohomish and Whatcom counties*

- Legislative Committee – one for 2-year term
- Nominating Committee – one for 1-year unexpired term

### Director Area Two

*School districts within King County and Bainbridge Island School District*

- Legislative Committee – two for 2-year term
- Nominating Committee – one for 2-year term
- Resolutions Committee – one for 2-year term
- Interscholastic Activities Committee – one for 2-year term

### Director Area Three

*School districts within Pierce County*

- Board of Directors – one for 3-year term
- Legislative Committee – one for 2-year term
- Resolutions Committee – one for 2-year term
- Interscholastic Activities Committee – one for 1-year unexpired term

### Director Area Four

*School districts within Kitsap County (except Bainbridge) Jefferson and Clallam counties, and North Mason School District in Mason County*

- Legislative Committee – one for 2-year term
- Nominating Committee – one for 2-year term

### Director Area Five

*School districts within Grays Harbor, Lewis and Thurston counties; Mason County (except North Mason); and Raymond, South Bend, Willapa Valley and North River school districts in Pacific County*

- Board of Directors – one for 3-year term
- Legislative Committee – one for 2-year term

### Director Area Six

*School districts within Clark, Cowlitz, Skamania and Wahkiaku counties; Klickitat County (except Bickleton and Goldendale); and Naselle-Grays River Valley and Ocean Beach school districts in Pacific County*

- Legislative Committee – one for 2-year term and one for 1-year unexpired term
- Nominating Committee – one for 2-year term
- Interscholastic Activities Committee – one for 2-year term

### Director Area Seven

*School districts within Chelan, Douglas, Grant (except Royal and Wahluke) and Okanogan counties*

- Board of Directors – one for 3-year term
- Legislative Committee – one for 2-year term
- Nominating Committee – one for 1-year unexpired term
- Resolutions Committee – one for 2-year term

COMMITMENTS, CONTINUED ON PAGE 7

# NEWS

## Individual Board Member Recognition

### Giving credit where it's due... are you a WSSDA VIP?

Board members always want to learn something new! As the largest educational event for school directors in the state, WSSDA's Annual Conference is the perfect opportunity to gain skills and knowledge that relate to your work as a school board member.

This year, we are offering a new opportunity for you to be recognized for the knowledge you gain during the conference – the WSSDA VIP series.

### How will WSSDA VIP work?

At the Annual Conference, we identified three content areas that run from early bird workshops through our breakout sessions:

- Foundations in Boardmanship (perfect for new school directors)
- Leading for Equity in Education
- Advanced Leadership

You can earn your VIP status by attending a majority of sessions within any of these three areas of expertise. We will provide a list of the recommended trainings within each track. You can earn credits for every Early Bird session, keynote address and breakout session you attend that is identified within a specific track.

Add your attendance at these trainings to your schedule on the conference app to record your progress and be eligible to receive your certificate. WSSDA will send a certificate of recognition to your district to be presented to you during a board meeting in January.

To get off to a quick start, early bird workshop attendance will earn you extra points toward recognition. Each of the four workshops aligns with a track noted above.

All trainings tracked by our conference app will lead you closer to becoming a WSSDA VIP!

## Dig in!

While most breakout sessions at the WSSDA Annual Conference offer one-hour “treats” on topics of interest, Thursday’s early bird workshops allow time for a full “meal.” Attendees also receive extra WSSDA VIP points toward recognition

**Engaging Families and Community Members in Highly Diverse Settings** offers research, strategies, discussion, and examples of how to engage with ALL families and community members in your district in an authentic way. All presenters participated in the Harvard Family Engagement Institute as a part of the Road Map consortium of seven districts with the intent of approaching family engagement from a regional perspective. In the past two years, just over 100 people from the Road Map districts have attended the Institute, including: school directors, superintendents, principals, family engagement specialists, parents, CBO’s and other district staff. The presenters include Federal Way School Director Claire Wilson, Tukwila School Director and WSSDA Past President, Mary Fertakis, and Seattle’s Director of Equity and Race Relations, Bernardo Ruiz.

**School Finance and Collective Bargaining** was such a hit last year that we brought it back so more of you could have the opportunity to attend it. Barbara Posthumus, Director of Business Services from the Lake Washington School District will deliver the finance section. She is joined this year by Curtis Leonard, Attorney and Executive Director of the WA School Personnel Association, who brings his expertise on collective bargaining to the workshop.

Another advanced leadership workshop is led by one of WSSDA membership’s favorite speakers, Dr. Thomas Alsbury. *Building a Highly Effective Board through Balanced Governance* will help you better understand the latest research, and allow you to explore research based governance practice.



Newly elected and first term directors will not want to miss the **New Board Director Boot Camp**. Topics include the roles and responsibilities of the governance team, leading through policy, budget and fiscal management and understanding data.

Two veteran school board members lead this energetic workshop and can answer all those pressing questions. Quincy School Director and WSSDA's Training Specialist, Tricia Lubach, and former school director and WSSDA Cadre member, Lynn Trantow will start you off on the right foot as a new school director.

With such good content, you will want to start conference early and dig in!

# Student Reps & Conference

**A**dam Fletcher is the author of **The Guide to Student Voice** and many other publications, founding director of **SoundOut**, president of **CommonAction Education Consulting**, and an international authority on student voice, **Meaningful Student Involvement**, and student engagement.

Adam will be at the WSSDA Annual Conference to support school directors, superintendents and their student reps in starting or strengthening their commitment to engage student voices at the board level. He will deliver two sessions on Saturday, November 21: "How to engage your student rep" and "How to start a student rep program." He will also be available to consult with districts by appointment that day.

Student representatives attending the conference will enjoy Adam's sessions, as well as an informal "meet and greet" gathering over breakfast on Friday and a reception just for them on Saturday evening.

## Director Area Eight

*School districts within Kittitas and Yakima counties, Royal and Wahluke school districts in Grant County, and Bickleton and Goldendale school districts in Klickitat County*

- Legislative Committee – one for 2-year term
- Nominating Committee – one for 2-year term
- Resolutions Committee – one for 2-year term
- Interscholastic Activities Committee – one for 2-year term

## Director Area Nine

*School districts within Ferry, Stevens and Pend Oreille counties; and the following school districts within Spokane County: Central Valley, Deer Park, East Valley, Mead, Nine Mile Falls, Orchard Prairie, Riverside, Spokane and West Valley*

- Legislative Committee – one for 2-year term
- Resolutions Committee – one for 2-year term

## Director Area Ten

*School districts within Lincoln, Adams (except Othello) and Whitman counties; Clarkston in Asotin County; and the following school districts within Spokane County: Great Northern, Medical Lake, Freeman, Cheney and Liberty*

- Board of Directors – one for 3-year term
- Legislative Committee – one for 2-year term
- Nominating Committee – one for 2-year term
- Interscholastic Activities Committee – one for 2-year term

## Director Area Eleven

*School districts within Asotin (except Clarkston), Columbia, Garfield, Walla Walla, Franklin and Benton counties, and Othello School District in Adams County*

- Legislative Committee – one for 2-year term
- Resolutions Committee – one for 2-year term

# Honoring Responsible Governance

**THE BOARDS OF DISTINCTION AWARDS** that are announced every November are one way of thanking boards for the good work they do over time.

**EVERY WASHINGTON SCHOOL BOARD HAS THE OPPORTUNITY** to attain one of these awards. All who demonstrate a certain standard of compliance with the WA School Board Standards are recognized as a Board of Distinction.

**THE TOP BOARD FROM EACH DISTRICT** size category (small, medium, or large) may be honored as a prestigious Board of the Year.

**APPLY BY SEPTEMBER 21** to be considered. The applications are on [wssda.org](http://wssda.org) under Services / Boards of Distinction.



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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## CALENDAR OF EVENTS

### September

- 10** Executive Committee Meeting
- 11-12** Leadership WSSDA
- 17** Board of Directors' Meeting  
3rd Meeting of the Resolutions Committee  
Legislative Committee Meeting
- 18-19** Legislative Assembly
- 23** Fall Regional Meeting - DA6
- 24** Executive Committee Meeting
- 25** Balloting closes for WSSDA officer elections
- 29** Fall Regional Meeting - DA1
- 30** Fall Regional Meeting - DA2

### October

- 1** Fall Regional Meeting - DA11
- 5** Fall Regional Meeting - DA8
- 6** Fall Regional Meeting - DA7
- 7** Fall Regional Meeting - DA10
- 8** Executive Committee Meeting
- 14** Fall Regional Meeting - DA5
- 20** Fall Regional Meeting - DA3
- 22** Executive Committee Meeting
- 24** Legislative Committee Meeting  
Fall Regional Meeting - DA4
- 29** Fall Regional Meeting - DA9

### November

- 5** Executive Committee Meeting
- 18** Leadership WSSDA
- 19** Annual Conference  
Board of Directors' Meeting  
Executive Committee Meeting  
4th Meeting of the Resolutions Committee  
Nominating Committee Meeting
- 21** Annual Conference  
Director Area Caucus  
WSSDA Delegate Assembly
- 22** Annual Conference  
Board of Directors' Meeting



# CANDIDATE STATEMENTS 2015

FOR PRESIDENT-ELECT



**Joann Greer,  
Deer Park**  
COMMITTEE NOMINEE

**J**oanne Greer is currently your WSSDA Vice President. She has been serving on her local board for 18 years. She has served on WSSDA's FRN (Federal Relations Network) for 13 years and has been the coordinating member for 6 years.

She has been advocating with Legislators since 1997, and has made strong working relationships with many. Greer was instrumental in setting the meeting up the first meeting with Cathy McMorris-Rogers ahead of the Congressional session in which WSSDA has continued to be an influential participant in the reauthorization of ESEA. At the local level, Greer frequently meets with Representatives from Legislative District 7. They often come to her business to meet and have lunch when they are back home.

Joanne has served 10 years on the WSSDA Legislative Committee, was recently appointed to NSBA's Nominating Committee, and is serving her 3rd year on the WSSDA Board of Directors.

Each district has unique needs because our students all learn in diverse ways. As we continue to work collectively, we must keep student learning as our top priority.

Advocating for K-12 education is her passion. In each conversation and decision, "what's best for students" is the determining factor. Looking to provide the best possible education for all kids in all schools is her mission.

Joanne Greer has proven she will be a voice for all of us in the work she has done. Please vote for her as President Elect. She cares!

FOR PRESIDENT-ELECT



**Nancy Truitt  
Pierce, Monroe**  
COMMITTEE NOMINEE

**M**y vision for WSSDA is to get us to the head of the table. We are WSSDA! We are 1477 locally elected school directors from every walk of life, every diverse background and every corner of this state. We are deep in the details of what it takes to educate our children and every director I've ever met is passionate about this cause. We need to draw up our collective wisdom and vision, analyze the needs and drive the solutions to ensure every single child has a chance to achieve their potential. Who better than us!

I believe the time is perfect for me to make a difference for WSSDA: My children are mostly launched, my business is easy to run and doesn't take full time effort, and our Monroe School District is in great shape with a capable board, an outstanding Superintendent and team, and extensive community support. I have time, energy and passion to dedicate to WSSDA.

I have a good background for this, too. I've been in public education my entire career and spent 11 years on the board of Trustees at EvCC including four as Chair. See my full resume at [Nancy4Schools.webs.com](http://Nancy4Schools.webs.com).

I believe the time is perfect for WSSDA, too. The recent leadership has done an excellent job of establishing WSSDA as a credible partner in the state which has left us poised and ready to step up to key leadership. Plus, the fact that we have Alan Burke right now is pivotal. Alan is knowledgeable, articulate and passionate. Alan and I would be a great team since I believe an important next step is a strong partnership with the business community and that is a piece I am well suited to lead. I have 30 years of experience working with the business community and many strong

business relationships throughout Washington. I know I can get us in the door and Alan will be able to answer all their questions. NOW is the window for WSSDA to benefit from a unique opportunity of pairing me with Alan to establish the credibility and relationships we need with our business partners.

A few of the specific issues I would like to focus on include: ● Funding: We need to keep the pressure on the Legislature to fully fund education in a sustainable way. ● Assessment process: We need reliable data that helps us know how we are doing at each step of the educational process. But our assessment process is deeply flawed. It takes way too much time and it doesn't measure the right stuff. This is where the business community can help. They know how to analyze information and how to adjust to it. ● Finding, retaining and developing great teachers. Nothing else works if the pipeline of talent doesn't work. ● Aligning our peer and partner organizations. There are a plethora of agencies and groups who are passionate about education and involved in improving it from OSPI and the Legislature to the State Board of Education, WEA, and WASA. We should be at the head of that table to coordinate the analysis, develop the solutions and coordinate the macro approach to implementation. We don't need to do it all but we should be a strong leader in making sure everyone is clear about what needs to get done and making sure it all gets done.

I would be honored to be the next President Elect of WSSDA. I think the time is right for me and the time is right for WSSDA to leverage my unique talents and connections. I ask for your vote.

FOR VICE-PRESIDENT



**Marnie Maraldo,  
Issaquah**  
FLOOR NOMINEE

Candidate: Marnie Maraldo, 6 years on the Issaquah School Board; Employment: Coordinator, Eastside Human Services Forum; WSSDA Experience: • Current Board Member on the WSSDA Board of Directors, Director Area 2, • Former member of the WSSDA Legislative Committee, • Member of the Federal Relations Network, • WSSDA-appointed representative on the Senate Task Force related to improving transitions for students with disabilities into post-secondary education • WSSDA-appointed representative on the State Advisory Committee for Gifted Education • Representative of School Board Directors on Professional Educators Standards Board Program Evaluation Stakeholder Work Group

**F**ellow Washington School Board Directors, thank you for the hard work you take on as leaders in your local school districts. My name is Marnie Maraldo and I'm running for WSSDA Vice-President. I am grateful for the opportunity to be considered as a candidate for this position.

This coming year, there are still several big issues that we as school board directors will be addressing within our communities. Congress is still working through reauthorization of the Elementary and Secondary Education Act, leaving districts vulnerable to the sanctions of No Child Left Behind. Our state legislature will be looking at staff compensation and districts' dependency on levy dollars for basic education. Meanwhile, our teaching staff continues to align their instruction to the Common Core State Standards, preparing students for life in a more dynamic and challenging job market. We need formidable leadership within our school boards and a strong partnership with our state association, WSSDA.

WSSDA, under the new leadership of Dr. Alan Burke and with our strong Executive Committee and Board of Directors, is looking to focus on ways to improve membership services. I, as a member of the Board of Directors, have watched us take a hard look at what WSSDA can do to grow leadership of school board members, provide timely and effective communication, represent and advocate for what is best for students and provide meaningful services, such as policy and legal services. WSSDA needs to continue this momentum and I would like to be a part of meeting your needs as school board members.

I have actively testified before legislative committees in Olympia, building relationships with legislators. As a member of NSBA's Federal Relations Network, I've met with Congress members and our U.S. Senators. I've been appointed by WSSDA to serve on the Senate Taskforce (SB5180) for students with disabilities

transitioning to post-secondary education, as well as on OSPI's State Advisory Committee on Gifted Education. This summer, I've been the sole school board member on the Professional Educator Standards Boards' Program Evaluation Stakeholder Work Group, as they move toward evaluating teacher preparation programs using indicator-based evaluations.

We are the leaders of our districts and need to be fully equipped to do our work effectively. WSSDA has made strides recently by providing more opportunities for webinars and utilizing their website to offer best practices and leadership development, along with a treasure trove of resources. This work needs to expand in a way that it is utilized by us, the school directors. If elected, I will work to find ways to engage more school boards, using the technology that already exists in the K-20 network through our ESD's. I also believe there should be an annual survey to school directors from WSSDA, so that each of us can share how WSSDA is serving us, the "customer". But, most of all, I want you to feel you are growing in your role as a school board director and that WSSDA can play a meaningful part in that.

So, I ask you to vote for me for WSSDA Vice-President. Find out more at [www.votemarnie.com](http://www.votemarnie.com).

**FOR VICE-PRESIDENT**



**Debbie Winskill,  
Tacoma**

**COMMITTEE NOMINEE**

**T**he job of school director is the most important job in the state of WA. The charge to educate all of our children equally is one of great importance for our future. We must take children where they are now, in their development, those who come prepared to start school, and those who have special needs, those with other challenges and students with language barriers alike.

I have served on my board for over 25 years. I have been president of the board numerous times, I've served as a WSSDA Board member for 6 years and was on the legislative committee for 5 years. I have been on the Interscholastic Activities Committee for 5 years and serve as chair of that committee. I also have served on the WIAA Executive Board for 6 years representing the School Board Association.

I have attended every WSSDA convention and most NSBA conventions since I became a board member. I have attended most regional meetings, the legislative conference and assembly. I also regularly attend CUBE, the Council of Urban Boards Association. I am active in the Arts Association in Tacoma and I have also chaired several community boards.

As a mother of 5 and a grandmother of 12 children, all of who are attending or have attended public schools, I am deeply invested in the success of public education.

The mission of WSSDA is advocacy, leadership and training. One of the strengths of WSSDA is the ability to discuss issues with board members from other districts. I would look for ways to get new people involved in order to realize the value of WSSDA. An officer should be available to meet with legislators, the state board and OSPI. Having a good relationship with decision makers is essential.

The last few years have seen great changes in the educational field. Common core, the smarter balance test, teacher evaluations and the McCleary Act has made the government of our districts more complex than ever.

The implementation of the McCleary Act and state funding is an immediate issue facing education. We must be vigilant with legislation which does not contain a fiscal note. There should be ongoing training for board members on common core and the smarter balance test.

I am interested in seeing that our board members of the State of Washington are equipped to operationalize the new requirements which have come down from the state and federal government and help draft any future legislation. In this position I know it would be important to see the perspective of rural, suburban and urban districts. An urban district such as Tacoma has many of the challenges which one can see statewide. Special Ed, English language instruction, poverty and low test scores along with challenges of finding qualified leaders for our District is common to all.

The students of Washington State rely on the important work that we all do and I appreciate your support as I seek this position.