



Direct

Washington State School Directors' Association

September 2012



Districts leverage personal devices to increase learning

BY KELLY FICKER

There has been a sharp rise during the past year in Bring Your Own Device (BYOD) policies for businesses, colleges, and K-12 institutions.

The new thrust veers from the traditional focus on limiting the use of personal technology. Instead, it leverages use of the devices to increase learning in the classroom and productivity in the workplace.

Districts across the country are rushing to rethink how they treat such devices, considering the possibility of leveraging their use, rather than limiting them.

The Consortium for School Networking

Initiative (COSN), a professional association for school district technology leaders, believes that the benefits of digital media currently outweigh the negatives.

In a web posting, COSN mentions that schools and districts must start to educate their schools on how to leverage digital media tools for the advantage of their classrooms. However, COSN also recognizes that fairness and equity must be considered. The consortium said, "Digital equity issues are not limited to the devices students have access to, but also touch on ways of making Internet access and adequate bandwidth available

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Cast your votes by September 28

Voting for WSSDA officers is now officially open and is being conducted online for the first time this year. All votes must be received by midnight on September 28.

If you did not receive your balloting instructions, contact Connie Lauderdale at c.lauderdale@wssda.org or 360.252.3009.

Up for election are Mari Taylor for president-elect, and Chris Nieuwenhuis and Aurora Flores for vice president. Candidate statements, bios and videotaped candidate speeches are online at www.wssda.org.

Results of the officer elections will be announced on the first

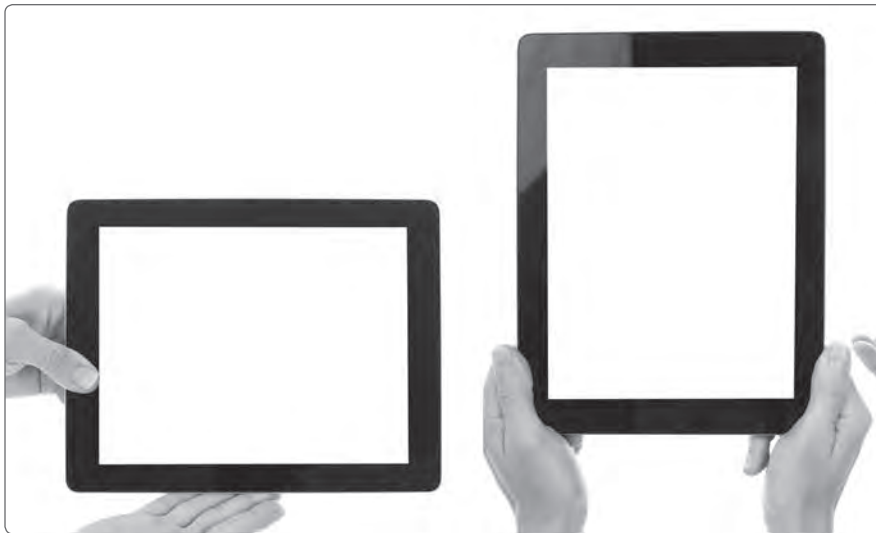
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The Yoder School District in Colorado uses iPads in their elementary schools to help with literacy.

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to all students — at school and at home,” the consortium said. “Failure to address this will create a critical fault line in the differential learning opportunities available to students and, potentially, leave some groups of students ill prepared to join our country’s 21st-century workforce.”

While there are concerns that BYOD will create digital divides, cell phones are also an outlet for BYOD participation and an outlet that may help bridge the divide.

The Pew Internet and American Life Project’s February 2010 study, *Teens and Social Media*, indicates that “74 percent of American teens have a high-speed Internet-connected computer at home, but 93 percent of American teens say they go online.”

The study estimates that 41 percent of teens whose family income is less than \$30,000 go online using their phones, with that number dropping to the 20 percent range for higher-income brackets.

The Yoder School District in rural Colorado finds modern classrooms as a critical component to student success. Yoder elementary schools use iPads to help with literacy and a high school computer science course will soon become a graduation requirement.

Yoder students rarely have access to technology at home. The district relies on government funds to supply the BYOD experience. A November

2011 report by the US Department of Commerce said that in 2010, 57 percent of rural households had internet access compared to 72 percent in urban areas.

Some districts require funding to provide their students with one-to-one technology, others are using BYOD to allow student technology devices to compensate for district technology cuts.

According to *District Administration*, in 2012, Fairfax, Virginia public schools were reported to have 180,000 students and 60,000 student devices. The district’s chief administration officer said, “Our hope is that if kids bring enough devices, it will help us with our underfunded cycle for refreshing computers in the classroom.”

BYOD also has the potential to reduce maintenance costs, because personal devices are cared for by the student’s family instead of the district.

Paso Robles Joint Unified district in Paso Robles, CA created a PowerPoint to inform people about BYOD. The district believes BYOD promotes anytime, anywhere learning opportunities, group collaboration and co-curricular learning practices.

The Oak Hills district, in Cincinnati, Ohio released BYOD into its high school in 2010. Community engagement, developing a team, building curriculum, and considering your tools are a few of the subjects in its 10-step BYOD framework.

The district has companion sites

where students can have access to their daily class objectives, question and answer forums, and electronic resources used in class (worksheets, and presentations).

Oak Hills has a number of hybrid courses that meet twice a week, face-to-face. Students complete the rest of their work online and on their own time, a format they believe is similar to a college atmosphere.

A variety of tools are already available to supplement digital lessons. Class Dojo is a behavior management tool that gives students real-time feedback on their behavior. Daily reports can be printed for students and parents. Fast ForWord is a reading and writing program helping students improve their grade level standards through online exercises. With various lesson apps, students can read iPad-based books, Skype with an author in class, and design and build their own adventure stories.

To circumvent issues of liability and improper use, districts rely on acceptable use policies and BYOD agreements. These emphasize that a district is not responsible for the theft or damage of student property. They also require that students only log onto the school network and approved websites, only using devices as prompted by an instructor.

These agreements are often signed by the student and parent/guardian. Violation of BYOD policy and agreements often results in denial of BYOD use and a termination of access.

BYOD policies are being piloted in high schools and expanding to entire districts, raising a number of new issues. These include concerns with the increased abuse of devices, social media outlets, and the ability for schools to monitor device use. Widespread cheating is a risk when bans are dropped and the devices are put back into the classroom. In New York City, Stuyvesant High School has a ban on cell phones, yet 70 students were recently involved in cases of smart-phone enabled cheating.

The use of web and mobile based

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Round table presentation scheduled for Auburn

A round table presentation is scheduled to take place prior to the fall regional meeting in Auburn. The presentation is from 4:00 p.m. – 6:00 p.m. at the Auburn School District Administration Building.

Dr. Kareen Borders, Teaching Ambassador Fellow with the U.S. Department of Education (ED) will present, “National Conversations about Teaching: The RESPECT Project.”

The RESPECT Project aims to gather feedback from teachers and stakeholders across the country about how they envision a renewed and transformed teaching profession in the 21st Century. This feedback will help the ED inform future policy and programs.

SBE sets waiver criteria in rule

The State Board of Education (SBE) is creating criteria to evaluate school district waiver requests from the 180-day school year calendar, and putting those criteria in rule. The change would likely apply to requests starting in 2013.

The SBE will hold a public hearing on its proposed rule changes and additions Wednesday, September 26 from 3:15 p.m. – 3:30 p.m. in Walla Walla.

The criteria would require a district to: affirm that the 1,000-hour requirement will be met; describe the request’s relation to measurable and evidence-based goals for student achievement; show how the request aligns with school and district improvement plans; and use metrics to ensure the goal is met.

In addition to the criteria, the SBE is proposing to make full-day parent-teacher conferences eligible for waivers without going through the full board approval process, provided the request demonstrates compliance with other requirements.

For a full description of the proposed rule changes, please check the SBE web site at www.sbe.wa.gov.



BOARDS OF DISTINCTION

Apply by September 14 to be recognized for your commitment to educational excellence.

www.wssda.org

Fall regional meetings schedule

Registration is now open for the fall regional meetings. TPEP workshops are also offered prior to nine of the regional meetings. Don’t miss out on this tremendous learning opportunity.

*Locations with TPEP workshops are indicated with an asterisk.

**Round table presentation, *The RESPECT Project*

September 25*

DIRECTOR AREA 9
Riverside
Riverside School
District Office
34515 N. Newport Hwy.
Chattaroy, WA 99003
6:00 p.m. – 8:30 p.m.

September 27*

DIRECTOR AREA 5
Centralia
Centralia Middle School
901 Johnson Road
Centralia, WA 98531
6:00 p.m. – 8:30 p.m.

October 1*

DIRECTOR AREA 7
Brewster
Brewster High School
502 South 7th Street
Brewster, WA 98812
6:00 p.m. – 8:30 p.m.

October 2*

DIRECTOR AREA 7
Quincy
Quincy School District
Transportation Building
721 F Street SE
Quincy, WA 98848
6:00 p.m. – 8:30 p.m.

October 3

DIRECTOR AREA 8
Yakima
Stanton Academy
802 River Road
Yakima, WA 98902
6:00 p.m. – 8:30 p.m.

October 4*

DIRECTOR AREA 11
Kennewick
Kennewick
School District
Administration Building
1000 W. 4th Avenue
Kennewick, WA 99336
6:00 p.m. – 8:30 p.m.

October 6*

DIRECTOR AREA 4
South Kitsap
South Kitsap High School
425 Mitchell Avenue
Port Orchard, WA 98366
11:00 a.m. – 1:30 p.m.

October 8*

DIRECTOR AREA 1
Stanwood/Camano
Administration and
Resource Center
26920 Pioneer Hwy.
Stanwood, WA 98292
6:00 p.m. – 8:30 p.m.

October 9*

DIRECTOR AREA 10
St. John/Endicott
St. John School
301 W. Nob Hill Rd.
St. John, WA 99171
6:00 p.m. – 8:30 p.m.

October 16

DIRECTOR AREA 3
Tacoma
Central Administration
Building
Auditorium (fourth floor)
601 South 8th Street
Tacoma, WA 98405
6:00 p.m. – 8:30 p.m.

October 17*

DIRECTOR AREA 6
Evergreen
Clark County Skills Center
Main Meeting Room
12200 NE 28th Street
Vancouver, WA 98682
6:00 p.m. – 8:30 p.m.

October 29**

DIRECTOR AREA 2
Auburn
Administration Building
Boardroom
915 4th Street NE
Auburn, WA 98002
6:00 p.m. – 8:30 p.m.

Legislative Assembly kicks off September 21

The WSSDA Legislative Assembly is right around the corner.

More than 70 school districts have registered for the event, which is September 21 and 22 at the Seattle Airport Marriott. Make your reservations before September 6 to get \$195 advance registration and the \$129 room rate. Go to www.wssda.org/assembly for registration information and a link for hotel reservations.

The Legislative Assembly officially kicks off Friday, September 21 at 1:00 p.m. with an issue-rich agenda.

This year's program includes legislative leaders discussing education funding efforts, State Board of Education members presenting information on the state's new Accountability Index, recommendations from the Compensation Technical Work Group, and updates on Common Core and Next Generation Science Standards.

The top two candidates for governor have been invited; at this time, former U.S. Rep. Jay Inslee has accepted WSSDA's invitation to attend, and we expect to hear from Attorney General Rob McKenna by the end of the month.

Saturday's voting program also is chock full of issues, with more than 63 proposals for consideration by Assembly delegates. Along with 15 proposals related to funding, issues include charter schools, delinking assessments from graduation requirements, kindergarten preparedness, shifting the authority to set graduation requirements from the State Board of Education to OSPI, and much more.

The 82-page 2012 Legislative Assembly manual is available on the event registration page, along with a 12-page summary of the proposals for discussion with your board. All Legislative Representatives should have received the manual by mid-August. Contact the WSSDA office at mail@wssda.org to request a printed copy.

WSSDA also added two new events to the Assembly — a four-hour legislative



School directors vote to reject and accept legislative proposals at the Legislative Assembly. If adopted, the proposals become part of WSSDA's legislative agenda for the calendar year.

training on Thursday, Sept. 20 from 1:00 p.m.-5:00 p.m., and a complimentary Innovative Schools Tour hosted by the Highline School District. Details are available on the registration page and space is limited.

School directors who are interested in carpooling to the Assembly should contact Nan Laughton at

n.laughton@wssda.org or 360-252-3011. A list will be distributed in early September to help participants coordinate travel from their region.

We hope to have strong representation from all school districts across the state. Please register soon to help set WSSDA's legislative agenda for the 2013 session.

Members sought for Federal Relations Network

The National School Boards Association's Federal Relations Network (FRN) involves local school board members like you from every congressional district in the country who are committed to grassroots advocacy for public education.

The FRN gives you an opportunity to make a difference in the education of our nation's public schoolchildren. If you are interested in helping to shape education policy at the national level, the FRN is for you.

Informational meeting

Saturday, September 22

2012 Legislative Assembly
Seattle Airport Marriott
7:30 a.m. – 8:30 a.m.

RSVP to Nan Laughton at n.laughton@wssda.org or 360.252-3011.

I-1240 fails the test of local oversight

In late August your WSSDA Board of Directors voted to oppose the charter schools initiative, I-1240.

The unanimous vote followed a lengthy discussion that spanned several meetings. We looked carefully at the initiative and at charter school research. We also reviewed the existing permanent position adopted by our membership at the Legislative Assembly.

The decision came down to one important issue: How would passage of I-1240 affect oversight of public education by locally-elected boards.

Our state has a long tradition of safeguards to ensure residents have a strong say in how local education dollars are spent. Voters make decisions on levies, bonds and the people who oversee our schools. They recognize that having a say in how money is spent is one of the strongest levers for accountability, as well as change. Elected school directors are public stewards of that money. If that control is moved to private hands, the public loses an important protection.

By creating a new state commission, appointed by people only tenuously linked to the communities where these charter schools would operate, the initiative would circumvent local oversight. We would be left only with unelected charter school boards and no guarantees that local voices would be heard.

In voting to oppose the initiative, the board did NOT take a position against charter schools. It simply concluded that all public schools should operate under the direct oversight of locally-elected boards. That vote reaffirmed the long-standing, permanent position of WSSDA membership.

The statewide initiative does not require that a charter school be overseen by an elected school board. Charter schools could be authorized by a local school board or by a new, state commission. The governor, president of the senate and speaker of the house would each appoint three of the nine members on the commission.

Allowing a new state agency to authorize a charter school is very troubling to us and should be to everyone who supports accountability. The leaders of our schools must be accountable

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social media such as, Facebook, YouTube, and blogging sites are being closely monitored and constrained in regards to student and staff use at home and in the schools. Social media is also being monitored for its affect on bullying and cyber-bullying and policies regarding social media are on the rise. With more and more students using social media, school districts must find ways to manage device usage in the classroom in order to protect students.

Districts must decide how much of each policy they need and can accommodate. COSN responds to social media and technology concerns by stating, "One of the most powerful reasons to permit the use of social media and mobile devices in the classroom is to provide an opportunity for students to learn about their use in a supervised environment that emphasizes the development of attitudes and skills that will help keep them safe

FROM THE PRESIDENT



Mary Fertakis

to parents and other stakeholders in our communities. They should have regular public meetings where residents can express their opinions to those they elected. And when voters don't think their schools are on the right track, they should have the right to elect new district leaders.

Having an elected local school board serve as authorizer may be no less troubling. First, the state would have to approve it as an authorizer. Then the local board would have to find an outside, non-profit entity to manage the school, which would set up its own board to oversee operations.

The elected board would play a distant role in managing the contract with that entity. It would be required to include the charter in future levies.

Even if a school board acts as the authorizer, public education dollars would still be placed under private management, without the public accountability that our communities and taxpayers expect and deserve.

Your board continues to believe that innovation and creativity in schools are vitally important. There has never been more innovation in our public school classrooms. Across the state, we are creating successful alternative schools, finding ways to help students graduate, supporting on-line learning and expanding efforts to help each student be ready for college or a career.

We recognize the need for this innovation and that we must continue to do more. This work, however, should be done under the oversight of elected, local school directors who are accountable to the public.

outside of school."

Contact WSSDA if your district is interested in implementing BYOD policy or has already put policies in place. We are interested in creating a database of policy examples from districts across the state.

Kelly Ficker received her Master's in Education Policy at the University of Washington. She wrapped up her six-month internship with WSSDA in August.

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day of the WSSDA Annual Conference this November. On Saturday, November 17, President-elect Debbie Long will be installed as WSSDA President for 2013. The other newly elected officers will also be installed at that time.

WSSDA Past President and Nominating Committee Chair Deborah Heart encourages members to cast their vote in every election. "This is your opportunity to set the direction of your association by selecting the leadership team for the coming year."

For president-elect



Mari Taylor
Lake Stevens

For vice president

(Listed alphabetically)



Aurora Flores
Manson



Chris Nieuwenhuis
Riverside



Mary Fertakis, Mari Taylor and Debbie Long were installed as officers during the 2011 WSSDA Annual Conference. This year's newly elected officers will be installed November 17.

WSSDA caucus meetings set for annual conference

Nominations for the WSSDA Board of Directors and committee positions will be made at WSSDA's Annual Conference caucus meetings held the afternoon of Thursday, November 15. Voting for all WSSDA positions subject to election will take place during the caucuses. Runoff elections, if needed, will take place the following morning. (See page 7 for a list of board and committee positions subject to election.)

Each WSSDA Director Area has one representative on the Board of Directors, the Resolutions Committee, the Nominating Committee and the Interscholastic Activities Committee, except for Area Two, which has two representatives on each of those committees. Each area has two representatives on the Legislative Committee, except for Area Two, which has four representatives.

Board of Directors

Members of the Board of Directors serve three-year terms and one-third of the board is elected each year.

Legislative Committee

Members of the Legislative Committee serve two-year terms

and one-half of the representatives from each area are elected each year.

Nominating Committee

Members of the Nominating Committee serve two-year terms, and representatives from odd-numbered director areas are elected to full terms in even-numbered years. Those from even-numbered areas are elected to full terms in odd-numbered years.

Resolutions Committee

Members of the Resolutions Committee serve two-year terms and representatives from the odd-numbered director areas are elected to full terms in odd-numbered years. Those from even-numbered areas are elected to full terms in even-numbered years.

Interscholastic Activities Committee

Members of the Interscholastic Activities Committee serve two-year terms and representatives from odd-numbered director areas are elected to full terms in even-numbered years. Those from even-numbered areas are elected to full terms in odd-numbered years.

Seeking energetic leaders for board and committee positions

Director Area One

- Legislative Committee
One, two-year term position
- Nominating Committee
One, two-year term position
- Resolutions Committee
One, two-year term position
- Interscholastic Activities
Committee
One, two-year term position

Director Area Two

- Legislative Committee
Two, two-year term positions
- Nominating Committee
One, two-year term position
- Resolutions Committee
One, two-year term position
- Interscholastic Activities
Committee
One, two-year term position

Director Area Three

- Board of Directors
One, three-year term position
- Legislative Committee
One, two-year term position
- Nominating Committee
One, two-year term position
- Interscholastic Activities
Committee
One, two-year term position

Director Area Four

- Legislative Committee
One, two-year term position
- Resolutions Committee
One, two-year term position

Director Area Five

- Board of Directors
One, three-year term position
- Legislative Committee
One, two-year term position
- Nominating Committee
One, two-year term position
- Interscholastic Activities
Committee
One, two-year term position

Director Area Six

- Legislative Committee
One, two-year term position
- Resolutions Committee
One, two-year term position

Director Area Seven

- Board of Directors
One, three-year term position
- Legislative Committee
One, two-year term position
- Nominating Committee
One, two-year term position
- Interscholastic Activities
Committee
One, two-year term position

Director Area Eight

- Legislative Committee
One, two-year term position

Director Area Nine

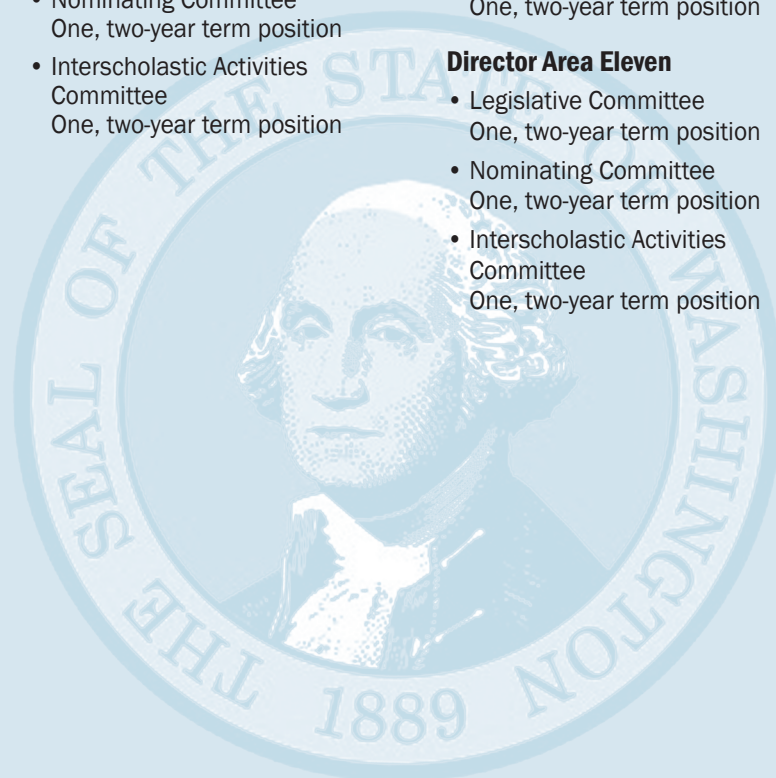
- Legislative Committee
One, two-year term position
- Nominating Committee
One, two-year term position
- Interscholastic Activities
Committee
One, two-year term position

Director Area Ten

- Board of Directors
One, three-year term position
- Legislative Committee
One, two-year term position
- Nominating Committee
One, two-year term position
- Resolutions Committee
One, two-year term position

Director Area Eleven

- Legislative Committee
One, two-year term position
- Nominating Committee
One, two-year term position
- Interscholastic Activities
Committee
One, two-year term position





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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RETURN SERVICE REQUESTED

CALENDAR OF EVENTS

- WSSDA Board of Directors Meeting
September 20
WSSDA Legislative Committee Meeting
September 20
WSSDA Legislative Assembly
September 21-22
WSSDA Legislative Committee Meeting
October 27

WSSDA WORKSHOPS & CONFERENCES

- FALL REGIONAL MEETINGS (*TPEP Workshops offered)
September 25: Director Area 9—Riverside*
September 27: Director Area 5—Centralia*
October 1: Director Area 7—Brewster*
October 2: Director Area 7—Quincy*
October 3: Director Area 8—Yakima
October 4: Director Area 11—Kennewick*
October 6: Director Area 4—South Kitsap*
October 8: Director Area 1—Stanwood/Camano*
October 9: Director Area 10—St. John/Endicott*
October 16: Director Area 3—Tacoma
October 17: Director Area 6—Evergreen*
October 29: Director Area 2—Auburn
ANNUAL CONFERENCE
November 14-17: Spokane