



OSBA Events

Fall Regional Meetings

September 18 - October 30, 2012

66th Annual Convention

November 8-11, 2012

PARTNERS IN CHANGE



2012 ANNUAL CONVENTION

OSBA Board of Directors meeting

November 11, 2012

School Law Conference

December 5-7, 2012

OSBA Board of Directors meeting

January 18-19, 2013

www.osba.org

2012 OSBA Elections Calendar

Odd-numbered positions on the Board of Directors

Oct. 12	Official ballot sent to the membership
Nov. 12	Voting period opens
Dec. 14	Voting period closes
Jan. 1	Newly elected regional members of the OSBA Board of Directors officially take office

Resolutions

Oct. 12	Resolution details, along with an official ballot, sent to the membership
Nov. 12	Voting period opens
Dec. 14	Voting period closes

OSBA Board of Directors Update

The OSBA Board of Directors elected its slate of 2013 officers at its meeting in Salem on September 21-22. President-elect **Terry Lenchitsky** of the Oregon Trail School Board will assume the position of president in 2013, while **Kris Howatt**, Gresham-Barlow School Board, moves from president to past president.

The rest of the leadership slate was approved by affirmation:

- President-elect: **Lori Theros**, Klamath Falls City Schools Board
- Vice-president: **Dave Krumbein**, Pendleton School Board
- Secretary-treasurer: **Bobbie Regan**, Portland Public Schools Board

The board also approved the application of OSBA President **Kris Howatt** for nomination by the Pacific Region to a seat on the National School Boards Association Board of Directors. The board appointed **Nancy MacMorris-Adix**, Salem-Keizer School Board, to fill the Marion Region vacancy on the OSBA Legislative Policy Committee.

The board voted to oppose Ballot Measure 84, which would phase out existing estate taxes and reduce state revenue by

approximately \$60 million from fiscal years 2013-15; it would also cut state revenue by about \$120 million each year thereafter. Board members voiced concern about the negative impact on the state General Fund in light of already reduced funding to schools.

The board voted to support Ballot Measure 85, which changes the “corporate kicker” provision of the Oregon Constitution. Under current law, the state kicks back to corporations certain excess corporate income tax and excise tax revenues collected during a biennium. The ballot measure would retain the excess revenues in the state General Fund to provide additional money for K-12 public education.

The OSBA board also approved funding to proceed with legal research on PERS reform ideas for legislation. OSBA will reach out to partners who can assist with funding for this work.

Finally, the board’s auditor and investment advisor presented updates to the board.

OSBA and partners issue guide on achievement compacts

The Oregon School Boards Association, the Confederation of Oregon School Administrators and the Oregon Education Association have teamed up to publish *Getting Started on Achievement Compacts: How to set up an effective collaborative process in your district* (http://www.osba.org/~media/Files/News/2012-09-20_Achievement_compacts-setup_process.pdf), a concise yet thoroughly descriptive guide that can help your district draft an effective and usable compact to submit in the coming year. The guide enables you to take advantage of the combined skills, knowledge and experience of these three premiere associations in

preparing a draft that reflects your community’s goals and the state’s vision for public education.

Achievement compact advisory committee

Under state law, each K-12 school district board and education service district board must appoint an Achievement Compact Advisory Committee. The law requires the superintendent to collaborate with the local employee association presidents to recommend committee members for appointment.

PACE Trust meeting highlights marketing and members' concerns

The PACE marketing plan was a highlight of the PACE Trust fall quarterly meeting in Salem on Oct. 1, a plan that emphasizes members' role in maximizing service while minimizing costs.

In describing the month-to-month activities in the plan's timeline, OSBA Director of Communications Tricia Yates

underscored the importance of bolstering awareness of who PACE is—members who have come together to protect themselves from casualty losses at low cost.

“Saving time and money for members is what PACE is all about,” Yates said. “Our marketing plan will help members understand how PACE services stretch their shrinking budgets.”

Helpful, responsive and professional

An OSBA consultant described the methodologies and summarized the findings of market research conducted since spring, which made use of an online members survey and focus groups to aid in developing the PACE marketing plan. On the whole, the research found that members have positive views about the Special Districts Association of Oregon (SDAO) staff and the OSBA staff who serve PACE. In responding to questions, members frequently used “helpful,” “responsive” and “professional.”



The marketing plan should seek to obtain members' buy-in to their roles in keeping costs down, said PACE staff member Frank Stratton. Trust Chair John

Rexford (superintendent, High Desert ESD) stressed the value of using testimonials from satisfied members in achieving this goal, while Phil Wentz (facilities manager, Tigard-Tualatin School District) suggested strengthening the focus on integrating safety into business management.

The Trust also reviewed the new PACE Underwriting Manual, which Stratton summarized, and agreed to defer its final approval until the December meeting.

Other major agenda items included:

- **Loss control report.** Scott Neufeld (SDAO risk manager) described how PACE risk control activities help members minimize and eliminate risk, while educating them about what PACE does.
- **Pre-loss update.** Lisa Freiley (OSBA director of legal, labor and PACE services/staff counsel) reported that discipline and dismissal is still a major issue for members, as are Title IX issues. When working with districts on Title IX issues, PACE stresses the need for balance in facilities, practice time and participation by boys and girls.
- **Financial report.** Mike Doherty (CFO for SDAO) presented the financial report for the past quarter.

- **Investments report.** Lisa Freiley presented a proposal for adjusting PACE's investments to reflect recommendations taken by OSBA to adopt a slightly more aggressive approach to investing. The PACE Trust decided to adopt a similar approach to maximize returns on investments.
- **Business plan.** Frank Stratton presented a proposal to develop a three-year business plan that coincided with service contracts of the providers, enabling the Trust to evaluate performance on an annual basis. He also discussed tasks and strategies to address PACE's various action plans and meet deadlines.
- **New legislative concepts.** Freiley described the challenge of ensuring involvement by the Trust in the work of OSBA's Legislative Policy Committee (LPC), in order to make certain that OSBA's legislative program reflects the Trust's priorities and concerns. **Terry Lenchitsky** (incoming president of OSBA and member of the Oregon Trail School Board) suggested including Trust members in the LPC's email list for soliciting input on legislative issues. Rexford proposed allocating time for discussing legislative matters at each meeting of the Trust, while Wentz asked that OSBA include Trust members when distributing its end-of-session legislative report.

Guidance cont. from pg 1

Comprised of administrators, teachers and education support professionals employed in the district, the committee must work collaboratively to develop strategies, programs and practices to ensure a well-rounded education and success for all students. In a report submitted to the board for approval, the committee must outline a plan to implement its achievement compact, set realistic goals based on available

resources and establish ways to measure student progress.

Co-leadership, collaboration and community engagement

The guide spells out ways to effect collaboration and cooperation among stakeholders. In a step-by-step process, the guide presents a process and timeline for selecting various teams to do the important hands-on work of compiling and analyzing data, setting a strategic direction and

monitoring implementation. Recognizing that community engagement is a critical aspect of student achievement, the guide includes a real-world example drawn from the Springfield School District's process. The emphasis is on sharing information and asking for feedback with all the various teams and community groups who wish to weigh in on raising student achievement.

KEEPING YOU IN THE LOOP

Student achievement: the continuing challenge

OSBAs have begun touring Oregon to hold fall regional meetings with board members and administrators. Though the tour is far from complete, OSBA President **Kris Howatt**, Deputy Executive Director Jim Green, Legislative Specialists Morgan Allen and Lori Sattenspiel and I have already heard your voices loud and clear.

Public education in Oregon faces a huge challenge right now: We must improve student achievement and close the achievement gap at a time of dwindling resources and ever-higher demands. Solutions to these problems cannot wait. Our economy and our communities depend on whether we succeed. Most importantly, our children depend on us to get this job done.

How is OSBA moving forward?

Your OSBA board and staff have taken several steps to provide the information and support you need to facilitate real change.

Working with the Confederation of School Administrators and the Oregon Education Association,



Betsy Miller-Jones
Interim Executive Director

OSBA has hosted the second in a series of webinars on the OEIB and achievement compacts, the vehicles that facilitate planning toward higher student achievement. In a jointly prepared document, we have described how to establish and use “achievement compact committees.” And this month, we will recommend changes to the achievement compact process to the OEIB. We endeavor to give you the information and resources you need to educate students. As always, you can consult our website to get help with specific issues and topics.

Under the banner, “Strong Schools, Strong State,” OSBA is leading a coalition of education organizations in a campaign to persuade the 2013 Legislature to bolster its support for public schools. And focusing on student achievement, OSBA is working to reduce unfunded mandates and find solutions to the rapidly escalating cost of PERS without hurting our employees.

You have helped form OSBA’s priorities

School board members know what Oregon needs:

- We need dramatic changes in instruction to produce new results.
- Teachers need new kinds of professional development to acquire the skills to reach students who struggle.
- We need new assessment systems to help us diagnose and improve

teaching—we shouldn’t rely on penalizing teachers.

- We need a support system for every child in school, which means a higher level of involvement by parents and more community involvement.
- We need collaboration among parents, school board members and administrators to achieve successful change.
- We need resources to effect these changes.

OSBA’s first priority is to work with school board members to meet these needs. Together with you and our partners, we can build strong schools. We know that strong schools will produce a strong state.

You will hear more about “Strong Schools, Strong State” in the months ahead. We need your voice and your passion to help this cause succeed. We need to publicize your stories of local challenge and success in order to inform our legislature and energize leaders statewide. Our goal is to provide resources to equip every child for the future by providing a world-class education.

An Oregon system of strong schools will benefit all Oregonians, because every child is a fundamental building block of a strong state.



OSBA Night

Trail Blazers vs. San Antonio Spurs

Saturday, Nov. 10 @ 7:00 pm

Get in at 5:30 to watch warm-up



Order discount tickets: <http://tickets.trailblazers.com/deals>
 Password: OSBA



OSBA's deputy chief addresses PERS Board

There are no villains in the Public Employees Retirement System (PERS)—not public employees, their unions, the PERS board or retirees, the deputy executive director of the Oregon School Boards Association said in testimony before the PERS board on Nov. 28 in Tigard.

Jim Green, who is also a member of the Salem-Keizer School Board, told the PERS board that under its approval of new rates, Salem-Keizer schools will pay a PERS rate of about 19 percent of total payroll, which will result in a cost increase of \$11 million next year, Green said. To handle the increase rate, the school district may need to cut additional programs, shorten the school year and make other reductions, he warned.

Green asked the PERS board to urge Gov. John Kitzhaber to create a blue-ribbon committee to direct the legislature in reforming PERS during the 2013 Legis-

lative Session. He received support from representatives from school districts, cities and nonprofits around the state.

“We need statewide leadership on this issue,” Green said. “It’s time for Gov. Kitzhaber to step to the plate and form a blue ribbon panel to get the issue under control.”

Green also said the public needs access to the PERS actuary to understand any changes to the system, including savings and adjustment of members’ benefit. “The system is unsustainable,” he said. “Schools cannot meet the goal of 40-40-20 without some change to the system.”

Schools need to focus on student achievement, Green concluded, not cutting needed programs and services to pay a benefit they have very little control over.



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