

January 2014

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OSBA Events

School Board Recognition Month

January 2014

OSBA Webinar on Oregon Values and Beliefs Survey

January 29, 2014

OSBA Labor and Employment Regional Workshops

February 10-13, 2014

PACE Day: Safe and Secure Schools

April 25, 2014

Bonds, Ballots and Buildings Conference returns after 3 years

Andy Gardner, superintendent of the North Santiam School District, kicked off the first session of OSBA's Bonds, Ballots and Buildings Conference with this advice:

"It's really impossible to get all of the learning done here. It doesn't stop here. What you learn here is just the start to making it work in your community."



OSBA President-elect Dave Krumbain kicks off OSBA's Bonds, Ballots and Buildings Conference Jan. 10.

With that sentiment of making bond issues and option levies work for local communities, the Jan. 10 conference in Salem welcomed 170 attendees – more than double the expected number. There were other impressive numbers as well: Back after a three-year hiatus, the conference



Attendees seize the opportunity between sessions to interact with business partners.

included 10 different sessions and workshops, attendees from 43 school districts and community colleges and support from a dozen partners with expertise ranging from investment banking to campaign research to architecture and design.

By the end of the day, Tami Zigler, business manager of the Colton School District, summed up the experience this way: "I have so many questions and they are all getting answered."

Before breaking into workshops on a variety of subjects, the conference opened with a general session that featured lessons learned from successful bond campaigns in three districts: North Santiam, Bend-La Pine and Portland Public Schools.

Gardner and **Tass Morrison**, a North Santiam and OSBA Board member, said that after a series of bond defeats year after year, North Santiam had to make some hard strategic decisions.

"Our biggest concern was we had created a culture of 'no' in our district," Morrison said.

North Santiam hired a communications director, greatly increased its information output and created a community engagement committee with representation from targeted geographic areas, service groups and opinion-drivers.



"We asked them personally to join and we got 100 percent response," Gardner said. "We wanted these people to complete the process with us."

Julianne Repman, communications director for Bend-La Pine schools, said the district examines its 20-year facilities needs every five years. She said bond campaign planners comb through precinct data from past elections and focus on turning out the vote in areas that have shown support for school bonds.

Bobbie Regan, a board member for Portland Public Schools (PPS) and vice president of OSBA's Board of Directors, said the district learned much from a 2011 bond election that narrowly failed. Over the following year, she said, school officials held dozens of listening sessions to assess what the community would support.

The result, Regan said, was a scaled-down, better-focused bond campaign that passed overwhelmingly.

"The first time we proposed what we wanted rather than what the community believed in," she said. "The fact that we were humble about the loss and willing to listen made a huge difference."

Jon Isaacs, who ran the successful 2012 bond campaign for PPS, said crafting the right message can help swing voters. He suggested that rather than focusing on dilapidated buildings (a negative), districts should emphasize all the good things a bond will pay for (a positive). He also encouraged districts to engage voters through social media, especially Facebook.



Jon Isaacs and Bobbie Regan from Portland Public Schools present at the Learn from the Winners session

Several workshop presenters discussed the importance of having campaign materials reviewed for legality by the Secretary of State's Office. Keynote speaker Kate Brown, Oregon's secretary of state, and Alana Cox, an elections compliance specialist, also emphasized the quick turnaround of campaign materials from their office – usually the same day but always within five days.

"We want to educate, empower and engage Oregonians," Brown said, "so you can pass all of your bond measures and build new buildings."



L to R: OSBA Executive Director Betsy Miller-Jones, OSBA President-elect Dave Krumbain, keynote speaker Secretary of State Kate Brown interact during the conference.

New edition of Oregon School Bond Manual available

The newly revised Oregon School Bond Manual, just released at our Bonds, Ballots and Buildings Conference in Salem, is available for order. A collaboration between OSBA and experts in the bond field, the manual's 12th edition is packed with information designed to help districts bring a bond issue from concept to completion.

Copies, which are \$30 per PDF download for OSBA members or \$70 each for non-members, can be ordered on OSBA's website at www.osba.org; click on "I'm looking for...a publication."

Five new members join OSBA Board of Directors

Member voting that ended in December saw four new members join OSBA's Board of Directors, and a fifth was appointed to fill a vacant seat.

The new board members are:

- **Mike Cosgrove**, who was appointed to fill an open Eastern region seat at the November OSBA Board meeting, has served on the Grant School Board (Canyon City) since 2010. A former teacher and school counselor, he has been retired since 2009. He enjoys bicycling, woodworking, walking and hiking, and building community trails. He sees student achievement and realizing consistent, adequate funding for education as OSBA's two biggest challenges.
- **Steven Lowell** has served on the Klamath County School Board since his appointment in April 2006. He has been a member of OSBA's Legislative Policy Committee (LPC) since 2008. He is self-employed, and enjoys reading, camping, gardening, stained glass and knitting. He hopes to

bring to the OSBA board "a vision of rural Oregon and the special needs of that part of our state."

- **Betty Reynolds** has been a member of the West Linn-Wilsonville School Board since 2011. She has served on the LPC and is a trustee of the Legal Assistance Trust. She also has been active in committees with the Oregon Education Investment Board and the Clackamas Council of PTAs, where she serves as vice president. Reynolds has held a number of government positions in Arizona and Oregon, including serving as director of the Oregon Government Ethics Commission from 1979 to 1990. Reynolds is interested in family and friends, the outdoors and education policy. Two of the most challenging issues she sees facing OSBA are ensuring adequate, stable funding to close the achievement gap and ensuring that state education policy recognizes the state's regional diversity and the importance of local control.
- **LeeAnn Larsen** has served on the Beaverton School Board since 2009, and was treasurer of the Local Option Levy Steering Committee in 2011 and 2013. Larsen manages a corporate housing company. She enjoys gardening, boating, reading, hiking and family time, and describes herself as "passionate about public education and providing the best education for every student."
- **Maureen Wolf** has been on the Tigard-Tualatin School Board since 2008, and was board chair from 2011-13. An active community volunteer, her work experience includes serving as a controller/project manager and senior financial analyst. Her interests include attending musical and theatrical performances, fitness training and golf. She sees funding and streamlining state and federal mandates to ensure students' success as the biggest challenges facing OSBA.

Re-elected to the OSBA Board were **Dave Krumbein** (Pendleton SD), **Sherry Duerst-Higgins** (South Lane SD and Lane ESD), **Anne Schuster** (Corvallis SD), **David Beeson** (Silver Falls SD), **Greg Kintz** (Vernonia SD) and **Kris Howatt** (Gresham-Barlow SD).

Betsy Miller-Jones, OSBA's executive director, welcomes the new members and said she is looking forward "to continuing the momentum our board...built in 2013 toward closing the achievement gap and increasing investment in public education in Oregon."

Honor the school board in January!

January is time to acknowledge the school board. Gov. Kitzhaber has proclaimed January 2014 as School Board Recognition Month. OSBA has a list of resources to help you celebrate in your district:

http://www.osba.org/Resources/Article/Community_Relations/Events_SBMonth.aspx

President's Post

A time for recognition and strong beginnings

January is School Board Recognition Month, an exciting time for all of us who volunteer countless hours to support our local public schools. It's an amazing investment in our children and their future.

It's also a notable moment for me personally as your new OSBA president for 2014. I can still remember the excitement of one of my first jobs and my introduction to education. I was hired as an educational assistant in 1976 for a small first-grade classroom in rural Oregon.



Lori Theros
OSBA President

That's the kind of excitement I feel now. It's a new year and a new beginning, and coming off the successes we shared in 2013 in finding new financial resources for Oregon's public schools, it seems to me that the sky is the limit as far as what we can accomplish by working together for the common good of Oregon's children.

The proclamation that Gov. Kitzhaber signed honoring local school board members made these observations:

- Oregonians rely on public education to ensure a prosperous quality of life and strong economic health for Oregon.
- Locally elected boards fulfill leadership roles and serve as the conduit through which teachers, parents, businesses and communities demonstrate the care, creativity and support that lead to student achievement.
- Public schools nurture and train diverse student populations to the best of their ability, whatever the resources, to give students the knowledge, skills and opportunities they need to succeed.
- Board members build the framework that makes it possible for education organizations to teach Oregon's children.

I hold all of those statements to be true, but in these challenging economic times I think it's particularly important to remember that vital link between a flourishing public education system and a vibrant state economy. That was the cornerstone of the "Strong Schools, Strong State" campaign OSBA led last year with great success, and it's a theme we will continue to explore as we approach another round of public school funding in 2015.

Let me join Gov. Kitzhaber in thanking each of you for your volunteer service. Let's make 2014 a milestone year for Oregon's schools.

In the Loop

OSBA contingent will take Oregon school issues to U.S. Capitol

Washington, D.C., here we come! A group of nine OSBA board and staff members will travel to Washington, D.C., on Feb. 1-4 to learn about and discuss national education issues, share common concerns and lobby members of the U.S. Senate and House of Representatives on education issues impacting Oregon, the Pacific Northwest and the nation.

The effect of sequestration on local school districts remains on the front burner. Oregon board members have been asked to bring specific examples of how cuts in federal funding have affected their local districts. Although a bipartisan budget act that passed in December 2013 seeks to provide a two-year reprieve for most cuts, full funding for programs such as Title I and special education grants under the Individuals with Disabilities Education Act are not guaranteed.



Betsy Miller-Jones
Executive Director

Local school board governance is another area our board members will be discussing with senators and representatives. The National School Boards Association (NSBA) is urging board members to bring specific examples of how U.S. Department of Education, U.S. Department of Agriculture and other federal agencies have put restrictions on local districts that would be better decided at the local level. A related issue is whether such agencies have increased costs or caused unintended consequences to local districts.

Additional topics to be discussed include Pre-K/Early Childhood, Child Nutrition and reauthorization of the Elementary and Secondary Education Act.

In late June and again in mid-December, four OSBA officers met with board members from the nine Pacific Region states to discuss regional issues. Suggestions for policies and priorities to steer NSBA lobbying efforts have gone forward to the organization and will be voted on at the April 2014 Delegate Assembly meeting in New Orleans. From this work the national organization lobbies year round on our behalf.

But the first week of February it will be your OSBA leadership – elected board members from around the state – speaking directly with federal leaders on topics that affect our schools every day here in Oregon. Our purpose is to make a real difference in what happens in the Capitol, so we local board members can make a real difference here in Oregon.

Let me know if you have specific examples on any of the topics listed above that we can share when we travel to Washington, D.C.

PACE is preparing a Boundary Invasion Toolkit

A newly created Boundary Invasion Toolkit is designed to prevent and identify sexual contact between school employees and students.

Scott Neufeld, director of risk management for the Property and Casualty Coverage for Education (PACE) insurance pool, said PACE hopes the materials will also reduce legal liability and keep premium costs down for member districts.



"This is an area of major concern for us," Neufeld said. "We're hopeful that by making this toolkit available in Oregon we can see a significant decrease in such incidents."

The toolkit contains a wealth of materials that will be made available to members soon and posted on the PACE website at <http://pace.osba.org>. Among them are:

- An outline of the requirements of House Bill 2062, passed in 2009 and modified in 2012 to address sexual grooming behavior by school employees toward students.
- A sample policy prepared by OSBA on reporting requirements regarding sexual conduct between school employees and students, and definitions of such conduct.
- Complaint forms, witness disclosure forms and releases, and a sample flyer on reporting requirements.
- A reference guide, list of common questions and answers, and a comprehensive PowerPoint guide to preventing, identifying and reporting sexual conduct.

Preventing sexual misconduct in schools will also be an important theme at this year's **Pace Day: Safe and Secure Schools** event being planned for April 25 in Eugene.

More information on the event can be found on the OSBA website at: http://www.osba.org/Calendar/Events/PACE_Day-2014.aspx

Oregon increases investment in Career and Technical Education

During the 2011 session, the Legislature initiated a pilot program to help revitalize Career and Technical Education (CTE) programs in Oregon with a \$2 million investment. The response from school districts that have had to slowly dismantle their CTE and vocational programs due to budget cuts was overwhelming; the funds were only able to cover 21 school programs while dozens

more went unfunded. In a massive effort to expand the program, the 2013 Legislature put almost \$9 million into SB 498 to ensure that more schools and districts would be able to access these needed funds.

Earlier this month, the Oregon Department of Education (ODE) announced that 140 middle and high schools across the state will now be receiving CTE grants. According to ODE, their advisory committee reviewed 62 applications totaling almost \$22 million in requests. Ultimately, the committee chose to fund 24 of the requests (serving 140 schools). A list of the funded programs and additional information can be found at:

<http://www.ode.state.or.us/search/page/?id=4050>

During OSBA's 2013 Fall Regional meetings, funding for CTE programs was often mentioned as a high priority for school board members across the state. OSBA was proud to advocate for these increased CTE funds and will make the issue a priority in the 2015 legislative session.

Jan. 29 OSBA webinar on the state of education in Oregon

Education and education funding are priorities for Oregonians. But any efforts to secure public funding for education requires an understanding of the public's mood toward education, trust in government, and public services.

Mark your calendar for Jan. 29 to join OSBA Vice President and Portland Public Schools board member **Bobbie Regan**, OSBA Deputy Executive Director Jim Green and DHM Research Associates Ari Wubbold and James Kandell as they share the 2013 Oregon Values and Beliefs Survey Results, and talk about what they mean for OSBA members in the future.

Details

OSBA Webinar on Oregon Values and Beliefs Survey: The State of Education
January 29, 5:30-6:30 p.m.

Reserve your spot at:

http://www.osba.org/Calendar/Events/Webinar-Values_and_Beliefs-2014-01-29.aspx

PACE Day: Safe and Secure Schools

The second annual conference on school safety is an opportunity to learn more about improving school safety, as well as reducing your district's potential liability. PACE Day will be held April 25 at the Hilton Hotel in Eugene.

This year's keynote speaker, Glenn Lipson, is a forensic and clinical psychologist who has trained nearly 7,000 educators in preventing sexual misconduct in schools. Lipson has consulted with schools for over two decades and has helped create an online training program to prevent sexual misconduct. Lipson, a professor at Alliant International University, is also on the board of

advisors for Stop Educator Sexual Abuse Misconduct and Exploitation and a partner in Making Right Choices.

Labor and Employment Regional Workshops

Need help complying with the Affordable Care Act?

Do you have questions about state and federal changes to OFLA/FMLA?

Expert help is on the way!

During the second week of February, OSBA will send its experienced negotiators and attorneys to a location near you.

These regional workshops will feature informal roundtable discussions in which you can raise issues and ask questions on labor and employment issues.

As leaders charged with making the best investments of your resources to support student achievement, you can't afford to miss hearing the latest on collective bargaining and case law – and highlighted this year: all you need to know about the Affordable Care Act. In our popular "Ask the Attorney" session, you'll get expert guidance and advice on the labor and employment issues most important to you.

More information and conference registration materials are available at:

http://www.osba.org/Calendar/Events/Labor_and_Employment_Regional_Meetings_14.aspx



Labor and Employment Regional Workshop Schedule

All meetings are from 1-8 p.m.

Location	City	Date
InterMountain ESD	Pendleton	February 10
South Coast ESD	Coos Bay	February 10
Southern Oregon ESD	Medford	February 11
High Desert ESD	Redmond	February 11
Lane ESD	Eugene	February 12
Northwest Regional ESD	Hillsboro	February 13
Baker School District	Baker City	February 13