

September 2014

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503-588-2800

800-578-6722

info@osba.org

OSBA Events

Fall Regional Meetings

September 17 – October 28, 2014

Regional Facilities Workshops

September 22 – October 23, 2014

OSBA Annual Convention

November 13-16, 2014

Responding quickly when a school crisis hits

When conflict or tragedy strike at school, it's usually preparation that allows local board members and staff to best weather the crisis.

To assist in crisis-response planning, School Leader News asked a board member and two superintendents to share lessons learned from three districts that have been thrust into the public spotlight this year.

Faced with a school shooting, a sudden communicable disease fatality and school closure, or a teachers' strike, each of these districts had to respond to concerned parents, deal with the media and carry out the core mission of educating young people. This is what they learned:

Reynolds High School shooting fatalities: People are assets

We practice emergency procedures and read news accounts about school-based shootings, but nothing can quite prepare you for such a tragedy occurring in your district, in your town, in your high school. On June 10, Reynolds High School experienced a school shooting that resulted in two student fatalities and one staff injury.

Our team, staff, students, parents, alumni and community members conducted themselves with impressive calm, resignation and professionalism during

and after the crisis. Staff from our neighboring school districts, the education service district, first responders and trained volunteers reported to the scene and to our facilities and in neighborhood service centers immediately. Everyone began performing any task that needed to be done without hesitation. Someone even sprayed sunscreen on people waiting in the reunification location. Local businesses and social service providers handed out hot meals and water.



Supt. Linda Florence and students, Reynolds School District

We learned that preparation is your ally. Flexibility is your friend! You may not be able to perform your emergency procedures in the ideal location where you practiced. Be prepared and willing to adapt your procedures to the circumstances at hand. With proper training, you will find that you can perform an excellent job with far less than you did when you were practicing.

Your people are the most important asset in a crisis. They will rise to the occasion to support students, each other and those suffering in your community. People sort themselves out into givers and receivers; and they take turns in each role. Communicate the facts when, and only when, they are available. Listening and talking are both forms of communication and people need to be heard when they are afraid, worried or hurting.

When the crime scene is returned to you and the healing work is just beginning, you learn that your people are already noticing what can be done to make the school community safer, stronger, better. Good people are driven to protect, feel and learn. A crisis provides an opportunity to connect with humanity's innermost desire to bond with one another when called to support our fellow human beings.

– Linda Florence, Superintendent
Reynolds School District

Central Point death and school closure: Communication is key

On May 20, the district learned that a kindergarten aide at Sams Valley Elementary had died suddenly at a local hospital. Counselors and psychologists were dispatched to the school to support students and staff in the grieving process. That evening, we were notified by our employee's family that her illness and death remained "unexplained," that her husband had been admitted to the hospital with similar symptoms and that hospital officials had instructed the family to sanitize everything in their home. Further, other school employees (including the principal) were suffering from a range of cold, flu and respiratory symptoms. By 9 p.m., a team of staff had contacted every family via phone and posted the information on Facebook and the Web.



Samantha Steele, Superintendent, Central Point School District

The following day, May 21, Servpro began the cleaning process at the school. This included wiping down every surface, including the contents of every classroom, playground equipment, and more with an EPA-registered disinfectant. Meanwhile, an autopsy revealed that our employee died of complications from strep bacteria (i.e. strep throat) and that those bacteria are very common (although it is very uncommon for strep to develop into a

life-threatening condition). Despite confirmation that there was no significant public health risk at the school, we completed the cleaning process as a precautionary measure and re-opened school on May 22.

Through this process we learned a number of important lessons, including:

- Social media (Facebook) and the Web are by far the most efficient method for getting information to the school community, and must be updated regularly to ensure transparency (respond to posts and questions, too). As soon as we had new information, we shared it.
- Personal phone calls (not a recording) on the first evening were key. Many parents had already seen the post on Facebook, but appreciated the opportunity to ask questions of an actual person.
- Notify staff first — they are on the front lines of giving information.
- Work cooperatively with outside agencies. We are not experts on public health, and it was important to receive support for our decisions. We worked with Jackson County Health on all press releases (theirs and ours) to be sure that information was aligned and accurate.
- Make regular contact with the press and do on-camera interviews; use the agreed-upon press releases so that information and language is consistent.
- Answer your phone. In the midst of all of this, I made sure that I answered my phone and returned calls and emails quickly.

– Samantha Steele, Superintendent
Central Point School District

Medford bargaining and teacher strike: Trust administrators

Our board is exceptionally active, and so we tend to micromanage. If there's a position to be filled, one of us will be on the interview committee. If community members want to have a special ed committee, board members will sponsor and attend it. When the public complains, our board wants to be supportive in finding solutions. Thus when we were faced by a strike by teachers earlier this year, our board struggled to step back and allow staff to perceive problems, determine options, and carry out the process. But we had to back off from the crescendo of bargaining and trust in our administrators.

When it became clear that we were facing prolonged negotiations of close to a year, the board talked about

what the bargaining procedure entailed – implementation, mediation, strike, amnesty agreements. We asked our superintendent to explain it. We asked our labor lawyer to explain it. We asked our OSBA consultants to explain it. We gnawed at that bone repeatedly. But it was vital to get that information so we would know what to expect. We talked a lot with each other in our executive sessions. Once we declared a state of emergency when the strike became probable, we had unlimited executive sessions without need of 24-hour notice. We needed those meetings. The bargaining team joined us often, giving us updates on the negotiations progress and asking us to give them areas where they could “give” in the goals.

The board had to decide whether to allow the strike to happen. The board didn’t declare a strike, but we controlled whether to give teachers what they demanded to prevent the strike. The unification of the board around its goals determined that we were willing to accept the short-term pain of a strike so that we could achieve the long-term benefits to our students of being fiscally responsible. The storm of effort to prepare for the strike was so overwhelmingly large that none of us could organize it. We had to depend on our superintendent and his plans. Our superintendent did a great job of keeping us informed. He had everything in place and took us on tours of the operations center. We saw how active everyone was in the center.



Sally Killen, Medford School Board member

We asked frequent questions about how many guest teachers had agreed to come to Medford. We knew that one issue would determine whether we could have school or not. Our board didn’t know the legal ramifications of what NOT having school could cause. We knew that having school put pressure on the strikers. In response, some strikers pressured guest teachers and caused other disruptions. The pressures on us as board members and on the staff were tremendous. The administrators were

working very long hours dealing with parental and student issues as well as trying to maintain a learning environment. The board members couldn’t possibly have done all that. We had to trust our staff, and doing so helped pull us through.

– *Sally Killen, School Board member
Medford School District*

President’s Post

Public education campaign holds “Promise” for local schools

Seeing so many local board members in July at OSBA’s annual Summer Board Conference in Bend provided yet another reminder that our strength as an organization depends upon us working together on a shared vision.



*Lori Theros
OSBA President*

As I told attendees there: “You are OSBA, and OSBA is you. Every time you write an email or make a phone call in support of our shared goals, that starts a little ripple. That ripple, repeated often enough, turns into a wave. And it’s those waves that are going to carry us toward 40/40/20 and our other state achievement goals.”

With that in mind and summer disappearing into the rearview mirror, it’s time to start thinking in earnest about 2015 and another crucial legislative session in Salem. With your support, we turned a corner in 2013 and saw the Legislature start to reverse a decade of disinvestment in K-12 public education.

We still have a long way to go in restoring the investment necessary to close the achievement gap and stem dropout rates, but OSBA is already working hard to set the stage for success in 2015 with a public education support campaign.

It’s called “The Promise of Oregon,” and if you haven’t heard of it yet, you definitely will in coming weeks and months. It’s founded on these two pillars: Today’s students are Oregon’s greatest natural resource; and we as Oregonians must invest in our public schools so the next generation can reach its potential.

Want to find out more? You can visit promiseoregon.org for a sneak peek of the new website and preview of a thematic campaign video. OSBA staff will also be discussing campaign plans during statewide fall regional visits over the next month.

But to get the full flavor of the campaign, we need to see you at OSBA’s Annual Convention Nov. 13-16 in

Portland. That's where the main "Promise" video will debut, timed to coincide with the full website's unveiling.

It's going to be an exciting, amazing weekend that you won't want to miss. And that's a promise.

In the Loop

We need to build the infrastructure for Common Core



*Betsy Miller-Jones
Executive Director*

Forging and maintaining partnerships with key organizations is just part of what we do at OSBA. With that in mind, I collaborated recently with Craig Hawkins, executive director of the Confederation of Oregon School Administrators, and the staff of Rob Saxton, Oregon's deputy superintendent of public instruction.

The subject was Common Core State Standards, and in particular the support systems and investments needed to ensure that our schools can successfully implement them. We worked together on an op/ed piece that is expected to run on OregonLive, the website for The Oregonian's content.

You'll soon be able to see the piece in its entirety there, but the main points bear repeating:

- We believe Common Core provides the right standards for Oregon because they give our schools and students a true college-and-career-ready target.
- Classroom content is still primarily determined locally by the teachers, administrators and ultimately school board members in our 197 districts, with the help of parents and community members involved in the periodic adoption process for textbooks and other instructional materials.
- Raising standards alone won't get our students over the college-and-career-ready bar. To help them make that leap, we must also add instructional time, invest in closing the achievement gap, support K-3 literacy, invest in outstanding teachers and administrators and focus on assessment where it matters most – in the classroom.

Speaking of assessment, there is a great deal of angst about the new Smarter Balanced state test, and that's understandable. When the state releases test results next year, the percentage of students reaching this higher bar

will appear much lower. Parents will want to know why their children appear to be moving backwards. But these results will not mean students know or learned less than they did the year before. They will simply mean we raised our measuring stick, and students will need some time, and resources, to rise with it.

Here in Oregon, the clock is ticking as we strive toward our 40/40/20 goals, which anticipate that by 2025, 40 percent of adult Oregonians will hold a bachelor's degree, 40 percent will have earned an associate's degree or technical skills certificate, and 100 percent will have completed high school.

Unless we raise our standards – and do what it takes to provide needed support to schools and students – we aren't going to get there. That's a test for all of us.

"Summer Camp" draws board members to Bend

"We have to think about our children's minds as our greatest natural resource."

With that as an outline, Rob Saxton, Oregon's deputy superintendent of public instruction, told attendees at OSBA's annual Summer Board Conference that board members need to continue setting the bar high for student achievement.



Summer Board Conference attendees listen to a presentation from Jim Green, OSBA's deputy executive director.

The July 18-20 conference welcomed 177 attendees, including the preconference and board secretaries workshops. The intensive learning experience, held in Bend, was dubbed "Summer Camp for Board Members."



Brad Tisdell of the Sisters School District's Americana Project leads attendees in a burst of song during Summer Board Conference.

Besides Saxton, keynote speakers included Nancy Golden, Oregon's chief education officer, and state Treasurer Ted Wheeler.

Betsy Miller-Jones, OSBA's executive director, and Lori Theros, OSBA Board president and member of the Klamath City Schools board, reminded those in attendance that OSBA relies on its members for its strength. Miller-Jones, along with Greg Moyer of Blue Chalk Media, also introduced a trailer video for "The Promise of Oregon" public education support campaign.

Jim Green, OSBA's deputy executive director, said the "Promise" campaign's success will depend upon local school board members contacting legislators in Salem. "You are their local hometown voters and they listen to what you have to say," Green said.

Fall Regionals will feature "Promise" campaign sneak peek

OSBA's annual fall circuit of the state began Sept. 17, when executive and legislative staff embarked on a six-week, 20-stop run.

By the time the Fall Regional meetings wrap up near the end of October, OSBA's staff and Board President-Elect Dave Krumbein will have visited communities from Vale to Seaside to Medford. Last year's attendance of nearly 700 was the highest in a decade.

This year's version will feature a sneak peek of OSBA's new public education support campaign, known as "The Promise of Oregon." Attendees will see a video trailer for the campaign and learn how to get involved.

Also featured are a preview of the 2015 legislative session, an opportunity to provide feedback on OSBA services and presentations by candidates for the OSBA Board of Directors.

The evening meetings are hosted by education service districts; local board members can reserve a spot through superintendents or community college presidents.

For a full schedule, go to:

http://www.osba.org/Calendar/Events/Fall_Regionals-2014.aspx?page=text

2014 Fall Regional Meeting Schedule

Date	City	Counties
Sept. 17	Seaside	Tillamook/Clatsop
Sept. 22	Medford	Jackson, Josephine, Klamath
Sept. 23	Bandon	Coos, Curry
Sept. 29	Portland	Clackamas, Multnomah
Sept. 30	The Dalles	Hood River, Wasco
Oct. 1	Hillsboro	Columbia, Washington
Oct. 1	Albany	Benton, Lincoln, Linn
Oct. 2	Salem	Marion, Polk, Yamhill
Oct. 6	Burns	Harney
Oct. 6	Vale	Malheur
Oct. 7	Pendleton	Morrow, Umatilla
Oct. 8	Enterprise	Wallowa
Oct. 15	Paisley	Lake
Oct. 16	LaGrande	Union, Baker
Oct. 20	Dayville	Grant
Oct. 21	Condon	Gilliam, Sherman, Wheeler
Oct. 22	Eugene	Lane
Oct. 23	Redmond	Crook, Deschutes, Jefferson
Oct. 23	McMinnville	Yamhill
Oct. 28	Roseburg	Douglas

OSBA's Leadership Oregon 2015 classes are open

Leadership Oregon is an advanced leadership course offered to 20 enthusiastic and qualified board members from OSBA member districts. Participants learn leadership skills and join a strong support network of education leaders from across the state. Leadership Oregon is not for everyone — it requires a solid understanding of basic board leadership skills (two of the three prerequisite courses are available online) and a firm time commitment. Participants must attend all sessions to graduate.

Leadership Oregon 2015 consists of four sessions, all held in Salem. Each session runs all day Friday and half of Saturday.

- **January 9-10: Advanced Leadership.** Explore the board's role in key current education issues.
- **February 20-21: Advocacy and Engagement.** Find your voice as an education advocate.
- **April 10-11: Key Issues.** Learn about social, print, and broadcast media, and pick up tips for sound financial oversight.
- **May 1-2: Projects.** After working in small groups on projects throughout the program, participants present their projects at the final session.

OSBA covers the cost of the program, including hotel accommodations and most meals. Participants' only expenses are transportation to and from Salem, and some meals. For complete information and the application, go to www.osba.org/ldor.

Applications are due by Oct. 31.

PACE Trustees approve premium discount for toolkit use

The Property and Casualty Coverage for Education (PACE) Board of Trustees has unanimously approved a 5 percent discount on general liability premiums for districts that implement all pieces of the PACE Boundary Invasion Toolkit.



"PACE wants to work in partnership with districts to protect students. We know that implementation of the tools in the toolkit is important, and the trustees' action to

provide a financial incentive for adopting these best practices provides a real benefit to our members." said Scott Neufeld, PACE Director of Risk Management.

In 2010, Oregon passed strong protective legislation against sexual misconduct in K-12 schools. The law requires intensive training for all school staff on preventing, identifying and reporting questionable conduct. While teachers often receive this training, other school employees, such as education support professionals, may not know how to recognize signs of misconduct.

Neufeld said it is imperative that school board members, school administrators, district human resources personnel, and others in each school district have the background knowledge and the resources to ensure that their districts are doing everything they can to protect students. The PACE toolkit aids in this endeavor by providing the tools necessary to meet the law's requirements:

(<http://pace.osba.org/Resources/Articles/MandatoryReporting/BoundaryInvasion.aspx>, member log-in required)

PACE staff have also met with about 50 districts to conduct trainings, and they continue to schedule one-hour trainings with member districts on how to implement the toolkit:

(http://pace.osba.org/NewsPACE/Announcements/2014-06-17_Boundary_invasion_toolkit.aspx). Districts must be prepared to outline what boundary invasion safety programs they have in place at the time of the meeting. Members can call 1-800-285-5461 for more information, or they can access the toolkit online (<http://pace.osba.org/Resources/Articles/MandatoryReporting/BoundaryInvasion.aspx>; member log-in required). The toolkit is in the form of a downloadable packet, which includes sample policy, reporting forms, a FAQ list and a comprehensive PowerPoint for educating teachers and staff.

Districts that implement the toolkit by May 2015 will receive a discount for the 2015-16 school year. Those that have the toolkit implemented by May 2016 will receive a 5 percent discount on the 2016-17 school year. To qualify for the discount, the district must implement every tool in the PACE Boundary Invasion Toolkit by the specified time. For more information, contact Neufeld by phone at 800-285-5461 or 503-371-8667 or by email at losscontrol@sdao.com.

Free Trainings for PACE members

Free Risk Management Trainings for PACE members

Are you a designated district risk management coordinator? Get certified at this free, two-part seminar. **You must attend both Part 1 and Part 2 trainings to qualify for certification.*

For PACE members' registration information, see: http://pace.osba.org/Calendar/Events/Risk_Management_Program_2014.aspx

PART 1 Dates:

Date	Location	Time
October 8, 2014	Northwest Regional ESD	9 am – 4 pm
March 5, 2015	Clatsop CC	9 am – 4 pm
March 17, 2015	South Coast ESD	9 am – 4 pm

PART 2 Dates:

Date	Location	Time
February 24, 2015	High Desert ESD	9 am – 4 pm
February 26, 2015	Douglas ESD	9 am – 4 pm
March 3, 2015	Northwest Regional ESD	9 am – 4 pm
March 10, 2015	InterMountain ESD	9 am – 4 pm
March 12, 2015	The OutPost (John Day)	9 am – 4 pm



2015 PACE Day: Safe and Secure Schools

April 24, 2015 – Hilton Eugene

Mark your calendar for the 2015 PACE Day: Safe and Secure Schools, which will focus on topics such as the legal compliance requirements surrounding cybersecurity, preventing bullying, preventing crime through environmental design, and recovering after a crisis. It will also feature keynote speaker Michael Bazzell, a law enforcement officer currently assigned to the FBI's Cyber Crimes Task Force. PACE will pay the registration fee for members' first attendee. We look forward to seeing you there!

Free PACE Regional Trainings for PACE members

PACE will hold its annual regional trainings for school administrators, risk managers and superintendents on the following topics and dates:

PACE Regional Training Topic: Grooming & Boundary Invasion Toolkit; Staff Performance Management, to include observations, plans of assistance, termination, resignation and retirement

Date	Location
October 13, 2014	Seaside
October 14, 2014	Springfield School District
October 15, 2014	Southern Oregon ESD
October 21, 2014	La Grande Library
October 23, 2014	The Outpost (John Day)
October 24, 2014	Clackamas ESD

PACE Regional Training Topic: Bullying, to include cyberbullying and social media; Responding to Complaints, Conducting Investigations and Retaliation

Date	Location
January 13, 2015	Linn-Benton-Lincoln ESD
January 14, 2015	Multnomah ESD
January 15, 2015	Douglas ESD
January 20, 2015	Astoria School District
January 22, 2015	High Desert ESD
January 27, 2015	South Coast ESD

PACE Regional Training Topic: Grooming & Boundary Invasion Toolkit; Hiring Processes, including application, interviewing, background checks, fingerprinting and veterans preference

Date	Location
March 9, 2015	Northwest Regional ESD
March 31, 2015	Willamette ESD
April 2, 2015	South Coast ESD
April 7, 2015	Harney ESD
April 9, 2015	Malheur ESD (Ontario)
April 14, 2015	Intermountain ESD

PACE members may register for the 2014 PACE Regional Trainings at: http://pace.osba.org/Calendar/Events/Fall_PACE_trainings_2014.aspx

Free Standard School Safety Response Trainings for PACE members

PACE members are invited to bring a group of district staff and community emergency responders and join John-Michael Keyes, founder of “I Love U Guys,” for one of his five “Train the Trainer” programs on the following dates:

Date	Location	Time
October 28, 2014	Hillsboro SD	8 am – 4 pm
October 29, 2014	Springfield SD	8 am – 5 pm
October 30, 2014	High Desert ESD	8 am – 5 pm
March 11, 2015	InterMountain ESD	8 am – 5 pm
March 12, 2015	Ontario SD	8 am – 5 pm

PACE members may register for the 2014 Standard School Safety Response Trainings at: http://pace.osba.org/Calendar/Events/Standard_School_Safety_Response_Training.aspx



Schrader will headline town hall education meeting Oct. 9

OSBA is hosting a town hall meeting Oct. 9 on K-12 education issues, featuring U.S. Rep. Kurt Schrader, D-Canby. Among the issues likely to be discussed are federal investment, No Child Left Behind and secure rural schools.

“This is a chance for local board members and the public to engage with one of our representatives in Congress – don’t miss it,” said Betsy Miller-Jones, OSBA’s executive director.

The meeting will be held at 6 p.m., Oct. 9, at the Omni Room at Canby High School’s Applied Technology Center, 721 S.W. 4th Ave., Canby.

Please RSVP before Sept. 30 to lsattenspiel@osba.org.

Seats open on OSBA Board of Directors

Eleven positions on the OSBA Board of Directors are up for election this year. Nominations are open through Oct. 3.

Local board members interested in running for a position on the OSBA Board must be nominated by a member board within their region. Nominations require official board action, and sample language is available to assist in making a motion or resolution to nominate a candidate.

The following positions have elections this year:

- Position 1, Eastern Region (currently held by Mike Cosgrove)
- Position 3, Central Region (currently held by Doug Nelson)
- Position 5, Southern Region (currently held by Craig Prewitt)
- Position 7, Clackamas Region (currently held by Terry Lenchitsky)
- Position 9, Douglas/South Coast Region (currently held by Samuel Lee)
- Position 11, Marion Region (currently held by Tass Morrison)
- Position 13, Yamhill/Polk (currently held by Stan Primozych)
- Position 15, Washington Region (currently held by LeeAnn Larsen)
- Position 17, Multnomah Region (currently held by Bobbie Regan)
- Position 19, Multnomah Region (currently held by Doug Montgomery)
- Position 2, Gorge (formerly Columbia) Region (currently held by Dave Krumbein, who will advance to OSBA president)

Candidate nomination materials are due in OSBA offices by 5 p.m., Oct. 3. Election-related materials can be found at:

http://www.osba.org/About%20OSBA/LeftNav/Election_Center.aspx

Regional facilities workshops coming up around Oregon

Is a bond measure on your horizon? OSBA has organized a series of workshops on planning and securing funding for capital improvement projects.

Representatives from Piper Jaffray and DLR Group Architecture and Planning will lead participants in a discussion of what needs to be done when, and how to engage community, staff and students. Attendees will leave with a workbook; those who RSVP early will receive a personalized copy.

RSVP to Lori Sattenspiel at lsattenspiel@osba.org.

All workshops begin at 4 p.m. and conclude by 5:30 p.m. Dates and sites:

Regional Facilities Workshops Schedule

Date	City	Location
Sept. 22	Medford	Rogue Regency Hotel
Sept. 29	Portland	Portland Embassy Suites Airport Hotel
Oct. 1	Hillsboro	NWRES D Office
Oct. 2	Salem	Willamette ESD
Oct. 7	Pendleton	Blue Mountain Community College
Oct. 22	Eugene	Lane ESD
Oct. 23	Redmond	High Desert ESD

OSBA's Annual Convention will highlight new campaign

If you haven't already registered, now is the time to reserve your spot at OSBA's 68th Annual Convention Nov. 13-16 in downtown Portland. The theme is "The Promise of Oregon: Investing in Board Leadership for Student Success," and the convention will highlight OSBA's new public education support campaign called "The Promise of Oregon."

Registration materials can be found at:

http://www.osba.org/Calendar/Events/Annual_Convention-2014.aspx

What's next:

- Decide where you're going to stay if you haven't already: Marriott Downtown Waterfront, RiverPlace Hotel or Residence Inn by Marriott. Room blocks just opened up, and group rates will be available through Oct. 22.
- Learn about things to do in Portland in your free time. Travelportland.com, the city visitor bureau's site, has a restaurant guide and lots of ideas.
- Check out our scheduling feature that allows you to create your own schedule with the workshops you want to attend. You can even download an app for your mobile device or add the events to your own calendar.

Things to know:

- Valet parking at each hotel is available for registered guests: \$17.50 at the Marriott, \$22 at RiverPlace and \$28 at Residence Inn. If you aren't staying, parking structures and street parking are available adjacent to the Marriott.
- Traveling within Portland on public transportation is easy and convenient. Check out TriMet's website for rates, routes and schedules.

Questions? Contact our event staff at info@osba.org, 800-578-6722 or 503-588-2800.

