

December 2014

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## “Promise” campaign is unveiled at OSBA Annual Convention

After months of planning, “The Promise of Oregon” campaign debuted Nov. 14 at OSBA’s Annual Convention in Portland.

Flanked by four students from the Beaverton School District’s Arts & Communication Magnet Academy, OSBA President Lori Theros (Klamath Falls City Schools) and Executive Director Betsy Miller-Jones unveiled the campaign website, at [promiseoregon.org](http://promiseoregon.org), and introduced an anthem video. New York Times columnist Nicholas Kristof, a 1977 graduate of Oregon’s Yamhill Carlton High, has endorsed the campaign, and greeted attendees via a short video.



*Debuting ‘The Promise of Oregon’ campaign*

Miller-Jones explained that the campaign is about both the promise Oregon’s students hold and our promise as Oregonians to ensure that they experience the brightest of futures.

“As this movement flowers, we – and you – will be reminding our elected state officials of how vital it is that we invest adequately in our public schools,” Miller-Jones said. “On a statewide and local level, this may very well be the most important task you perform for students in the coming year.”

Attendees were also given a flash drive containing toolkits to help guide board members, administrators, teachers, students and community members in how to spread the campaign’s reach. Already, more than 40 member boards have passed resolutions supporting the campaign.

The 68th annual convention, held at the Portland Marriott Downtown Waterfront, attracted about 700 board members and school administrators over four days, including pre-convention workshops.

The convention featured a number of learning and inspirational moments, among them:

- Brandon Busted, executive director of Gallup Education, presented a wealth of research on how to keep students engaged during a Friday keynote address. Critical factors he identified included: ensuring that teachers are engaged by allowing them input, and hiring teachers who are excited about teaching and willing to act as mentors to students.
- Kati Haycock, president of The Education Trust, outlined a number of districts and schools nationwide that have successfully confronted the achievement gap during a Saturday keynote speech. What they have in common, she said, is a willingness to embrace change and create high expectations. She said they reject the notion that achievement is solely a function of how prepared students are when they enter the classroom.
- Michael Lindblad, a Gresham High social studies teacher, was honored as Oregon’s 2015 Teacher of the Year. He spoke about the importance of being a mentor for students, and how from an early age he was taught to respect people from other cultures.
- Randy Schild, superintendent of the Tillamook School District, was recognized as the OASE 2015 Superintendent of the Year. He talked about the need for the state’s K-12 schools to stretch their span in both directions – to preschool ages and college students.

“Your jobs and my job are so worth it,” Schild told attendees at a Saturday lunch. “Every day we get to go to work and make a difference. And we should be thankful, because not everybody gets that opportunity.”



President's Post

## Looking back for a moment as we move ahead to 2015



Lori Theros  
OSBA President

As fast-paced as the changes come for those of us in education, we're constantly looking ahead to make sure we can find the pathway for student success.

But in this, my last column as your OSBA president, I can't help but look back on what we've accomplished together in 2014.

Foremost is the successful launch of "The Promise of Oregon" campaign at our November convention in Portland. Thanks to all of you who stopped by the photo booth to have pictures taken showing your support, and for those who have begun spreading the word and passing board resolutions. This is an enormous priority for all of us in 2015, both to celebrate our student successes and ensure that Oregon funds K-12 education adequately so these young people can reach their potential.

Thanks also to the nearly 700 of our members who attended Fall Regional meetings around the state, and more than 175 individuals who made it to Bend for our "Summer Camp" for board members. These events give us a chance to visit together, learn, and ensure that OSBA services and priorities are in tune with our members.

OSBA also hosted a number of other successful events, such as the Bonds, Ballots and Buildings Conference in Salem in January, and PACE Day: Safe and Secure Schools in Eugene in April. Our staff held a webinar on Smarter Balanced Assessments and has another coming up Monday, Dec. 8, on the governor's proposed education budget.

Add to that the daily assistance our members receive in such areas as policy, board development, legislative services, labor negotiations, legal advice, property and casualty insurance through PACE, and crisis communications. Or the funding OSBA is providing to defend those districts named as part of the Public Employees Retirement System (PERS) litigation that resulted from 2013 legislation.

It's been an honor for me to stand with you as president this year. As you've heard me say so many times, you are OSBA, and OSBA is you. I'm pleased to hand over the office to Dave Krumbein of Pendleton, and I'm looking forward to the "Promise" that we will all share in during 2015.

In the Loop

## Two-month marathon opens doors between OSBA, board members

One of my favorite happenings at OSBA isn't a single event – it's a two-month-long marathon. Fall Regional visits are my favorite because I get to meet and spend time with so many of you, discussing topics important to everyone who believes in public education in Oregon.

The OSBA teams completed a successful tour of the state this fall, meeting with almost 700 of you at 20 locations in September and October. We were joined by OSBA board members as well as local board members and administrators for discussions of the upcoming legislative session, OSBA services and a preview of "The Promise of Oregon" campaign.

For the second year running, we often heard a message that we need consistent state policies and funding to provide the services necessary for all students to achieve. As one board member put it last year, the message we need to send to our legislators when considering new ideas is "just stop!" Not because we don't support the best possible education practices and services, but because we need time and resources to implement new practices instituted in the last several years to meet the goal of 40-40-20 by 2025. And we need the resources to do that. Kindergarten funding – not moving money around from one program to another, but actual new dollars – was a high priority statewide. Gov. Kitzhaber's proposed budget released last week provides \$220 million for that purpose. Funding for capital construction to support modern safe buildings was also a major concern.

Another clear message we need to consistently support is that all changes should be looked at through the lens of districts of all sizes, in all parts of the state, with a wide variety of student demographics and challenges. What works for one district does not always work or benefit students in another. Thanks to every one of you who attended a Fall Regional meeting to share your ideas and thoughts with us.

As we move toward the 2015 session it will be more important than ever that each of you continues to communicate the impact on your district of new proposals as they come forward. We hope to see you at the Capitol to testify and to attend OSBA Legislative Day on Feb. 23



Betsy Miller-Jones  
Executive Director

in Salem. Your local stories are vital to get the message out and support good decision-making by statewide leaders.

Speaking of local stories, “The Promise of Oregon” is highlighting the stories of individual students throughout the state. These amazing stories are happening in every district. Please have your photo taken with students in your district, send their photos and stories to us at OSBA to include on the Promise website, [promiseoregon.org](http://promiseoregon.org), and upload their photos to Facebook using #PromiseOR. Help us to spread the word, highlighting our students’ hopes and dreams. Let’s build an even stronger sense of urgency to address every district’s needs to provide the best education possible for Oregon’s greatest resource, our children.

### OSBA members provide feedback on 2014 Fall Regionals

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Member feedback from 20 Fall Regional meetings across the state showed several consistent themes that will help guide OSBA staff over the coming year.

#### **On legislative issues:**

- There continues to be universal concern about the pace of change in education and the ability of schools, students and staff to keep up with all the new education initiatives, reports, mandates and data reports;
- School districts need state matching grants to address burgeoning needs for capital construction, deferred maintenance and technology improvements;
- When a new program is legislated, such as full-day kindergarten, funding for the program and facilities improvements needs to be part of the package;
- OSBA members are excited about becoming more engaged in directly lobbying the Legislature;
- Lack of funding for special education services and the lack of permanent funding streams for small, rural schools are a continued concern; and
- OSBA members want a school board member representing their interests on the Oregon Education Investment Board if it is to continue.

#### **Regarding OSBA services:**

- In general, OSBA members were very pleased about the increased emphasis on customer service;
- OSBA core services (Legal/Labor/Policy/Legislative) are well-regarded and frequently accessed by members and districts;

- Members expressed a strong desire for more in-person and online trainings for everything from board development to public meetings law;
- Members like the Newsclips service but want a new format that highlights breaking news and the latest information on meetings and goings-on;
- Many members would like OSBA to help them set up local meetings with legislators and provide more opportunities to engage in the legislative process;
- Members want OSBA staff to keep coming to them for Fall Regionals, trainings and services.

Betsy Miller-Jones, OSBA's executive director, said staff would use input from the Fall Regionals as a starting point to make improvements to current services and continue looking for ways to keep OSBA a vital, member-focused organization.

### Free legal advice minimizes members’ costs and reduces risk

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Get advice you can trust – before a situation gets out of control. PACE’s free legal services minimize your costs and reduce risk with money-saving legal advice before a lawsuit is filed. As a PACE member, you are entitled to up to \$1,000 in free legal consultation per incident. (Legal service beyond that is billed by the hour.)

#### **Call PACE if you face these high-risk situations:**

##### **Personal injury on school property**

Whether it’s a student injured at sports practice or a parent injured while attending a school event, our staff will walk you through the steps to help avoid a lawsuit.

##### **Employee termination**

If your district calls to consult with a PACE pre-loss attorney prior to making an employment termination or suspension decision, the \$25,000 deductible for that termination or suspension case will be waived. (The waiver of the deductible does not apply if your deductible is greater than \$25,000.)

##### **Student or employee harassment, bullying, discrimination or retaliation**

Call as soon as you receive notice of a complaint. We can assist with investigation and follow-up to minimize liability and resolve the situation.

##### **Inappropriate staff/student relationships**

Pre-loss staff can assist with the investigation; ending the employment relationship; communicating with the press, the community, criminal attorneys and law

enforcement; training staff on prevention; and meeting with your safety team.

#### Contract review

Before you sign a contract, run it by pre-loss staff to make sure you're protected. PACE attorneys routinely review all types of business contracts, including construction, school resource officer and medical services agreements.

#### Risk management for student activities and review of waivers

If your staff members suggest an activity, call pre-loss staff to discuss ways to make it safer.

#### Human resources

Our human resources consultants will work with you to understand the components of effective plans of assistance so you know how to work with your staff to implement these plans and protect yourself from liability. For human resources- and labor relations-related questions, contact Peggy Stock, OSBA labor and PACE services consultant.

#### Title IX

Pre-loss staff can highlight potential issues and review your entire athletic program for compliance.

#### Special education

Call to discuss questions or concerns related to student identification and eligibility, parental rights, appropriate IEP implementation and other matters.

#### ***PACE pre-loss advice does not include information about the following:***

- Board policies
- Board member qualifications
- Board elections
- Board development (including, but not limited to, public records and meetings, charter schools, public contracting, transfers and staff training requirements)

*If you have questions about any of the above areas, please direct your inquiries to Board Development and Policy Services Director Peggy Holstedt at [pholstedt@osba.org](mailto:pholstedt@osba.org) or (503) 588-2800.*

#### ***PACE pre-loss team***

**Meg Rowe**, pre-loss attorney, is a graduate of the University of Oregon School of Law. She has provided legal services to a variety of public entities, including the Oregon Department of Justice and the Oregon Supreme Court.

**Ben Becker**, attorney, graduated from Willamette University College of Law and joined the PACE team in 2010.

**We're here to help.**

**Email a PACE pre-loss attorney at**

**[pacepreloss@osba.org](mailto:pacepreloss@osba.org).**



## Elections close Dec. 15 for OSBA Board of Directors

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Time is running out to vote for 10 positions on the OSBA Board of Directors. Elections close on Dec. 15. OSBA members are also voting on three resolutions, including adoption of OSBA's legislative policies and priorities for 2015.

#### **The following OSBA Board candidates are running this year:**

- Position 1, Eastern Region (incumbent Mike Cosgrove)
- Position 3, Central Region (incumbent Doug Nelson)
- Position 5, Southern Region (incumbent Craig Prewitt; challenger Edward Lindbloom)
- Position 7, Clackamas Region (incumbent Terry Lenchitsky; challenger Linda Eskridge)
- Position 9, Douglas/South Coast Region (incumbent Samuel Lee)
- Position 11, Marion Region (incumbent Tass Morrison)
- Position 13, Yamhill/Polk (incumbent Stan Primozich)
- Position 15, Washington Region (incumbent LeeAnn Larsen)
- Position 17, Multnomah Region (incumbent Bobbie Regan)
- Position 19, Multnomah Region (incumbent Doug Montgomery; challenger Mary Lu Baetkey)

Election-related materials can be found at [http://www.osba.org/About%20OSBA/LeftNav/Election\\_Center.aspx](http://www.osba.org/About%20OSBA/LeftNav/Election_Center.aspx)