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October 2015 • Volume 59, Issue 5

JOURNAL

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Digital edition available!

You can access the *Journal's* digital edition on the OSBA website at www.ohioschoolboards.org/journal.

OSBA Journal (ISSN 0893-5289) is published bimonthly by the Ohio School Boards Association, 8050 N. High St., Suite 100, Columbus, OH 43235-6481. Periodicals postage paid at Columbus, Ohio, and at additional mailing offices. Postmaster: send address changes to *OSBA Journal*, Attn: Mailroom, Ohio School Boards Association, 8050 N. High St., Suite 100, Columbus, OH 43235-6481.

Comments and articles should be sent to the editor at the above address or email cdavis@ohioschoolboards.org. The views expressed in articles appearing in *OSBA Journal* are those of writers and do not necessarily represent OSBA policies or positions.

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Mission Statement

OSBA leads the way to educational excellence by serving Ohio's public school board members and the diverse districts they represent through superior service, unwavering advocacy and creative solutions.

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Correction

Listings on pages 4, 6 and 10 of the 2015 *OSBA VendorBook* listed incorrect information. The phone number for John Britton, Giselle Spencer and Megan Jean Bair Zidian of Ennis Britton Co. LPA is (216) 487-6672. Their fax number is (216) 674-8638. Lisa M. Burselson's phone number is (614) 705-1331 and her fax number is (614) 423-2971. Andrea Stone is now an attorney with Ulmer & Berne LLP. Address: 1660 W. 2nd St., Ste. 1100, Cleveland, OH 43113. Phone number: (216) 583-7412. The *Journal* apologizes for the error.

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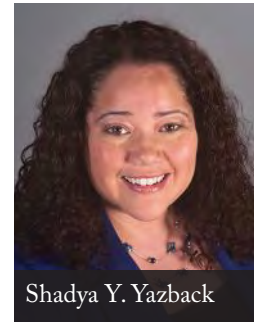
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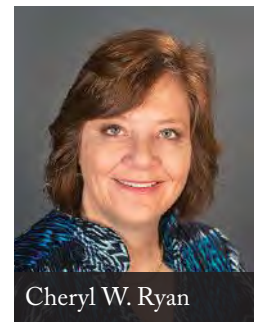
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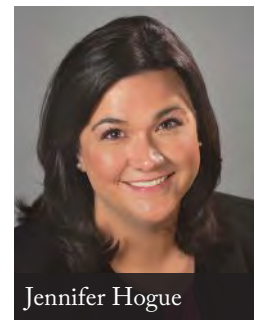
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The beauty of hard work

School boards, Steve Jobs and stones

Richard Lewis, CAE, executive director

During the filming of the 1995 television series “Triumph of the Nerds,” author **Bob Cringely** conducted a historic interview with **Steve Jobs**. Ultimately, only a small part of the interview was used in the series and the rest was presumed lost to the ages. But in 2012, a video copy was discovered, edited and released in theaters as “Steve Jobs: The Lost Interview.”

During the interview, Jobs discussed myriad subjects — his life, his battles with Apple CEO **John Sculley**, his vision for the future and the high value he placed on teamwork. It was during that discussion that he shared this short parable of rocks and how they polish each other:

“When I was a young kid there was a widowed man that lived up the street. He was in his 80s. He was a little scary looking. And I got to know him a little bit. I think he may have paid me to mow his lawn or something.

“One day he said to me, ‘Come on into my garage I want to show you something.’ And he pulled out this dusty old rock tumbler. It was a motor and a coffee can and a little band between them. And he said, ‘come with me.’

“We went out into the back and we got just some rocks ... some regular old ugly rocks. And we put them in the can with a little bit of liquid and little bit of grit powder and we closed the can up and he turned this motor on and he said, ‘come back tomorrow.’ And this can was making a racket as the stones went around.

“And I came back the next day, and we opened the can. And we took out these

amazingly beautiful polished rocks. The same common stones that had gone in, through rubbing against each other, creating a little bit of friction, creating a little bit of noise, had come out these beautiful polished rocks.

“That’s always been, in my mind, my metaphor for a team working really hard on something they’re passionate about.”

The same can be said for Ohio’s school boards. It is through such teamwork and interdependence that a group of

common individuals like school board members can achieve uncommon results. It is through teamwork that a group of diversely talented individuals can make noise, bump up against each other, have arguments and end up polishing each other and creating beautiful stones — the districts they lead. But the beauty does not come without hard work.

Ohio has 3,434 school board members. This election year, 1,938 citizens have filed petitions as candidates for school boards with 782 individuals running

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as new candidates. It is clear that our management teams will continue to evolve in expertise and experience. That evolution will require an earnest desire to learn by new members of the team and an open, inclusive outreach from veteran members.

The school boards of 2016 must guard against resting on previous successes. They must think constantly in terms of change. Life is dynamic, society is dynamic, public education is dynamic. School boards, therefore, must be dynamic and well informed if they are to keep pace with the ever-changing conditions around them.

As board members, you should consider expanding your networks with colleagues. You can learn from those who have already lived through the challenges you now face.

OSBA's Capital Conference and Trade Show, set for Nov. 8-11 in Columbus,

presents a great opportunity to do both. With 10,000 participants, more than 500 trade exhibition booths, more than 150 workshops and 100 displays of student achievement, you are sure to find a speaker or colleague who holds the solution to any challenge.

Through teamwork and interdependence, a group of individuals like school board members can achieve uncommon results.

The conference also is a legally appropriate expenditure for board members-elect. Remember, there is no additional registration fee for districts that have already registered six individuals. So we encourage you to

bring new board members and others on your management team to Columbus for one of the nation's top education conferences.

To those board members who are retiring from service, please accept OSBA's gratitude. There are few greater calls to public service than a tour of duty on a school board. As a public school board member, you made a lifetime's worth of decisions between your first task and final test. Those decisions impacted thousands of lives, and will continue to shape the future.

The education and future of millions of children — not to mention our communities and nation — rest in the hands of those who choose to serve and lead our schools. Thank you for all of your work on behalf of public education and for making all of the beautifully polished rocks. The baton is about to be passed to make certain that next year's stones carry an even brighter luster. ■

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Counting down the hits from OSBA's legal hotline

Shadya Y. Yazback, deputy director of legal services

OSBA's legal hotline provides information to member school districts' board members and administrators. It is a free service that is among the many benefits of belonging to OSBA.

This month, "According to Law" takes a look at some of the most frequently asked questions association attorneys have fielded on the hotline.

As a kid, I used to love listening to **Casey Kasem** count down the hits to the week's No. 1 song. So, in a bit of nostalgic indulgence, I present to you the hits from the legal hotline.

10. "It's Your Thing" — The Isley Brothers

Are school board candidates permitted to campaign on school district property?

It depends. School boards may regulate the distribution of campaign literature on school district property and at district events. The extent to which a candidate may campaign on district property will be determined by the district's policies.

These policies often are posted on the district's website; alternatively, you can contact the district administration for copies of the relevant policies.

9. "Only You" — The Platters

A current board candidate is uncontested in the upcoming election and will become a board member. Even though the member will not take office until January, can our school district register and pay the expenses for the incoming board member to attend training at OSBA's Capital Conference in November?

Yes. Ohio Revised Code (RC) 3315.15 permits school districts to set up a service fund that can be used to pay the costs of training and orientation for board members-to-be from the date of election to the date of administration of the oath of office. Because the Capital Conference occurs after the November election, the school district is able to cover the expense of the candidate attending the conference.

8. "We Can Work It Out" — The Beatles

We have three open board seats in this

year's election, but only two candidates are running. How is the third board seat filled?

The board will have a vacancy effective Jan. 1. Under RC 3313.11, the board must act to fill the vacancy at its next regular or special meeting that is held at least 10 days after the vacancy occurs.

RC 3313.14 requires city, local, exempted village and joint vocational school districts to hold an organizational meeting within the first 15 days of January. ESC governing boards have until the end of the month to do so.

A school board that holds its organizational meeting between Jan. 11 and Jan. 15 will have to fill the vacancy at the organizational meeting. If the board holds its organizational meeting prior to Jan. 11, a special meeting will need to be called before the end of January for the purpose of filling the remaining board seat. The board has only 30 days to fill the vacancy. After that, the new board member will be selected by the county probate court in which the school district is located.

7. "Hound Dog" — Elvis Presley

Can our board require proof of vaccinations for service animals? We want to make sure the animals are not a health hazard to the students and staff in our buildings.

School districts should be cautious about adopting policies that require licenses and vaccinations for service animals, unless those licenses and vaccines are required by state law or local ordinances.

In a case earlier this year, *Alboniga v. School Board of Broward County, Florida*,

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a federal district court found the school board's policy on service animals was a violation of the Americans with Disabilities Act. The policy required proof of liability insurance for the animal, as well as proof of certain vaccinations that were listed in the policy.

Florida law only requires some of the vaccinations that were required by the board policy, and does not require liability insurance for service animals. Because a family would have to pay for insurance and vaccinations above and beyond what other students were required to pay to attend public school, the court found that board policy discriminated against disabled students.

RC 955.01 requires all dogs over the age of three months to be registered, but vaccinations, including those for rabies, are a decision delegated to local governments. Both townships and counties have authority to require vaccinations. For example, rabies vaccinations are required in Franklin County, but other Ohio counties do not require them.

Check with your local animal control officer or public health authority to determine requirements. Note that for school districts with territory in multiple jurisdictions, requirements could differ

within the school district based on a student's address.

The long-distance dedication: "Lean on Me" — Bill Withers

Members should know that the OSBA Division of Legal Services provides an on-call attorney daily. To make for easy access, the association implemented the toll-free legal hotline. If you need direct access to an OSBA attorney, simply call the hotline at (855) OSBA-LAW or (855) 672-2529.

6. "With or Without You" — U2

We just found out the school district's treasurer is going to be absent from our scheduled board meeting tomorrow. Can we still have the meeting?

Yes. RC 3313.23 indicates that when the treasurer is absent from a board meeting, the board should choose one of its members to serve as treasurer at the meeting.

5. "ABC" — The Jackson 5

The agenda was published last week for our regularly scheduled board meeting, but we need to add an agenda item. The meeting is tonight. Can we change the agenda?

A board may accept any changes, additions or deletions to its agenda prior to taking action to adopt the agenda.

If the board takes action to adopt the agenda at the beginning of its meeting, amending the agenda after it has been adopted requires a motion, a second and a two-thirds majority vote.

4. "You Are the Sunshine of My Life" — Stevie Wonder

Our board is having a special meeting. Can we go into executive session during the special meeting?

It depends on the topic of the executive session. RC 121.22(G) lists reasons a board may enter into executive session. RC 121.22(F) requires a board to provide notice of special meetings that includes the purpose of the meeting. If the executive session's topic falls within the purpose that was cited in the special meeting notice, the board may enter into executive session during that meeting.

For example, suppose the special board meeting notice indicated the meeting's purpose was "to discuss personnel matters and other such business as needs to be conducted by the board." The board could enter executive session to discuss the appointment of a public employee under RC 121.22(G)(1), but it would not be appropriate for a board to go into executive session to talk about the sale of property.



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Adding “and other such business as needs to be conducted by the board” to the purpose does not give the board authority to discuss topics beyond personnel matters in the special meeting.

3. “Play that Funky Music” — Wild Cherry

A parent has requested that her home-schooled student be allowed to participate in our concert band. Is the school district required to allow the student to participate?

It depends on the manner in which the band is structured. If the concert band is an extracurricular activity, defined by RC 3313.537 as a pupil activity program that a school or school district operates and is not included in the school district’s graded course of study, the student must be allowed to participate.

RC 3313.5312 requires the district to make the activity available to the home-schooled student, provided the student is able to fulfill the same academic, nonacademic and financial requirements placed on other concert band participants. The district cannot charge the student or family additional costs for participation.

If the concert band is structured as a graded class offered by the district,

Ohio Administrative Code 3301-34-03(G) gives the district the discretion to permit a student to enroll on a part-time basis. That would enable the student to take the class as a registered part-time student if district policies indicate such participation is appropriate.

2. “Little Deuce Coupe” — The Beach Boys

We are looking at creating a new student parking lot adjacent to the high school. The project will include clearing the space, paving, painting lines for parking spaces, lighting, gates and surveillance cameras. The total cost is expected to be more than \$25,000. Do we need to bid this project?

Based on legislative history and the wording of the competitive bidding statute for schools, OSBA does not believe state law requires this project to be competitively bid. RC 3313.46 requires that boards solicit bids for any project to “build, repair, enlarge, improve or demolish a school building,” that is in excess of \$25,000. Because the parking lot is not part of a school building, it does not appear to fall under the requirements of RC 3313.46.

The project would need to be awarded according to district procurement policies. As a best practice, this should include obtaining several quotes to

demonstrate the board has done its due diligence in awarding the project’s components to vendors.

1. “Eye of the Tiger” — Survivor

A new board member is interested in coaching one of our sports teams. Is this permissible?

RC 3313.33(B) prohibits board members from being employed by the board of education on which they serve. Board members can volunteer as a coach in their district so long as they are properly licensed to do so by the Ohio Department of Education and the board of education does not object. Board members should abstain from voting on any actions impacting the program for which they are a coach.

Signing off

Well, readers, those are your hits from the hotline for the past month. To paraphrase Casey Kasem: Keep your feet on the ground and keep reaching for the stars — and call OSBA’s toll-free legal hotline when you need help. ■

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Saving transportation from the far-flung corner

Pete Japikse, deputy director of management services

Usually when someone mentions school transportation, administrators and other staff will try their best to look inconspicuous and busy on another topic.

Let's face it, transportation usually becomes a topic of conversation only when something has gone wrong, parents are not happy, principals are concerned with bus arrival times and disciplinary referrals and the public is calling for action. The bottom line is that we all depend on school transportation, but would prefer that the bus garage and its issues stay in a far-flung corner of the district and attract little or no notice.

There is another way.

School transportation is a powerful asset in our public school system, but one that we have not marketed or sold very well. One way to do that is to start building partnerships between the users and providers. By bringing these groups together, we can start to broaden our stakeholder base, develop understanding and appreciation on the part of our users and help transportation staff identify better with those that depend upon them.

Let's start by looking at who the potential partners are, and what their common interests might be.

The safety team

Ohio's school buses travel 1 million miles daily on Ohio roads. With that kind of exposure, it is inevitable that there will be several bus crashes. In fact, by studying crash records collected by the Ohio Department of Public Safety, school buses are involved in roughly

1,500 accidents per year. The good news is that the injury rate is exceptionally low. That fact notwithstanding, many bus accidents result in calls to 911 and generate responses from law enforcement, fire departments and emergency medical personnel.

When we look at transportation in conjunction with partnerships, it becomes obvious there are multiple constituency groups.

School districts and emergency responders alike can benefit greatly by meeting and reviewing actions that will be taken in the event of an emergency. Advance planning enables any emergency scene to be better managed. It gives school transportation staff members a better understanding of what to expect and how they can support responders. Emergency responders also benefit from knowing what resources the school has to support their needs, such as public information officers, a spare bus and driver to shelter and transport uninjured passengers and school nurses and administrators to contact parents.

The passenger team

Ask most bus drivers who their customers are and they will tell you the children who ride the bus. But with a little more thought, it is clear that, ultimately, parents are customers too.

In nationwide surveys conducted to explore what parents appreciate about school transportation, we have learned that they like the convenience of the bus picking up their child, the dependability of the bus and that school transportation keeps their child safe on the way to school. At the same time, parents have told us they have concerns about bus drivers and safety on the bus — principally driven by reports they see on the news about crashes and the occasional staff member who achieves notoriety through misdeeds.

For their part, bus drivers express frustration about student behavior, lateness at bus stops and traffic issues caused by parents waiting in cars at bus stops or trying to chase down a school bus.

If we bring bus drivers, parents and administrators together we create the opportunity to introduce bus drivers to parents. Parents can learn more about the extensive training and dedication to safety shown by school bus professionals. Drivers and administrators can explain safe riding rules to parents and ask for their support and cooperation in teaching their children how to behave in accordance with those rules.

When we bring parents to schools to meet staff, we also can take the opportunity to showcase the modern school bus to them and explain its safety features. Buses have not changed in appearance since their inception — they still look like yellow tubes with black stripes. Without the benefit of someone pointing out all the safety features, it is not surprising that parents question the safety of the vehicle.

The school building administrative team

At one time or another, many transportation directors have lamented building principals' lack of understanding. At the same time, we hear from building principals who feel the same about bus drivers.

The reality is both have valid concerns, but need to work together as a team to make certain the transportation staff can successfully deliver children to school in the morning and take them home at the end of the day. By bringing both staff groups together to learn about each other's concerns, we can make great strides in increasing the effectiveness of the total educational experience.

Some issues to be resolved include:

- Drivers are concerned when children do not wait at their designated place of safety. This is a state requirement that drivers are compelled to enforce. When they report this to a building principal, the principal often is not aware of the requirement or the safety reasons behind it. As such, the principal is not inclined to follow up with disciplinary action and the problem continues without correction.
- Students who have birthday or holiday celebrations in the classroom at the end of the day may get on the school bus with treats, balloons or other objects that cause problems. Teachers often are unaware of the conflict this causes on the bus. If we share these concerns among staff, we can prevent the conflict before it happens.
- Principals often are frustrated by the different tolerance levels for student behavior among different drivers, and rightly so. It is difficult to support drivers when the rules are different on different buses and sometimes even on different days. Sharing this concern with drivers is a step in the right direction to help them understand they need to be consistent.
- When drivers, principals and teachers work together to teach children safe riding rules, the school can deliver a consistently reinforced message. When we add this to support from parents, we have a greater likelihood of success in keeping children safe through a successful partnership.
- The very significant concern that comes up periodically in many schools is the question of what to do with a student whose parents are

not home when the bus arrives. When schools have policies that require the driver to see a parent accept a young child at the bus stop, we are employing a good practice that ensures the child's safety. However, if the parent is not there, the bus driver has to keep the child on board the vehicle and continue the route. Next, the very difficult question of what to do with the child has to be answered. There is no easy answer here, but the discussion has to be held among the transportation team, building administrators and district administrative staff. Ultimately, we have to understand that the bus garage is not a safe harbor for students who cannot be delivered to their homes. There has to be a contingency plan in place for this certain eventuality.

The fiscal management team

If we stop for a minute and consider transportation through the eyes of a businessperson, we quickly realize that running school buses is a major cost center. We hope for funding flow from the state, but with regular changes in the state budget and the myriad issues that continue to arise at a global level, transportation funding is not easy to forecast. As a result, we have to manage

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school transportation as a cost center and determine how we can best serve our community with the least expense.

Spending decisions in transportation have to be carefully weighed against safety issues, compliance requirements and the impact that changes in transportation service can have on tax levy campaigns. To arrive at the best decisions considering all these factors, we need to make certain all the necessary resources participate. Treasurers, superintendents, community representatives and transportation managers must work together to determine what is needed and how the mission of safe transportation can be provided and sustained.

A blanket edict to the transportation director to reduce expenses 10% or 20% does not take service delivery into account. A better direction would be to ask for alternative routing plans that would allow the district to minimize fleet and personnel costs while still providing the level of transportation service the community expects. Transportation staff can then look at different logistical options and return to the table with other administrators to determine the total impact of transportation changes, the effect on educational practices and the ultimate

bottom line of net cost.

Similarly, limiting vehicle repair budgets to save money is not conducive to safe vehicle operations. We cannot stop repairing buses when they break down, or operate them hoping that they will never be out of service.

Instead, consider alternatives, including the counterintuitive move of purchasing new buses. With good purchasing practices, it may be cheaper to purchase a new bus with extended warranty coverage than it would be to continue to repair an older bus. Buying newer buses has the added advantage of fuel savings, since new buses operate with significantly better fuel economy than buses that are 10 or 15 years old.

The transportation advisory committee (TAC)

This last concept may be the most powerful partnership a school district can consider. The goal of this committee is to create a multidisciplinary team that can review transportation concerns and provide guidance to school district administration. TAC members can include local law enforcement, a parent association representative, a building principal, a local business owner, a school board member and transportation staff.

The value of this committee is that the district gains a sounding board to help diffuse the many student transportation requests parents make. It is helpful for others in the community to know about the nature of the requests, and then support the school district's decision-making process. Parents also are reassured by knowing there is a neutral team reviewing their requests before decisions are made.

Districts that have formed a TAC have found great benefit in the process. Most learn that at the beginning there are lots of parent requests, but as time goes by and confidence builds in the district's decision making, the workflow going to the committee lessens.

What is interesting when we look at transportation in conjunction with partnerships is that it becomes obvious there are multiple constituency groups. Identifying these in each of our districts, and then finding a way for them to collaborate and work together, provides a great start for supporting the idea that transportation is an asset, not a liability.

To discuss these or other ideas in student transportation, contact the author at (614) 540-4000 or jpajikse@ohioschoolboards.org. ■

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Plugging in to the power of partnerships

Cheryl W. Ryan, director of school board services

Partnership — a strong word. But it can and should be more than that. It symbolizes a powerful concept that unleashes the strength of cooperation and collaboration.

When we enter into a solid, productive partnership, the results can be bigger, broader, deeper and more impactful than they would be if we acted individually. The best partnerships are formed when each party involved believes that acting alone won't result in an outcome as good as the combined effort of the partners.

In many partnerships, choosing the players can be easy or even fun. But then there's school board service.

Very few board members are able to choose their colleagues, with the exception of the occasional midterm appointment. Normally, for those things in life in which a partner is needed, we look for others who have similar goals. We seek out those who work in the same way we do, use the same processes and have the same philosophy about why the work is important.

We want partners who “get it” and “get us” at the outset. We want those who prioritize things in similar ways. We want people who are at the same place in life or on the learning curve. The individuals who check most of these boxes are the ones we hand-pick for long-term partnerships.

And there, as the saying goes, is the rub. Few of us have the freedom to choose fellow board members whose work styles, approaches and philosophies are similar to our own. Some of us, after becoming

board members, don't even meet those with whom we will be working until the first board meeting.

Here are some ideas toward getting started on building a purposeful and positive partnership.

That's when we likely will find out we come from different walks of life. We could discover we have opposing philosophies about the problems facing public education. And, we almost certainly will have different ideas about addressing those problems. However, the expectation is that we, as a school board, are all partners.

Here are some ideas toward getting started on building a purposeful and positive board partnership. First, bring ideas and energy. Whether you're a new board member or a veteran, recommit to doing your level best to making a difference. No one elected anyone for the purpose of simply filling a chair at a meeting.

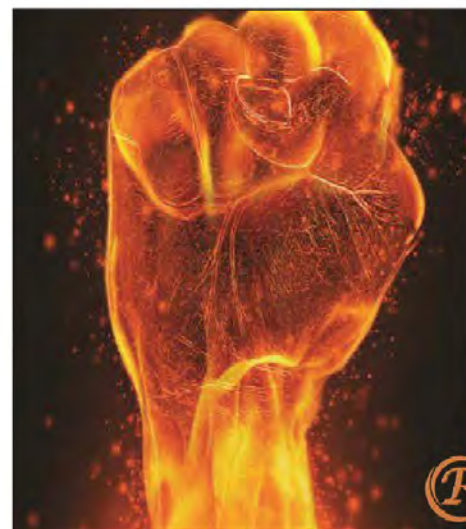
Second, approach this budding partnership with an open mind. New board members will be sure of what they think they know. Veterans will be no different. All should look forward to what this new group of leaders could look like and think about how to make the most of the different perspectives gathered at the table.

Third, do your homework. Read research

and study data. Make sure it comes from legitimate and objective sources. Your board needs knowledge, not unfounded opinions.

Finally, bring passion for public education. Believe that every child in your district deserves to learn, wants to learn and can learn. Help make that learning possible through your committed advocacy and your strong support of good governance.

Enjoy the partnership process — it can pay big dividends. And know that it's a process that is well worth exploring and cultivating. ■



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OSBA joins others in opposing State Issue 3

Jennifer Hogue, lobbyist

November's ballot issues are of keen interest to many Ohioans. Of particular interest is State Issue 3, a proposed constitutional amendment that would legalize marijuana.

Currently, 23 states have laws legalizing marijuana in some form. Four of those states also allow the recreational use of marijuana as is proposed for Ohio in Issue 3.

Colorado and Washington passed laws allowing recreational use of marijuana in 2012; Alaska and Oregon followed suit last year. Alaska's law took effect in February and Oregon's law was enacted in July.

Since these laws passed so recently, there is very little quality data on their impact. It also is too soon to tell what the long-term effects of legalization will

be. This is causing concern among those who work with children in educational and medical settings.

In August, OSBA, along with the Buckeye Association of School Administrators (BASA) and Ohio Association of School Business Officials (OASBO), expressed opposition to Issue 3. The three associations share the concern of Ohio's children's hospitals that the wide-open nature of the amendment threatens young people's health and safety and will have a negative impact on student achievement.

"As a proposed constitutional amendment, Issue 3 poses a take-it-or-leave-it choice to Ohioans," said OSBA Executive Director **Richard Lewis**.

"This sends the wrong message to young people and poses an actual danger, as has been reported in other states that have legalized marijuana."

Dr. **R. Kirk Hamilton**, BASA executive director, expressed concerns about the more than 1,100 retail marijuana stores allowed for under the proposal, and by the high personal possession limits.

"With more marijuana stores than McDonald's in the state, our children could easily be exposed to marijuana just walking to school," Hamilton said. "Allowing adults 21 and over to possess the equivalent of more than 500 marijuana joints is hardly a 'limit.' Some of this marijuana will fall into the hands of our young people."

OASBO Executive Director **David Varda** noted that Issue 3 has deceptive restrictions on the location of marijuana stores. The proposal says stores cannot be located within 1,000 feet of a school, playground, day care center, library and certain other locations, but only if those



The Ohio Healthy Youth Environments Survey (OHYES!) is a youth survey designed to measure the health risk behaviors and environmental factors that impact youth health and safety. The survey gathers information on issues like alcohol, tobacco, and other drug use, unintentional and intentional injuries, physical health, activity and well-being, and related environmental risk and protective factors.

OHYES! is an important source of needs-assessment data for school districts, community-based organizations, local health and human service agencies, and state agencies. The survey results will allow tracking of progress toward local, state and federal education and health-related goals. State-level results may also be used to compare national and other state-level results.

State agencies, local health and behavioral health organizations, prevention providers, community coalitions, community safety networks, and others may use this information to guide policies and programs that serve youth. The OHYES! 2015 will be administered in all registered Ohio schools, grades 7-12, October through November 2015.

locations existed prior to Jan. 1, 2015.

“Under Issue 3, it will be legal to put a marijuana store right next door to any new school building or playground,” Varda said. “This is particularly troubling for growing school districts that are managing expansion by adding new buildings or repurposing existing structures.”

OSBA, BASA and OASBO are urging their members to vote “no” on Issue 3.

Summary of Issue 3

The issue would do the following:

- Give exclusive rights for commercial marijuana growth, cultivation and extraction to self-designated land owners with 10 predetermined parcels of land in Butler, Clermont, Delaware, Franklin, Hamilton, Licking, Lorain, Lucas, Stark and Summit counties. One additional location may be allowed in four years.
- Permit retail sale of recreational marijuana at approximately 1,100 locations statewide.
- Legalize the production of marijuana-infused products, including edible products, concentrates, sprays, ointments and tinctures, by marijuana product manufacturing facilities.

- Allow individuals 21 years of age or older to purchase, grow, possess, use, transport and share more than one-half pound of marijuana or its equivalent in infused products at a time, plus four homegrown flowering marijuana plants.

OSBA, OASBO and BASA expressed concerns about the wide-open nature of the amendment and the impact on young people’s health, safety and education.

- Authorize the use of medical marijuana by any person, regardless of age, who has a certification for a debilitating medical condition.
- Allow dispensaries and growing, manufacturing and retail locations to be within 1,000 feet of a church, library, school, day care center or playground that is built after Jan. 1, 2015, or after the date the marijuana operation applies for a license to operate.

- Prohibit any local or state law, including zoning laws, from being applied to prohibit the development or operation of these facilities unless the area is zoned exclusively residential as of Jan. 1, 2015, or as of the date that an application for a license is first filed for a marijuana establishment.
- Create a special tax rate limited to 15% on gross revenue of each marijuana growth, cultivation, extraction and product manufacturing facility, and a special tax rate limited to 5% on gross revenue of each retail marijuana store. Revenues from the tax go to a municipal and township government fund, a strong county fund and the marijuana control commission fund.
- Create a marijuana incubator in Cuyahoga County to promote growth and development of the marijuana industry and locate marijuana testing facilities near colleges and universities in Athens, Cuyahoga, Lorain, Mahoning, Scioto and Wood counties, at a minimum.
- Limit the ability of the legislature and local governments to regulate the manufacture, sales, distribution and use of marijuana and marijuana products. The issue also provides for

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the creation of a new state government agency called the marijuana control commission (with limited authority) to regulate the industry. The commission would be composed of seven Ohio residents appointed by the governor, including a physician, a law enforcement officer, an administrative law attorney, a patient advocate, a resident experienced in owning, developing, managing and operating businesses, a resident with experience in the legal marijuana industry and a member of the public.

Official argument against State Issue 3

Opponents to Issue 3 filed the following argument with the Ohio secretary of state on Aug. 17.

Issue 3 cements in the Ohio Constitution a billion-dollar marijuana monopoly for a small group of wealthy investors.

- Issue 3 gives them exclusive rights to commercial marijuana profits in Ohio, and insulates them from any business competition or act of the legislature.
- The investors who wrote Issue 3 set their own preferential tax rates in the Constitution. These rates can't be changed by the legislature like those on beer, wine and tobacco.

Issue 3 puts our children at risk.

- Issue 3 legalizes marijuana-infused products like candy and cookies that often have dangerously high levels of THC (tetrahydrocannabinol, the main psychoactive ingredient in marijuana), and are highly tempting to children, including very young children.
- High limits on personal possession of marijuana will result in broad exposure of our children and underage high school and college students to marijuana.


Issue 3 will flood Ohio with marijuana.

- Proponents imply that Issue 3 allows small amounts of marijuana for recreational use. In reality, it allows every adult 21 or over in the state the right to possess as many as nine ounces (more than half a pound) of marijuana, or about 500 average-sized marijuana joints. In addition, every adult could possess four flowering marijuana plants at home.
- Issue 3 allows 1,159 retail marijuana stores, more locations than Starbucks or McDonald's have, and nearly three times the number of state liquor stores.

Republican and Democratic elected officials, children's health advocates, hospitals, doctors, addiction counselors, faith leaders, mental health professionals, parents, educators, law enforcement officials, farmers, chambers of commerce and leading business groups all urge a "no" vote on Issue 3. ■


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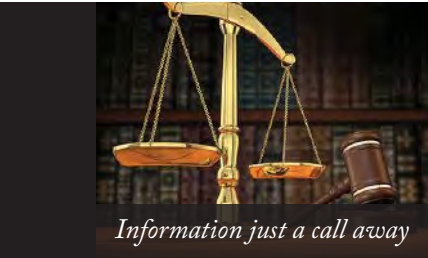
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Information just a call away

OSBA's legal division serves with excellence

Amanda Finney, senior marketing and trade show manager

From the local courthouse to the U.S. Supreme Court, the legal challenges facing public education are complex and constantly changing.

As school districts confront issues with legal implications, it's easy to see why OSBA's legal information services have become some of the association's most appreciated and frequently used membership benefits. That fact is reflected in the more than 3,000 phone calls the Division of Legal Services fields annually.

OSBA's legal team

OSBA's attorneys are Director of Legal Services **Sara C. Clark** and Deputy Director of Legal Services **Shadya Y. Yazback**. These veteran attorneys offer OSBA members a wealth of legal experience and expertise. **Lenore Winfrey**, senior administrative associate of legal services, supports the division and the services it provides.

How OSBA's legal division can help

Although OSBA's attorneys do not provide legal advice or serve as legal counsel for member districts, their informational assistance can prove valuable to the board and administrative team. The attorneys have compiled years of resources on many areas of frequently asked questions: open meetings, public records, booster groups, employment issues, board compensation, employing retirees, criminal background checks, technology use and misuse, the latest court decisions and much more. They are happy to share these resources with you and will let you know when it's necessary for your district to consult legal counsel for guidance on specific situations and legal advice.

What's the difference between talking to an OSBA legal division attorney and legal counsel for the school district? The legal division represents the

corporation of OSBA and, as such, may not represent its members. Therefore, association attorneys may not render written legal opinions to members or give legal advice to a district.

The division is well aware of the distinction between legal advice and legal information, so when districts call with questions, the legal staff will advise them when it might be time to consult with the board's legal counsel. It's important to note that the district's legal counsel advises and represents the school district: the legal division's relationship with boards of education, individual members and the administrative team is not an attorney-client relationship.

Legal team offers valuable resources

Besides providing the best information available in thousands of phone calls each year, the legal division also reaches out to OSBA members with

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numerous publications, fact sheets and informational brochures. The attorneys write regularly for the OSBA *Journal* magazine and author books on topics ranging from the Sunshine Law and school records to employee nonrenewal and attendance, tuition and open enrollment regulations.

The division's resources also include outreach efforts, such as networking with other associations, attorney groups, the Ohio Ethics Commission and Ohio Department of Education. The attorneys attend seminars and conferences to keep up-to-date on legal developments, and develop and deliver presentations at workshops and seminars.

The division also maintains OSBA's legal blog, the Legal Ledger. Written by the division's attorneys, the blog is filled with relevant articles on education hot topics and updates, as well as case information. To subscribe, visit <http://links.ohioschoolboards.org/12673>.

Legal Assistance Fund

The Legal Assistance Fund (LAF) was established to support boards of education in cases or controversies of statewide significance. The fund provides financial assistance and amicus curiae briefs on behalf of school districts.

Since its creation in 1977, LAF has contributed more than \$1 million worth of assistance to Ohio school districts. Approximately 430 districts are LAF members. The division currently is working on seven pending LAF cases. For more information or to join LAF, visit <http://links.ohioschoolboards.org/92740>.

Ohio Council of School Board Attorneys

The Ohio Council of School Board Attorneys was established in 1976 as an OSBA affiliate. The council provides a statewide forum on the practical legal problems faced by school attorneys, promotes a closer relationship between school attorneys and their client school board members and strives to improve legal services available to

boards of education by collecting and disseminating school law information.

We are here to help

While the challenges and tasks evolve, OSBA's legal team enjoys serving members and helping to better public education for all students. The next time you or your board need legal information, remember to call OSBA's

legal team first.

The legal division's hotline — (855) OSBA-LAW — is open to all members. The hotline provides direct access to OSBA attorneys, enhancing response times and member service.

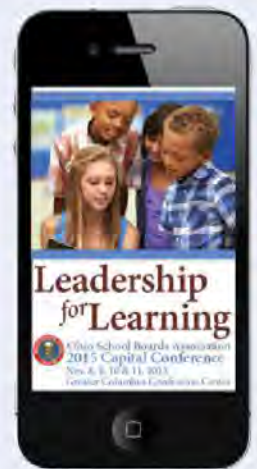
We look forward to serving your district, so don't hesitate to call. ■

Get the latest conference information with the OSBA Capital Conference App

Experience the Capital Conference in a whole new way. Sponsored by Bricker & Eckler LLP, the OSBA Capital Conference mobile app is designed to enhance your conference experience and provide valuable information and updates before, during and after the conference.

The app features:

- education session listings, including topic descriptions and presenters;
- learning session and Spotlight Session handouts, available for download;
- districts presenting in the OSBA Student Achievement Fair on Tuesday, Nov. 10;
- general conference information;
- a listing of exhibitors, with booth locations on a map of the Trade Show Hall;
- a personalized schedule — choose the sessions you want to attend and build your conference schedule;
- session and conference evaluations;
- social media updates.



The app is available for Apple and Android mobile devices, as well as desktop/laptop users. It provides easy-to-use interactive resources for attendees, speakers and exhibitors, and downloading it is easy!

The app will be available Tuesday, Oct. 13. To download the mobile app or view the conference schedule on your browser, go to <http://conference.ohioschoolboards.org/app>. The app also can be downloaded from the Apple App Store or Google Play Store.



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Baba is president-elect nominee; Germann to lead OSBA in 2016

Scott Gerfen, assistant editor

OSBA delegates will vote for the association's 2016 president-elect, a northeast Ohio school board member, at the Capital Conference and Trade Show in Columbus. The election will take place Nov. 10 during the Annual Business Meeting of the OSBA Delegate Assembly.



Baba



Germann

served as both board president (2009 and 2013) and vice president (2008 and 2012). She serves on the OSBA Board of Trustees, Executive Committee and Federal Relations Network. She is the Northeast Region immediate past president and serves on the region's executive committee.

The current president-elect, **Eric K. Germann, Lincolnview Local (Van Wert) and Vantage Career Center**, will become OSBA president on Jan. 1, 2016.

The OSBA Nominating Committee selected **Denise Baba**, a member of the **Streetsboro City** Board of Education, as the association's 2016 president-elect in August.

If elected by the Delegate Assembly, Baba will become OSBA president in 2017, following her term as president-elect. Her duties as president-elect include serving on OSBA's Board of Trustees and Executive Committee, and leading the Legislative Platform Committee and Federal Relations Network as its chairperson.

Elected three times to the Streetsboro City board, Baba has

She also is her district's legislative liaison to OSBA.

Baba earned the OSBA Master Board Member Award in 2010, a lifetime distinction, and has received multiple OSBA Awards of Achievement. The awards recognize board members' commitment to learning and leadership.

She serves on the Core Team for Streetsboro's \$68 million building project, Parents for Public Schools of Streetsboro Board of Directors and numerous other district committees.

Baba previously was director of communications for the Youngstown/Warren Regional Chamber and the Warren Area Chamber of Commerce. Her strong background in communication also includes reporting at television station WYTV in Youngstown.

She earned a bachelor's degree from Northwestern University and a master's degree in education from Cleveland State University.

Baba is very active in the Pilgrim Congregational United Church of Christ. She has served with the Trumbull County Mental Health and Recovery Board, Trumbull County League of Women Voters and Warren City Schools Adult Basic Literacy Program.

She and her husband, **Frank**, a retired chief master sergeant

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in the U.S. Air Force Reserve, are the parents of **Rachel**, a seventh-grader who attends Streetsboro Middle School.

Germann is in his sixth year on the Lincolnview school board and second year on the career center board. He currently is president of the Lincolnview board and serves as the district's legislative liaison.

An OSBA Board of Trustees member for four years, he also is a member of the association's Executive Committee and Federal Relations Network and chair of the Legislative Platform Committee. Other statewide assignments include OSBA's Board Member Cabinet, Investment Review Committee, Capital Conference Planning Task Force and Student Achievement Leadership Team. A Northwest Region past president, he has served on the region's executive committee for five years and was a member of the region's Arrangements and Hospitality Team.

A four-time recipient of the OSBA Award of Achievement, Germann received the OSBA Master Board Member award in 2013.

While serving on the Lincolnview board, he has been the board's representative to numerous committees, including the District Technology Collaboration Committee and

Negotiating Team. He also has worked to facilitate economic development and tax policy.

If elected by the Delegate Assembly, Streetsboro City board member Denise Baba will become OSBA president in 2017.

When he is not advocating for public education, Germann is a senior hosting technology engineer with Newscycle Solutions. Active in many community groups, he has served as president of the Middle Point Lions Club and was a founding director of the Lima Regional Information Technology Alliance. He also was president of the Midwest Electric Community Connection Fund Board of Trustees.

Germann earned a bachelor's degree in electrical engineering from Ohio Northern University. He holds a master's degree in information and communication sciences from Ball State University in Muncie, Ind.

Residents of rural Van Wert, Germann and his wife, **Karen**, have five children and three grandchildren. ■



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Bioscience campus



Students at the new \$16 million Butler Tech Bioscience Center use clay to simulate muscle tissue on skeleton models. The center, which opened in August, is located in a thriving medical services corridor along I-75 in southwest Ohio.

Butler Tech focuses on growing health care field

The stretch of interstate highway that runs through Butler and Warren counties in southwest Ohio delivers a distinct theme.

It's not difficult to spot a number of health care and health-related industries along Interstate 75 that include West Chester Hospital, Children's Hospital Medical Center in Liberty Township and Atrium Medical Center in Middletown. Recently, Christ Hospital announced plans to build a hospital adjacent to the interstate that has become a thriving medical services corridor.

The newest neighbor, a red and beige brick building, sits on

a hillside overlooking the I-75 and Cincinnati-Dayton Road interchange.

The first class of students at the new \$16 million **Butler Tech** Bioscience Center walked through the doors in August to launch what leaders hope will be the start of a lengthy public and private industry partnership that will continue to grow.

The bioscience center in West Chester Township is Butler Tech's fifth campus. One of Ohio's largest career-technical schools based on enrollment, the school has approximately 13,000 full- and part-time students and offers secondary programs at 10 local school districts.

set for success

*Scott Gerfen,
assistant editor*

“We’re in the epicenter of a large centralization of bioscience companies,” said Dr. **Abbie Cook**, supervisor of the center that covers more than 32,000 square feet over two floors. “The growth of those kinds of jobs and the need to have qualified individuals for those jobs is growing astronomically.”

The goal is to be the region’s leader in providing training for health care occupations that are expected to grow by 10.8% between 2012 and 2022, according to the U.S. Bureau of Labor Statistics.

In fact, a 2014 study from Battelle and the Biotechnology Industry Organization found that Ohio’s bioscience industry grew as the state’s overall employment declined from 2007 through 2012. During that time, bioscience employment in Ohio rose 2.2%, to more than 48,000 workers. However, Ohio’s overall employment rate dropped by 5.2%.

More research by the University of Cincinnati Economics Center indicated that the average salary of workers employed by Ohio bioscience companies last year was more than \$69,000.

“I know I want to be in the medical field, but I’m not certain what I want to do,” said **Ali Kalberer**, 17, a senior who is among the 275 students enrolled for the 2015-16 school year. “This (program) gives me a lot of options. It’s great to learn about the different careers so I can get an idea about what I want to do.”

The plan is to give Butler County and northern Hamilton County students like Kalberer the ability to connect with real-world practices, including internships and mentorships.

Construction began in June 2014 on the bioscience building that is only the first of several facilities planned for the 26-acre site. The \$16 million investment included \$2.2 million in roadway funding approved by township leaders because the interchange was the least developed of West Chester’s four entrances to I-75.

Recently, township trustees considered new tax districts for the area so property taxes could be used for infrastructure and other improvements for a 30-year period.

A long-term blueprint seeks as many as five campus buildings

with room for private business. The idea is to allow students to study in one building and apply their skills nearby.

“Our vision is to be something like a bioscience exit on I-75,” Cook said. “What we hope to see soon are additional bioscience facilities, hospital facilities, doctors’ offices, treatment centers and even postsecondary opportunities.”

Eventually, adult education classes will be offered during the day. The second phase of construction will add another 12,000 square feet of learning space on a third level for daytime and evening adult courses to begin in 2017.



Senior Makayla Steele prepares material used to make dental impressions. Butler Tech’s dental assisting course work connected her to a part-time job in a local dentist’s office.



Students study between classes. Four “huddle rooms” make it easy for students to collaborate with teachers and peers.

The expectation is to have 300 juniors and seniors next fall that can choose from the center’s four programs. Butler Tech’s existing health technology and dental assisting programs accompany the new offerings of exercise science and Project Lead the Way biomedical science.

Students at the school also can earn many certifications and licenses, including state-tested nurse aide, personal training, dental radiography, dental assisting and pharmacy technician.

Ashley Chandler, a 17-year-old senior, plans to earn a pharmacy technician license and use those skills to find employment while she pursues a degree in occupational therapy.

Like other students, she enjoys the freedom to learn. Unlike the traditional high school setting, there is no bell to signal the beginning and end of classes. Instructors schedule classes through Outlook, Microsoft Corp.’s email and calendar software.

“I know I want to do something to help people and the medical field seemed good for me,” Chandler said. “I feel like the teachers are so passionate here and I have more time

to study. It can become challenging when you’re involved in other activities.”

With a college-like feel, students wear scrubs and attend classes from 8 a.m. to 1:35 p.m. With no set lunch hours, they can decide when to eat and select from three vending machines that provide a la carte options or freshly packed meals.

There are four “huddle rooms” where students can collaborate with their peers or teachers. Classroom walls are giant whiteboards.

The first floor features a learning commons area where students can eat or study in small groups. On a clear day, the Cincinnati skyline can be seen from the building’s south-side classrooms.

The new school features two laboratories for health technology. A patient care and diagnosis room has eight patient beds and a medical assisting room simulates a doctor’s office.

Butler Tech also purchased a \$125,000 human simulator, SimMan 3G, for hands-on training. “Little Jimmy” can speak and present students with all sorts of conditions. The simulator has basic bodily functions such as bleeding, sweating and foaming at the mouth.

An app allows instructors to select medical scenarios to see how students react to a patient with a heart attack or other conditions. Students also can practice inserting an IV line or chest tube.

“These are real-world experiences that students can’t get in a typical high school,” said **Sally Muenchen**, a registered nurse

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Instructor Virginia Dossenback shows students a mold used to make a dental impression, a negative imprint of hard and soft tissues in the mouth. Dental assisting is one of four programs offered at the bioscience center.

and health instructor at the center. “For students who are exploring career options, it really gives them a hands-on idea of what that career would be like. They don’t have to explore in college where it costs money to do that.”

Muenchen goes a step further with her seniors by enabling them to provide personal care to residents of the Butler County Care Facility, a 109-bed skilled nursing care facility.

Four years ago, registered nurse **Becky Hickey**, an instructor who teaches medical assisting skills, got to know **Tom Daskalakis**, the vice president and chief operating officer of West Chester Hospital.

The partnership has given Butler Tech students the opportunity to not only shadow employees at the hospital, but also develop professionalism through interviews with the leadership staff.

While at the hospital, students have been able to experiment with the da Vinci Surgical System that provides a minimally invasive option for major surgery.

“We have students who go in and suit up,” Hickey said. “Sometimes they’re standing right next to the doctor. One student even got to hold a femur bone. I’ve never had a partnership where I’ve had so much support from the leadership team and upper management.”

In **Virginia Dossenback’s** dental assisting class, students were mixing the material used to make impressions. The impression is a negative imprint of hard and soft tissues in the mouth. Other students, acting as patients, sat in dental chairs, prepared to have trays inserted into their mouths.

“What I try to do is give students an opportunity to excel on their own, move at a faster pace and grow professionally,” said Dossenback, who spent 12 years in the field before entering the classroom. “I simply give them a voice. I’m like an architect, but they do the learning.”

One of her students, 17-year-old senior **Makayla Steele**, has taken advantage of an opportunity to work in a dental office for three hours a day. A former student of Dossenback’s is an assistant in the office.

Steele, who helps clean and sanitize patient areas, leaves class and works from 2 p.m. to 5 p.m.

“Here at school it’s hands-on, but (in the dental office) it’s more realistic,” she said. “No patient is a stranger there. You know the mouth before they even walk in.”

Steele isn’t certain about her future career, but believes the opportunities Butler Tech have given her are putting her on the right path. ■

PTA engages families, boosts student achievement

Sheila Ragland, president, and Susan Hans, president-elect, Ohio PTA

The purpose of PTA is to make every child's potential a reality by engaging and empowering families and communities to advocate for all children. We believe family engagement is key to achieving that goal.

What is family engagement? Family engagement is the shared responsibility among parents, administrators and teachers in making decisions, setting goals and achieving desirable outcomes for students. It is any interaction that provides two-way communication among parents and school staff. We know students do better in school if their parents consistently relay the importance of education.

PTAs emphasize that message through communications and programs based on National PTA's National Standards for Family-School Partnerships:

- Standard 1 — Welcoming all families into the school community: Families are active participants in the life of the school, and feel welcomed, valued and connected to each other, school staff and what students are learning and doing in class.
- Standard 2 — Communicating effectively: Families and school staff engage in regular, two-way, meaningful

communication about student learning.

- Standard 3 — Supporting student success: Families and school staff continuously collaborate to support students' learning and healthy development, both at home and at school, and have regular opportunities to strengthen their knowledge and skills to do so effectively.
- Standard 4 — Speaking up for every child: Families are empowered to be advocates for their own and other children to ensure students are treated fairly and have access to learning opportunities that will support their success.
- Standard 5 — Sharing power: Families and school staff are equal partners in decisions that affect children and families and together inform, influence and create policies, practices and programs.
- Standard 6 — Collaborating with community: Families and school staff collaborate with community members to connect students, families and staff to expanded learning opportunities, community services and civic participation.

How PTAs facilitate engagement using these standards

First, PTAs welcome all families into the school community. That effort starts at the beginning of the school year when we invite parents to a social or community service event or the first regular PTA meeting. These events can include ice cream socials, picnics or school supply donation weekends such as Stuff the Bus. In addition, PTA presidents speak at kindergarten and new family orientations, open houses or a coffee with the principal. It also is important for the PTA president to welcome the teachers back to school. The PTA president often shares with teachers how PTA makes all families feel welcome and discusses plans for the year.

To encourage effective communication, PTAs use a variety of ways to reach as much of the school population as possible. We use social media, email, phone calls or a Web page or Web link to the PTA page on the school website. PTAs also issue monthly print or electronic newsletters that feature school and PTA news. The first PTA newsletter of the year should include a volunteer form so everyone has an opportunity to help. On that form, PTAs ask for the best way to communicate with each parent or family. PTA meetings and



The National PTA's National Standards for Family-School Partnerships help local PTAs focus on communication and programs that connect parents and school staff.

programs are open to everyone, including staff and administrators. At those events, we try to help families feel comfortable in the school building and encourage interaction with staff. We also recognize that not all families are able to regularly participate in meetings and events, so we offer opportunities to volunteer at home or contribute a talent on an occasional basis.

PTAs hold events throughout the year that support student success and promote the well-being of all children. These events might be a Fathers Walk, summer reading celebration, Grand Friends Day, family fun bingo night, student art show, literacy night, cultural heritage celebration or carnival. In February, PTAs are encouraged to participate in Take Your Family To School Week, which highlights activities that focus on families being together with staff in the school setting. PTA programs should reflect the diversity of the community. We believe the school atmosphere should be inviting and a place where families from all cultures and socioeconomic strata belong.

How do PTAs speak up for every child? As an issue-oriented organization, we provide parents with one of the most effective ways to become involved in their child's, and every child's, education. PTA is the largest volunteer child advocacy organization in the nation and we are dedicated to educating parents on state and national issues affecting children and families. PTAs host speakers to let parents know how legislation affects their schools and children. Recently, Ohio PTA sponsored a statewide conference call with U.S. Sen. **Sherrod Brown** (D-Ohio) about the Elementary and Secondary Education Act legislation, giving parents and educators across Ohio an opportunity to engage with an elected official at the national level. The Ohio PTA and National PTA websites are valuable resources for information


on current legislation and policy issues.

PTAs are good communication channels between schools and parents. PTAs encourage shared decision making by providing opportunities for families to develop relationships with school building and district leaders. These ongoing relationships give families formal and informal ways to raise concerns. PTA meetings offer a place where school leaders can share building and district information and seek parental feedback on issues. A PTA and school district can hold forums where district leaders speak to parents about changes taking place in the school community. Consistent two-way communication with families builds trust in and support for their schools.

Fostering collaboration with the community is achieved through PTA members, who typically are involved in other local community organizations. PTAs help new families feel welcome in the school community. Our events and meetings allow time for families to establish social relationships after PTA business is conducted. PTA members contribute their talents and time and use their community connections to find resources for career planning and other enhanced learning programs. PTAs encourage civic responsibility by sponsoring candidate nights during local elections and participating in community service projects.

PTA is a powerful voice for all children, a relevant resource for families and communities and a strong advocate for the education and well-being of every child. Family engagement and connecting parents with school and community is the heart of its mission. ■

Editor's note: You can learn more about the National PTA's National Standards for Family-School Partnerships at www.pta.org/nationalstandards.



What is The Clean Fuels For Schools Initiative?

The Clean Fuels For Schools initiative is part of a public, private partnership developed to cooperatively assist in the development and integration of "best technology" and adoption of "best practices" to improve Ohio schools energy security, economic stewardship and environmental impact. The CFFS specifically works with Ohio schools to adopt new "clean" standard for the fuel storage tanks and the use of the new high performance fuels. This program is offered to Ohio Schools with fuel storage and dispensing capability.

The purpose of the Clean Fuel For Schools initiative is to:

- ✓ Provide a healthier environment for children by reducing the emissions coming from diesel-powered buses
- ✓ Reduce the maintenance cost and extend the life of your school buses by eliminating the contamination and poor quality of fuel
- ✓ Reduce fuel use annually by using a highly refined fuel


The 5-year Objective of the Clean Fuel For Schools initiative is to:

- ✓ Reduce 10 Million gallons in fuel for Ohio Schools
- ✓ Decrease 200 million of lbs. of school bus emissions by 2020



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Engaging your community builds connections

Laurie Hart, Alexis Rice and Joetta Sack-Min, partners, K12 Strategies

It's well known that one of the best ways to improve student achievement is community engagement — and that includes parents, local businesses, the media and residents of the community who don't have children in school, as well as teachers and students intimately involved in the workings of the school. District leaders have many ways of engaging these audiences, including social media, town hall meetings and one-on-one contact.

It also can be tricky to identify and engage local businesses and other community members who aren't involved in the school. Yet these crucial relationships can provide much-needed funds and resources and can help in intangible ways when influential business partners promote local schools and share success stories through their networks.

Keep in mind that a strong parent-engagement program also can help engage the community at large — often parents are business owners, church leaders or are involved in civic and government groups. It's beneficial to identify and get to know these parents and their networks.

And while nothing can replace the importance of in-person contact, social media has created remarkable new opportunities to engage parents and the community at large (see "Using social media for community engagement," on page 30).

Cultivating connections

So how do you cultivate these important connections? Here are some ideas and strategies we've seen in the field:

- Host an annual career day and ask local businesses to send representatives to speak to students about their work. Use this opportunity to show off your schools' academic and trade programs while learning about the needs of local employers.
- Include key community representatives on newsletter mailing lists and other communications. Be sure to publicize your schools' honor rolls and exemplary students, teachers and other staff in newsletters and to the local media.
- Make an effort to personally invite community representatives to participate in back-to-school week activities and graduation festivities.
- Think of fundraising as an opportunity to build mutually beneficial connections. Many businesses want to advertise their support of local schools, including realtors, restaurants and stores that serve parents. One way a local elementary school has cultivated business relationships is by asking locally owned restaurants to host fundraising nights: on a given date, usually the restaurant's slowest evening of the week, families dine out and the school receives a portion of their checks. In Arlington, Va., one school in a low-income area even chartered a school bus to bring families to a fundraising event at a restaurant. This provided participating local schools with free money and was a boon to the restaurant. In other areas, grocery stores and other retailers have donated a portion of a designated day's sales to schools.
- Use Teacher Appreciation Week — May 2-6, 2016, next year — as an opportunity to ask local businesses to donate gift certificates and other items to deserving teachers. Many restaurants will sponsor luncheons or breakfasts. In Clark County, Nev., local casinos provide items such as tickets to shows and concerts. The school district's communications team surprised a deserving teacher (chosen by her colleagues) with a particularly lavish package from one casino that included a limousine ride to a concert and weekend hotel stay. That story was covered by the local news, creating a win-win for the district and business. Consider asking local resorts, salons and venues to honor a deserving teacher with gifts and services, and be sure to publicize the story to local media.
- Don't forget the important, but often overlooked, senior citizen population. Many do not have direct ties to local schools and are not likely to support tax increases for bond referendums or other initiatives. An Arizona school district successfully engaged its senior citizens by giving free tickets to its high school football games and coupons for hot dogs. You also can have the

high school choir perform at local assisted-living facilities and senior community centers, or host a seniors' banquet (using sponsorships from local businesses and parent volunteers) with student entertainment.

- Some school districts have asked local businesses to sponsor “gold cards,” given to honor roll students or used to promote academic motivation. These cards give discounts or free items to those students during the grading period. For instance, a local Pizza Hut restaurant gives free personal pan pizzas to elementary students to encourage reading.

One of our favorite examples is a school district in Illinois that needed to upgrade its technology, but was struggling to find funds to pay for it. This school district went straight to the top and engaged the help of its U.S. representative and his connections to the business community. The congressman appointed a member of his staff to be a liaison among the school district and various businesses that reaped impressive benefits. One drug company provided a state-of-the-art hospital room where some students, upon graduation and in conjunction with the local community college, received a nurse's assistant certificate. Other students used this experience to get into a college medical program. A science tech company provided a science lab with the latest technology.

Allowing community use of school facilities encourages nonprofit and community groups to work more closely with your school district. Many of these groups can, in turn, provide resources such as student health services, internships and assistance with fundraising and grant writing. Illinois' District 113 had a population of parents that did not have high-speed Internet connections —some did not have an

Internet connection at all — and no access to computers at home. The school opened the school media center two evenings each week. Parents could use the computers for personal use and could see how their children were using the computers in the classroom. Media center staff was on hand to answer any questions. The school also offered a class for the community on how the computers were being used in the classroom. As iPads became available to the students, a class was offered on how the iPads were being used and what was expected of students.

It may take work and some innovation, but engaging your greater community will bring rewards for everyone involved.

Working with the business community

On a larger scale, the business community has been interested in higher academic standards and career preparation for many years. The Common Core State Standards — which were created with significant input from the business community — and ensuing politics undoubtedly bring a new wrinkle to school and community relations.

New data show that the Common Core and the assessments that measure the standards have become a lightning rod, especially in this emotionally charged election season. According to the latest Phi Delta Kappa/ Gallup poll released in August, 72% of parents have heard of the Common Core. But the question is whether they have the correct facts or some of the misinformation that is online, in the newspaper or being discussed by politicians.

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Nevertheless, the business community has largely been supportive of Common Core and can be a crucial partner in helping parents and the community understand the standards and the need for greater academic achievement. A school district can go a long way toward fostering good will by presenting the facts of the Common Core and the corresponding assessments being used.

In an interview for the Learning First Alliance, **Dane Linn**, vice president of education and workforce for the Business Roundtable in Washington, D.C., explained how the standards came about with the support of the business community. Linn praised Kentucky's business community involvement. Business leaders have been vocal about their need for an educated workforce and have helped educators lobby for higher standards, including the Common Core.

"All of us have to continue to educate parents, and even teachers, about what these standards are, and how they benefit or they add value to what we're trying to do with each and every one of our children," he said in the interview.

We encourage school leaders to engage business partners to help explain not only the Common Core but also testing and the importance of other academic initiatives.

It may take work and some innovation, but engaging your greater community will bring rewards for everyone involved. ■

Editor's note: Learn more about K12 Strategies at <http://k12strategies.com>.

Using social media for community engagement

It's an understatement to say social media is an increasingly important tool for school districts' outreach to parents and the community. But rather than just another obligation, school districts should see this as an opportunity to share their news and success stories and engage their community through a two-way dialogue.

In less than a decade, social media transformed the way people receive and share information. Data from the Pew Research Center Internet Project, released in September 2014, showed that:

- 71% of online adults use Facebook;
- 23% use Twitter;
- 26% use Instagram;
- 28% use Pinterest;
- 28% use LinkedIn.

Pew's research also shed light on which audiences are using specific social media:

- 52% of online adults use two or more social media sites.
- 56% of online adults 65 and older use Facebook. This represents 31% of all senior citizens.
- Instagram is growing quickly among young adults: 53% of Internet-using adults ages 18-29 use Instagram and 49% of all Instagram users use the site daily.
- 50% of Internet users with college educations use LinkedIn.
- Pinterest particularly appeals to women – 42% of online women are using this platform, compared with 13% of online men.

The key is to match the message to the audience you're trying to reach when using these platforms. If you're looking to engage local businesses, find out which platforms they are using most often and monitor their activities – try "liking" them on Facebook or following them on Twitter or Instagram. If they post something relevant to parents and students, share that information and ask that they in turn share your success stories and relevant news. If you are

attending local chamber of commerce and business meetings, you may already know many of the business owners and managers. However, if you are trying to gain the attention of a larger company, try contacting its public relations director or firm and ask them to help publicize your posts. Also engage district parents who may own or work for local businesses. It may take time to build these relationships, but they will pay off.

Social media has a viral effect, so make sure information is always informative, accurate and engaging. Posts are more likely to be viewed, liked and shared when there is an appealing image with limited text. When possible, include a photo or graphic with a simple message. Use pictures of your school district, staff or students in action rather than clip art and stock photos. Keep wording concise and focused.

Messaging is crucial. To avoid messages that could be misinterpreted or could misrepresent your school district, establish procedures that designate only a small number of district staff to send official tweets and posts. Those staff members should meet regularly with the superintendent and other key officials to stay in the loop for messages and upcoming news events.

For districts without a full-time communication staff, try to find one or two people who are social media savvy and willing and able to take on the work. Realize that social media is a time-consuming job, so don't expect to add it to a staff member's duties without giving him or her relief from other duties.

There are numerous online courses and articles to help district leaders and staff learn and stay abreast of trends in social media. You can find resources on the National School Public Relations Association website at www.nspr.org. Remember, it is important to try new platforms to determine what gives the best return on investment.

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School funding and budget outlook: past, present, future

Dr. Howard Fleeter, consultant, Ohio Education Policy Institute

The fiscal year (FY) 2016-17 state budget enacted in June was a mixed bag for Ohio’s K-12 school districts. On the plus side, state formula funding increased by an estimated \$475 million from FY ’15 to FY ’16 and by an additional \$264 million from FY ’16 to FY ’17 (these figures include JVSD funding).

The legislature also reversed reductions in the transitional aid guarantee proposed in the executive budget, ensuring that no districts receive less total funding in FY ’16 and FY

’17 than they did in FY ’15.

On the minus side, the FY 2016-17 budget resumed the phase out of replacement payments for the loss of business tangible personal property tax (TPP) and public utility tangible personal property tax (PUTPP) that was initiated in the FY 2012-13 budget. Total TPP payments were reduced by roughly \$150 million in FY ’16 and by another \$110 million in FY ’17. By FY ’17, TPP replacement payments will have been reduced by 78% from the FY ’11 levels.

Table 1: FY ’10 to FY ’17 school district formula aid and tangible personal property tax (TPP) replacement payments

Revenue category	FY ’10	FY ’11	FY ’12	FY ’13	FY ’14	FY ’15	FY ’16 final estimate	FY ’17 final estimate
School district foundation aid	\$6,536.8	\$6,514.7	\$6,266.1	\$6,325.6	\$6,599.5	\$7,028.8	\$7,496.4	\$7,755.3
JVSD foundation aid	\$261	\$263	\$263	\$263	\$267.2	\$271.1	\$278.2	\$283
Total K-12 foundation aid	\$6,797.8	\$6,777.7	\$6,529.1	\$6,588.6	\$6,866.7	\$7,299.9	\$7,774.6	\$8038.3
<i>Biennial totals</i>	\$13,575.5		\$13,117.7		\$14,166.6		\$15,812.9	
Business TPP tax replacement	\$1,041.4	\$1,052.3	\$728.3	\$482	\$482	\$482	\$360.9	\$249.8
Public utility TPP tax replacement	\$79.9	\$76.8	\$31.6	\$28	\$28	\$28		
Total TPP tax replacement	\$1,121.3	\$1,129.1	\$759.9	\$510	\$510	\$510	\$360.9	\$249.8
<i>Biennial totals</i>	\$2,250.4		\$1,269.9		\$1,020		\$610.7	
Total foundation aid and TPP tax replacement	\$7,919	\$7,906.8	\$7,289.1	\$7,098.6	\$7,376.9	\$7,809.9	\$8,135.5	\$8,288.1
Biennial totals	\$15,825.8		\$14,387.7		\$15,186.6		\$16,423.6	
Biennial change			-\$1,438.1		+\$798.9		+\$1,237.0	
Change vs. FY ’10-’11					-\$639.2		+\$597.8	

Figures are in millions. Foundation aid figures include federal stimulus funds of \$417.6 million in FY ’10 and \$515.5 million in FY ’11. All data are from the Ohio Legislative Service Commission.

Figure 1: FY '04 to FY '17 Ohio personal income tax GRF revenues (Figures are in millions.)

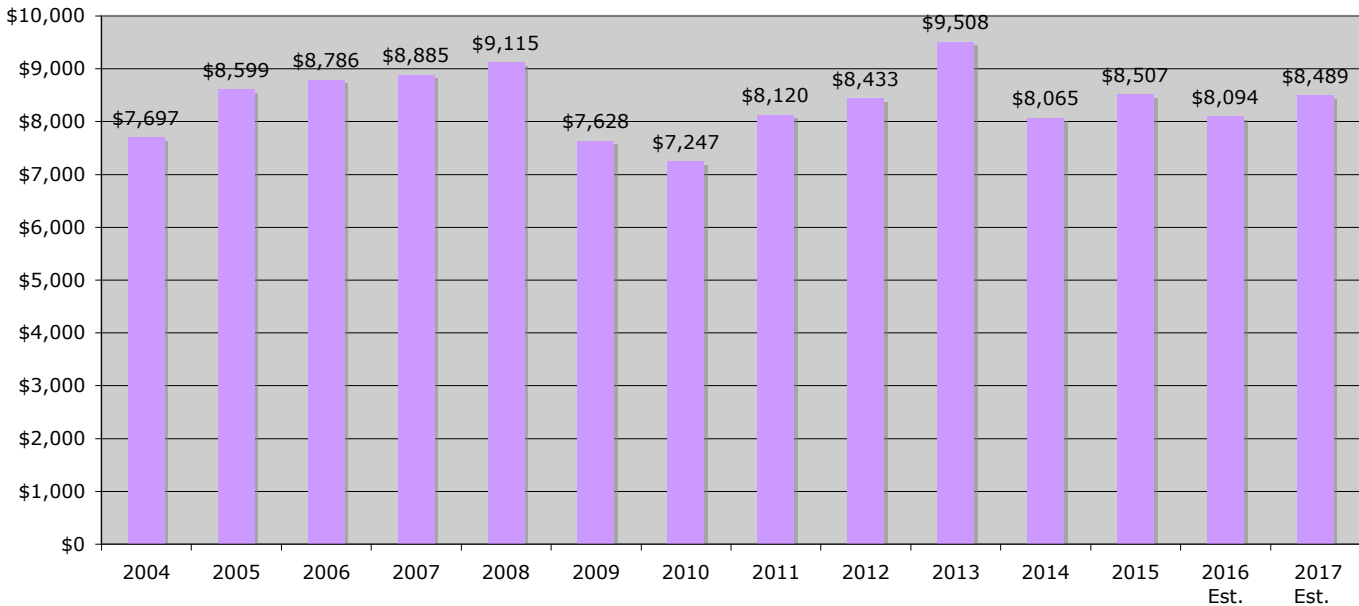


Table 1, on page 32, provides a summary of these changes in school funding in Ohio’s last four biennial budgets. The figures provided reflect actual figures for FY 2010 through FY 2015 and the Ohio Legislative Service Commission (LSC) estimates for foundation funding amounts for FY '16 and FY '17.

Table 1 shows that as a result of the loss of federal state fiscal stabilization funding (SFSF) stimulus funds, the FY 2012-13 foundation formula (\$13.118 billion) actually provided nearly \$460 million *less* funding to Ohio’s K-12 school districts than did the FY 2010-11 budget (\$13.576 billion). Table 1 also shows that business and PUTPP replacement payments were reduced by \$980.5 million from FY 2010-11 (\$2.25 billion) to FY 2012-13 (\$1.27 billion). As a result, total K-12 foundation aid and TPP replacement payments were reduced by \$1.438 billion in FY 2012-13 compared to FY 2010-11 funding levels.

When comparing the FY 2012-13 biennium to the FY 2014-15 biennium, Table 1 shows that total state general purpose funding (state foundation aid plus TPP replacement payments) increased by \$831 million compared to FY 2012-13. However, because FY 2012-13 state funding was \$1.438 billion less than in FY 2010-11, FY 2014-15 funding levels for foundation aid and TPP replacement are \$607 million less in FY 2014-15 than in FY 2010-11. Therefore, while the nearly \$1.1 billion increase in foundation funding in the last biennium was certainly a significant move forward by the Ohio legislature, this increase was not sufficient to counteract the effects of the reductions in funding in the preceding biennium.

Finally, when the FY 2016-17 increase in foundation funding and the decrease in TPP replacement payments are

considered together, the FY 2016-17 biennial budget provided a net increase of \$1.237 billion in “general purpose” state funding for Ohio’s public school districts compared with the FY 2014-15 biennium. In addition, FY 2016-17 biennial funding is nearly \$600 million more than FY 2010-11 biennial funding, the last biennium before the TPP cuts began. Looked at from another perspective, however, the 4.7% increase in funding from FY '10 to FY '17 is slightly more than half the 9.1% inflation rate from 2010 through 2015.

Recent state tax changes

The FY 2014-15 state budget (House Bill (HB) 59) in June 2013; the midbiennium budget review (HB 483) enacted in June 2014; and the FY 2016-17 state budget (HB 64) included a number of significant changes to the state tax code. The main changes were:

- an 8.5% reduction in state personal income tax rates in 2013, an additional 1.5% rate reduction in 2014 and a 6.3% rate reduction in 2015;
- the creation of a 50% deduction of net business income for small business owners in 2013, which increased to 75% for 2014 and 2015, and then increased to 100% on the first \$250,000 in income with a flat 3% rate on income above \$250,000 in 2016;
- two increases in the earned income tax credit benefiting lower income workers as well as an increase in personal income tax exemptions benefiting low and middle income workers;
- a one-quarter percent increase in the state sales tax, changing the rate from 5.5% to 5.75%;
- an increase of 35 cents per pack in the state cigarette tax from \$1.25 per pack to \$1.60 per pack.

These recent tax changes are the most significant changes in



state tax policy since the 2005 HB 66 tax changes that reduced state income tax rates by 21% over a five-year period, along with the phaseout the TPP and corporate franchise tax and the creation of the commercial activity tax.

Figure 1, on page 33, shows actual Ohio personal income tax General Revenue Fund (GRF) revenues from FY '04 through FY '15, as well as estimated revenues for FY '16 and FY '17. This graph clearly shows the significant fluctuation in income tax revenues resulting from both a more than a one-third reduction in income tax rates since 2006 and the effects of the economic recession in 2009 and 2010. FY '13 income tax revenues finally exceeded pre-recession levels and then fell sharply in FY '14 as result of the 8.5% rate decrease. Income tax revenues increased in FY '15, but were still lower than in FY '05, immediately prior to the HB 66 rate reductions.

Figure 2, below, shows similar data for the state sales tax. However, the pattern exhibited by sales tax revenues is noticeably different from that exhibited by income tax revenues. After falling during the recession, sales tax revenues have increased every year since FY '10. In addition, while the personal income tax has long been Ohio's largest single source of state tax revenue, state sales tax revenue has exceeded state personal income tax revenue since FY '14, with the gap projected to grow to nearly \$2.4 billion by FY '17.

Figure 3, on page 35, provides a more comprehensive comparison of total GRF tax revenues from FY '04 through FY '17. The effect of the HB 59 (FY 2014-15 budget) tax changes can be seen in Figure 3, as GRF tax revenues declined by \$881 million from FY '13 (\$21.016 billion) to FY '14 (\$20.135 billion). Figure 3 also shows that GRF tax

revenues are forecast to increase from FY '15 to FY '16 and then again from FY '16 to FY '17. While the increase in revenues from FY '15 to FY '16 might seem counterintuitive in light of the 6.3% income tax rate reduction, the resumption of the phase out of the TPP replacement payments results in an increase in GRF taxes, as 75% of commercial activity tax revenues are now allocated to the GRF, up from 50% in FY '14 and FY '15.

Looking beyond the FY 2016-17 budget

While the ink has only recently dried on the 2,874-page FY 2016-17 state budget, it is never too early to begin speculation on what the next biennium may have in store for Ohio's public schools. Below are brief discussions of what we might expect in terms of TPP replacement, state tax revenues and foundation formula funding.

- TPP replacement — HB 64 provisions grouped Ohio's more than 600 school districts into wealth quintiles of 122 districts each. Districts in the wealthiest quintile would see TPP replacement payments reduced by a maximum of 2% of total resources each year. Districts in the poorest quintile would see their payments reduced by a maximum of 1% of total resources each year. Districts in the other three quintiles would see reductions of 1.25%, 1.5% and 1.75% of total resources, respectively. Importantly, HB 64 not only called for reductions in TPP replacement payments to schools in FY '16 and FY '17, it also prescribed that these reductions will continue into the future until all districts see their TPP replacement payments fall to zero. Thus, unless changes are made to current law, we can expect that the TPP reductions begun in FY '16 will continue beyond this biennium.
- More state tax cuts? — Gov. **John R. Kasich** has

Figure 2: FY '04 to FY '17 Ohio sales tax GRF revenues (*Figures are in millions.*)

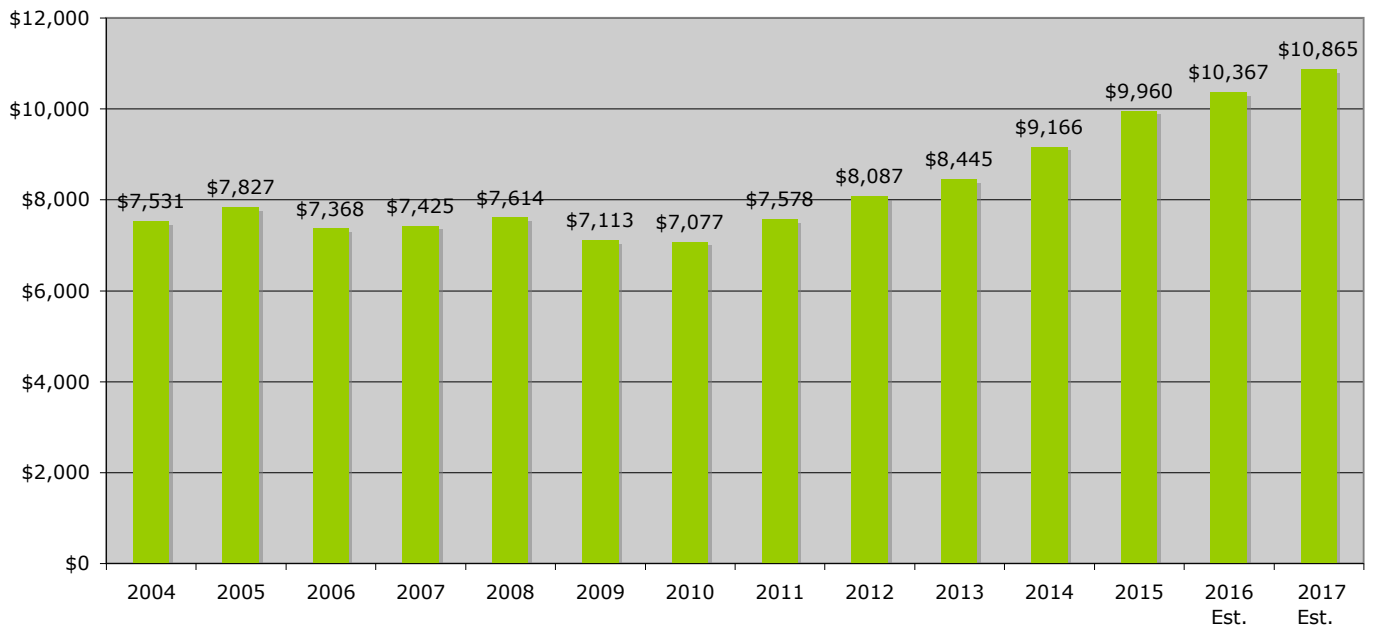
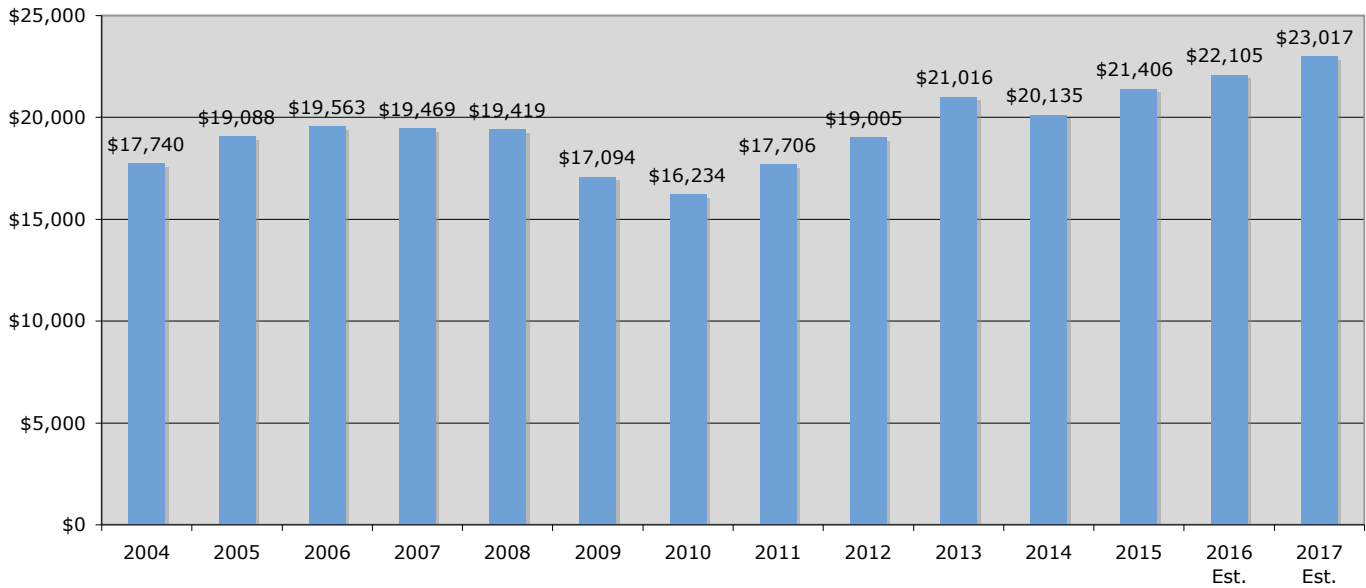


Figure 3: FY '04 to FY '17 Ohio GRF revenues (Figures are in millions.)



repeatedly stated his belief that lowering state income tax rates has a positive effect on the state’s economy. Despite repeated income tax reductions, the state closed FY ’15 with a positive fund balance sufficient to provide an additional \$526.6 million to the state’s Budget Stabilization Fund, commonly known as the rainy day fund. That fund now has more than \$2 billion, the highest total ever. Barring a significant downturn in the economy, it seems likely that further reductions in the state income tax will be proposed in the next biennium.

- School foundation formula — The FY 2016-17 school-funding formula bears a very close resemblance to the FY 2014-15 funding formula. All major components for the FY 2014-15 funding formula were maintained in FY 2016-17, most at increased levels, and a few additional components — capacity aid, graduation rate and third-grade reading bonuses and TPP supplement in FY ’16 — were added. The final version of the FY 2016-17 budget still determines the

state and local share of school funding through the State Share Index, even though the Ohio House of Representatives proposed a return to the old “chargeoff” approach, which would have resulted in a roughly \$400 million increase in state funding.

The result of these changes is that there are fewer districts on both the transitional aid guarantee and the gain cap, meaning that progress was made toward reaching a fully funded formula. At this point in time, it seems reasonable to presume that the FY 2018-19 formula will maintain the same basic structure of the current formula.

Perhaps the most important questions are if the House will continue to try and modify the determination of the state share of funding and if the next funding formula will include a methodology for objectively determining the base per-pupil amount, which currently is \$5,900 per pupil in FY ’16 and \$6,000 per pupil in FY ’17. ■



OSBA strategic planning — the road map for decision making

Let OSBA put you on the path to success. OSBA can help your district create a comprehensive, long-term strategic plan to ensure you always know which road to take. OSBA consultants will help you identify critical issues, set comprehensive goals for the district and determine priorities for the future.

Call the OSBA Division of School Board Services at (614) 540-4000 or (800) 589-OSBA to get moving in the right direction today.



Give OSBA advocacy efforts a lift — support *Kids* PAC

Jay Smith, deputy director of legislative services

Kids PAC is OSBA's political action committee. Your contributions to *Kids* PAC are an important way to participate in the political process.

Through *Kids* PAC contributions, our association supports members and candidates for the Ohio General Assembly who support public education and our positions in the legislative and public policy arena.

Giving to OSBA's *Kids* PAC increases the impact of your political contributions. The committee pools smaller, individual donations into a more sizeable *Kids* PAC contribution that often draws more attention to important public education issues.


Please consider contributing to the *Kids* PAC as part of your service to public education. Your contributions help replenish *Kids* PAC funds to support those who support your students and schools. Your contributions are vital to protecting public education from harmful legislation as well

as encouraging legislation that protects public schools. Please take the time to contribute today.

Your contributions are vital to protecting public education from harmful legislation as well as encouraging legislation that protects public schools.

For more information, contact **Marcella Gonzalez**, OSBA senior administrative assistant of legislative services, at (614) 540-4000, (800) 589-OSBA or mgonzalez@ohioschoolboards.org.

Following are those who have pledged to make the voice of public education heard. OSBA says a big "thank you"



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to these *Kids* PAC members for their donations for the 2015 membership year.

Valedictorian

- Albert Haberstroh
- Jim Sommer

Summa cum laude

- Damon Asbury
- Karen Dendorfer
- Michelle Francis
- Susie Lawson
- Ruth M. Nau
- Timothy Pedro
- Ed Penrod
- Warren Stevens

Magna cum laude

- Denise Baba
- Thomas F. Brophy
- Reno Contipelli
- Mark Ewing
- Michael Fador
- Rick Foster
- Eric K. Germann
- Terry Gibson
- Bobbie Grice
- Terry Groden
- John W. Halkias
- Linda Haycock
- Anton M. Hocevar
- Scott Huddle
- Fred Hunt
- Linda A. Jordan
- Margie Lairson
- Richard Lewis
- Sharon E. Manson
- Gail Martindale
- Ken Morlock
- Ann Marie Reames
- Beverly D. Rhoads
- William Spahr
- Doug G. Stuart

Cum laude

- Kenneth E. Ault
- Brian L. Baker
- Jaimie L. Beamer
- Edward Bosse Jr.
- Marilee Broscheid
- Rob Delane
- James D. Field
- Mary Frantz
- Bob Gold

- Sue Groszek
- Ann Herritt
- Al Hess
- Jennifer Hogue
- Kevin A. Johnston
- Craig Kupferberg
- Kevin Landin
- Andrew J. Lesak
- Robert Luby
- Dr. Judy Jackson May
- Daryl Michael Jr.
- Carol-Ann Molnar
- Donna J. Myers
- Lynda O'Connor
- John Pennycuff
- Ellen Rovner
- James Sotlar
- Sue Steele
- Fred Szabo
- David E. Yockey

Graduate

- Alicia Anderson
- Dr. Marguerite Bennett
- Elizabeth Betz
- Linda Blum
- Roger A. Brown
- Bruce Clapp
- Michael Csehi
- Ronald J. Diver
- Michael D. Elliott
- Dr. Karl G. Espeleta
- Tina M. Fiore
- Debbie L. Gossett
- Rosemary Gulick
- Terry Halley
- James Harter
- George J. Hughes
- Van D. Keating
- Penny Kill
- Dale E. Lewellen
- Dr. Paul R. Lockwood II
- Heather Mahoney
- Kelly McCarthy
- Timothy McKinney
- Katie McNeil
- Robert McPheron
- Paul D. Mock
- Robert Noble
- Kelly Norris
- Jim Perdue
- Mike Phillis
- Jackie Place
- Helen Puperi
- Ameer Rees

Kids PAC booth hosting silent auction for OSU-Michigan State football tickets

Find out more about OSBA's *Kids* PAC at the 2015 OSBA Capital Conference and Trade Show and meet with OSBA legislative staff.

Visit *Kids* PAC in booths 122 and 124 in the Trade Show to learn about OSBA's legislative advocacy to support public education and how you can support those efforts. Enter the silent auction for a chance to win a pair of tickets to the Nov. 21 Ohio State-Michigan State football game in Columbus.

The *Kids* PAC display also is one of the Trade Show passport stops. You received a passport with your registration materials. Don't lose it – it's your ticket to win valuable prizes for your district.

For more details on the passport program, see the General Information section of the OSBA *Conference Guide*. The Capital Conference is Nov. 8-11 at the Greater Columbus Convention Center.

- Cheryl W. Ryan
- Richard Seckman
- Terri Shaw
- Meri Skilliter
- Jay Smith
- Randall E. Smith
- Thomas L. Walker
- Jane Woodie
- Barb Brady
- Anita Brock
- Kimberly Brueck
- Diane Brunsmann
- Mary L. Bryner
- Greg Bukowski
- Dr. Richard J. Caster
- Deborah Caudle
- Paul Cevasco
- Sara C. Clark
- Linda K. Cleary
- Renda M. Cline
- Richard J. Cyngier
- Michael Daulbaugh
- Debra D. Davis
- Julie Denning
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- Dr. Robert P. Dillaplain
- Diana Dipofi
- Stephanie Dodd
- Thomas H. Donley
- Rick Early
- Darrell Edwards
- Greg Eisenhart
- Michael J. Enriquez
- Robert L. Faulkner Sr.
- Bill Ferguson Jr.
- Kami Fox
- Dennis J. Fricke

Patron

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- Steve Berry
- Randy Bertram
- Larry L. Besecker
- Charlie Bess
- Kevin Bird
- Edward Bischoff
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- Joyce Galbraith
- Ron J. Gehret
- David Gibson
- Robert Gillingham
- William Goecke
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- Katie Huffman
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- Dr. Laura Kagy
- Mary Kathryn Karpus
- John Kelly
- Tony Kelly
- Mary Kilsheimer
- Naoma M. Kolkedy
- Linda Kramer
- Kathy Krumlauf
- Dianne M. Kuntzman
- Esther B. Larson
- John F. Lewis
- Tess Little
- Joe Lovell
- Randy Lucas
- Frank Mahnic Jr.
- Ellen Marple
- Dr. Nelson McCray
- Dave McFarland
- Jane McGinty
- Paul McMahill
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- Debra A. Meyer
- Linda Miller
- Jessica Miranda
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- Gary Moore
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- Kenneth Musch
- Daniel J. Murray
- Dr. Linda Naylor
- Al Nels
- Nancy A. Nerny
- Donna J. Davis Norris
- Connie Obrycki
- Karen Ochsenbein
- Lori O'Neill
- Tony Orr
- Barbara Parry
- Kellie Patterson
- Dr. George Pettit
- Mary M. Pierce
- Joanne Porr
- Greg Power
- Todd A. Puster
- Dennis L. Recker
- Kelly Ricklic
- Hazel G. Rountree
- Laurena Rován
- Mary Rugola-Dye
- Roger L. Samuelson
- Jake Schlereth
- Steve Schoneman
- Lee Schreiner
- Patrick Schymanski
- Isaac SeEVERS
- Todd Shinkle
- Timothy F. Smith
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- Richard Stoudt
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- Don Swonger
- Larry Sykes
- Bonita Terry
- David Thurau
- Mark Trace
- Michael E. Uecker
- Bob Valentine
- Dr. Raymond Virost
- Steve Waldmann
- W. Bryce Watt
- Beth Weber
- Todd Wesley
- Ken White
- Angela Wilkes
- Johnna G. Zalmanak ■

Editor's note: This list was current as of Sept. 9.



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Toasting OSBA's 60th Capital Conference



Attendees gather in the Main Concourse at the start of the 2014 OSBA Capital Conference.

Crystal Davis, editor

Like a fine wine, the annual OSBA Capital Conference and Trade Show gets better with age. In its 60th year, the conference continues its tradition as one of the most affordable, information-packed professional development events in the country.

The 2015 conference runs Nov. 8-11 at the Greater Columbus Convention Center (GCCC). Nearly 10,000 school board members, administrators, school staff, students and guests visit the Capital Conference each year to learn from esteemed keynote speakers, participate in learning sessions (see “Conference offers valuable professional development,” page 46) and visit the nation’s largest education trade exhibition

(see “Tips to make the most of your Trade Show experience,” page 50). Compare that to OSBA’s first Capital Conference, which had 2,000 members in attendance, and you can see how much OSBA’s annual event has grown since its inception.

During the four-day conference, attendees can choose from more than 150 workshops, seminars and informational sessions, as well as more than 500 Trade Show booths. The Student Achievement Fair, with 100 booths showcasing district programs that boost student achievement and five performing groups to entertain attendees, is a can’t-miss event.



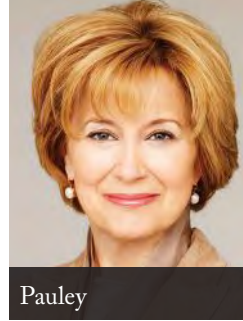
Muñoz



Melvin



Chen



Pauley



Turner

As we toast OSBA’s 60th diamond jubilee, the association is pleased to give conference attendees two new “jewels” of information to help you celebrate. Along with the excellent programming traditionally associated with the conference, the new jewels are a twist on two traditional sessions, the Early Bird Workshop and Monday Conference Luncheon.

The Early Bird Workshop will kick off the conference Sunday, Nov. 8, from 2:30 p.m. to 5:30 p.m. in room D 130–132. The Early Bird Workshop has traditionally included a keynote speaker, but this year OSBA decided to try something different.

The Apple Leadership Forum, led by Apple Inc., is designed to help school leaders explore new ideas, tools and resources for creating a dynamic digital learning environment for students. Attendees will have the opportunity to network with thought leaders and learn about a framework for creating successful one-to-one learning environments based on best practices from schools and districts worldwide.

Registration is \$100 for the Early Bird Workshop. Board members should notify their treasurer to register. On-site tickets will be sold on a space-available basis.

In response to feedback requesting more networking time at the Capital Conference, the Monday Conference Luncheon also is shifting from a traditional keynote speaker. The Nov. 9 luncheon will feature a Collaboration Connection to help you collaborate with fellow board members and administrators to discuss topics of value to district leaders.

This lunch-and-learn will include facilitated small-table discussions to allow for learning and sharing of best practices and solutions to current issues. Potential topics include effectively communicating with your community; charter schools, home schooling and related issues; board roles and relations; levy strategies; safety and security issues; effectively using technology in schools; shared services; school cafeteria programs; promising education practices; school transportation issues; and critical issues in your district.

Tuesday’s Conference Luncheon speaker is former pro football player **Anthony Muñoz**. Selected by the Cincinnati Bengals in the first round of the 1980 NFL draft, he is considered one of the greatest offensive linemen in NFL history.

Muñoz played in two Super Bowls, was named Offensive



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Lineman of the Year eight times and made 11 Pro Bowl appearances. He is one of only two former Bengals inducted into the Pro Football Hall of Fame.

Since leaving football, Muñoz has dedicated his time to giving back to his community through work with youth groups and charitable initiatives, including his own nonprofit, the Anthony Muñoz Foundation.

The luncheons are Nov. 9 and 10, from 12:30 p.m. to 1:45 p.m. Due to renovations at GCCC, the luncheons will be moved to the Battelle Grand (South). See the sidebar “Convention center renovations lead to changes for 2015 OSBA conference” below for other time and location changes due to the renovations.

Advance registration for each Conference Luncheon is \$50. Board members wanting to register should notify their district treasurer or OSBA. On-site tickets will be sold for \$55 at Registration on a space-available basis.

Another dine-and-learn event is the annual OSBA Black Caucus dinner on Sunday, Nov. 8, where political activist, history professor and former legislator **Nina Turner** will discuss ways to empower minority students.

In 2006, Turner was elected as the first woman to represent Ward 1 on the Cleveland City Council. Two years later, she was appointed to the vacant 25th District Ohio Senate seat. She was at the forefront of the campaign to reform Cuyahoga County’s government into a transparent and accountable

institution and sponsored legislation that laid the groundwork for the transformation of the **Cleveland Municipal School District**.

Turner is a professor of history at Cuyahoga Community College and chair of political engagement for the Ohio Democratic Party.

The Black Caucus dinner helps raise funds for the Leo Lucas Scholarship, which provides graduating African-American seniors funds for college. Music and networking begin at 6 p.m., with dinner at 6:30 p.m. The cost is \$70; the reservation deadline is Oct. 30. Registration is required; limited tickets will be sold at the door. Contact your district treasurer or OSBA to register.

Learning sessions by topic and OSBA mini sessions debuted with great success last year and will return for the 2015 conference. The learning session topics have been expanded to include more specific interests, such as Ohio’s learning standards and leadership development.

Designed to be brief and interactive, several 45-minute mini sessions are presented on topics such as managing board challenges, making board policies work for you and the impact of changes to career-technical education governance.

Leadership for learning summarizes 2015 OSBA Capital Conference. Come prepared to take advantage of a packed schedule full of opportunities for professional development, sharing and networking. There will be countless chances

Convention center renovations lead to changes for 2015 OSBA conference

Changes are underway at the Greater Columbus Convention Center (GCCC), which is undergoing a two-year renovation. This work will impact the 2015 and 2016 OSBA Capital Conferences.

The GCCC Grand Ballroom, typically the site of the General Sessions, OSBA Delegate Assembly meeting and other events, is closed for renovation during the 2015 Capital Conference, causing a number of events to be relocated. Also, the parking lot on East Goodale Boulevard, just north of GCCC, remains closed; a new parking garage will open in that space next year.

Please review the events, locations and times that have changed for the 2015 conference:

- The coat/bag check has been moved to the GCCC second-level connector, near where the shuttle buses drop off attendees.
- The Welcome Reception on Sunday, Nov. 8, will be held in rooms E 160-162 from 5:30 p.m. to 7:30 p.m.
- The General Sessions have been moved to Battelle Grand (North). They will begin at 10:30 a.m. on Monday, Tuesday and Wednesday.

- The Monday and Tuesday Conference Luncheons will be held in Battelle Grand (South); doors open at 12:15 p.m. You can access the south portion of the room by going through Battelle Grand (North) or using the escalators on the third floor of the Hyatt Regency.
- The OSBA Delegate Assembly meeting will start at a new time. It will begin at 2:30 p.m., Monday, Nov. 9, in the GCCC Terrace Ballroom.
- The OSBA Tuesday Night Tailgate, featuring The Sly Band, will be held in Battelle Grand (South) from 7 p.m. to 10 p.m., on Nov. 10.

You can view GCCC maps on the OSBA Capital Conference website at <http://conference.ohioschoolboards.org/2015/maps>.

Watch for upcoming conference emails for announcements of any changes that may occur after this issue of the *Journal* is printed. Also, use the OSBA Capital Conference App and conference website (<http://conference.ohioschoolboards.org>) for an up-to-date listing of event times and locations.

to discover student achievement strategies, as well as best practices to maximize your district's resources and operations.

When it comes to networking with your peers, the conference's many social events and receptions allow plenty of time to exchange ideas in more relaxed settings. The Welcome Reception on Sunday, Nov. 8, is in E 160–162 from 5:30 p.m. to 7:30 p.m. The President's Reception is in the Main Concourse on Monday from 5 p.m. to 7 p.m.

The Tuesday Night Tailgate Event, where you can sport your favorite team gear and dance to The Sly Band, is moving to Battelle Grand (South) and is at a later time, running from 7 p.m. to 10 p.m.

This year, all General Sessions are in the Battelle Grand (North). The inspiring General Session speakers include: engineer, educator and former astronaut **Leland Melvin**; leading educational media figure and best-selling author **Dr. Milton Chen**; and one of broadcasting's most respected journalists, **Jane Pauley**.

Melvin earned his spot as an astronaut in 1989, and flew two missions on the Space Shuttle Atlantis, helping build the international space station. He served as NASA's associate administrator for education and co-chair of the White House Federal Coordination in Science, Technology, Engineering and Mathematics (STEM) Education Task Force, where he helped develop the nation's five-year STEM education plan.

Melvin currently is the host of the Lifetime TV competition "Child Genius" and is dedicated to motivating the next generation of scientists and explorers. Hear him speak Monday, Nov. 9, at 10:30 a.m. in the First General Session.

For more than 20 years, Chen has been a leading figure in educational media. He currently is the executive director of the George Lucas Educational Foundation (GLEF), a nonprofit foundation that shares its educational vision for the digital age through its multimedia website **Edutopia.org**; its magazine, *Edutopia: The New World of Learning*; and a library of documentary films. Since joining GLEF in 1998, Chen has brought new leadership to the foundation's mission of gathering and disseminating the most innovative models of K-12 teaching and learning in the digital age.

Before joining GLEF, Chen was the founding director of the KQED Center for Education and Lifelong Learning (PBS) in San Francisco, a director of research at the Children's Television Workshop in New York and an assistant professor at the Harvard Graduate School of Education.

Chen's interests span everything from project-based and global learning to technology and research on educational innovation. He has authored more than 30 books, chapters

and articles on educational media. Chen speaks Tuesday, Nov. 10, at 10:30 a.m. in the Second General Session.

Pauley wraps up the conference during the Third General Session on Wednesday, Nov. 11, at 10:30 a.m.

Over the past two decades, she has become well-known as a television host and one of broadcasting's most respected journalists. She is the recipient of numerous Emmys, the Walter Cronkite Award for Excellence in Journalism, the Edward R. Murrow Award for Outstanding Achievement and the Gracie Allen Award from the Alliance for Women in Media.



A conference attendee browses the shelves at the OSBA Bookstore.

Pauley began her network career as co-host of "TODAY" for 13 years, anchored "Dateline NBC" for more than a decade and hosted her own daytime program "The Jane Pauley Show." In 2014, she joined CBS' "Sunday Morning."

She is an advocate for children's health and education, a highly regarded spokesperson on mental health and has written two *New York Times* best-selling books.

With so many top-notch speakers, the Trade Show, the Student Achievement Fair and more, it's hard to believe that the four-day OSBA Capital Conference costs just \$275 per person. School district group registration — more than six people from a member school district — is a flat rate of



Stop by the Region Resource Center to learn about upcoming activities in your region and meet with regional managers and members of the region executive committees.

\$1,700. That means your district can send seven or 70, but still pay only the same flat rate.

In addition to sessions and networking events, you'll find a wealth of other resources designed to enhance your conference stay. So, plan ahead so that you can savor every drop of this highly anticipated conference by taking advantage of some of these additional opportunities.

Avenue for Answers

Meet with representatives from state agencies, including the Ohio Auditor of State's Legal Division, Ohio Bureau of Workers' Compensation, Ohio Department of Education (ODE), Ohio Facilities Construction Commission and DAS Cooperative Purchasing Program. Get answers to your questions on numerous topics, including current and potential statewide apprenticeship partners; what Ohio students know as compared to the nation; how ODE's Office of Child Nutrition safeguards children; and details about the Military Interstate Children's Compact Commission. The Avenue for Answers is in booths 1428 through 1441 in the Trade Show.

Bookstore

Peruse all of the excellent publications available for purchase at the OSBA Bookstore. Located in room C 110, the bookstore also offers clothing, plaques and other items for sale. A

discount of 10% on all items purchased during the conference provides an added incentive to stop by.

Capital Conference App

Sponsored by Bricker & Eckler LLP, the free Capital Conference App includes information on conference sessions, exhibitor listings, Student Achievement Fair booths, maps and floor plans, session handouts and up-to-the minute session notifications. Create a customized conference schedule to personalize your conference experience. The app is available for iPhone, iPad and Android devices. In addition, a mobile website allows you to view the app from your computer or other mobile devices. The app will be available Oct. 13. Visit <http://conference.ohioschoolboards.org/app> for more information.

Email station

Easily check your email during the conference, courtesy of VARtek Services Inc. The email station is located outside of C 120 and is available Monday and Tuesday, from 8 a.m. to 5 p.m., and Wednesday, from 8 a.m. to 10:30 a.m.

Information Station

The OSBA Information Station in the Main Concourse is open daily to assist attendees during conference hours. Fax and copy services, compliments of MT Business Technologies Inc., will be available, as well as handouts from most conference

sessions. Attendees can pick up extra handouts from sessions they participated in or from workshops they couldn't attend.

Kids PAC

Kids PAC is OSBA's political action committee. Visit booths 122 and 124 in the Trade Show to learn more about OSBA legislative efforts and how you can help OSBA promote public education. You also can enter a silent auction for tickets to the OSU-Michigan State University football game. Two pairs of tickets for the Nov. 21 game in Ohio Stadium will be up for auction.

OHSPRA/OSBA Idea Center

Sponsored by the Ohio School Public Relations Association (OHSPRA) and OSBA, complimentary copies of school communications materials — including calendars, annual reports, newsletters, levy brochures and more — are displayed in a publications exchange for attendees to browse and take back to their districts. Attendees also may bring their district's public relations concerns to the booth on Monday and Tuesday from 9 a.m. to 3 p.m. for individual counseling sessions with a PR Doctor. The OHSPRA/OSBA Idea Center is in the Main Concourse near room D 130.

Pavilion

Located at the south end of the Main Concourse, the OSBA Pavilion provides details on the wide range of programs and services OSBA offers. Take time to pick up informational materials and meet association staff.

Region Resource Center

Learn more about OSBA's regional services and activities and find out how to be more involved in your region at the Region Resource Center in the Main Concourse. Regional managers, officers and committee members from the five OSBA regions

will be available to answer questions, explain services and talk about activities and events in their regions.

Relaxation Stations

Kick back and relax at any of the conference Relaxation Stations in the Trade Show. Enjoy complimentary hand and arm massages, manicures, shoeshines, blood pressure screenings and therapeutic foot massages. Some services are provided by students from **Coshocton County Career Center, Eastland-Fairfield Career & Technical Schools, Delaware Area Career Center, Mahoning County Career and Technical Center, South-Western City Career Academy, and Trumbull Career & Technical Center.**

Restaurant reservations

If you need suggestions for dining or sightseeing, Experience Columbus staff can help. Review restaurant menus and make reservations at the Experience Columbus booth in the Main Concourse.

Twitter and Facebook

Are you following OSBA and the conference on Twitter and Facebook? If so, use Twitter and Facebook to share your conference experiences. Include the hashtag #OSBACC in your tweets to share your observations. You also can post and view updates on OSBA's Facebook page, **www.facebook.com/OHschoolboards.**

University Square

OSBA again has invited representatives from Ohio colleges and universities to take part in a higher education information exchange. This popular area offers representatives ready to help school districts advise students and families about postsecondary education opportunities. University Square can be found at booths 1528-1541 in Hall D. ■

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Conference offers valuable professional development



Learning session presenters include school board members, district administrators, parents, teachers, students, representatives from state education associations and OSBA staff.

Scott Gerfen, assistant editor

One of the great things that attracts thousands of people in the education community to the OSBA Capital Conference and Trade Show every year is the ability for attendees to improve their leadership skills and expand their knowledge.

The four-day conference that runs Nov. 8-11 in Columbus is filled with opportunities to learn about the latest issues and information in K-12 public education. The event has truly become a one-stop destination for affordable, all-inclusive professional development.

With more than 150 educational sessions to choose from, the

conference curriculum is organized into specific topics tailored to the various roles of your district's management team. These topics are intended as a guide to help you make the most of your conference learning opportunities and find the programs that best fit your interests and roles. The session speakers will target their presentations to the specific areas of interest. However, all Capital Conference sessions are open to any attendee.

OSBA expanded the number of learning sessions from 15 to 25 beginning last year. Topics are: 21st century learning, Administration, Board development, Career centers, Community relations, Critical issues, ESCs, Finance/

facilities, Hot topics, Human resources, Instruction, Leadership development, Legal, New board member, Ohio Department of Education (ODE), Ohio's learning standards, Organizational outlook, Rural schools, Safety and wellness, Student achievement, Student issues, Technology, Spotlight Sessions, School Law Workshop and Suburban schools and Urban schools. Be aware that learning sessions may be classified under multiple topics.

The Spotlight Sessions are special Capital Conference presentations that offer a detailed look at timely topics.

OSBA Safety and Security Consultant Dr. **Richard J. Caster** will lead the first Spotlight Session, "Incident command center in a school crisis," at 8:30 a.m., Monday, Nov. 9. It features a simulation of the activity and operations that take place during a crisis and shows how schools and emergency responders interact during such a situation.

Beginning at 2 p.m., on Monday, the Spotlight Session "Raising minority and urban school achievement" will explore why many minority and urban students face social and cultural challenges that affect their academic achievement. This presentation is split into two sessions; attendees can sit in on one or both sessions. The first, at 2 p.m., is "Parents as partners and the impact of implicit bias," and the 3:45 p.m. session is "Cultural code switching and student achievement." At 3:15 p.m., between the two sessions, there will be a 30-minute networking break to share common issues facing minority and urban students.

State legislators and OSBA lobbyists will present the Spotlight Session "OSBA legislative update" at 8:30 a.m., Tuesday, Nov. 10. Get the latest information on important legislative developments, including the biennial budget;

changes in testing and assessment requirements; charter school accountability; and changes to school governance in **Youngstown City Schools**.

A more in-depth discussion on issues faced by urban school districts will take place on Tuesday in the "The Urban Solution Room," where members of the OSBA Urban School District Advisory Network will share real-world solutions for the challenges facing Ohio's urban districts. This two-part Spotlight Session begins with "The impact of HB 70 on Youngstown City" at 2 p.m. House Bill (HB) 70 included an amendment that requires state and city leaders to appoint a five-member academic distress commission that will hire a CEO who will have full managerial and operational control of the district. At 3:30 p.m., "Initiatives to help students succeed" will feature administrators from **Cincinnati City** and **Winton Woods City** who will talk about programs that address the needs of urban students.

OSBA has designed the conference to serve the professional needs of your entire school district management team. Board members, district administrators, treasurer's staff, principals, technology specialists, guidance counselors and others will find a wealth of learning opportunities.

The *Conference Guide* — a spiral-bound book that contains everything you need to know about the event — will help you familiarize yourself with the learning sessions and how they are organized. Doing so before the conference can help you get the most from the event. If your school district is sending a number of people to the conference, the guide can help coordinate which sessions all of you plan to attend.

If you are unable to attend a session, stop by the OSBA Information Station and pick up handouts from most of the

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workshops. The complimentary service enables attendees to benefit from the workshops they could not attend and allows them to take the information back to their district to share with others. Handouts received before the Capital Conference will be available through the Capital Conference App and on the OSBA Capital Conference website (<http://conference.ohioschoolboards.org>) during the event. More handouts will be available on the conference website by Nov. 20.



Conference learning sessions cover a multitude of topics to meet the needs of board members, superintendents, treasurers and other school personnel.

The free OSBA Capital Conference App is available for iPhone, iPad and Android devices through Apple or Google Play stores. You also can access the app at <http://conference.ohioschoolboards.org/app>. The app, available Oct. 13, is a powerful resource that allows you to find information about learning sessions, keynote speakers, the Student Achievement Fair, the Trade Show and more. You can even use it to create your own personalized schedule based on the sessions and events you wish to attend. The app is sponsored by Bricker & Eckler LLP.

Following is a list of conference learning session titles organized by date and time. For further information, including session descriptions and topics, visit the Capital Conference website at the Web address listed above.

Sunday 3:30 p.m. OSBA mini session

- School board services think tank

Sunday 4:30 p.m. OSBA mini session

- Make your board policies work for you

Monday 8:30 a.m. Spotlight Session

- Incident command center in a school crisis

Monday 9 a.m. learning sessions

- Administrative pay for performance
- Attract, hire and retain great educators
- Baker's dozen — 13 tips for better board culture
- Developing a culture of leadership
- Energy management best practices
- Help students earn high school and college credit
- Implementing a teacher-friendly LMS
- Insights for one-to-one iPad implementation
- Let's talk about high school sports
- Online instruction and student privacy
- Public education in the digital age
- School sustainability — Ohio opportunities
- Standards for family/school partnerships
- Wellness with biometric screening

Monday 1 p.m. OSBA mini session

- The impact of new CTE board selection laws

Monday 2 p.m. learning sessions

- Arming staff — a status report
- Celebrate diversity with Project Unify
- Coaches, athletes and boundaries
- Community engagement in action
- Dangerous apps you need to know about
- Educational leadership for student success
- Educator evaluation — what's on the horizon?
- GPS and its effect on school transportation
- Issues schools avoid, but must address
- Levies 101 with the veterans
- Solar and LED — K-12 case studies
- STEM education quality framework
- Student suspensions and expulsions
- Tools to complete your crisis plans
- What communities want to know about schools

Monday 2 p.m. Spotlight Session

- Raising minority and urban student achievement — Parents as partners and the impact of implicit bias

Monday 3:45 p.m. learning sessions

- A cross-district transportation model
- Assessing the field of concussion impacts
- Build school support with social media
- Drugs in schools — matters of life and loss
- Earning college credit in high school
- Financial readiness for board members
- Harassment investigations best practices
- Keys to a successful one-to-one program
- Mock investigation of employee complaints
- Navigating federal copyright law
- OLAC resources for boards and administrators
- Principal evaluations using eTPES
- School of innovation — a STEM approach
- Technological transformation with SAMR
- Ten attributes of successful lunchrooms

Monday 3:45 p.m. Spotlight Session

- Raising minority and urban student achievement — Cultural code switching and student achievement

Tuesday 8:30 a.m. Spotlight Session

- OSBA legislative update

Tuesday 9 a.m. learning sessions

- Achieving more with an assessment inventory
- All kids need a little mentoring
- Breaking down the new funding formula
- Enhancing school safety communications
- Gauging customer needs and ESC impact
- Implementing middle school career-tech
- Implementing one-to-one at the secondary level
- Life without salary schedules
- ‘Makers and Shakers’ — making things to learn
- Navigating a merger or consolidation
- Nine successful levies in 10 years
- Ohio education update
- School district and municipal collaboration
- U decide — your learning, your future
- What is the school board of the future?

Tuesday 10:30 a.m. learning session

- Hot topics in public records law

Tuesday 11:15 a.m. learning session

- When passion becomes a problem

Tuesday 2 p.m. learning sessions

- Academic coaches improve student success
- Career exploration in middle school
- Essential policies for 2016
- Got Google? Now what?
- Labor and management — improving school achievement
- OESCA partners with FSCE
- Religion and public schools
- Research about increasing levy passage
- Strengthening small schools
- Students have taken the tests — now what?
- Survival of the common public school system
- Taking charge of health care costs
- Teamwork — board-led district goals
- Technology in the elementary classroom
- Zero-based budget for urban schools

Tuesday 2 p.m. Spotlight Session

- The Urban Solution Room — The impact of HB 70 on Youngstown City

Tuesday 3:30 p.m. learning session

- Unpacking Title IX — K-12 compliance issues

Tuesday 3:30 p.m. Spotlight Session

- The Urban Solution Room — Initiatives to help

students succeed

Tuesday 3:45 p.m. learning sessions

- A district perspective on energy savings
- Alternative fuels for school transportation
- Bargaining trends and outlook for 2016
- Common Core — facts versus fiction
- Connecting learning to the real world
- DRUND — better social media for schools
- Get ready for a school safety plan review
- GOLD program promotes female empowerment
- Hear from the State Board of Education
- OASBO update
- Project MORE for reading excellence
- Re-envisioning professional development
- Steps to planning a districtwide tech conference
- Tips for new superintendents and their boards

Wednesday 9 a.m. learning sessions

- 2015 case law update
- Adding credibility to dropout recovery
- Confessions of a superintendent
- Home-school extracurricular participation
- Levies — a crash course for board members
- Settling real estate tax valuation cases
- Strategic impact — STRS retirement change
- Technology alive — magic in the classroom
- Ten strategies to engage students
- Update on Ohio’s state tests ■



OSBA Lobbyist Jennifer Hogue leads a Spotlight Session on legislative issues during the 2014 OSBA Capital Conference and Trade Show. Spotlight Sessions, such as the OSBA legislative update, provide a detailed look into timely topics.



Tips to make the most of your Trade Show experience

Amanda Finney, senior marketing and trade show manager

Each year, hundreds of companies fill OSBA Trade Show booths with exciting products and services that school districts need to succeed. With school officials looking forward to a wealth of options in one convenient location, this year will be no different.

The 2015 Capital Conference and Trade Show provides a perfect opportunity for board members and administrators to meet with more than 500 exhibitors offering everything from air filtration systems, transportation services and construction services to curriculum packages, technology products and financial consulting.

As the largest education-related trade exhibition in the U.S., the Trade Show has earned a strong national reputation. That reputation, in turn, attracts top-quality vendors offering the best in goods and services. Encompassing nearly five acres under one roof, the Trade Show is a comprehensive marketplace, providing one-stop shopping for almost everything a school district might need.

Trade Show doors open at 11 a.m., Monday, Nov. 9, and close for the day at 5 p.m. The exhibition is open from 10 a.m. to 4 p.m. on Tuesday, Nov. 10. Before the doors open, here are a few tips to help you plan your visit.

Preparation is key

With so many options, it's important to make the most of your time while touring the show. First, be prepared. Consult with other members of your management team to determine what your district needs *before* you enter the Trade Show.

For example, is your district looking for new buses or roofing, or perhaps new computers? The purchasing options are endless, but you can spend your time effectively by knowing what to look for.

Proper planning

Before your visit, use the *Conference Guide* or Capital Conference App to make a list of the exhibitor booths you'd like to visit. That way you'll be prepared when the Trade Show doors open.

In the *Conference Guide* and Capital Conference App, you'll find an alphabetical list of exhibitors' companies, what they offer and their booth numbers. There also is a section listing firms by business category to make it easier to find what you're looking for. There is a notes section in the back of the *Conference Guide* where you can list the exhibitors you want to visit and what questions you need to ask them.

Take your time

Don't rush once you're inside the Trade Show. Take your time with each exhibitor and remember to ask the questions you jotted down earlier. Hurrying through the show will leave you tired and discourage vendors who've set up impressive displays staffed by company representatives eager to speak with you about your district's needs.

Tuesday will be the busiest day in the hall, so be sure to do your intensive comparison shopping on Monday when the



With more than 500 booths, the Trade Show is a comprehensive marketplace with everything your district might need.

aisles are less crowded.

Information exchange

Don't forget to have business cards to swap with exhibitors so they can easily reach you after the show. Also bring cards from your district's department heads: food service supervisors, business officials, transportation directors, curriculum coordinators and others. This will give vendors the opportunity to follow up after the show.

Again, use the *Conference Guide* notes section for any important details exhibitors share with you. Before the close of the show Tuesday afternoon, review your notes to ensure you've covered everything you've set out to find.

Finally, take time to thank exhibitors you speak with for being part of the Trade Show and sharing their company's information with you. Exhibitors always appreciate feedback from the customers they serve.

Passport stations, drawings and more

The Trade Show also features passport drawings that give you a chance to win valuable prizes for your district. Attendees receive a Trade Show passport with their registration materials.

To be eligible to win, your passport must be stamped at six locations in the exhibit hall. Consult the map in the attendee bags for each day's passport stops.

Fully stamped passports may be deposited in a bin at the back of Hall C by the Trade Show Office. Drawings will take place throughout Monday and Tuesday, with winners listed outside the Trade Show Office and announced in the exhibition hall.




Prioritize the exhibitors you want to meet with and your questions so you spend your time at the Trade Show productively.

Other Trade Show highlights include:

- Two Relaxation Stations, providing complimentary back massages, manicures, shoeshines, blood pressure screenings and therapeutic foot massages. The stations are in aisles 100 and 1500.
- The OSBA *Kids* PAC station, in booths 122 and 124, is where you can learn more about OSBA legislative efforts and how you can make a difference. The booth also will host a silent auction for two sets of tickets to the Nov. 21 Ohio State-Michigan State football game in Ohio Stadium.
- Food and beverages can be purchased at the Trade Show Café (located at the rear of aisle 900).

Make the 2015 Trade Show an essential part of your Capital Conference experience. It may turn out to be the best investment you've ever made for your district and students. ■



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Capital Conference sponsors provide invaluable support

Amanda Finney, senior marketing and trade show manager

With the support of outstanding sponsors, the OSBA Capital Conference and Trade Show has become the nation's premier education event. This year's conference runs Nov. 8–11 at the Greater Columbus Convention Center (GCCC).

Each year at the conference, sponsors help support a wealth of programs and activities. OSBA would like to give a big “thanks” to those sponsors.

On Sunday, Nov. 8, Ennis Britton Co. LPA is sponsoring the Early Bird Workshop with Apple Inc. This workshop runs from 2:30 p.m. to 5:30 p.m.

CompManagement Health Systems Inc. and Ohio School Plan are sponsoring the Welcome Reception at 5:30 p.m. in E 160-162 on Sunday, Nov. 8. This reception honors OSBA governance committee members, Board Leadership Institute graduates and Award of Achievement recipients.

The first General Session, Monday, Nov. 9, at 10:30 a.m., features former astronaut and NASA educator **Leland Melvin**. The session is sponsored by Pepple & Waggoner

Ltd.; Ross Sinclair & Associates LLC; and Walter Haverfield LLP. It takes place in Battelle Grand (North).

CompManagement, Champions Inc. and Ennis Britton Co. LPA are the sponsors of the Monday Conference Luncheon, which features an opportunity to network with colleagues. Based on member feedback, this luncheon was incorporated into the conference to further accommodate the needs of members to network and share ideas. Members previously were surveyed on topics they would like to discuss. The luncheon is Monday, Nov. 9, at 12:15 p.m. in Battelle Grand (South).

Also on Monday, from 5 p.m. to 7 p.m., Bricker & Eckler LLP, CompManagement and NaviGate Prepared are sponsoring the OSBA President's Reception in the GCCC Main Concourse. Visit with OSBA President **Ed Penrod**, **Logan-Hocking Local (Hocking)** and **Tri-County Career Center**, and enjoy appetizers and refreshments.

The firms of Boenning and Scattergood Inc.; Peck, Shaffer & Williams, a division of Dinsmore & Shohl LLP; Scott Scriven LLP; and Squire Patton Boggs (US) LLP are sponsoring the second General Session speaker, educational media expert **Milton Chen**. He speaks Tuesday, Nov. 10, at 10:30 a.m. in Battelle Grand (North).

The second Conference Luncheon, featuring former NFL star and children's advocate **Anthony Muñoz**, is sponsored by CompManagement Health Systems Inc., NaviGate Prepared and the OSBA Insurance Agency LLC in partnership with Assurant Employee Benefits. This luncheon is Tuesday at 12:15 p.m. in Battelle Grand (South).

On Nov. 10, CompManagement Health Systems Inc. is sponsoring OSBA's Tuesday Night Tailgate party from 7 p.m. to 10 p.m. in Battelle Grand (South). Attendees can wear their favorite sports gear, play games, enjoy refreshments and dance to The Sly Band.

The third General Session is Wednesday, Nov. 11, at



Sponsors support the conference in many ways, including sponsoring keynote speakers, receptions and attendee bags.

10:30 a.m. in Battelle Grand (North) and features award-winning broadcast journalist **Jane Pauley**. It is sponsored by CompManagement and Smith Peters Kalail Co. LPA.

MT Business Technologies Inc. is sponsoring the Information Station, located in the Main Concourse next to the north Trade Show entrance. The company also is providing fax services and handouts for conference sessions for those unable to attend.

Other contributions and sponsors are:

- Conference attendee bags, provided by CompManagement Health Systems Inc., are distributed to all paid attendees in the Main Concourse.
- Conference lanyards, provided by NaviGate Prepared, are distributed to attendees in the Main Concourse.
- The Capital Conference App is sponsored by Bricker & Eckler LLP.
- The Monday Spotlight Session — Incident command center in a school crisis — is sponsored by Ohio School Plan and Huffmaster Strike Services. The session runs from 8:30 a.m. to 10:30 a.m. in E 150-151.
- The Spotlight Session Networking Break, Monday from 3:15 p.m. to 3:45 p.m. in D 233-235, is sponsored by OSBA Insurance Agency LLC.
- The Tuesday Spotlight Session — OSBA legislative update — is sponsored by Ulmer & Berne LLP. The session is in D 233-235 from 8:30 a.m. to 10:30 a.m.
- The Student Achievement Fair Art Show is sponsored by Pepple & Waggoner Ltd.
- The Student Achievement Fair Performance Area is sponsored by Ennis Britton Co. LPA.
- The email station in the Main Concourse and Internet services are sponsored by VARtek Services Inc.
- Passport Stamping Stations are sponsored by

BoardDocs; Capitol Aluminum & Glass Corp.; EcoChem Alternative Fuels LLC; *Kids* PAC; Jefferson County ESC Virtual Learning Academy; Ohio School Plan; Templeton Demographics; and Turner Construction Co.

Conference participants will have an opportunity to win prizes for their districts at the Trade Show Passport Raffle. To be eligible for the drawings, attendees must have their Trade Show Passport validated at each of the six indicated locations inside the exhibit hall. (Passports are included with the conference name badges, which are in the registration materials OSBA mailed at the end of September.)

Monday's Trade Show Passport stops include Capitol Aluminum & Glass Corp, booth 718; *Kids* PAC, booths 122 and 124; Jefferson County ESC Virtual Learning Academy, booth 415; Templeton Demographics, booth 604; Ohio School Plan, booth 500; and Turner Construction Co., booths 639 and 641.

Tuesday's Trade Show Passport stops include BoardDocs, booth 201; Capitol Aluminum & Glass Corp, booth 718; *Kids* PAC, booths 122 and 124; EcoChem Alternative Fuels LLC, booth 239; and Ohio School Plan, booth 500.

Passport sponsors will stamp your passport when you visit their booths. Fully stamped passports can be deposited in the bin at the back of Trade Show Hall C. Drawings will take place throughout the day on Monday and Tuesday.

While you're at the conference, please take a moment from your busy schedule to stop and say "thanks" to all our event sponsors. Their contributions go a long way to making the conference a huge success. ■



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Districts recognize journalists for coverage of public schools

Scott Gerfen, assistant editor

Communities, both large and small, depend on news outlets as trusted sources for information about their public schools. Reporters and photographers are often spotted at school board meetings, athletic events and other district activities.

To help recognize the essential role journalists play in school communications, OSBA created the Media Honor Roll in 2002 to highlight print and broadcast news media representatives for fair, balanced and accurate reporting on public schools. Each year, OSBA invites school districts across Ohio to provide names for the Media Honor Roll. This year's list includes more than 130 journalists and media outlets — the most in the history of the program.

Districts submit information to OSBA, which then sends districts personalized certificates, sample resolutions and news releases that can be customized to honor reporters, editors and media outlets during a board meeting. OSBA also recognizes the honorees in its *Journal* magazine and on its website.

The program honors media representatives in print, radio and television. Winners are chosen because they:

- work to get to know the superintendent, board president and district communication director, as well as the district's mission and goals;
- report school news in a fair, accurate and balanced manner;
- give a high profile to positive news about schools;
- visit schools;
- maintain a policy of "no surprises," by always giving school officials the opportunity to comment on information to be aired or published.

Building and maintaining good working relationships with local news media is another purpose of the OSBA Media Honor Roll. Establishing an open line of communication with reporters can help generate news coverage about the many great things that school boards, administrators, teachers and students are accomplishing.

Likewise, these relationships are important when the news isn't positive. A reporter's job is to let the community know what's happening — good or bad. If a reporter already knows you and knows you're accessible, he or she is more likely to reach out to you for your side of a controversial news story. Districts that work well with their local media will likely find that negative issues that arise will be covered fairly and objectively.

"When schools develop relationships with local news media, they strengthen their ability to communicate with their communities," said OSBA Executive Director **Richard Lewis**. "Journalists help schools share the numerous success stories of student achievement, community service and athletic accomplishments. Congratulations to the members of the 2015 OSBA Media Honor Roll and thank you for your hard work in fairly and accurately reporting on public education."

The honor roll program allows districts to select as many journalists they feel are deserving of this statewide honor. Below are members of the 2015 OSBA Media Honor Roll, followed by their media outlets and the school districts that selected them.

- **Jaime Anton**, *The Post*, North Royalton City
- **Jon Baker**, *The Times Reporter*, Conotton Valley Union Local (Carroll)
- **Steve Baker**, WHIO TV, Piqua City
- **Candace Barczyk**, *Vermilion Photo Journal*, Vermilion Local (Lorain)
- **Briana Barker**, *Nordonia Hills News Leader*, Nordonia Hills City
- **Thomas Barr**, *Wilmington News Journal*, Southern Ohio ESC
- **Glenn Battishill**, *The Delaware Gazette*, Delaware Area Career Center
- **John Benson**, *Gazette Newspapers*, Independence Local (Cuyahoga)
- **Julie Bercik**, WKBN TV, WYTV TV, WYFX TV, Canfield Local (Mahoning)
- **Randy Bigley**, iHeartMedia Inc., Marion City

- **Tate Blanchard**, WTRF TV, Bridgeport EV
- **Paul Boggs**, *The Jackson County Times-Journal*, Jackson City
- **Ray Booth**, *The Daily Jeffersonian*, East Guernsey Local (Guernsey)
- **Nancy Bowman**, *Dayton Daily News*, *Tippicanoe Gazette*, Tipp City EV; Troy City
- *Broadview Journal*, North Royalton City
- **Phillip Buffington**, *The Telegram*, Jackson City; Wellston City
- **Carl Burnett**, *Lancaster Eagle-Gazette*, Lancaster City
- **Brenda Cain**, Northeast Ohio Media Group, Chagrin Falls EV
- **Emily Canning-Dean**, *The Post*, Wadsworth City
- **Mark Carpenter**, *People's Defender*, Manchester Local (Adams)
- **Shyanne Carroll**, WJER Radio, Buckeye Career Center
- **Donna Carver**, *Morrow County Sentinel*, Mount Gilead EV
- **Bill Cassler**, **YourRadioPlace.com**, East Guernsey Local (Guernsey)
- **Barbara Christian**, *Chagrin Valley Times*, Chagrin Falls EV
- **Kelsey Clemons**, *Van Wert Independent*, Crestview Local (Van Wert); Lincolnview Local (Van Wert)
- **Todd Compston**, *The Telegram*, Jackson City
- **Robert Connelly**, *The Vindicator*, Canfield Local (Mahoning)
- **Erin Cox**, *Times Bulletin*, Crestview Local (Van Wert); Lincolnview Local (Van Wert)
- **Larry Davis**, WKRC TV, West Clermont Local (Clermont)
- **Kate Davison**, WTOV TV, Bridgeport EV

- **Jenny Derringer**, *The Crescent-News*, Defiance City
- **Matt Deutsch**, *Nordonia Hills News Leader*, Nordonia Hills City
- **Chris Easterling**, *The Independent*, Massillon City
- **Ryan Eldredge**, WTOV TV, Toronto City
- **Casey Elliott**, *Urbana Citizen*, Ohio Hi-Point Career Center
- **Jane Ernsberger**, *Willard Times-Junction*, Willard City

“When schools develop relationships with local news media, they strengthen their ability to communicate with their communities.”

- **Kathleen Evans**, *Urbana Citizen*, Ohio Hi-Point Career Center
- **Jackie Fernandez**, WEWS TV, Mentor City
- **Cecilia Fox**, *Weekly Record Herald*, Tipp City EV
- **Alan Froman**, *ThisWeek Community News*, Grandview Heights City
- **Nancy Gagnet**, *The Mirror Newspapers*, Maumee City
- **Kathy Gaivin**, *Sagamore Voice*, Nordonia Hills City
- **Allison Gallagher**, *Troy Daily News*, Troy City
- **Ed Gebert**, *Times Bulletin*, Crestview Local (Van Wert); Lincolnview Local (Van Wert); Vantage Career Center
- **Dave Gossett**, *The Herald-Star*, Jefferson County ESC; Steubenville City
- **Dale Grimm**, *Troy Tribune*, Troy City

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- **Jordan Grzelewski**, *The Vindicator*, Poland Local (Mahoning)
- **Joe Hackman**, The Lebanon Channel (TV), Lebanon City
- **Linda Hall**, *The Daily Record*, Triway Local (Wayne)
- **Eric Harmon**, *Cincy* magazine, Warren County Career Center
- **Susan Hartley**, *Sidney Daily News*, Upper Valley Career Center
- **Keith Hodkinson**, WTSC Radio, Tiffin City
- **Kim Hone-McMahan**, *Akron Beacon Journal*, Green Local (Summit)
- **Gary Huffenberger**, *Wilmington News Journal*, Blanchester Local (Clinton)
- **Deb Hutmire**, *Perry County Tribune*, Muskingum Valley ESC
- **Samantha Ickes**, *The Suburbanite*, Green Local (Summit)
- *Independence Today* magazine, Independence Local (Cuyahoga)
- **Steven Jackson**, *Toledo News Now*, Maumee City
- **Paul James**, *Zanesville Times Recorder*, *Coshocton Tribune*, Muskingum Valley ESC
- **Deanne Johnson**, *Morning Journal*, Columbiana County Career and Technical Center; Crestview Local (Columbiana)
- **Steve Junga**, *The Blade*, Springfield Local (Lucas)
- **Gloria Kacik**, *Royalton Recorder*, North Royalton City
- **Bubba Kapral**, *The Times Leader*, Union Local (Belmont)
- **John Karlovec**, *Geauga County Maple Leaf*, Chagrin Falls EV
- **Sue Kiesewetter**, *The Cincinnati Enquirer*, Kings Local (Warren)
- **Mary Kilpatrick**, Northeast Ohio Media Group, North Royalton City
- **Amy Knapp**, *The Independent*, Massillon City; Tuslaw Local (Stark)
- **Lisa Knodel**, Cox Ohio Media, Kings Local (Warren); Little Miami Local (Warren)
- **Nathan Kratz**, *Wilmington News Journal*, Blanchester Local (Clinton)
- **Maria Lindsay**, *South Side News Leader*, Springfield Local (Summit)
- **Matt Lupica**, *Sagamore Voice*, Nardon Hills City
- **Maria Magnelli**, *Royalton Recorder*, North Royalton City
- **Jane Maiolo**, *Holland-Springfield Journal*, Springfield Local (Lucas)
- **Eric Marotta**, *Nardon Hills News Leader*, Nardon Hills City
- **Brad Massaman**, *Clyde Enterprise*, Clyde-Green Springs EV
- **Joyce McFadden**, *Gazette Newspapers*, Independence Local (Cuyahoga)
- **Mike McKay**, **YourRadioPlace.com**, East Guernsey Local (Guernsey)
- **James Miller**, *The Marion Star*, Marion City
- **Jody Miller**, *Akron Beacon Journal*, Revere Local (Summit)
- **Mark Miller**, *Herald Star*, Toronto City
- **Ray Miller**, *Lebanon Local*, Lebanon City
- **Dave Mosier**, *The Van Wert Independent*, Crestview Local (Van Wert); Lincolnview Local (Van Wert); Vantage Career Center
- **Jerry Mossbarger**, Jackson County Broadcasting, Wellston City
- **Carolyn Mostyn**, *The Suburbanite*, Springfield Local (Summit)

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- **RoNeisha Mullen**, *The Blade*, Maumee City
- *The Neighborhood News*, Independence Local (Cuyahoga)
- **Alexandria Newman**, *Sidney Daily News*, Hardin-Houston Local (Shelby)
- **Jennifer Noblit**, *ThisWeek Community News*, Dublin City
- **Kim North**, *The Times Leader*, Bridgeport EV
- **Ron Nunnari**, *Englewood Independent*, Northmont City
- **Cara Owsley**, *The Cincinnati Enquirer*, Winton Woods City
- **Ron Ponder**, WHBC Radio, Plain Local (Stark)
- **Charlie Prince**, *The Buckeye Lake Beacon*, Walnut Township Local (Fairfield)
- **Bob Ratterman**, *The Oxford Press*; *The Journal News*, Talawanda Local (Butler)
- **Nolan Rosenkrans**, *The Blade*, Springfield Local (Lucas)
- **Jackie Runion**, *Marietta Times*, Warren Local (Washington)
- **Don Rutledge**, *Free Press Standard*, Conotton Valley Union Local (Carroll)
- **Phil Sakal**, WHIZ Media Group, Muskingum Valley ESC
- **Matt Sanctis**, *Springfield News-Sun*, Ohio Hi-Point Career Center
- **Forrest Sellers**, *Cincinnati Community Press and Recorder*, Indian Hill EV
- **Chelsea Shar**, *The Alliance Review*, Marlinton Local (Stark)
- **Jeremiah Shaver**, *The Jackson County Times-Journal*, Wellston City
- **David Sickels**, *The Post Newspaper*, Highland Local (Medina)
- **Don Sloan**, WTOV TV, Jefferson County ESC
- **Melanie Speicher**, *Sidney Daily News*, Hardin-Houston Local (Shelby)
- **Rick Stillion**, *The Daily Jeffersonian*, East Guernsey Local (Guernsey)
- **Tesa Strasser**, *The Press-News*, Osnaburg Local (Stark)
- **Rachel Strong**, *Geauga News*, Berkshire Local (Geauga); Chagrin Falls EV
- **Lisa Tackett**, *The Jackson County Times-Journal*, Jackson City
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- **Bill Tipple**, WPKO Radio; WBLL Radio, Ohio Hi-Point Career Center

- **Debra Tobin**, *Logan Daily News*, Muskingum Valley ESC
- **Mark Todd**, *Star Beacon*, Conneaut City
- **Brian Trauring**, WTVG TV, Springfield Local (Lucas)
- **Darrell Wacker**, *Vandalia Drummer News*, Vandalia-Butler City
- **Randa Wagner**, *Morrow County Sentinel*, Highland Local (Morrow)
- **Katie White**, *The Morning Journal*, Columbiana EV
- **Alissa Widman Neese**, *Sandusky Register*, Huron City; Margaretta Local (Erie)
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- WTOV TV, Toronto City
- **Melanie Yingst**, *Troy Daily News*, Troy City
- **Maura Zurick**, Northeast Ohio Media Group, Independence Local (Cuyahoga) ■

STATEMENT OF OWNERSHIP

(Act of August 12, 1907; Section 3685 Title 39 United States Code)

DATE OF FILING:

October 2015

PUBLICATION:

Ohio School Boards Association *Journal*

FREQUENCY OF ISSUE:

bimonthly (six times a year)

HEADQUARTERS AND OFFICE OF PUBLICATION:

8050 N. High St., Suite 100, Columbus, OH 43235-6481

OWNER AND PUBLISHER:

Publisher, Richard Lewis; Editor, Crystal Davis; 8050 N. High St., Suite 100, Columbus, OH 43235-6481; no bondholders, mortgages or other security holders.

EXTENT AND NATURE OF CIRCULATION:

FIRST NUMBER: Average number of copies, each issue, preceding 12 months.

SECOND NUMBER: Single issue nearest filing date.

A. Total number of copies	5,984	5,950
B. Paid and/or requested circulation		
1. Outside county	5,430	5,408
2. In county	276	274
3. Sales through dealers	0	0
4. Other classes mailed through USPS	0	0
C. Total paid and/or requested circulation	5,705	5,682
D. Free distribution by mail	0	0
1. Outside county	0	0
2. In county	0	0
3. Other classes mail through USPS	0	0
E. Free distribution outside the mail	190	178
F. Total free distribution	190	178
G. Total distribution	5,894	5,860
H. Copies not distributed	90	90
I. Returns from agents	0	0
J. Total	5,984	5,950
K. Percent paid and/or requested circulation	96.8	97.0

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