



WVSBA Officers Meet With SBA's Williams

Representatives of the W. Va. School Boards Association's Executive Committee met with Dr. Clacy Williams, executive director of the School Building Authority of W.Va, on Dec. 17 in Charleston.

The committee discussed several matters regarding SBA determination of funding and funding priorities—largely in response to a WVSBA subcommittee review of authority funding in the state conducted over the summer.

Findings of that independent study were presented at the Dec. 6 Committee on Legislation meeting held in Flatwoods. County board members and superintendents interested in participating in a subcommittee drafting proposed SBA needs project revisions should contact Jefferson County Board of Education President Dr. Lori Stilley: stilley@frontiernet.net.

Once those proposed revisions are made, they will be presented to the WVSBA Executive Board for review prior to any association endorsement, according to William J. Raglin (Kanawha), WVSBA president.

COL members also itemized several priorities for the W.Va. Legislature's upcoming regular session, with concurrence on their work to occur in early January after finalizing the association's 2004 *Legislative Priorities and Philosophies* document, which should be distributed early in the session.

In addition to the SBA revisions likely to be proposed by the school facilities subcommittee, the priorities include greater school calendar flexibility and funding for auxiliary personnel such as nurses, counselors, and technology staff. Other issues addressed include a call for an interim review of all school personnel laws in West Virginia, which is "necessitated by the federal No Child Left Behind Act," according to WVSBA Executive Director Howard M. O'Cull, Ed.D.

The funding for auxiliary personnel, according to COL members, could be accomplished through dedication of any increased lottery proceeds.

Lastly, the group called for "stability" in terms of the Public Employees Insurance Agency and Workers Compensation, and will seek clarifications to a 2002 law regulating Regional Education Service Agencies.

INSIDE

- Membership Survey Results Detailed for Board.....2
- Final 2002 - 2003 Project Leadership Session Held.....3
- State Board Adopts Supt. Evaluation Policy.....4

"Education makes people easy to lead, but difficult to drive; easy to govern, but impossible to enslave."

— Henry Peter Broughan

Conference Items: Vollmer, Monongalia County Bond

The 2004 W. Va. School Boards Association Winter Conference, to be held Feb. 13/14 in Charleston (Marriott Hotel), will include a number of plenary sessions and workshops that are "timely and informative" for county board members and superintendents, according to WVSBA Executive Director Howard M. O'Cull, Ed.D.

As discussed in the November issue of *WVSBA Monthly*, public education-critic-turned-public-education-supporter Jamie Vollmer is keynote speaker. Vollmer, popular on the school boards association lecture circuit, has been well-received by other education groups as well, speaking at a W. Va. Education Association function earlier in the fall.

Vollmer will use his presentation to illustrate how school boards, especially in an age when public school support is lagging, can "connect" to various communities, publics and citizens. This presentation will be accomplished with small-group exercises and hands-on learning, according to Vollmer.

Monongalia County board member Steve Cook has agreed to conduct a workshop relating to that county's successful adoption (with 73 percent voter approval) of a \$50 million bond. "I talked to Mr. Cook and members of his board, and you will find this session energizing, informative and practical," said O'Cull.

Other workshops relate to the Kids Hope USA project, a school volunteer project whereby church groups, which must pledge support for separation of church and state, work with disadvantaged school students. The first such Kids Hope program is being sponsored by North Parkersburg Baptist Church and involves the church's work with McKinley Elementary School. The North Parkersburg Baptist program was featured in O'Cull's weekly newspaper column forwarded to news editors across the state.

School Building Authority of W.Va. Executive Director Dr. Clacy Williams has been asked to present a program relating to "facility needs as identified by the federal No Child Left Behind Act." Working with the National School Boards Association, Williams presented a similar seminar at a national meeting in late November. "This is a facet of No Child Left Behind that's pretty much been kept under wraps," said O'Cull, adding that "Williams' information is top-notch on this issue, and it will be of interest to our members."

Other program segments are being planned, according to the WVSBA executive director.

The program also features Capitol visitations as well as the FY05 Annual Business Meeting.

Program registration forms will be mailed in early January. The last day to reserve lodging is Jan. 26 at the Marriott and Jan. 20 at the Embassy Suites.

The WVSBA Executive Board will make a determination regarding a legislative reception.

Membership Survey Results Detailed for Board

About 100 W. Va. School Boards Association members responded to a mid-November survey relating to WWSBA's existing programs and services. The survey also asked members to respond to potential services, and to evaluate the association's communications efforts.

Survey results were compiled by Marshall University Graduate College professor Dr. Michael Cunningham and presented to the WWSBA Executive Board in a meeting Dec. 6 in Flatwoods (Days Inn).

These are among major survey findings:

Association Meetings

Ranked in terms of preference, WWSBA's biennial Orientation tops the list of meetings in terms of importance by members, followed by the annual fall conference, the winter conference and the committee on legislation. The WWSBA executive director's customized workshops round out the top five preferred meetings.

Publications

The association's flagship publication, *The Legislature*, is the top-ranked association publication, followed by the *WWSBA Monthly*, and the organization's Web site. WWSBA Executive Director Howard M. O'Cull, Ed.D., commenting on the findings, says all association communications and publications efforts are "works in progress," announcing that the "Monday" issue of *The Legislature* will be redesigned for readability and more practical usage by Jason Keeling, WWSBA executive assistant. Keeling is also responsible for

WWSBA.ORG, the association's Web site.

Existing Services

Among existing services, staff representation at the Legislature was selected as the top service, followed by WWSBA's superintendent search service, as well as the "Business Affiliates" program and the nascent NEOLA policy service. Keeling inaugurated the "Business Affiliates" program. Efforts to launch the policy service, which began last fall, should come to fruition in early spring, according to Charles B. "Sam" Kalbaugh, who is coordinating the program.

Proposed Services

In preparing the survey, several proposed services were listed by the WWSBA staff. These are among the top five programs in rank of selection or support by members:

- *Grant Services*. In terms of this program, the WWSBA staff would serve as a clearinghouse relating to potential grants available to county boards, and also would conduct workshops for county officials relating to grant writing, and possibly would contract with a grant writer.

- *Legal Workshops*. These sessions, limited in the number of participants, would be conducted by Howard E. Seuffer Jr., Bowles Rice McDavid Graff & Love PLLC, association counsel. Two or three such programs would be held annually. Members would receive credit hours of training for attending the sessions. The first such session is tentatively scheduled for February 2004.

- *Levy and Bond Assistance*. This service, first proposed by O'Cull several years ago, would provide counties technical assistance in their efforts to pass bonds and levies. It would include several facets such as a public opinion polling feature, technical assistance and research.

- *Board Leadership Development*. This would be a flagship effort and venture, concentrating on development of the board and its members through training and various other initiatives such as self-evaluation, research regarding boardsmanship and select publications.

- *Board/Superintendent Relations*. To be undertaken with the W. Va. Association of School Administrators, this program would help foster exemplary board/superintendent relations. Several approaches and strategies would be utilized, including training and development, retreats, select workshops and model superintendent contracts, among other initiatives.

Other Matters

Members were supportive of nominal dues increases to supplement association revenues. The WWSBA Legislative Reception drew support, but with attendees being asked to contribute nominal funds to offset reception costs. Conference "infomercials" were supported as part of WWSBA efforts with exhibits, and members supported outsourcing some association staff duties, provided these were outlined by the WWSBA executive board. Additionally, members showed some support for a "one-day" fall conference.

According to WWSBA President William J. Raglin (Kanawha), survey results will be used for planning, beginning with WWSBA's '05 Annual Business Meeting, to be held Feb. 13/14 in Charleston (Marriott Hotel).

WWSBA Monthly provides county boards of education members, superintendents, and state policymakers with information regarding WWSBA programs and activities. This publication does not necessarily reflect the official views, opinions or policies of the WWSBA, unless specifically stated.

W.Va. School Boards Association
P.O. Box 1008
Charleston, WV 25324
(304) 346-0571
(304) 346-0572 fax
WWSBA.ORG

President
William J. Raglin (Kanawha)
wjraglin@charter.net

Executive Director
Howard M. O'Cull, Ed. D.
hocull@wvsba.org

Executive Assistant
Jason B. Keeling
jkeeling@wvsba.org

Final 2002 - 2003 Project Leadership Session Held

The last of three Project Leadership programs was held Dec. 8-10 in Charleston (Embassy Suites Hotel).

About 100 persons attended the final session, including several county schools superintendents.

PL is designed for educators who, at some point in their career, express a desire to become county superintendents.

Persons who have attended the programs will be invited to design the "next steps" in the effort, serving as evaluators in an "extended discussion" concerning future PL-type programming, said W. Va. School Boards Association Executive Director Howard M. O'Cull, Ed.D., who has spearheaded the effort since 2001.

In the December session, PL attendees heard from New England School Development Council Executive Director Dr. Richard Goodman, who presented to W. Va. School Boards Association members at the WVSBA Fall Conference. Other presenters included WVSBA counsel Howard E. Seuffer Jr., Bowles Rice McDavid Graff & Love PLLC; State Superintendent of Schools Dr. David L. Stewart; Monongalia County Board of Education members Nancy Walker and Dr. Barbara Parsons, and School Building Authority of W.Va. Executive Director Dr. Clacy Williams.

Three workshops also were held, one relating to the growing home schooling movement in West Virginia. Other workshops related to student enrollment trends and special education requirements emanating from the federal No Child Left Behind Act.

In discussing the program, which also featured an abbreviated session with current superintendents, O'Cull suggested an expanded program for 2004. That program would include two or three "tracks." Proposed "Track I" would be for those school administrators (principals and central office administrators) and other PL attendees who aspire to become county superintendents. The second proposed "track" would provide refined staff development for PL attendees, many of whom expressed strong support for the quality of PL content and its "relevance" to central office administrators and principals. A third "track" might include a cohort doctoral program. He is contacting W.Va. Higher Education Policy Commission officials about this effort, and should have a response shortly.

The first three PL sessions were sponsored by the W.Va. Department of Education and the Benedum Foundation, with WVSBA staff providing all program logistics. The W.Va. Association of School Administrators helped co-sponsor the program and has lent commitment and support to its ideals.

The first PL session was held Dec. 2-4, 2002 in Morgantown (Lakeview Scanticon Resort and Conference Center), with a follow-up session held in Bridgeport (Clarksburg/Bridgeport Holiday Inn).

WVSBA has received \$121,000 for the program, with the association providing significant in-kind resources, according to O'Cull. For more information on the program, please contact him.

LET US HELP YOU

Over 25 years of excellent
services to schools in six states.

Now available in West Virginia.

Developing and updating
board policies, administrative
guidelines and forms
in electronic or printed format.



Website: www.neola.com

Phone: (800) 407-5815

E-mail: neola@coshocton.com

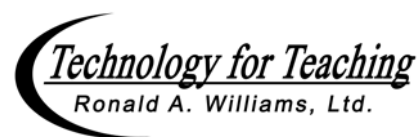
Ronald A. Williams, Ltd

22 Years of Excellence

www.rawledu.com ♦ info@rawledu.com

Specializing in:

- Career and Technical Education
 - Drafting (AutoCAD)
 - A+ and Net+ Certification (Heathkit Educational Systems)
 - Automated Manufacturing
 - Technology Education Labs (DEPCO)
 - Instructional Technology (NetOp School)
- Modernization of existing programs, new facility planning
- Teacher Training, Technical Support



1-800-752-6968

804-282-8239 ♦ Fax: 804-282-4087

State Board Adopts Superintendent Evaluation Policy

The W. Va. Board of Education, meeting Dec. 11 in Charleston, adopted a policy that requires county boards of education to use a WVBOE-approved "process" to evaluate county superintendents, beginning in FY05. The policy requires county boards and superintendents to receive training in regard to evaluations, with these sessions to be scheduled in late spring, according to WVSBA executive director Howard M. O'Cull, Ed.D. He said the programs will be jointly sponsored with the W. Va. Association of School Administrators. Both WVSBA and WVASA were instrumental in developing the proposed policy. O'Cull represented the WVSBA membership in an appearance before the WVBOE meeting, answering several questions about the policy, including its origin in statute and various provisions. The policy was developed by the "Senate Bill 522 Implementation Committee."

WVSBA's
**WINTER
CONFERENCE**

February 13/14
Charleston Marriott

WVSBA Monthly

A West Virginia School Boards Association Publication
P.O. Box 1008
Charleston, WV 25324