



FALL TRAINING SET: SEPTEMBER 12/13 IN CHARLESTON

The W. Va. School Boards Association's 2003 Fall Conference will be held September 12/13 in Charleston (Marriott Hotel).

The program begins at 1:00 p.m., Friday, September 12, and will conclude by 12:30 p.m., Saturday, September 13.

The central program segment deals with the federal No Child Left Behind Act, and includes a program customized for school board members. "We're working on the program now," said WVSBA Executive Director Howard M. O'Cull, Ed.D. The program will include both a "state and national perspective, with presenters from the state Department of Education as well as the National School Boards Association," he said. O'Cull also mentioned Dr. Dick Goodman of the New England School Development Council, an expert on board/superintendent relations within the context of "achieving the highest student performance," according to WVSBA's executive director.

Legislation enacted in the W.Va. Legislature's 2003 regular session requires county board members to be trained in regard to the NCLB legislation as well as how to promote and achieve improved student academic performance. "This is the first of the required programs," said O'Cull.

Other program features will relate to county board security in light of the recent shootings at the Kanawha County

Board of Education offices earlier in the month. "While we don't want to overreact, I feel a program is warranted," said O'Cull. It is to be conducted by representatives of the State Police and others and, according to the director, will include a segment relating to employee assistance programs for workers who may feel undue burden and stress on the job. "This element of the situation—the need for a good EAP as well as possible interventions—has not been explored too much, but will be for this workshop," said O'Cull.

Other program segments include a session relating to how board members can effectively obtain, manage and utilize information for decision-making. "Whether it's a report from the Office of Education Performance Audits, or the county's Report Card data, or information from required gatherings with Local School Improvement Councils, county boards have information and information handling as their main output, or what they do," says O'Cull. He has asked a county board member, who is a professional trainer, to provide this program. "In my work with boards here and across the country, including the state Board of Education, it's the effective acquisition, maintenance and use of information that makes a board dynamic," he said. O'Cull contends boards

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TRAINING REGULATIONS BEING UPDATED

The regulations that govern county board of education members' training in West Virginia are undergoing a biennial review, as required by state Board of Education policy.

The members of the review team include three SBE members—Ron Spencer (Doddridge), Paul Morris (Kanawha) and Sheila Hamilton (Berkeley).

The purpose of the review is to streamline the process for determining "what will count" for school board mem-

ber training and the process for county board training submittals, according to WVSBA Executive Director Howard M. O'Cull, Ed.D., who is drafting proposed policy revisions on behalf of the committee.

The revisions also must take into account required training county board members are to receive in regard to the federal No Child Left Behind Act, as well as training in regard to improving student achievement.

Regulations also will address local training—how to simplify the reporting process for such—and training received from vendors other than WVSBA. Again, the emphasis is on how to simplify the reporting.

During the past fiscal year, all county board members received their required seven clock hours training, with the average member receiving 14 hours training, primarily from WVSBA. William A. Parker (Lewis) received the most training hours in FY03 with 57.75 total.

WVSBA maintains training records for the state Department of Education. Administrative Assistant Shirley Davidson is in charge of that initiative.

For more information, contact O'Cull or Davidson: hocull@wvsba.org or sdavidson@wvsba.org.

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"Education's purpose is to replace an empty mind with an open one."

—Malcolm Forbes

SENATE BILL 522 DOCUMENTS BEING PREPARED

W. Va. School Boards Association Executive Director Howard M. O’Cull, Ed.D., has announced that two initiatives to implement Senate Bill 522 will be readied for presentation to the state Board of Education in August.

The first is a proposed policy relating to the process for county superintendent evaluations, as required in SB522, and the second is “the” instrument for county board self-evaluations, as required also by that bill.

Effective School Boards (Smoley, 1999) will be utilized for county board self-evaluations, if approved by the SBE. WVSBA is in the process of securing copyright permission for the instrument, which a few boards in West Virginia have used, including the Marshall County Board of Education.

The SB522 county board self-evaluation subcommittee considered categorizing the instrument’s 73 questions according to the three broad evaluative headings included in SB522—(1. dealing with various constituency groups; 2. providing a proper framework and the governance strategies necessary to monitor and improve student achievement; and 3. enhancing the effective utilization of the policy approach to governance), but voted July 23 to scrap that effort. Instead, the subcommittee suggests using the instrument as it is. The instrument’s six evaluative areas (making decisions, functioning as a group, exercising authority, connecting with the community, working toward board improvement, and acting strategically) will encompass the statutory require-

ments, according to subcommittee members.

Members of that SB522 subcommittee include Debbie Thompson, president, Pleasants County Board of Education; Arnold Harless, president, Wyoming County Board of Education; Dr. Larry Parsons, Mason County Schools Superintendent; Ann Seaver, Ed.D., Mercer County Schools; Dr. Michael Cunningham, Marshall University Graduate College; and Rebecca Tinder and Heather Deskins, state Board of Education legal counsels. Jason Keeling, WVSBA executive assistant, staffed the subcommittee.

The superintendent evaluations subcommittee was staffed by O’Cull. The model process it recommends will allow county boards to submit their own superintendent evaluation models, which would have to meet certain process guidelines, including an emphasis on increasing student achievement.

SB522 calls for an evaluation process for superintendents rather than a specific evaluation form, although WVSBA will provide county boards with model evaluation forms that meet the state requirements, according to O’Cull. “We hope to be able to provide these forms and an evaluation service in conjunction with the state Association of School Administrators,” he said. Dr. Martha Dean, who chaired this SB522 subcommittee, and O’Cull will work on particulars, including their respective executive boards, he said.

Members of Dean’s subcommittee included: William Raglin, president, Kanawha County Board of Education; Edward Toman, Wirt County Schools Superintendent; Steve Paine, Deputy State Superintendent of Schools; Priscilla Haden, state Board of Education member; John Hough, RESA VIII executive director; Howard Seufer, Bowles Rice McDavid Graff & Love PLLC; WVSBA counsel; Tom Lange, president, W.Va. Education Association; Kenneth Legg, executive director, W.Va. Association of School Service Personnel. Dean, Toman, Haden, and Seufer were active members of the subcommittee. W.Va. Federation of Teachers President Judy Hale was invited to serve on the subcommittee.

SB522 is the major bill enacted by the Legislature during the regular session, and mostly focuses on county school board reform efforts.

Raglin is WVSBA president.

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

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TRAINING

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rarely see ‘information’ as both their ‘strong’ and ‘weak’ suits and they are often comfortable with seeing information as something in the purview of the administration.

“This is an exciting program. With all the emphasis the Legislature now has placed on information, given Senate Bill 522, boards can step up to the plate and lead effectively in the 21st Century,” he said.

The program also includes the 2003 Delegate Assembly, at which the Association’s FY04 budget will be approved, along with legislative resolutions and other matters.

The program also will include exhibits.

POLICY SERVICE TO BE LAUNCHED IN SEPTEMBER

The W. Va. School Boards Association's inaugural policy service, to be undertaken with NEOLA Inc., Coshocton, Ohio, will be inaugurated in September, according to Charles "Sam" Kalbaugh, who is heading the program for West Virginia. Kalbaugh, a former Mineral and Morgan County Schools Superintendent, is heading the program for NEOLA. He is a past president of the state Association of School Administrators.

The program features a series of model policies county boards should have—developed by Bowles Rice McDavid Graff & Love, PLLC and NEOLA—along with optional services, including model regulations, forms and the like, according to WVSBA Executive Director Howard M. O'Cull, Ed.D. "One of the best features of the WVSBA/NEOLA service is that it can be customized to meet your board's needs,

and it also has a potent Internet feature with continuous updating. Boards have been asking for this service, and we're pleased that NEOLA can help us," said O'Cull.

He added that any revenues the Association derives from the program will be used for underwriting other Association programs and offerings. "We've designed this in such a way that it's a cost-effective program for boards—this was the initial concern of county superintendents—and we'll plow any non-dues revenue into other Association programs," O'Cull said.

The program emanated from a series of discussions between O'Cull, Kalbaugh, NEOLA officials and BRMG&L attorneys Kimberly Croyle and Howard E. Seuffer Jr, both Esq. Seuffer is WVSBA counsel. For more information, please contact O'Cull at hocull@wvsba.org.

MEMBERS MEET WITH SBA'S WILLIAMS

Dr. Lori Stilley (Jefferson) and four other county boards of education members met with Dr. Clacy Williams, executive director of the School Building Authority of West Virginia, on July 24 at SBA headquarters in Charleston.

Stilley and Thomas Trumble, a consultant to the Jefferson board, made a presentation based on their analysis of SBA funding for FY03, stating that little relationship existed between the receipt of an SBA grant and a county board's facilities' needs score, population growth, or bonding capability.

In response to the presentation, several county board members discussed how they had overcome some hurdles, seeing their boards receive funding—some for the first time—from the SBA.

In the presentation, Stilley and Trumble contended that the SBA, as a grant-making agency, should have a set of funding criteria or objectives that more clearly and objectively spell out what counties must do to receive SBA funds (in terms of submitted proposals) with these standards then being used objectively to judge SBA funding requests. In that way, counties would know how to better prepare SBA submittals and they would have a better knowledge of what would be funded, they said, basing their notion on a "federal model" of funding and accounting.

Stilley said the SBA should operate in a manner that more closely parallels the state Economic Development Grant Committee. In regard to that group, the state Supreme Court recently ruled it must have clear procedures, said Stilley. Several board members who attended the session said that the SBA also has a "human factor" that requires county boards to become familiar with SBA members, its director, staff and programming.

Although no future meetings are planned, Dr. Williams and W. Va. School Boards Association Executive Director Howard M. O'Cull, Ed.D., will continue discussions regarding Authority/WVBSA relations.

Other board members attending included Dr. William Queen (Berkeley), Christina Fair (Hancock), Steve Pilato (Fayette), and Debbie Phillips (Putnam).

Stilley will continue to chair the Association's SBA committee, according to O'Cull.

The committee emanated from discussions between O'Cull and Williams and with Stilley at a 2002 WVSBA Committee on Legislation meeting.

In addition to O'Cull, Jason Keeling, WVSBA executive assistant, Brad Hodges and Craig Gobel, Putnam County Schools, also attended the meeting

WVSBA ACCEPTS BUSINESS AFFILIATES FOR FY04

Last year the W.Va. School Boards Association began a business affiliate program that allowed 20 organizations concentrated within the state's "education marketplace" to gain access to WVSBA's constituents and peripheral groups.

The diversity of the Association's communications system, which includes publications, conferences, a Web site (WVSBA.ORG), and various e-mail listservs, provides value to business affiliates by allowing them to be recognized within such communications, in addition to gaining face-to-face contact at conferences, according to WVSBA Executive Assistant Jason Keeling, who developed the program.

Business affiliates are categorized into platinum, gold, and silver levels based upon a \$400 to \$950 fee, with the upper levels recognized through larger publication ads, a greater online presence, and discounts on exhibiting at WVSBA conferences.

"Our business affiliate fees are higher than many state associations, but we're providing access to a targeted market, and that makes it a smart marketing decision for the businesses we're serving," said Keeling.

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Around \$19,000 was generated from the program in FY03, and to date 18 business affiliates have committed for FY04. Revenue generated from the program is used to underwrite the costs of WVSBA publications and WVSBA.ORG.

FY04 business affiliates include the following: platinum level – Acordia Employers Service, Bowles Rice McDavid Graff & Love PLLC, Dell Computer Corp., The EdVenture Group, NEOLA Inc., ProActive Architecture Inc., Williamson Shriver Gandee Architects Inc.; gold level – Advanced Technologies Consultants Inc., American Dairy Association/Dairy Council Mid East, Lindab Inc., Ronald A. Williams Ltd., Seneca Communications, URS Corp.; silver level – E.T. Boggess Architect Inc., Maffei Strayer Furnishings, MBAJ Architecture, IBM Corp., and Suttle & Stalnaker PLLC.

WVSBA is still accepting business affiliates for FY04, interested organizations may contact Keeling for details.

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ODDS N' ENDS

- July 31 is the date by which county boards are to pay Membership Subscription Fees (dues) in order to receive the 7.50 percent discount. Please contact your county schools superintendent or board president to see if your FY04 MSFs have been paid.
- Information for the Association's 2003-2004 *Membership Directory* is due by August 8. The *Directory*, published annually, is one of the Association's best-received products, according to Shirley Davidson, administrative assistant. "All the board offices, the state Board members and others use the *Directory*," she said.
- Executive secretaries will receive the Web address to register board members for WVSBA's Fall Conference online at WVSBA.ORG. At the request of several executive secretaries, the online form was developed by WVSBA Executive Assistant Jason Keeling, in conjunction with Web consultants at DreamCatcher, Charleston.
- The deadline to reserve lodging for the 2003 Fall Conference is August 21.