



Retreat focus – leadership, accountability Board Presidents Meet Next Week in Morgantown

The Nov. 7/8 Presidents Retreat will be held at the new Radisson Hotel in Morgantown's Wharf district. The retreat will be preceded by an "all presidents planning session" at 1:00 p.m. on Nov. 7, according to WVSBA President William Raglin (Kanawha), who will chair that session. Raglin encouraged retreat attendees to make their best effort to arrive early and attend the planning session, which he said would allow school board leaders to provide meaningful input to the WVSBA Executive Board regarding the association's future. The board will review recommendations from the planning session at its Dec. 6 meeting, which follows the Committee on Legislation session.

Kimberly Croyle, Esq., of Bowles Rice McDavid Graff & Love PLLC, will open the retreat with an in-depth look of the roles and responsibilities of school board presidents. Croyle is very knowledgeable when it comes to state law's description of the school board presidency, and has presented on the topic at several past retreats, said Executive Director Howard M. O'Cull, Ed.D.

Dinner will follow Croyle's presentation, and attendees will notice a new retreat feature during that time: exhibitors. The WVSBA staff added exhibiting at the retreat as an incentive within the association's business affiliate program, said WVSBA Executive Assistant Jason Keeling, who oversees the program. Retreat exhibiting was made available

only to the eight platinum level affiliates, of which Acordia Employers Service and Cedar Lakes Conference Center choose to participate, he said.

Each member of the WVSBA staff will make approximately 20 minute presentations following dinner, with Keeling summarizing the federal No Child Left Behind Act's impact on local boards, O'Cull highlighting leadership development, and Administrative Assistant Shirley Davidson reviewing a few organizational matters such as training requirements.

Senate Bill 522, an omnibus education bill passed by the W.Va. Legislature during the 2003 regular session, will be reviewed by O'Cull on Saturday morning. "Given the far-reaching nature of the bill, it will be important for board presidents to help articulate its specifics to their colleagues. The bill mandates annual board and superintendent evaluations, requires additional county board policies under state law's school board effectiveness provisions, modifies the role of Local School Improvement Councils, and contains several additional items of importance," said O'Cull.

A speaker for Saturday morning's concluding session is being finalized, according to O'Cull.

To date, 58 board members have registered for the retreat. Further details, including directions to the Morgantown Radisson, are accessible online via WVSBA.ORG's front page.

Legislative Recommendations Requested

In preparation for the W.Va. School Boards Association's Dec. 6 Committee on Legislation meeting in Flatwoods (Days Inn), county school board members are encouraged to forward discussion items in advance to the WVSBA staff, according to Executive Director Howard M. O'Cull, Ed.D.

The Dec. 6 date will be the committee's only meeting be-

fore the W.Va. Legislature's 2004 regular session, and preparing items ahead of time would facilitate more productive discussion of the issues school boards want legislators to address, said O'Cull. Board members may contact the WVSBA staff by phone, e-mail, fax, or even in person, he added.

The committee will review the association's 2003 *Legislative Priorities and Philosophies*, determining which legislative recommendations should be modified, added or deleted before its 2004 submission. The 2003 document can be accessed online via WVSBA.ORG, under the site's "advocacy" section.

"Ensuring that at least one representative attends the Committee on Legislation meeting is an important association responsibility," said O'Cull, who added that WVSBA would post the listing of committee members on WVSBA.ORG. However, he clarified that alternate board members may be designated to attend the meeting as well.

The Dec. 6 meeting is scheduled for 10:00 a.m. – 2:00 p.m., with lunch provided; an association Executive Board meeting will immediately follow.

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"We have to know today's realities in order to achieve tomorrow's goals." — *W.Va. Roundtable President Dana Waldo, in reference to the federal No Child Left Behind Act's various requirements.*

Final Phase I PL Program to be Held in December

The final Phase I Project Leadership program will be held Dec. 8-10 in Charleston (Embassy Suites Hotel).

Sponsored by the W. Va. School Boards Association and funded by the Claude Worthington Benedum Foundation and W. Va. Department of Education, PL features intensive programming designed for those educators who, at some point in their career, wish to become county superintendents. The program has attracted teachers, school principals, central office administrators and employees of Regional Education Service Agencies (RESAs).

The December program features an examination of the federal No Child Left Behind Act, from the vantage of effective school board/superintendent relations, consideration of efforts regarding the school board budgeting process—to be presented by State Superintendent of Schools David L. Stewart—and other programming relating to the county superintendent's role as informational leader of the school system. Also to be featured are discussions regarding state educational policy matters and leadership. In regard to the latter, WVSBA Executive Director Howard M. O'Cull, Ed.D., said leadership was a "critical aspect of PL programming—in fact the members wanted to ensure that, in further developing PL programs, we didn't lose touch with how they can be stronger, more effective executive educators."

Once the December program is completed, a committee of PL participants and persons representing other education interests will convene to design an executive educators

leadership academy, which O'Cull hopes will include a "cohort doctoral tract" and another tract for those persons "particularly interested in the county superintendency," he said.

"What we've learned from the three PL sessions held to date is that many central office professionals don't seem to receive, in their words, high level staff development respective of their positions per se," according to O'Cull.

Thus, WVSBA officials hope an executive educators leadership academy can meet those needs and also more fully prepare individuals who wish to assume high-level central office positions.

"I'm examining various models, and we hope to have our evaluation completed in time to begin a leadership academy by late next fall," said O'Cull.

He added that WVSBA will be seeking external funding for the "work group," part of whose mission will be to identify funding for an academy.

The W. Va. Association of School Administrators is a co-sponsor of the PL initiative.

Over 100 individuals have registered for the December meeting. County superintendents who wish to attend should contact O'Cull by not later than Nov. 10. The e-mail contact is: hocull@wvsba.org.

County board members may attend the PL sessions, but will not receive school board member training credits. Members will be responsible for their own lodging and expenses, and will need to pay a nominal registration fee, said O'Cull.

The inaugural Phase I PL program was held last December at Lakeview Scanticon Resort and Conference Center, located near Morgantown.

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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Economic Development Summit Set for Nov. 19

Economic Development Summit III, a venture of the W.Va. Association of Counties, the County Commissioners Association of W. Va., the W. Va. School Boards Association, and the W. Va. Municipal League, will be held Nov. 19 in Flatwoods (Days Inn).

The program includes presentations relating to the state's demographics, a panel discussion regarding economic development "successes," and a general session relating to leadership, to be conducted by Forest Bowman, a former W. Va. University law school professor, and now speaker for a Jackson & Kelly PLLC law firm subsidiary.

Thus far 73 persons, including 27 county board members and one superintendent, have registered for the summit, according to WVSBA conference registrar Shirley Davidson. She said the deadline to register is Nov. 17. For more information, please contact Davidson by e-mail: sdavidson@wvsba.org.

County board members will receive four hours of training credit for attending the program.

Plan Now for 2004 Winter Conference

Although the W. Va. School Boards Association's 2004 Winter Conference is about three months away, WVSBA members should begin making plans to attend, according to Howard M. O'Cull, Ed.D., executive director.

The program will be held Feb. 13-14 in Charleston (Marriott Hotel). It will commence at 1:00 p.m., Friday, Feb. 13 and conclude by 12:30 p.m. on Feb. 14.

The program features Jamie Vollmer, a noted education speaker, who will talk about "Building Support, Gaining Permission," an interactive session featuring the "nuts-and-bolts" of increasing support for local schools, with an emphasis on the distinction between community involvement and "community persuasion."

As part of Vollmer's presentation, conference participants will identify factors that undermine community trust, discussing strategies to "reverse this trend."

The program also will feature sessions relating to the federal No Child Left Behind Act, as well as workshops and legislative briefings. One workshop will relate to modified calendar schooling and how it can prove effective for increasing student achievement at low-performing schools. "Is this a program whose time has come?" asked O'Cull.

The conference will also feature the association's FY05 Annual Business Meeting and individually-arranged visitations to the state Capitol.

Vollmer is a well-known speaker across the country, whose audiences include school boards associations, teacher organizations and education/business groups.

WVSBA is hoping to have officials from the Public Education Network (PEN) present the NCLB program.

If you have program suggestions, please contact O'Cull: hocull@wvsba.org.

School Governance Academy Plans Shaping

The W. Va. School Boards Association's School Governance Academy should be operational by Jan. 1, 2004, according to WVSBA Executive Director Howard M. O'Cull, Ed.D.

One feature of the program, for which WVSBA is seeking to secure moneys from the W. Va. School Board Effectiveness Project, is an online leadership training program to be conducted by officials at the Duquesne University School of Leadership and Professional Advancement, which is located in Pittsburgh.

"We're going to use the Duquesne program as a means to 'introduce' our members to online training," said O'Cull. He added that "WVSBA would welcome participation from a county superintendent or two," and that a W.Va. Board of Education member has approached him, expressing interest in the program, based on earlier information provided within *WVSBA Monthly*.

According to O'Cull, about 20 persons will be selected for the program.

The School Governance Academy includes various modules of training. By participating in these, county board members will be able to receive "in-depth" knowledge about certain aspects of boardsmanship, including leadership, board/superintendent relations, school law, etc.

To date, 157 persons have expressed an interest in the program, according to Jason Keeling, WVSBA executive assistant. Of that number, 15 are superintendents.

The primary program components, in terms of interest expressed, are: 1) decision making and leadership; 2) school finance; 3) standards and accountability; 4) school law; 5) policy; 6) personnel relations; 7) board/superintendent relations; and 8) community building.

For more information on the program, please contact O'Cull at hocull@wvsba.org.

WVSBA has been formally involved in board member training since 1984.

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WVSBA's *Committee on Legislation*

STAND AND BE COUNTED.

December 6 - 10:00 a.m. - 2:00 p.m.
Days Inn Conference Center, Flatwoods

ODDS N' ENDS

- County school board members whose terms expire June 30, 2004, must receive seven clock hours training by Dec. 31, 2003, no matter if members don't plan on seeking reelection. For a listing of available training opportunities and venues, contact Shirley Davidson, conference registrar for the W. Va. School Boards Association. According to Davidson, several training venues are available.
- County school board presidents and superintendents have received notification from the state superintendent of schools regarding county board and superintendent evaluation. If you have questions concerning these matters, please contact Howard M. O'Cull, Ed.D., WVSBA executive director. He has conducted several training sessions for board evaluation. A W.Va. Board of Education policy on comment, likely to be adopted by the board in Dec., requires training in superintendent and board evaluation. The training is to be conducted by WVSBA and the W.Va. Association of School Administrators, and likely will be held following the 2004 regular legislative session. The superintendent evaluation policy, if approved, goes into effect July 1, 2004. Both procedures are required as part of the W.Va. Legislature's **Senate Bill 522**.
- In answer to a long-standing question, the association staff reminds board members and superintendents that county board retreat sessions developed specifically for board training purposes may count toward school board member training hours. General program segments, however, usually do not count.
- The W.Va. Board of Education is likely to consider revised county board member training regulations at their Dec. meeting. Prepared for the board's Nov. meeting, the item was placed on the Dec. agenda instead due to the volume of action items the board is to consider at their upcoming meeting in Charleston. Three state board members, Ron Spencer (Doddridge), Sheila Hamilton (Jefferson) and Paul J. Morris (Kanawha), worked with the WVSBA staff to develop the regulations. The Training Standards Review Committee likely will be re-appointed at the December meeting, according to state board sources.
- WVSBA will be updating its listing of county board Web sites, superintendents will receive correspondence requesting Web addresses via e-mail in Nov.

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