



## Association's 50th Anniversary in 2004

The W. Va. School Boards Association celebrates its 50<sup>th</sup> anniversary as an incorporated organization during 2004. While the organization was actually founded in 1952 at a spring meeting at then Marshall College, WVSBA was incorporated in 1954, gaining legislation recognition in 1958.

The 50<sup>th</sup> anniversary will be marked at the organization's 2004 Fall Conference, slated for September 10 and 11 in Charleston (Marriott Town Center Hotel), according to association president William J. Raglin (Kanawha).

Raglin said the WVSBA staff will be inviting all the organization's past presidents as well as former board members interested in attending. Invitations have been forwarded to previous executive directors Gordon L. Palmer of Dunbar (1972-1981), and Fred A. Hoke (1981-1985) of Michigan. Palmer is retired, and Hoke is headmaster of a private school for boys.

The keynote speaker will be announced prior to the event, according to Raglin. "We're looking at speakers now. The staff has some impressive individuals they're looking at...people both in education and non-educators," he said.

In addition to the 50<sup>th</sup> anniversary festivities, the program will feature school board member training programs, including a second emphasis on the federal No Child Left Behind Act (NCLB), according to Raglin.

Raglin urges WVSBA members to "stay attuned" to conference-related announcements.

Howard M. O'Cull, Ed.D., has served as WVSBA executive director since July 1985.

William K. Hamilton, who preceded Palmer as executive director, died in 1987. WVSBA's first executive directors were W. Va. University professors. WVSBA headquarters were moved to Charleston in 1968, having previously been located at WVU, according to O'Cull.

Rosalie S. Detch, a Greenbrier County resident, was president when the school boards association was incorporated in the late 1950's.

To serve on the 50<sup>th</sup> Anniversary Committee, please contact Raglin.

## Orientation '04 to Be Held in Mid-June

The W. Va. School Boards Association's new school board member Orientation will be held June 14-16 in Charleston (Marriott Town Center Hotel).

The Orientation '04 program has been presented to the WVSBA/W. Va. Board of Education School Board Member Training Standards Review Committee (TSRC) for approval, with their recommendation – to be made April 30 – then to be forwarded to the WVBE for final consideration.

"This is the association's seminal training program," according to WVSBA Executive Director Howard M. O'Cull, Ed.D. He said Orientation training has been required since 1992, and that the program proves consistently popular with veteran members as well. "We usually get about 25 or so veteran members and county superintendents who attend, some with newly elected members of their boards, and others to brush up on skills such as parliamentary procedure, school law basics and the like," said O'Cull.

According to figures provided by county boards, 276 individuals are seeking reelection or election as county board members, including 86 incumbents and 190 challengers. A total 114 seats are to be filled in the May Primary Election; three seats are to be filled in the November General Election; 28 incumbents did not seek reelection.

Hancock, Jackson and Wayne counties have only their incumbents running. Both Braxton and Clay counties have 12 persons running for office, followed by Roane County with 10 candidates.

Braxton County will have the most seats to fill with four vacancies, due to the deaths of two members, a resignation, and one member seeking election to the county commission.

### Program

The Orientation program will feature an "introduction" to school board service, according to O'Cull, concentrating on school law, school finance, policy and policymaking, parliamentary procedure, effective community and public representation of constituencies, accountability, boardsmanship and governance effectiveness, as required by statute.

Suggested presenters include Tamara Hall, a motivational speaker; Dr. Phil Boyle, who will discuss the role of school boards in the 21<sup>st</sup> Century, especially in helping communities determine values; Jim Slaughter, an attorney and registered parliamentarian; Dr. Dan Tollett, a retired state school boards association executive director, who will discuss policy and policymaking; and, Howard E. Seuffer Jr., WVSBA counsel, who will discuss the foundations of school law in West Virginia. The state superintendent of schools has been asked to present the school finance portion of the program. W. Va. Department of Education representatives will discuss the federal No Child Left Behind Act (NCLB).

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"Education costs money, but then so does ignorance."  
— Sir Claus Moser

# Training Teleconference a Success

The W. Va. School Boards Association's 12<sup>th</sup> Annual Spring Training Teleconference was held Thursday (April 22). It was broadcast from the campus of W. Va. State University and featured association counsel Howard E. Seufer Jr., as well as legislative staff members. Troy Body, deputy commissioner of the Division of Culture and History, also participated, discussing the demonstration pilot project minority schools bill.

Updated teleconference-related materials will be available soon from Bowles Rice McDavid Graff & Love. They are to be posted on the association's Web site for use in reviewing this year's legislation.

Association president William J. Raglin (Kanawha) praised the teleconference. "For the past 12 sessions, WVSBA has led the way in discussing legislation affecting public education, schools and school boards. The information will prove invaluable to you and your board. I encourage you to share it with school principals, administrators, teachers and

others," he said.

Raglin also complimented WVSBA counsel Seufer for his program. "People turn to Howard for guidance, and for his interpretation of school law. We are fortunate to have him as counsel."

In discussing **House Bill 4669**, the minority schools bill, Body said the key to implementing the legislation effectively resides with the state superintendent of schools who will have oversight of the schools. Up to 30 such schools can be selected, according to terms of the legislation, with the schools essentially focusing on improving achievement of minority students.

According to Body, information gleaned from the pilot schools will assist all West Virginia students and counties no matter the number of minority students. He said this was a strong point of the legislation.

O'Cull interviewed Body for the March 19, 2004 edition of *The Legislature*, WVSBA's legislative publication.

## Revamped Training Committee to Meet April 30

A revamped W. Va. School Boards Association/W. Va. Board of Education school board member Training Standards Review Committee (TSRC) will meet Friday, April 30 in Morgantown for an organizational session and to develop further plans for the FY05 training year.

The WVBE, in December, voted to reconstitute the TSRC, which has been operational since October 1990. The state board expanded the number of TSRC members, giving WVSBA members – not state board members – committee primacy, and also adding two county schools superintendent representatives.

TSRC members include:

### WVBE Members

- Sheila Hamilton (Jefferson), Secretary;
- Paul Morris (Kanawha); and,
- Ron Spencer (Doddridge).

### County Board Members

- Steve V. Chancey (Jackson), WVSBA Past President (1993-'94);
- Carlene Frederick (Calhoun), Region V Director;
- Debbie Thompson (Pleasants), President Elect (FY05); and,
- William J. Raglin (Kanawha), President.

### County Schools Superintendents

- Carl Friebe, Ed.D. (Harrison); and
- Larry Parsons, Ed.D. (Mason).

### Other Members

- Paul Chapman, Ph.D., professor of educational administration (W. Va. University);
- Arlene M. Clausell, educator (Monongalia);
- Gail Looney, Ed.D., executive director (W. Va. Center for Professional Development – Kanawha);
- Ronald K. Nichols, executive director (Regional Education Service Agency V – Wood);

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- Larry White, coordinator of data management/Office of Technology (W. Va. Department of Education – Kanawha).

#### Ex Officio (Non-Voting)

- Howard M. O’Cull, Ed.D., executive director (WVSBA – Kanawha).

At the organizational meeting, the TSRC will elect officers, and will consider several matters regarding board member training, including issues relating to appointed members and their training requirements; the degree to which videotapes should be able to satisfy training requirements; a review of an on-line training focus with Duquesne University; and, required training relating to board/superintendent evaluations (which the WVBE must approve).

Under new TSRC regulations, WVSBA retains greater responsibility, accountability and oversight for training, and is to base many decisions regarding “what counts” as training on precedent since 1990. For the first time, TSRC regulations allow the WVSBA Executive Director to make an initial recommendation regarding training proposals, with a TSRC subcommittee then to act upon the director’s recommendations, forwarding their decision to the full TSRC for its consideration.

“This provision applies only to local training, training not sanctioned by WVSBA or by precedent, or training by ‘unknown’ vendors,” according to O’Cull. “I doubt this option will be used very often in that we have 14 years’ worth

of precedent as a group. Each year, however, the training committee gets new vendors or training requests,” he said.

Under terms of the regulations, persons seeking to have programming approved other than that listed on WVSBA’s “Venues of training” must do so within 21 days of the proposed training, unless there are extraordinary circumstances.

A new TSRC regulation, suggested by the WVBE, will allow members to be recognized for training hours received.

Finally, the new regulations specify that training which involves the opening of school, general staff development, superintendent presentations to county boards, other board informational presentations, and general retreat participation will not count as training, according to O’Cull. “The TSRC and the state board want the training to be well-focused and directed, and some of these activities were deemed ‘routine’ to board service,” according to O’Cull. He added, however, that some retreat training, as in the past, can count toward the required seven clock hours’ training if it “meets the definition of training set by the state board.”

WVSBA President William J. Raglin (Kanawha) praised the new committee approach. “Training of board members has come a long way in this state since 1990. We’ve got so much perspective, depth, precedence and the like. I’m proud of how WVSBA’s staff has committed itself to make this effort worthwhile.”

Raglin says members who have questions about training or the new regulations should contact the association.

The meeting will be held beginning at 10 a.m. at the Ramada Inn, Morgantown. The new TSRC regulations require notice of the semi-annual meetings to be made to all members.

A training venue form will be mailed to county board members following the April 30 meeting.

## Superintendent Evaluation Committee Meets

A committee of county board members and county schools superintendents, headed by Carroll Staats (Jackson), has been meeting to develop a model county superintendent evaluation process for compliance with W. Va. Board of Education Policy §5309, which relates to superintendent evaluation.

The committee soon will present its recommendations to the WVBE or representatives of the W. Va. Department of Education.

As part of the committee’s work, a model county superintendent evaluation instrument has been developed, based on evaluation instruments used by 35 of the state’s 55 county boards. As developed, the model document actually includes two instruments – a basic instrument for boards to use in regard to county superintendent goals and goal-setting, as required in 2003 legislation, along with ways in which to assess student achievement, and effectiveness in working with low-performing schools. A second “part” of the model instrument can be used to assess superintendent performance in other areas such as school finance, community relations and personnel relations, among other areas.

It is the intent of the WVSBA/WVASA committee that county boards and superintendents would customize the

instrument for their own use, particularly as relating to “optional” superintendent evaluative areas. The form, as prescribed by statute, would be available from WVSBA.

WVDE representatives also want the school boards association to keep a copy of the customized instruments for possible distribution to interested board, literally making available several different evaluation documents.

Under terms of **Senate Bill 522**, which includes the legislation, county boards and county superintendents are to receive training in superintendent evaluation. While the WVSBA/WVASA committee has not discussed training specifics, the initial training may be configured around Regional Education Service Agency regions, based on preliminary committee discussions.

Another provision of that statute requires county boards to complete an annual self-evaluation. According to WVSBA Executive Director Howard M. O’Cull, Ed.D., 18 county boards have completed the evaluations to date, with WVSBA providing recommendations to address certain evaluation components and findings.

Members of the WVSBA/WVASA Committee include:

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# EVALUATION COMMITTEE

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Ron Blankenship, superintendent of Calhoun County Schools; Lyn Guy, Ed.D., superintendent of Monroe County Schools; Helen Whitehair, superintendent of Fayette County Schools; Staats, Raglin and Debbie Thompson (Pleasants).

Martha Dean, Ed.D., WVASA executive director, and O’Cull also serve on the committee, with O’Cull providing staff services.

Once the draft evaluation instrument is completed, the committee plans to meet with the state superintendent of schools to discuss the document.

Please contact any member of the committee for additional details.

## Suggest a Business Affiliate

The W.Va. School Boards Association offers businesses the opportunity to gain exposure to the state’s education marketplace through its Business Affiliate Program. If you know of a business that may be interested in taking part during the upcoming 2005 fiscal year, contact the WVSBA office or Jason Keeling at [jason@keelingstrategic.com](mailto:jason@keelingstrategic.com) before June 30. Further details will be posted on [WVSBA.ORG](http://WVSBA.ORG) in May.

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