



Warner confirms attendance

50th Anniversary Meeting Days Away

The W. Va. School Boards Association's 50th Anniversary Conference will be held Sept. 10/11 in Charleston (Marriott Hotel).

The program commences Friday at 10:00 a.m. with a meeting of the association's ad hoc School Facilities Committee, headed by Lori Stilley, Ph.D. (Jefferson). That session will be followed with the WVSBA Executive Board meeting/luncheon at 11:00 a.m.

The first general session begins at 1:00 p.m. and features a presentation regarding the W. Va. Department of Education's "Framework for Higher Performing School Systems." If Marshall University researcher Mike Hicks has returned from unexpected deployment to South Korea as part of his military reserve unit, a concurrent program segment will deal with factors that influence student achievement, based on a recent study he completed. (Refer to past issues of this publication and *The Legislature*). If Hicks is unable to at-

tend, alternate scheduling will be provided. Hicks recently accepted a position with the U.S. Air Force in Dayton, Ohio.

Several association past presidents are returning for the 50th Anniversary Banquet. Jay Mathews, *Washington Post* education writer, is the banquet speaker. That session is slated for 7:00 p.m., and will be preceded by a reception. Exhibits also will be open at that time in the reception area.

The Saturday morning program will feature a review of the newly-adopted superintendent performance evaluation template adopted by the W. Va. Board of Education earlier in the month. The training is to supplement the videotape to be forwarded to county board members and superintendents on Sept. 1. Representatives of the WVSBA/W. Va. Association of School Administrators committee have worked on the template and will lead that training session (or sessions).

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Schedule set for county forms

State Board Approves Evaluative Template

The W. Va. Board of Education, meeting Aug. 13 (Charleston), approved a template for county board use in required superintendent evaluation.

The template, developed by a W. Va. School Boards Association/W. Va. Association of School Administrators committee chaired by board member Carroll Staats (Jackson), will be the subject of a training segment at WVSBA's 50th Anniversary Conference. Additionally, each county board member and superintendent – along with WVBOE members and other designated individuals – will receive a videotape for use in required evaluation training, as supplemented by the conference training.

The videotape was produced by EdNet, located on the campus of W. Va. State University in Institute. The training

presenter is association counsel Howard E. Seuffer Jr., Bowles Rice McDavid Graff & Love. He is joined with other committee representatives.

The videotape will be accompanied by a copy of §18-4-6, the 2003 statute which requires county superintendent evaluation; the WVBOE's corresponding policy §5309; and, a copy of the state board-approved template.

Both WVSBA and WVASA representatives urge boards and superintendents to utilize the template, which may be customized to meet a county's needs, according to representatives of both organizations.

WVSBA Executive Director Howard M. O'Cull, Ed.D., is requesting that county board members receive training credits for viewing the videotape. That request has been forwarded to the WVSBA/W. Va. Board of Education school board member Training Standards Review Committee (TSRC).

Board Self-Evaluation

In terms of required county board self-evaluation, O'Cull has devised a schedule for boards needing to complete that process during calendar 2004. For boards whose county names begin with alphabet letters A – H, completed evaluations are to be forwarded to WVSBA by Sept. 20; For those

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“If a man is often the subject of conversation, he soon becomes the subject of criticism.” — Immanuel Kant

Committee Chairs to be Named at Conference

W. Va. School Boards Association President Dr. Rodney Thompson (Wayne) has announced that several chairpersons will be named at the Sept. 10 association Executive Board meeting for the following committees:

- **W. Va. Board of Education Policy Advisory Committee.** This nine-member committee, which will be comprised of one county board member in each Regional Education Service Agency and association Executive Director Howard M. O’Cull, Ed.D., will be responsible for providing the WVBOE president association sentiment concerning significant state Board of Education policies on comment. A county board member will chair the committee.

- **Committee on Policy and Resolutions.** The committee is responsible for reviewing current association operating policies and to develop, for approval by the WVSBA membership, a catalog of association resolutions on matters pertaining to public education and governance. As determined by the committee, external representatives may be appointed in an advisory capacity.

- **Committee on Fiscal Integrity.** This committee is responsible for developing recommendations relating to the association’s long-term fiscal health and viability. External representatives may be appointed, as determined by the committee.

- **Committee on Communications.** This committee, which will include external members, is responsible for de-

termining policy regarding association publications as well as providing recommendations regarding the association’s Web site and similar initiatives. WVBOE president Fish will be contacted regarding the appointment of a state board member to serve on this committee.

The WVSBA **Handbook Committee**, chaired by Gilbert E. “Gene” Bailey (Mercer), will initiate a second edition of the organization’s *West Virginia School Boards Association 2004 – First Edition “Leadership Skills” County School Board Handbook*, issued earlier in the spring.

The WVBOE president will be asked to appoint a mem-

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EVALUATIVE TEMPLATE

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county boards who names begin with alphabet letters I to P completed evaluations are to be forwarded to WVSBA by Oct. 20; and, for those boards whose county names begin with alphabet letters Q to Z, completed evaluations are to be forwarded to WVSBA by Nov. 20. Only the WVBOE-approved evaluation instrument can be utilized. Copies of that instrument have been forwarded to county board presidents.

O’Cull, in remarks made for the superintendent evaluation training videotape, urges county boards to use self-evaluation results to help inform the superintendent evaluation process, including required goal-setting.

The statute requiring superintendent evaluation stipulates the setting of goals for the superintendent to accomplish, as well as evaluation of the superintendent’s performance in terms of improving student achievement generally and in regard to “low-performing” schools. There are other optional evaluative areas.

Committee members stress that boards may be best served by not attempting to use the template in its entirety.

Once county boards have provided the WVBOE with a copy of their evaluation “process” and instrument, WVSBA, as required by statute, will develop a clearinghouse of the approved instruments.

According to the state board policy, the required goal-setting is to occur by Sept. 15. A county superintendent is to be evaluated by June 30 of each fiscal year unless his or her current term expires then. In that case, the evaluation must occur by March 30 of the fiscal year.

If a county board and superintendent can’t agree upon goals by Sept. 15, WVSBA and WVASA representatives are to work with the board and superintendent. If that “facilitation” isn’t successful, the state superintendent of schools, by Oct. 31, is to appoint someone to work with the “parties.”

For more information on the evaluation process, please contact WVSBA or WVASA executive directors O’Cull or Martha Dean, Ed.D., respectively.

The evaluation template emanated from the Legislature’s adoption of **Senate Bill 522** in the 2003 regular session. A broad-based committee developed a series of school board reform initiatives incorporated into that legislation.

WVSBA Monthly provides county board 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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Several Training Venues Available

West Virginia School Boards Association Executive Director Howard M. O’Cull, Ed.D., has announced that the following training venues are available, including the establishment of a major leadership conference in Spring 2005. Venues include:

- W. Va. School Boards Association Annual Presidents Retreat. This program, open to all county board presidents and vice presidents (and other board designees), will be held Oct. 15/16 at Cannan Valley Resort, Davis, W.Va. The program includes several general sessions and workshops designed to assist county board officers in fulfillment of their duties. It has been held for the last several years.

- A program on collaborative leadership sponsored by WVSBA, the W. Va. Association of Counties, the W. Va. County Commissioners Association and the W. Va. Municipal League. The program will be held Nov. 15 at the Embassy Suites, Charleston. Phil Boyle, Ph.D., has designed a program relating to why and how local governments can cooperate on governance- and policy-related initiatives. Another invited presenter is Forrest Bowman. One program segment will deal with economic development.

- WVSBA Winter Conference. Due to the legislative

schedule in 2005, the program will be held in March at the Embassy Suites Hotel—a first for the Winter Conference. The program has a dual legislative and school board member training emphasis.

- 2005 Training Teleconference. This program is tentatively scheduled, but may be incorporated into the May/June 2005 Leadership Conference.

- 2005 Leadership Conference. This new WVSBA training initiative, to be held biannually, will focus on leadership development of county school boards, emphasizing a multi-disciplinary focus. W. Va. Board of Education members will be invited to participate.

- Individualized Training. Please contact O’Cull for scheduling of individualized county board training which he or other presenters can provide.

The association is required to seek program approval for the above programs through the WVSBA/W. Va. Board of Education School Board Member Training Standards Review Committee (TSRC).

For more information regarding training initiatives, please contact O’Cull: hocull@wvsba.org or 304.346.0571.

ANNIVERSARY CONFERENCE

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Workshops relate to WESTEST assessment and county results and a program regarding community involvement in decisionmaking.

These are other program particulars:

- The vacancy for Region VIII associate director will be filled at the WVSBA Delegate Assembly for a renewable term ending in March 2005. Three individuals have indicated interest in the position. The region is contiguous with Regional Education Service Agency VIII (Eastern Panhandle).

- WVSBA’s representative to the W. Va. Secondary Schools Activities Commission will be determined by the Delegate Assembly. Association Executive Director Howard M. O’Cull, Ed.D., is recommending that future WVSSAC appointees serve non-renewable three year terms in order to have greater membership participation. If his motion is adopted by the Executive Board and Delegate Assembly, the county board member elected at this year’s meeting would serve until Sept. 2007. The newly-elected WVSBA representative will fill the term vacated by association past president Keith L. Donley (Brooke).

- Republican gubernatorial candidate Monty Warner has confirmed that he will make brief remarks to conference attendees on Saturday, Sept. 11. Democrat contender Joe Manchin’s aides have not confirmed his attendance. Each candidate will be allotted 15 minutes in which to address conferees.

Mathews is author of several books on education, including “Class Struggle: What’s Wrong (And Right) with America’s Best Public High Schools” (1998). He also serves

on the board of directors of Editorial Projects in Education, the publisher of the *Education Week* and *Teacher* publications.

His column, which appears on Tuesdays, can be accessed at www.washingtonpost.com. (Free registration is required.)

For more information on conference details, including registration, please contact Shirley Davidson, conference registrar (sdavidson@wvsba.org.)

WVSBA was founded in 1952 when a group of county school board members met at then Marshall College in Huntington. According to the W. Va. Secretary of State’s office, the organization was first incorporated in 1954, with legislative sanction for boards to join the association occurring in the late 1950s.

CHAIRPERSONS

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ber to this committee.

The handbook was underwritten by the W. Va. School Board Effectiveness Project (WVSBEP), funds of which are provided to WVSBA by the Legislature through a line-item in the state Department of Education’s budget.

According to O’Cull and the association staff, several members have asked to be appointed to the committees.

O’Cull, as stipulated in association policy, serves as chairman of the association’s **Committee on Legislation**. Association policy allows the WVSBA president to serve on any association committee.

- ODDS AND ENDS -

- A master copy of the Association's 2004 *W. Va. School Boards Association Membership Directory* (fiscal year 2005) has been forwarded to county board executive secretaries for photocopying. Each county board member and superintendent should receive a copy of the *Directory*. Under a revised fiscal policy adopted this year, there is not cost to county boards for the *Directory*.
- County boards should select voting delegates and alternates, providing those names to association Conference Registrar Shirley Davidson.
- County board members attending training programs other than those offered by WVSBA must complete a "Request to Obtain Credit Hours" form for documentation of those training venues. The WVSBA/W. Va. Board of Education school board member Training Standards Review Committee (TSRC) must approve these programs (as it does WVSBA programming). On April 30 the TSRC voted to limit videotape training hours and to require closer sanction of non-WVSBA training, according to Ron Spencer (Doddridge), a WVBOE member who heads that committee. Under state law and state board guidelines, WVSBA is primarily responsible for providing county board member training.



**50th Anniversary Conference
Charleston Marriott Hotel
September 10/11**

VISIT THE EXHIBITOR RECEPTION!
Sept. 10, 5:45 - 7:00 p.m.
(Door prizes will be awarded.)

50th Anniversary Banquet immediately following.

WVSBA Monthly

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