



## Publications Oversight Committee Announced

W. Va. School Boards Association President William J. Raglin (Kanawha) has announced that the association's executive board, meeting June 13 in Charleston, will consider establishment of a "WVSBA Publications Oversight Committee," which would become operational if the recommendation were approved by the EB and at the September 10, 2004, Delegate Assembly meeting in Charleston (Marriott Town Center Hotel.)

Raglin said the purpose of the committee, as envisioned, would be to provide the WVSBA staff "advisory and consultative" oversight regarding association publications, including *The Legislature* and *WVSBA Monthly*.

"There are several reasons for establishing this committee, one of which is to ensure greater accountability for association publications, especially to ensure that our organization's publications meet membership needs; to provide the staff feedback in regard to content of association publications; to provide greater accountability to the executive board for the content of publications; and, to ensure that publications remain strong and effective," Raglin wrote in a prepared statement.

He added, "As the association strives to become stronger and more independent, we must be able to ensure that our members are informed as to issues and their depth and implications. Simple reporting, while it will be the standard fare of the publications, must be enhanced with greater analysis and application."

"Thus, the role of both our publications needs to be enlarged so that we can engage various writers, observers and analysts who can or will supplement staff-reported articles," said Raglin.

According to the WVSBA president, the current arrangement – WVSBA staff writers who not only report but also engage in commentary and analysis – may be less acceptable in that the staff writers also must forge working relations with those for whom reporting and opinion pieces are written.

"Under the advisory committee, the executive director will continue to write and to make analysis, but we'd elicit a wider and more diverse cadre of writers. He (O'Cull), however, would be responsible for all editorial content, and would, as now, select writers and commentators, some of whom

we'd hope to use on a regular basis. The publications would continue to carry (O'Cull's) imprimatur on behalf of our members, as determined by the advisory committee."

Raglin also announced that, beginning next year, the "Friday edition" of *The Legislature* may feature an editorial sanctioned by the proposed oversight committee. "The executive director will make this recommendation, as he has in the past, and it may be accepted this time due to the oversight focus we're taking," according to Raglin.

The proposed oversight committee would include 11 members, four of whom would be county board members approved by the membership; a county schools superintendent; a W. Va. Board of Education member; a representative of the W. Va. Department of Education, and other representatives as approved by the association.

O'Cull would chair the committee, most of whose work can be done by electronic means.

If established by the association, the membership will be contacted regarding names for the advisory committee.

*The Legislature*, WVSBA's flagship publication, was first designed and forwarded to members in 1982.

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"...We must be able to ensure that our members are informed as to issues and their depth."

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## June 1 Deadline Orientation Nearing

Veteran county board members who wish to participate in the W. Va. School Boards Association's Orientation '04, should make meeting arrangements by not later than June 1, according to WVSBA Conference Registrar Shirley Davidson.

Arrangements can be made by contacting Davidson by e-mail or telephone. The e-mail address is: [sdavidson@wvsba.org](mailto:sdavidson@wvsba.org).

According to Davidson, 96 persons have registered for the orientation, including 63 newly-elected members, whose attendance is required, and 33 veteran members and county superintendents.

The orientation program is posted on the association's Web site at [www.wvsba.org](http://www.wvsba.org).

Veteran board members who attend the orientation can receive school board member training credits, applicable to the current fiscal year (FY04).

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

# Handbook Nearing Completion

The West Virginia School Boards Association will make a state-specific handbook for county board members for the first time since the 1980s.

The *Leadership Skills County Board Member Handbook* has been in production for about two years.

A publications committee, co-chaired by Gene Bailey (Mercer) and W. Va. Board of Education member Delores Cook (Boone), has met to consider "finalizing drafts," which are being completed in anticipation of handbook distribution at Orientation '04.

Independently written for WVSBA, the Handbook does have several entries provided by executive director Howard M. O'Cull, Ed.D., including discussions of "rogue or renegade members" and what to do – "and not to do" – about them; analysis of board/superintendent relations; reviews of educational governance in West Virginia; a host of practical information, ranging from WVSBA's "script" for entering into executive session as well as a review of various educational acronyms, and several other sections. The handbook totals about 300 pages. Seven copies will be forwarded to county board central offices for binding in a three inch notebook.

In discussing the project, O'Cull said the "last" handbook WVSBA provided members was produced by Regional Educational Service Agency VII and it's the executive direc-

tor Don Caudill. "This handbook, which Mr. Caudill's agency had provided WVSBA for several years prior to my becoming executive director, was one of two handbook members received since the organization was founded in 1952," he said.

"With Mr. Caudill's retirement from RESA VII, the handbook was discontinued, and we relied on the National School Boards Association's *Becoming A Better Board Member*. While that publication is first-rate, I felt we needed a state-specific handbook. We discussed this matter with our state superintendent, Dr. David Stewart, and he concurred, providing the association the funds to make it possible – through the W. Va. School Boards Effectiveness Project. For that reason, I want to thank Dr.

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*The Leadership Skills County Board Member Handbook* has been in production for about two years.

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Stewart for his support." O'Cull said while there has been much "labor" over the handbook, that it is a "first-time" publication and that, "as soon as it's photocopied, we'll literally be back to editing our second edition, which will be distributed in 2006. Thus, we'll need membership insight as to the product and what's good, what's not good, and what can be added – or deleted."

Members of the committee include: Debbie Thompson (Pleasants), WVSBA vice president; Carlene Frederick (Calhoun), Region V director; Missey Smith (Fayette); Steve Goffreda (Roane), county superintendent representative; and William Raglin (Kanawha).

**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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## *In Memorial*

Bailey, Rev. Dr. Harley E. (Wood)  
July 16, 1915 – May 11, 2004

Watson, Ray H. (Wirt)  
July 23, 1923 – May 18, 2004

"That man lives twice  
who lives the first life well."  
– Anon.

# Evaluation Committee Continues Efforts

The W. Va. School Boards Association/W. Va. Association of School Administrators "superintendent evaluation committee" met Friday, May 21, at the Marshall University Graduate College, South Charleston.

The committee worked on a second draft of a what could become, it is hoped for most counties, a "model" process policy, as required by **Senate Bill 522** (2003 session).

The committee was joined by W. Va. Department of Education counsel Rebecca Tinder and WVSBA counsel Howard E. Seufer Jr., Bowles Rice McDavid Graff & Love. Both Tinder and Seufer had several legal-related suggestions for the committee and the draft that had been prepared, on behalf of the committee, by WVSBA executive director Howard M. O'Cull, Ed.D.

As the committee proceeds, the focus will be on a document which will be recommended for adoption by all county boards. It will include provisions for the "evaluative process," as outlined in statute and W. Va. Board of Education Policy as well as a suggested listing of evaluative components.

That document would be presented to the W. Va. Board

of Education and counties using it would be considered as utilizing an "approved process" and instrument. If, however, a county were to deviate from the document, as initially approved by the WVBE, then state board approval for its use would become necessary.

The Kanawha County Board of Education, in conducting superintendent Ron Duerring's, Ed.D., evaluation, is seeking state officials' guidance on several questions relating to superintendent evaluation.

Thus far, the board has received no response in regard to its inquiry.

Carroll Staats (Jackson) serves as chairman of the committee.

Other members active with the committee include superintendents Lyn Guy (Monroe), Ron Blankenship (Calhoun) and Helen Whitehair (Fayette). County board members who have been active with the committee include Staats and Debbie Thompson (Pleasants), WVSBA Vice President.

Dr. Martha Dean, WVASA Executive director, serves as a member of the committee, as does O'Cull, who has provided staff services.

## Gilmer Superintendent Search Underway

The Gilmer County Board of Education has retained the services of the W. Va. School Boards Association in the Gilmer Board's search for a county schools superintendent. Sue Waggoner, who has served in the post for the past two years, has taken a position in Garrett County, Maryland.

The deadline to apply for the position is 4 p.m., June 18, 2004.

An application form and other information can be found at [www.wvsba.org](http://www.wvsba.org). (The application form can be completed online, although use of a hard-copy is accepted.)

The Gilmer County school system has five schools, including four elementary schools and a middle/high school. Vocational programs are offered jointly with Calhoun County Schools.

The board has 1,049 students, and 142 employees. The county's operating budget is \$6.9 million. The board has a 40 percent excess levy, which generates about \$680,000 per year.

The county seat is Glenville, home of Glenville State College.

Agriculture and oil and gas are among county industries. The county has a growing crafters' population. A federal correctional facility recently opened near Glenville.

The system is located within easy driving distance of Charleston, Morgantown, Parkersburg and Elkins – as well as the recreational sites of Snowshoe Mountain and Canaan Valley Resort and Conference Center.

The current salary is \$69,500.

Contact Howard M. O'Cull, WVSBA executive director, for more information: [hocull@wvsba.org](mailto:hocull@wvsba.org).

[www.cedarlakes.com](http://www.cedarlakes.com)



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## BRIEFLY

• **Of Training Hours.** Those county board members who don't have their required seven clock hours training will receive notification next week. Members who are appointed to fill short-term vacancies are encouraged to receive the seven clock hours training as per a directive of the W. Va. Board of Education-sanctioned school board member training committee (W. Va. School Boards Association/WVBE School Board Member Training Standards Review Committee – TSRC). Various venues exist for receipt of this training. These members and their superintendents will be contacted.

• **2004 Membership Directory.** The association's 2004 membership *Directory* will be distributed shortly after July 1, 2004, according to administrative assistant Shirley Davidson, who is responsible for producing the *Directory*. Members will receive the document without fee this year, due to action of the association's governing board in February. One copy will be forwarded to each county – for duplication by board executive secretaries.

• **2005 Winter Conference.** The association's March 17-19, 2005 Winter Conference will be held in Charleston (Town Center Marriott Hotel). In that many members desire to lodge at the Embassy Suites, that hotel is "sold out" in terms of discounted room rates. Members, however, can secure lodging – in advance of that meeting – but will have to pay the rate then effective for rooms. According to ES officials, three-nights' lodging is required in that the state boys basketball tournament will be held during the time of WVSBA's conference. For more information, please contact Shirley Davidson, WVSBA conference registrar: [sdavidson@wvsba.org](mailto:sdavidson@wvsba.org).

• **Spring Training Teleconference Videotapes.** Videotapes of the 2004 WVSBA Spring Training Teleconference are available by contacting WVSBA Conference Registrar Shirley Davidson. With the importance of **House Bill 4001**, the videos can be effective for county board training, as well as for school administrators, principals and faculty senates.

## WVSBA Monthly

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