

REPORTER

Late Fall 2004

Volume 23, Number 2

Inspiring Speakers for an Inspiring Conference

In the spirit of this year's annual conference theme, *Inspired Leadership for Arkansas Schools*, ASBA has sought out inspiring and motivating education speakers from across the nation to enlighten, entertain, enrich, and challenge us all to become the very best leaders in our communities and our schools.

Jamie Vollmer, a businessman and education critic, used to tell teachers and educators "how it's supposed to be" until he *really*

studied and understood the state of education in America. He brings his unique perspective to Arkansas as he eloquently examines the threats to education arising from multi-



Jamie Vollmer

plying mandates, shifting demographics, media hype, and a changing economy. He presents an encouraging and uplifting vision of the future based on public education's many strengths; and he energizes board members to build a

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Regional Meetings a Success

Thanks to the efforts of regional directors and gracious meeting hosts, ASBA completed its Fall round of regional meetings. In October each of the 14 ASBA regions held local meetings that included dinner and opportunities to network with other board members, followed by local business meetings and a distance learning broadcast from Little Rock. In the broadcast, Executive Director Dan Farley explained some of ASBA's current activities and reminded everyone of upcoming ASBA initiatives and activities.

By utilizing distance learning technology, ASBA was able to "bring" Senator Shane Broadway,

Chairman of the legislature's Joint Committee on Educational Facilities, to each meeting. Broadway reviewed the facilities study process and explained how facility needs are likely to be prioritized and evaluated in the upcoming legislative session. Stephens Inc. Vice-President Mark McBryde joined in by contrasting two potential methods of selling bonds for facilities improvements – through local bond initiatives or through a statewide bond bank.

A number of board members were recognized as Outstanding Board Members at each meeting, and Regional Director elections were held in seven regions.

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New Member Workshop Well Received

Following September's school boards elections, ASBA offered its annual **New Board Member Workshop** (NBMW) on Oct. 25. More than 300 board members and school administrators attended the packed workshop in Little Rock.

Attendees were challenged and guided by Executive Director Dan Farley; trained and advised by ASBA legal staff; warned by the antics of "Andy," our entertaining and amusing video school board member; taught the basics of school finance by North Little Rock Superintendent Tom Kimbrell; and inspired and challenged to develop solid board-superintendent relationships by Springdale Superintendent Jim Rollins and Board President Jim Bradford.

The deeply-discounted Arkansas School Laws books that were made available to NBWM attendees were such a big hit for budget-conscious board members, that ASBA intends to offer the same discount for purchases at the upcoming annual ASBA conference.

Workshop evaluations indicate a high level of satisfaction with the workshop from board members.

Thanks to all the presenters, organizers, and attendees for a job well done.

Register for the ASBA Annual Conference

Registration Form at
www.arsba.org,
or call (800)482-1212.

Upcoming ASBA Conference Offers a Wealth of Breakouts

This year's Annual Conference, to be held at the Peabody Hotel and Statehouse Convention Center from Nov. 30 -Dec. 2, will offer many opportunities for board members and administrators to learn and to network with colleagues. One of the most exciting portions of the conference will be the 15 separate 50-minute breakout sessions that will be conducted on Dec. 1. Now is the time to plan to attend the conference and the breakouts that interest you most.

Choose from a wide variety of breakouts, taught by experts in the field, covering the gamut of education topics:

District Reduction in Force (RIF) Is your board facing the prospect of a RIF due to consolidation, declining enrollments, or shrinking budgets? Learn from one of the state's foremost school attorneys the basics on how to develop and implement a legally-defensible RIF policy for your district.

ADE's School Improvement Program Are your schools classified by the Arkansas Department of Education (ADE) as "needing improvement?" Schools can be placed on the improvement list for any number of reasons. Learn from ADE officials how the whole program works – so you can keep your schools off "the list."

Early Childhood Education Educators and others understand that effective early childhood education requires much more than preschool. Learn about the state's new initiative to coordinate classroom education, home education, health and screening, and other services to provide truly effective early childhood education.

School Bus Safety Are your buses safe? Improve your local bus safety by learning from the experiences of others, as Siloam Springs administrators and transportation officials share insights gained after a well-publicized fatal bus crash.

Child Health and School Did you know that the much publicized Body Mass Index (BMI) reports are just a small part of a much larger law that also mandates nutrition and physical activity standards for schools? Learn about all the components of Act 1220, including the controversial BMI requirements.

Saving Money on School Purchases Find out how Arkansas school districts are using the Texas-Arkansas Purchasing System (TAPS) to save money on school purchases – from pencils, to computers, to buildings.

Be an Education Lobbyist Learn from the ASBA legislative team practical tips on how you can make a difference in Arkansas education by lobbying legislators on education issues that affect your district and community.

Making "Master Principals" Are your principals dynamic education leaders in your community? Learn about one of the nation's most innovative plans to improve schools, which is happening right here in Arkansas. The Master Principal Program helps school princi-

Bauxite: This is no Bored Board

“Bored? Not hardly!” responds Howard Kitchens when asked about his 17 years of service on the Bauxite School Board. “I’ve been here for quite a while, but working with my fellow board members and superintendent keeps me engaged all the time.”

The Bauxite School Board holds a special distinction in Arkansas in that the entire school board has been together for 10 years. ASBA’s James Gilson visited the Bauxite board and superintendent to see what insights we might learn from a board with such a long and stable history. The 5-member board has a combined 67 years of service. In addition, the board is well trained, with an average of 115 boardsmanship credit hours and a combined total of nearly 600 hours among them. The board achieved the ASBA *Outstanding Board* status in 2003, ranking them among the top 10% of boards in the state.

“First of all,” notes 10-year veteran and board president Richard Childress, “we all have deep roots in this community, and four out of the five members, including myself, graduated from Bauxite schools. That commitment and connection with our community keeps us focused on what’s important—having a strong school system to give our kids the best possible education.” Among the other members’ nods of agreement, 16-year board member Frank Torres adds, “And, it helps to have a great superintendent. Our former superintendent, J.L. Ford, and our current superintendent, Dr. Fred Dawson, have served our kids and our community very well. They have helped keep the whole community focused on



The Bauxite School Board has been intact for 10 years
Front: Frank Torres, Rita McDade, Howard Kitchens *Back:* Richard Childress - President, Russell Baxley, Dr. Fred Dawson - Superintendent

learning.”

“Well,” begins Dawson, “I feel fortunate to have worked with these individuals. I’m grateful for the unselfish approach that each board member has taken. This board has always considered what’s best for students and staff when making decisions.”

“Right,” adds 13-year board member Russell Baxley, “we may disagree on things from time to time, but we’re always agreeable with one another, and we always support the final decision of the board. The public sees that, and it makes a huge impact on their support of the schools. I give the public an A+ for their support.”

Bauxite citizens’ support for the board and the schools was clearly evident after a 2001 fire destroyed the Bauxite high school. Explains Kitchens, “When we had public meetings to reassure the public after the fire, the citizens pledged to support whatever measures were necessary to bring the high school back.”

“People stood up in that meeting and volunteered—*volunteered*—to support and en-

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School Board BRIEFCASE

Annual Conference Edition

- ▲ Register by Nov. 19 to save \$
- ▲ “Board Meetings A-Z” workshop on Nov. 30
- ▲ “Parliamentary Procedure” workshop on Nov. 30
- ▲ Delegate Assembly meets Dec. 1 to consider bylaws and resolutions
- ▲ Exciting conference speakers
- ▲ Choose from 15 informative breakout sessions
- ▲ Facilities Report unveiled
- ▲ Legislators look ahead
- ▲ Reserve hotel rooms now
- ▲ April 16-19, 2005; NSBA Conference, San Diego, CA

Inspiring Speakers for an Inspiring Conference

Continued from page 1

new conversation that restores public trust and increases community support for schools. He presents the inspiring story as he has grown from one of education's toughest critics to one of its strongest supporters. Vollmer will speak at the General Session on Dec. 1.

David Kern has done it all in education, including teaching in every level from kindergarten to high school. An acute observer of the human condition, Kern has developed his own philosophies about education and about reaching children. He combines the warmth of a good friend and mentor with a highly developed



Jim Kern

wit and sense of humor and the antics of an entertainer to energize and educate with his vision of how to truly meet the needs of our children – in the classroom and at home. He is a nationally acclaimed inspirational speaker who will touch your heart and mind. Kern will speak at the ASBA Luncheon on Dec. 1.

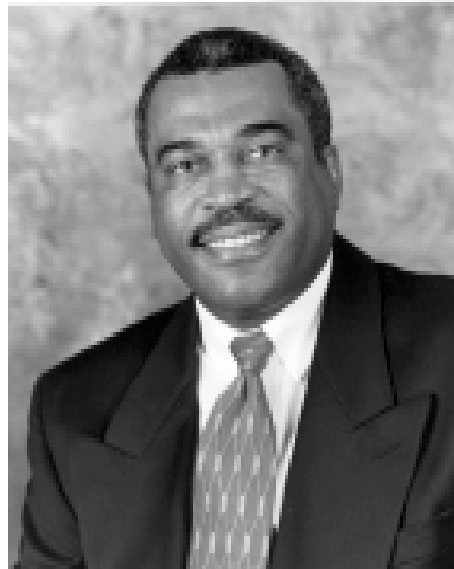
George McShan, President of the National School Boards Association, has a lifetime of

experiences in education that make him one of the foremost education leaders in the nation.

McShan overcame the disadvantages of a segregated classroom in rural Texas to become a teacher, an administrator, a board member, and ultimately what might be considered the ultimate board member in the nation – the president of NSBA. He will share his story about how Brown v. Board of Education shaped his life, and he will explore how we can continue the dream of Brown to create inclusive and effective schools only by collaborating among ourselves, our communities, our society, and our kids. McShan will speak at the Dec. 2 breakfast.

Dr. Ken James, Arkansas Director of Education, shares his thoughts on the current state of education in Arkansas, the role of school boards in the twenty-first century, and his vision for and the direction of the Arkansas Department of Education. Don't miss this opportunity to hear firsthand the state's plans for education that will ultimately affect you, your district, and your students. James will speak at the General Session on Dec. 1.

On Dec. 2 during the final General Session, **Scot Capas** and **Jack See, Jr.**, chairs of the Executive Committee and Standards Committee of the Facility Task



George McShan

Force, will give their first public presentation of the Facilities Report after the Dec. 1 unveiling. Get a leg up understanding the Facilities Report before returning home to your district, and before the legislature begins to use the report in the upcoming General Assembly.

A panel of legislators will cap the ASBA conference with a moderated discussion about issues facing the state and the General Assembly in the upcoming legislative session. Understand firsthand the lawmakers' concerns and expectations for what will be, by all accounts, one of the most significant legislative sessions in Arkansas history.

Register for the conference at www.arsba.org, or (800)482-1212.



Dr. Ken James

Learning Principal Principles

Fourteen principals across the state were accepted in October to Phase II of the **Arkansas Master Principals Program** of the Arkansas Leadership Academy.

Led by former ASBA staffer Kathy Morledge, the Principals Academy seeks to train principals as outstanding education leaders in their school and in their community. Each principal had to pass a rigorous review of his or her accomplishments and had to demonstrate many abilities before being accepted.

ASBA congratulates all 14 principals and their school districts for working so hard to be the best educational leaders they can be.

<i>Alma</i>	Jim Warnock
<i>Cabot</i>	Blaine Alexander
<i>Harrison</i>	Harry Branch
<i>Little Rock</i>	Diane Barksdale
<i>Little Rock</i>	Jane Harkey
<i>Little Rock</i>	Darian Smith
<i>Malvern</i>	Terri Bryant
<i>Monticello</i>	Belinda Akin
<i>Rogers</i>	Roger Hill
<i>Rogers</i>	Cathey Ramsey
<i>Springdale</i>	Maribel Childress
<i>Springdale</i>	Debbie Davis
<i>Van Buren</i>	Diana Peer
<i>Warren</i>	Marilyn Johnson

ASBA Announcements, Odds & Ends...

Annual Conference Registration. Register for the ASBA Annual Conference, *Inspired Leadership for Arkansas Schools*, by Nov. 19 to receive early-bird prices. Consult the recently-mailed conference flyer, the ASBA website, the inside back cover of this Reporter, or call (800)482-1212 for more information.

National Education Week The week of Nov. 14 – 20 is National Education Week. Celebrate by encouraging your local press to do a positive school story. Thank a teacher for caring. Give an administrator a pat on the back. Send kudos to support staff for their efforts.

National Parent Involvement Day. In conjunction with National Education Week, Nov. 18 has been declared National Parental Involvement Day. Encourage parents to become involved. Consult www.projectappleseed.org.

National Children's Book Week. During the week of Nov 15 – 21 many schools will have reading days for students. Volunteer to read in your local schools to show your support for National Children's Book Week.

Tax Discussions set for Nov 11 & 18. You can join others in your community in Study Circles – small, facilitated group discussions in 23 counties – about Arkansas taxes. Contact Study Circles staff at heather@arsba.org or studycircles@arsba.org to find the discussion nearest you.

Become a Key Legislative Communicator. Help ASBA's legislative team by volunteering a small amount of your time to lobby you local legislators on educational issues. Contact Kristen Gould at Kristen@arsba.org or (800)482-1212 to find out more.

Identify Your Board's Delegate. Each school board should identify a representative delegate for the ASBA Delegate Assembly to be held on Dec. 1 as part of the annual conference. If you haven't selected a delegate, please do so and inform ASBA at (800)482-1212.

ASBA Bylaws are being Revised. The ASBA is prepared to adopt new bylaws in the upcoming Delegate Assembly. Copies have been sent to board presidents and identified delegates. Review the proposed bylaws yourself on the ASBA website, www.arsba.org.

ASBA Resolutions are available. ASBA members from across the state have proposed resolutions for the Delegate Assembly to consider on Dec. 1. Review the proposed resolutions on the ASBA website, www.arsba.org.

ASBA Reporter - Tell us what you need!

We at ASBA want to serve the needs of school boards and school board members. We want to provide you with information and ideas that you can use to improve education in your community. So, what do you need? Please contact James Gilson with your ideas and requests at (800) 482-1212, or e-mail jjilson@arsba.org.

ASBA Regional Director Elections Completed

As part of the recent ASBA regional meetings, seven school board members were elected to serve on the ASBA board of directors. Congratulations to the following members who were elected or re-elected:

Region 2	Ron McNair	Alpena
Region 3	Rick Stripling	Nettleton
Region 4	Perry Newman	Lavaca
Region 5	Jerry Don Woods	Dardanelle
Region 9	Johnny Lockley	DeWitt
Region 10	Vonda Cranford	Malvern
Region 14	Brian Brown	Warren

These new and re-elected directors will be joining ASBA's other regional directors:

Region 1	Cathy Allen	Rogers
Region 6	Ray Edwards	White Co. Central
Region 7	Gene Boeckmann	Wynne
Region 8	Amy Daniel	Benton
Region 11	Chuck Kauffman	Fordyce
Region 12	Jerry Bishop	Nevada
Region 13	Wayne Gibson	El Dorado

to be part of the ASBA Leadership Team. Welcome aboard!



Senator Shane Broadway, Executive Director Dan Farley, and financial consultant Mark McBryde prepare for the regional meetings broadcast at the Arkansas Department of Education's Distance Learning Center in Maumelle.

Outstanding Members

115 Arkansas school board members were recognized during regional meetings for achieving **Outstanding Board Member** status, having received at least 25 hours of boardsmanship credit by attending ASBA-sanctioned programs. Congratulations and good luck to all as you move toward the next board member honor, Master Board Member.

Acorn	Cheryl Boyd
Alread	Barnett Bruce
Altheimer	James Rice
Altus-Denning	Michelle Nunnelee
Altus-Denning	Billy Dunahoo
Arkadelphia	Wes Sullivan
Armored	Susan Hughes
Armored	Jeff Parish
Bald Knob	Marvin Harvey
Batesville	Scott Wood
Beebe	G.E. "Butch" Rice III
Beebe	Lorrie Welch Belew
Benton	Mr. Toney Brasuell
Benton	Bobby McCallister
Bismarck	Gary Burroughs
Booneville	Don Dunn
Booneville	Glynda McConnell
Bradley	Richard Estes
Bright Star	David Westmoreland
Bright Star	Mike Evilsizer
Bright Star	Richard Harris
Bryant	David Passmore
Camden Fairview	Shelton Daniels
Carlisle	Gary Loftis
Carlisle	Tommy Walls
Carlisle	Terry McCallie
Centerpoint	Damon Daniels
Centerpoint	Don Lane
Centerpoint	Jeff Sandage
Concord	Lanny Brackett
Concord	Terri Cornett
Cotter	Allen Franks
Crossett	Bruce Warren
Dardanelle	Dawn McCormick
Delaplaine	Bill Weitkamp
Delaplaine	Denny Stormes
Des Arc	Rick Ford
Dollarway	Harold Tisdale
Dumas	Kara Beth Crow
East End	Wayne Olles
Elkins	Clinton Dearing
Eureka Springs	Steve Hamblin
Fordyce	John Daniel
Fordyce	Silas T. Warner
Fouke	Deryl Jones
Gentry	Jim Barnes

Gravette	J.R. Gibbs
Green Forest	Julie Adams
Green Forest	Brian Ayers
Greenland	Jeff Parker
Hamburg	Paul Keith
Hampton	Dorothy Ware
H.Grove - Camden	Thomas Key
Harrisburg	Walter "Bud" Johns
Highland	Ross Cardin
Hope	David Santifer
Hot Springs	Debbie Ugbade
Hughes	Jimmy Bain
Huntsville	Gary Hatfield
Huntsville	Dale Phillips
Jessieville	Rodney Ivers
Kirby	Bruce Stewart
Lake Hamilton	Don Henson
Lake View	Everlene Ross Tucker
Lake View	Irma Morehouse
Lake View	Luevenia Davis
Lakeside L.V.	Patricia Mazzanti
Lead Hill	Clifford Methvin
Lee Co.	Elizabeth Johnson
Lockesburg	Barbara Dixon
Manila	Donald Master
Mayflower	Stephen Runge
McCrary	Max Long
McNeil	Hurlen Cross
McRae	Brenda McKown
McRae	Todd Smith
Mountain Pine	Mary Kay Foshee
Mountainburg	Brett Peters
Murfreesboro	Mary Jean Barbre
N. Little Rock	Trent Cox
Nashville	Phillip Turner
Nettleton	Ted Rook
Oark	Douglas Pfeifler
Osceola	Billy Griffin
Parkers Chapel	Victor Nipper
Parkin	Marilyn Jones
Pea Ridge	Billy Clark
Perry-Casa	Cecil Long
Pleasant View	Sam Dunn
Pocahontas	Gary Cole
Pottsville	Jerry Clair
Pottsville	David Potts
Prescott	George Odom
Prescott	Jeff Haynes
Pulaski County	Carol Burgett
Rison	James Wilson
Searcy County	Dr. G.C. Blair
Searcy County	David Branscum
Siloam Springs	Brent Butler
So. Conway Co.	John Gibson
Sparkman	Mark Mann
St. Paul	Danny Patrick
Stephens	Erma Brown
Stephens	Maurice Porchia
Stuttgart	Greg Fischer
Stuttgart	Rita Cress
Sulphur Rock	Ron Carter
Turrell	Brian Rains
White Co. Central	Wade Roetzel
Wonderview	Gary Kaufman
Wynne	Dr. Robert Hayes, Jr.
Wynne	Melvin Taylor

Regional Meetings



Region 3 board members in Harrison await the beginning of the distance-learning broadcast.

Lavaca Board members John Ciesla and Ron Dean share a laugh with Western Arkansas Co-op Director Guy Fenter.



Sam Lewis of the Ozarks Unlimited Resources Co-op explains to board members how to ask questions during the distance-learning broadcast.

Board members converse with Director Farley all the way from the Region 2 meeting held in Branch, AR.



Local Superintendent Leads National Group

J.M. Edington, superintendent of Corning schools, became president of the National Rural Education Association (NREA) in October.

A graduate of Biggers-Reyno schools, Edington returned to his alma mater to teach math for 15 years before rising through the ranks to become superintendent of his



hometown schools. In July he was named superintendent of the

Corning School District, which recently annexed Biggers-Reyno.

Supt. Edington has served as president of the Arkansas Rural Education Association for the past three years. Congratulations to Edington and the Corning School District.

E-Rate: Is money on the table?

E-Rate, also known as the Schools & Libraries Universal Service Support Mechanism, is one of the federal government's most successful programs that assist schools — particularly rural and poor schools, which are plentiful in Arkansas.

The Telecommunications Act of 1996 levies Universal Service Fees on phone bills, and then uses that money to help rural and poor areas receive better communication services. More than \$2 billion per year is used to help schools get telephone, internet, e-mail, and other communication services.

The E-Rate program in Arkansas is managed by the AR Department of Information Services (DIS), where Program Manager Becky Rains oversees the program and chairs an E-Rate Workgroup of representatives from government, communications, education and libraries. Notes Rains, "E-Rate subsidizes the cost of school communications and services on a

Wealth of Breakouts...

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pals lead education improvement in your community.

School Construction Learn from an experienced builder and board member what every board should consider before embarking on a building program. It's perfect timing for the upcoming facilities improvements required by the court.

School Policies on the Internet Does your district subscribe to the ASBA Model Policy Service? Learn how your district can take the next step by having your policies posted on the internet—for yourselves, your staff, and your community.

Using Education Data for Decision-making Learn how to use one of the most important sources of education data, www.just4kids.org, to help your board make decisions based on sound data from your schools and from the state.

Engage Your Community The Arkansas Study Circles Project has two new guides for involving your community in your district. Learn about Study Circles' tried and true methods for engaging citizens in your hometown.

Searching for a Superintendent The highly regarded executive search firm, McPherson & Jacobson, will explain how your board can find the right superintendent for both your board and district.

After-School Programs Learn how to offer high quality after school programs in your community from the experts at the *21st Century Program*.

Education Co-ops in Arkansas What do you know about Arkansas' 15 Education Co-operatives? Is your district taking advantage of all the services the Co-ops provide? Find out more about the Co-ops.

E-Rate Subsidies for Rural Schools

NSL Std's	E-Rate Subsidy	NSL Std's	E-Rate Subsidy
0%	25%	35%	70%
1%	50%	50%	80%
20%	60%	75%	90%

sliding scale, based on the percentage of students that participate in the National School Lunch (NSL) Program. In poorer schools E-Rate pays up to 90% of the schools' costs for eligible communications services and equipment."

E-Rate funds two types of services. 'Connectivity', which includes telephone and Internet service to schools, is E-Rate's first

See E-Rate... on page 14

No Child Left Behind: An Update on Act 35

Prior to the enactment of No Child Left Behind (NCLB) in January 2002, Arkansas had developed Criterion Referenced Tests (CRT) in reading and literacy and in math for grades 4, 6, and 8. NCLB requires testing in the same subject areas, but for grades 3-8, beginning in 2005-2006. Act 35 is necessitating some fairly major changes. To understand what is about to happen with testing in Arkansas, an examination of the history of the testing and the changes required by Act 35 is necessary.

Act 35 mandates that the state's CRT tests to be "externally linked" and "vertically scaled." Vertical scaling is the process of linking together tests designed for successive grades by using research based linking methods. Scores across grade levels are put on the same scale so that growth in student performance can be assessed as the student moves from one grade to the next. This way, for example, the CRT test given to students in the fourth grade should indicate how they would score on the 5th grade test. "Externally linked" means

that the rigor of the tests is measured against a national norm that allows the results on Arkansas' tests to indicate how Arkansas' students rate against students in other states.

When Arkansas developed its CRT exams for grades 4, 6, and 8, the tests were not all developed at the same time or in sequential order and were not vertically scaled. This is one possible explanation for why students appear to do better on the fourth grade tests than they do on 6th or 8th grade tests; the scaling of the tests is not aligned.

The tests that are required under NCLB compare *this* year's fourth grade, for example, against *last* year's fourth grade. This is called a "status" measurement; that is, checking one group against a successive group. Act 35 requires the tests to measure the annual learning gains of students through "longitudinal tracking" and "value added computations." This is called a "gain" measurement, which allows the progress of individual students to be tracked from year to year. Students are being moni-

tored from one year to the next to see how much knowledge they have gained. In many ways, a status measurement compares apples to oranges, whereas longitudinal tracking compares apples to apples.

Act 35 requires school performance to be measured by two different methods. Each school will receive one "category level" for its annual improvement gain measurement and one for its status measurement. The gain category level will not be given, or available, until 2007-08. Districts may request the category level rating for their status score at the end of this school year, but the mandatory reporting will not begin until the 2009-10 school year.

The timeline for the status score conflicts with NCLB timelines. While NCLB requires the tests for grades 3, 5, and 7 to be ready by 2005-06, Act 35 requires them to be ready by this year. There's a glitch in the timelines within the Act, but as you read further, you may agree it

See No Child... on page 18

Share Your Inspiration with Others

The theme of this year's annual conference is "**Inspired Leadership for Arkansas Schools.**" Inspiration and leadership really go hand-in-hand—leaders must be inspired, and then good leaders inspire others. Throughout history leaders have inspired others with rousing words of wisdom that distill a challenge, a fundamental truth, or a call for action down to one brief, inspiring statement.

As part of this year's conference, ASBA asks you to share with others the inspiring quotes

that have challenged and inspired you — in your life, your work, and your board service. During the conference your

Let us put our minds together and see what kind of life we can make for our children.

- Sitting Bull

quotes and others' will be published, read, and shared with your fellow board members. We can all learn from each other how to be inspired leaders for Arkansas schools.

Submit ideas by e-mail to jgilson@arsba.org or by fax to (800)375-2454. Attend the conference to see and hear your quotes shared with others, and to be inspired by others submitted by your colleagues.

JACK GARDNER, ASBA PRESIDENT



Members: Develop your “Inspired Leadership for Ark Schools”

I want to encourage you and your fellow board members to make plans to attend. The amount of information we need to do our jobs well continues to increase. I know many of you must make special arrangements to attend the conference, but the effort will be well spent.

We've all been dealing with change and although we may not relish it, much of it will benefit

the children of our state. It's our responsibility to know what our challenges are and how best to approach them. The conference will offer something for just about everyone. Excellent speakers, lots of breakout sessions, ideas about the upcoming legislative session, many exhibitors, and great opportunities to network are all yours at the conference.

Many of you who were just

elected to your local school board may not have attended our New Board Member Workshop on Oct. 25. Two pre-conference workshops on Nov. 30 will provide you with similar basic information to help you in your new role as a school board member. ASBA Staff Attorney Kristen Gould will conduct “Board Meetings A to Z” and Parliamentarian Jim Slaughter will

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DAN FARLEY, ASBA EXECUTIVE DIRECTOR



School Board Members: Leaders, Learners, Communicators

One thing I've learned over the past few years is that people don't know what they don't know. That's true of all of us at some time or other. How can you be held accountable if you don't know what's expected of you? Sometimes it's excusable. Sometimes it isn't.

If you've been elected to the school board, your community has certain expectations of your service, and so does the law. Pleading ignorant may get you one “get out of jail free” card, but there is no guarantee. With more and more accountability measures in place, it is vital that newly elected school board members know their duties and responsibilities and act accordingly.

Once you begin to get the hang of your new civic responsibility,

you will quickly realize that people don't know what they don't know. There are many possible examples. We believe everyone involved in the enterprise of education must be held accountable. That includes students and parents. How many of those citizens know and understand the nuances of No Child Left Behind? How many of those folks know what AYP is? Or Act 35 or the Omnibus Education Act? How many Arkansans, even today, understand the mandates set forth in the Lakeview decisions?

My purpose here is not to castigate anyone. My purpose is simply to underscore how vitally important it is that we communicate clearly; that we ask questions when we need to, and that we

strive to take education issues, often heavily laden with jargon, and talk about them in ways to help folks understand. Let's help them to know what they presently do not.

We shouldn't make the assumption that Mr. and Mrs. Average Citizen are well informed or that they even have a particular interest in education. Perhaps their children are grown. Perhaps they are among a growing number of adults who have no children. Many of the issues don't affect those folks, but some of the issues affect us all.

Since education has been at the center of everything in Arkansas during the last few years, people are growing weary and they're not

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PAUL BLUME ASBA GENERAL COUNSEL

Sexual Harassment: A Refresher Course



Despite the headline to this column, this is not a refresher course on how to undertake sexual harassment. Sorry to get your hopes up. As we once pointed out, several years ago in a column on the matter of sexual harassment, we are against it. Still.

In discussing this topic with Mary Margaret the Wonder Pooch, she opined that sexual harassment was one reason God gave us fangs. (An additional reason she suggested, quickly, was to assist her in enjoying lots of pooch treats. Lots of them). Actually, I'm pretty sure I don't have fangs. Regardless, as usual, I'm not sure I can go along with her solution to the problem, effective as it might be in practice, teeth, fangs, or whatever. I'll get back to you on her other suggestion for stopping sexual harassment, involving being chained in the back yard for a few days.

As for an explanation of what constitutes the different types of sexual harassment, I recommend that you go to the website, www.arsba.org, click on "Legal," click on "Paul Blume," then scroll down for the other columns on this endlessly fascinating topic.

All of you probably have a policy on sexual harassment (my bet being that, like us'ns, your policy does not approve of it). What we are emphasizing this time is that allegations of sexual harassment are matters that **MUST** be dealt with very quickly and vigorously, and in a manner consistent with your policy.

In a school setting, there are more than the usual potential problems of "employee-on-student" sexual harassment. That is, situations where a teacher makes a sexual suggestion or undertakes other actions that are sexually motivated toward a student. For example, an employee making suggestive comments on a student's appearance; an employee touching a student in a manner that can be either sexual, *per se*, or which just makes the student uncomfortable; asking the student to go to the employee's home. And so on.

By the way, students can make such approaches to

See Harassment... on page 13

Contact ASBA

Arkansas School Boards Assoc.
808 Dr. Martin Luther King Dr.,
Little Rock, Arkansas 72202-3646
(501) 372-1415

1-800-482-1212
Fax: (501) 375-2454
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www.arsba.org

Members...

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conduct a basic parliamentary procedure workshop. Each workshop will be repeated twice (morning and afternoon), so you have an opportunity to earn six hours of continuing education. The two workshops are open to any of our members, but I think it will be especially helpful to those of you who were recently elected.

The Educational Facilities Study results should be released about the same time as our conference convenes. We have speakers on the program who were intimately involved in the Study who will be on hand to discuss it. We'll also have a panel of legislators to talk

about that and other issues facing the upcoming General Assembly. And for those of you who want to be involved in ASBA's legislative efforts, there will be a breakout session devoted to that.

Perhaps one of the greatest benefits of a statewide conference like ours is the opportunity to visit with our contemporaries from other Arkansas school districts. Despite our many differences, we also have many similarities. Sometimes when we visit with other board members, we learn valuable information that we can take home and put to use. Knowing what works (or what doesn't) in one district sometimes can be helpful in our own. One thing is certain: only fellow school board members can fully appreciate the

job you do.

Many of you will be recognized at our annual Awards Luncheon when Master and Pinnacle Award winners will be announced. It is ASBA's way of recognizing school board members who go the extra mile to improve their board service.

Since our work ultimately is about kids and their education, we will underscore the object of our attention by having some talented students perform during the conference. Students always remind us why we are willing to serve. They continually inspire us to work smarter and harder on their behalf. In just a few short years, after all, it is they who will serve on Arkansas school boards. We need to be good models for them.

Leaders...

Continued from page 10

making the effort that it sometimes takes to truly understand the issues and the possible solutions to our problems. Then it becomes very important that we make special efforts to try and help people know what they presently do not. It is, after all, the civil and responsible thing to do. And once again, I intone one of our mantras: People tend to support what they help to build. Before the "building" begins, however, tools are needed. Sometimes those tools come in the form of information.

To share information, you first must understand it yourself. If you're a newly elected school board member, the first thing on your agenda should be to learn as much as you can as fast as you can. And always remember that you alone have no authority at all. It is only as a board that you have power, and that power should be

focused like a laser beam on improving student achievement. If you were elected on a promise to fire the coach or hang the superintendent, you may encounter a world of hurt and disappointment. If you got the job, your overarching responsibility is to make sound decisions on behalf of all the children in your school district.

I've said it before in this column, but I think it bears repeating. When we are wrestling with a policy decision at ASBA, we run the issue through what we call our filters. They are three questions we ask about the issue: (1) Is it good for kids? (2) Will it help to build an education ethic? (3) Is everyone held appropriately accountable? If the issue can pass through each of those filters, we generally support it. It's a process that has served us well and one that I recommend to each of you whether you are a new or veteran school board member.

There has been much turmoil in

the past several months. Change often produces that result. Most of the time, we avoid turmoil if it's possible, but we cannot ignore the need for change. To do so would be to shortchange the very people we're here for: the schoolchildren of Arkansas. That must be our focus if we are to be successful in our shared mission. And if we are to be truly good stewards of the public schools, we need to model the kind of behaviors we expect of our students. We need to do *our* homework, too.

I am of the opinion that learning is a lifelong quest. With each new role we assume, we need to learn everything we can to perform well. As new school board members, never be afraid to ask questions. Your understanding of the issues will guide your actions. And at every opportunity, help others to understand. And if it all seems a little confused, just remember that people don't know what they don't know, and then try to help them. We'll all benefit.

Harassment...

Continued from page 11

an employee, also, but the employee, if he values his job and his freedom, will immediately spurn any such approach and report the incident to the principal.

In “employee-on-employee” sexual harassment, one employee does some thing which is based on sex, but does not necessarily solicit sex. It can involve sexual suggestions and/or touching; but just as problematic is the situation in which an employee is made uncomfortable or is simply treated differently because of that person’s sex. This can run the gamut from outright sexual touching to not including a member of one sex in employment-related activities. In a case I handled several years ago, a female employee complained because her male supervisor occasionally (and apparently unwittingly) grabbed himself in a way we have all seen the occasional baseball player do on TV. (Engage imagination, if you must. No further explanation forthcoming).

Your administrators must understand (and I’m sure most do, but...) that, whenever a report of sexual harassment is reported from anyone, an investigation must ensue immediately. The parties (and any potential witnesses) must be questioned, credibility weighed, and action taken. That’s not to say that all reports of sexual harassment are true. On the contrary, many are not, or can be based on a misunderstanding. Regardless, steps must be taken to ensure that no further acts or misunderstandings occur. They all can lead to lawsuits if not acted upon quickly.

Let’s look at an example that comes up a lot. A female student complains to a counselor, teacher, etc., that Mr. Jones has touched her

when they were alone in his classroom. No witnesses. No other complaints about Mr. Jones have ever been made. Mr. Jones vigorously denies the charge, insisting that he never would do such a thing. The complaining party is of unknown credibility. What to do?

Well, Mr. Jones should be counseled, and a memo placed in his file. Both the counseling and the memo should tell Mr. Jones the details of the allegation; that there is no means of knowing whether the allegations are true; and that, in order to avoid any further such allegations, he should never be alone with a female student, and certainly never alone with the door closed under any circumstance. He must never offer a female student a ride home. Never touch a female student. Period. Try never to say anything that could be construed as sexual in nature. And tell him that, if this type of allegation recurs, it could call into question his credibility. Oh, yeah: and stay away from that particular student. If she can’t be moved to another classroom, deal with her only in the most professional manner possible and only in the minimal degree necessary to properly engage her in the same full instruction as all other students.

Okay, if we don’t know whether Mr. Jones did the deed, why do we do this? Because, in almost every case, you won’t know whether Mr. Jones did it. If we assume that the student is lying, we might not be addressing a genuinely bad situation. If we assume that the student is telling the truth, we might be putting Mr. Jones’s job in jeopardy for no reason.

This is true in almost every case of sexual harassment, employee-on-student or employee-on-employee. We usually just don’t know. So, what we have done is to tell Mr. Jones to insulate himself from possible recurrences of allegations of

sexual harassment from the student (or from such allegations from Miss Smith, the librarian). But if similar allegations pop up every so often (without having videotapes with sound and a written confession), we can take a “where there’s smoke, there’s fire” approach. Suddenly, the credibility assessments turn against Mr. Jones, and/or he hasn’t taken our advice to keep himself out of potentially difficult circumstances.

With regard to legal difficulties, employee-on-employee situations can get you into a whole lot more trouble (read: lawsuits) a whole lot faster than employee-on-student, because the situations are covered by different laws. Nevertheless, your administration must act very, very quickly when this situation appears, because, regardless of the legal situation, there could be a real problem, and you don’t want this type of thing going on, at all. Let’s protect ourselves, but let’s be sure to protect the kids.

By the way, if an administrator (or other person to whom these things are reported) has a report of sexual harassment, if the person reporting it tells him that he shouldn’t do anything about it, it’s just for information, it’s too late for that. If this comes to the attention of the district in some way, it **MUST** be dealt with. Not wanting to get anyone in trouble is no reason to sit back and wait for something else to happen. In employee-on-employee situations, your district can be liable if you merely should have known that the sexual harassment was occurring. It can’t be overlooked or ignored.

And chaining the offender in the back yard for several days probably isn’t going to be approved by a court. Sorry, Mary Margaret. No, not even if you hit him with a rolled-up newspaper.

E-Rate...

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priority, according to Rains.

“Priority 1 services are being fully funded. Here at DIS we submit an E-Rate application on behalf of schools to get them discounted telecommunications and Internet access. Schools can easily apply for *local* telephone and internet service, as well.” Even communications wiring in a school building could be eligible for priority 1 funding, according to Rains.

Any operations or equipment beyond the service to the build-



E-Rate Manager, Rains

ings are considered ‘Internal Connections’, which are E-Rate’s second funding priority. “Basically, anything between the wall plug and the end user—which can include equipment, computer servers, and wiring—is considered ‘internal connections’,” says Rains. Schools or Districts must apply on their own for priority two funding. “E-Rate funds the eligible 90% discount proposals and then goes down the scale until the money is gone for that year,”

explains Rains. In recent years E-Rate has funded as far down as the 70% subsidy level. “We expect 2005 to be a good year for E-Rate, and we encourage everyone down

to at least the 70% level to apply for Priority two funding,” she adds.

Applications for 2005 funding are expected to be accepted from Dec. 14, 2004 – Feb. 14, 2005.

Rains and the E-Rate workgroup are joining ASBA and others to find more ways to utilize the E-Rate program in Arkansas. Rains and others can advise schools and districts, and can even help applicants prepare funding applications. Led by Rains, the Workgroup is conducting a special workshop on Nov. 15 in Little Rock to help districts get ready for this year’s application period.

For more information consult the E-Rate website at www.sl.universalservice.org, or have your district administrators contact Becky Rains at DIS.

Bauxite...

Continued from page 3

act a millage increase to rebuild and even improve the high school,” added 11-year member Rita McDade. “I’ve never seen citizens volunteer like that before. As it turns out, additional millage wasn’t necessary, but the community was willing.”

When queried further, the board all agreed that the stability of the board and the school district was due in large measure to the collaborative, professional, and positive relationship between the board and the superintendent. “We don’t spend time feuding, because the board’s vision is the superintendent’s vision,” explains Childress. “And that’s also due to the fact that we have hired administrators to run the school, and they’re doing a good job,” adds Kitchens. “We have retreats and planning sessions where we build our

relationships with one another, and we spend time developing a combined vision of what our schools should be doing,” says McDade. “It helps us to iron out differences and come together for the sake of the students.”

When asked about what the stability of the board meant to him, Dawson responds, “The stability of this board has allowed us to develop good policies, good long range plans for facilities, a good financial foundation for the future, and good educational plans for our students. We’ve just been able to do so much more with the resources we have.”

When asked to offer a snippet of advice for newer board members, everyone sounded like they were singing from the same page of a song book, as you might expect from a board with such a long, positive history together.

“Go in with an open mind, and be willing to negotiate to do what’s best for the school,” says

Kitchens. “Don’t come in with an agenda,” adds Baxley, “Focus on the kids.” “Work as a team – a ‘real’ team,” advises Torres. “Don’t take it personally if you disagree, or lose a vote,” noted McDade. “And remember that the whole district is who you serve. Keep a good pulse on the community,” concludes Childress.

In June 2005, Dr. Fred Dawson will retire after serving 12 years as Bauxite superintendent. When asked about his replacement, he noted, “The new superintendent will have the pleasure of working with a really good board.”

“Yeah, but we may have to hire *two* people to replace him,” quipped Torres, to the nods of his fellow board members.

Does your board have a story to tell? Contact James Gilson at jgilson@arsba.org or (800)482-1212 to share your story in the Reporter.

JOB BULLETIN

A service of ASBA

Superintendent,

Bauxite School District

Qualifications: Meet state licensing requirements for superintendent.

App. Deadline: Jan. 7, 2005

Commences: July 1, 2005

Salary: Negotiable

Contact: Dr. Fred Dawson, or Board President Richard Childress; 800 School Street, Bauxite, AR 72011
Telephone: (501)557-5453

Superintendent

Flippin School District

Qualifications: State certification required

App. Deadline: Feb. 11, 2005

Commences: July 1, 2005

Salary: Negotiable.

Questions to: Dr. Robert Calvary; tel: (870)453-2270

Resume' to: C Dane Hudson, Board President; 803 Hillcrest Street, Flippin, AR 72634; Tel: (870)453-5600 (business phone, may leave msg.)

Superintendent

McCrary School District

Qualifications: State certification and 3 years superintendent experience.

App. Deadline: Until filled

Commences: July 1, 2005

Salary: Negotiable

Resume' to: Charles A.

Vondran, Superintendent; McCrary School District, P.O. Box 930, McCrary, AR 72101

Send advertising requests to jgilson@arsba.org, or (800)482-1212

ASBA Welcomes Two New Employees to the Team

Ann Brown Marshall brings a wealth of experience to ASBA as Special Projects Coordinator. A certified master facilitator and trainer and an expert writer, Ann



Ann Marshall

will conduct and coordinate special projects for ASBA. Her assignments will include writing, community involvement, and other matters. She is already busy updating the ASBA Handbook for Arkansas School Board Members, and she is helping build community support for the ASBA-supported tax discussions occurring across the state.

With 29 years of experience in education — ranging from teacher, to volunteer coordinator, to federal court desegregation monitor, to her most coveted role as mother of four and PTA mom — Ann has continued to be a tireless advocate for education. When she's not busy on the front lines of education advocacy, Ann enjoys singing in the Arkansas Choral Society and volunteering at her church.

Amanda Mahar recently joined the staff in the Risk Management (insurance) Program. A Conway native and a graduate of Conway schools, Amanda brings with her nearly two years of experience with one of the world's largest insurance companies, Transamerica. Amanda most recently worked there after graduating from the University of Arkansas at Little Rock with a degree in history.

Having been raised in a teacher family (her father taught and coached in the Conway schools), and having been inspired by a high school teacher to pursue a degree in history, Amanda is a great fit at ASBA. When she is not processing claims at ASBA, she enjoys practicing yoga and spending quiet time with boyfriend Sam and dog, Sedira.



Amanda Mahar

Talk at the Top

An interview with Arkansas Director of Education, Dr. Ken James

After successful stints as superintendent of schools in Batesville, Van Buren and Little Rock, Dr. Ken James returned to Arkansas this summer from Lexington, KY, to become the Director of Education at the Arkansas Department of Education. ASBA's James Gilson recently interviewed Dr. James about his return to Arkansas and his perspective on education issues in the state. This is the second installment of the two-part article.

What do you see as the biggest challenges facing Arkansas schools and school districts?

The most obvious challenge facing schools is meeting all of the new legislative and court mandates of recent years. Everyone shares the obligation of providing an equitable and adequate education to Arkansas students, and all that that entails. New rules, like offering a curriculum that is aligned with state learning standards, offering and teaching a rich high school curriculum — including 38 high school units, hiring and training teachers who meet state standards, and providing appropriate facilities for learning — like laboratories, are real on-the-ground challenges for many districts. Both the State Board and local school boards will be making tough decisions about how to meet the 'adequacy standards,' and it will be different in

each school and each school district.

All districts face a new, common challenge to relate their use of resources directly to the improvement of student achievement. The gist of all new accountability requirements has been to make schools responsible for student achievement. No longer will schools be judged primarily by how many special programs they offer, or how attractive their campuses are, or how happy the parents are, or how much they spend per pupil, or some hundred other measures. It's now all about student achievement — how well have your children learned. Meeting this challenge requires a sea change in attitudes and ways of doing business. From now on when making decisions, teachers, administrators, superintendents, and school boards will have to ask first, 'How will the use of this resource improve student achievement in a measureable way, over a continuous period of time?' All other considerations will become secondary.

An extension of this challenge will be for school districts to develop the systems to verify whether their use of resources are contributing to student achievement. School administrators and school boards may have to re-think the kind of information that they use to manage schools, so that they can truly



Dr. Ken James

demonstrate how they have utilized their resources to improve student achievement.

They will have to measure their schools' progress against statewide achievement standards, and base their actions on those measures.

Of course, no discussion about educational challenges would be complete without talking about money. Providing all Arkansas children an adequate education in adequate facilities costs money — more money than is currently in the education system. As districts improve their services and programs to meet the adequacy standards, some will immediately require more funding. Despite the upswing in public support for education, however, some districts will face a Herculean task to raise those funds in their local communities.

"It is absolutely essential that we have strong accountability standards for Arkansas education."

What do you consider the role of the local school board to be in “post-Lakeview” Arkansas?

Although the Lakeview decision makes clear that it is the state’s responsibility to provide an equitable and adequate education to all Arkansas children, it did not specifically diminish the responsibilities of local school boards. Although the state is required to ensure the educational opportunities for all Arkansas students, it is obvious that local school boards and the state will be best served by being partners. And as long as school districts are meeting their end of the bargain, school boards will continue to be empowered.

School boards still control local school budgets, they still set local school policies, they still hire and fire the superintendent, they still are the adjudicatory board for disagreements in the district, and they still use local public input to make the schools an integral part of the community. If anything, Lakeview has highlighted boards’ primary obligation — ensuring student achievement.

In order to be successful and empowered in ‘post-Lakeview Arkansas,’ school boards will have to be certain that they keep their actions and the actions of the superintendent focused on student achievement. They will have to ask more difficult questions about student achievement, which requires more in-depth analysis from board members. Ultimately boards will be more accountable to their students and communities because they will be evaluated by the state and by the public, based on how well they are using their resources to get where they need

to be. School boards will not have the luxury of being distracted by issues that they can’t affect or shouldn’t be trying to affect.

What do you see as the legislature’s biggest educational challenge in the next session?

The legislature has made some very good progress responding to the obligations imposed by the Lakeview ruling. The biggest challenges clearly will be re-

“Being a school board member is harder now than ever before.”

sponding to the need to have equitable and adequate educational facilities throughout the state. Even before the facilities study (the ongoing, legislatively mandated study of school facilities throughout the state), we know that many schools need more, better, and updated buildings and equipment.

When legislators receive the final facilities report, they will see for the first time the bottom line: how much will it cost to bring Arkansas’ school facilities to the adequate level? The legislature will have to develop a funding mechanism to pay for the improvements that we know are needed. It’s a foregone conclusion that the legislature must find a new funding source — be it state or state and local. Also, the legislature will have to consider a funding system to determine which facilities are the highest priorities; how money gets spent, who is held responsible, and what time line will be acceptable — all while carefully

considering what is equitable and adequate.

The legislature is required to re-evaluate the current public education funding formula each session. There is no perfect funding formula in any state, including Arkansas, and there may be pressure from some to change the formula. But if the state’s educational leaders propose to tweak the current formula, they must be very careful, because even a small change can have large, unintended consequences. Finding the balance is a difficult task.

From your perspective, what can Arkansas school boards do to improve education in Arkansas?

First, school boards can center their conversations, their meetings, and the community’s focus on “what we must do to improve student achievement.” That is the most important function of a board — to keep citizens, students, administrators, and themselves focused on the bottom line. By keeping the conversation focused, school boards can avoid many distractions that sap energy and resources from improving education.

If the focus is on achievement, there is no time to fight turf battles and protect fiefdoms. Board members, school administrators, and citizens can spend more time in an open dialogue of ongoing collaboration to help student achievement. If boards can do that, they will make good decisions that serve their communities and their children well. Remember: the board sets the tone and agenda for the entire district and local education community.

Interview...

Continued from page 17

Second, school boards can ensure that schools have the best teachers possible. Educational research shows that the best thing we can do for education is to place excellent teachers in the classroom. Boards can stress the importance of good teachers with the superintendent, support incentives to attract and retain good teachers, and work to improve teachers' salaries. And when necessary, boards should support the superintendent when removing ineffective teachers. As leaders in the community, board members can help recognize, value, and support our best teachers.

And finally, school boards can hold their superintendents responsible for the bottom line — improving student achievement. School boards should set a course of achievement for the district, hire a capable superintendent to meet those goals, and expect the superintendent to get the job done. Boards should keep the superintendents focused on learning — which includes not distracting the superintendent with issues that are not related to achievement, stepping back and letting the superintendents do their job and supporting superintendents' efforts to improve achievement.

Being a school board member is harder now than ever before. School boards play an important part in our education system. I respect and appreciate those who step up to the challenge, and look forward to the opportunity in my new position to work with school boards and the Arkansas School Boards Association to improve education and student achievement in Arkansas.

No Child Left Behind...

Continued from page 9

works out for the best.

The state's new tests must be vertically aligned with the old tests. This cannot begin to be done until results come back from the tests to be given this spring. The realignment, by itself, is a major process. After the realignment, the State Board will have to develop and adopt new rules. Not only is this a process which should not be rushed, it's also one of the benefits of the language in Act 35. More than one school year is given to get the bugs worked out of the system before rewards and consequences take effect. That is much more than can be said for NCLB.

What this means is that the process of aligning the old test scores with the new ones will present a challenge to the ADE in meeting the timelines of NCLB. The ADE is in the process of working this out with the federal Department of Education. Because only one state was giving the number of tests required by NCLB before its implementation, every state will eventually be in the same position as Arkansas is now. Act 35 merely moved up the occurrence for Arkansas. A corollary of the realignment is that the Average Yearly Progress (AYP) gain scores will also have to be refigured, which is another reason why this realignment process will require time to implement.

On a side note, standardized tests (whether they are CRTs or Norm Referenced Tests {NRT}) have to be periodically redone, which inevitably results in a dip

in the test scores. On the years when the CRT tests are rescaled to the NRTs (externally linked), the same timeline problem that will be happening at the end of this year will re-occur. This too, will be true for all states, but is not addressed in NCLB.

While on the subject of testing, among the problems associated with NCLB is that it is based on status measurement and not gain measurement. Especially for those districts where nearly every student is basic or below, the present system gives both the students and the staff very little chance of ever attaining AYP. For those schools starting at the bottom, the NCLB system precludes the possibility of the school being rewarded for making significant gains from one year to the next as long as the results are still below the required level of AYP.

While Act 35 intends to address this problem by having a "gain" category level, that does not solve the problem posed by NCLB's comparing apples to oranges as the basis of its sanctions. This is a problem that needs to be addressed by Congress. While the naysayers will argue that NCLB is "untouchable" and not to be changed, isn't it better for students and schools to fix a flaw in the law? One of NCLB's goals is to promote student achievement. Without longitudinally-based methodology, the Act penalizes the very students it was supposed to help. Please call and write your congressional delegation and urge them to address this problem.

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(972)296-2174
- Midwest Dairy Council**
P.O. Box 3007
Broken Arrow, OK 74013
(918) 251-8616
- Midwest Risk Management Services, Inc.**
P.O. Box 155
Bentonville, AR 72712
(479) 271-7475
- Missco Contract Sales**
1601 Sammy Circle
Hope, AR 71801
(870)777-3556
- Morgan Keegan & Co., Inc.**
100 Morgan Keegan Drive,
Suite 400
Little Rock, AR 72203
(501) 671-1334
- Musco Sports Lighting, LLC**
575 Round Rock W. Drive,
Suite J380
Round Rock, TX 78681
(512) 246-9211
- National Telephone**
P.O. Box 2050
Conway, AR 72033
(501)327-5386)
- NEARK Adjustment Company**
P.O. Box 223
Blytheville, AR 72316
(870) 838-0097
- Pace Learning Systems**
3710 Resource Drive
Tuscaloosa, AL 35401
1-800-826-7223
- Pacheco Outdoor Equipment**
11324Arcade Drive, #3
Little Rock, AR 72212
(501)225-1218
- Post, Buckley, Schuh & Jernigan**
1112 McCurdy Road
Benton, AR 72015
(501)779-3149
- Precision Retirement Group**
7065 Brookview Drive
Urbandale, IA 50322
(10800-369-9461)
- Resun Learning**
8200 Warehouse Road
Little Rock, AR 72205
(501) 568-8866
- Risk Management Resources**
P.O. Box 251510
Little Rock, AR 72225
(501) 614-1142
- Rostra Precision Controls, Inc.**
2519 Dana Drive
Laurinburg, NC 28352
1-800-782-3379 ext. 2552
- School & Office Products of Arkansas**
P.O. Box 26015
Little Rock, AR 72221
(501) 821-4424
- Southern Bleacher Company**
P.O. Box 1
Graham, TX 76450
(800)433-0912
- Sport Court**
700 Minton Road
Benton, AR 72015
(501) 316-2255
- Stephens Inc.**
111 Center Street, # 2300
Little Rock, AR 72201
(501) 377-2306
- TAPS School Purchasing**
2230 N. Edwards
Mt. Pleasant, TX 75456
1-866-839-8477
- TKI Computer Center**
103 N. East Street
Benton, AR 72015
(501) 778-4869
- Trane Arkansas**
1501 Westpark Drive, Ste. 9
Little Rock, AR 72204
(501) 661-0621
- USable Life**
320 W. Capitol Ave, Ste. 1600
Little Rock, AR 72203
(501) 378-3362
- Virco, Inc.**
P.O. Box 5000
Conway, AR 72032
(501) 329-2901, Ext. 1298
- Ward Transportation Services**
P.O. Box 1466
Conway, AR 72033
1-800-364-9001
- Wittenburg, Delony & Davidson, Architects**
400 West Capital, Ste. 1800
Little Rock, AR 72201
(501) 376-6681

The 51st Annual Arkansas School Boards Association Conference
Inspired Leadership for Arkansas Schools

Tuesday, November 30

8 a.m. Registration opens, until 7 p.m.

9 a.m. Workshop Session I, until noon
 Select one of two seminars.

12 noon Lunch on your own

1:30 p.m. Workshop Session II, until 4:30 p.m.
 A second chance to take a seminar.

4 p.m. Exhibit Hall opens, until 7 p.m.
 Browse and enjoy refreshments.

Wednesday, December 1

7:30 a.m. Registration opens, until 5 p.m.

8 a.m. Exhibit Hall opens, until 5 p.m.
 Visit conference exhibitors.

8 a.m. Delegate Assembly convenes

8:10 a.m. Breakout Session "A" begins
 Choose an interesting topic.

9 a.m. Exhibit Hall Break, until 9:30 a.m.
 Have a cup of coffee.

9:30 a.m. First General Session begins
 Dr. Ken James and Jamie Vollmer speak.

11 a.m. Breakout Session "B" begins
 Select another subject for learning.

12 noon ASBA Luncheon and Awards
 Awards, and Dr. Jim Kern, speaks.

2 p.m. Exhibit Hall Break, until 2:30 p.m.
 A last chance to register for prizes.

2:30 p.m. Breakout Session "C" begins
 Select from many breakout offerings.

3:30 p.m. Breakout Session "D" begins
 Save the best session for last.

4:45 p.m. Exhibitor Drawings/Prizes
 Be on hand to win!

Thursday, December 2

8 a.m. Buffet Breakfast and Speaker
 NSBA President George McShan speaks.

9:30 a.m. Final General Session
 The final Facilities Study is revealed.

10 a.m. Moderated Legislative Panel
 Issues facing the General Assembly.

11 a.m. Adjourn

Arkansas School Boards Association



REPORTER

808 Dr. Martin Luther King, Jr. Drive
 Little Rock, AR 72202-3646

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