

## The Fall Legislative Session – What to Expect

BY BARBARA JEWETT, ASSISTANT TO THE EXECUTIVE DIRECTOR

Lawmakers returning to session this month will face a variety of priorities identified by legislative leaders and the governor over the summer.

With budget concerns taking center stage last spring, most of the high-profile issues took a backseat. For example, Gov. Corbett’s stated opposition to any kind of Marcellus Shale gas extraction tax delayed consideration of other possible fees last spring, while mixed messages from the administration stalled out attempts to pass some kind of voucher plan.

Ongoing concerns about the state budget now and over the next few years remain on the front burner and will shadow discussion on most issues going forward. In addition, lawmakers will be focused on finalizing a redistricting plan for legislative and congressional districts, as required by law.

However, legislative leaders and the governor also will try to develop consensus on a wide variety of “priority” issues:

**Vouchers:** Gov. Corbett has made clear that enacting a school voucher program is his top priority this fall. House leaders seem focused on expanding the EITC program, while Senate leaders have indicated they will focus on the “choice” issue when the House approves a plan. And many lawmakers are concerned about the cost of such a program, at a time when public schools have lost funding and cut programs. Outlook: unclear, but the

governor will be pushing for some kind of choice program.

**Charter Schools:** Transparency, accountability, program content, the approval process and funding are just some of the issues that have been the subject of several legislative hearings over the summer. The governor and several key lawmakers are calling for increases in the number of charter schools through an independent but politically appointed charter school control board as part of a broader “choice” program. But most lawmakers understand that changes need to be made in charter school law. What remains to be seen is whether legislators and the governor can reach consensus on changes to the law.

**Marcellus Shale Fees:** Gov. Corbett has expressed a willingness to consider some kind of local impact fee for gas extraction – but not for a tax benefiting the General Fund. Senate leaders have made some kind of fee a priority. Some kind of compromise is likely to pass this fall.

**Privatizing State Stores:** House Republican leadership has made this a priority – although legislative interest in the idea has waned, since the system currently in place brings in significant revenue every year. Whether there is support in the House to approve some kind of privatization plan is questionable – and the Senate does not seem interested in taking up the issue unless the House does so first.

**Superintendent Contracts:** Separation agreements, particularly those carrying a high price tag (such as recent agreements in Philadelphia and Allentown), superintendent salaries and the general content of administrative contracts have sparked a great deal of conversation in Harrisburg during the last few months. Auditor General Wagner has ordered audits of the latest “buyouts” and has vowed to audit any future separation agreements.

*See Fall Legislative Session, page 6*



**At the Capitol**  
Page 3

Page 10

**MEMBER NEWS**



**CALENDAR**

Page 10

### Inside...

Executive Director’s Message .....	2
From the President’s Pen ....	4
What Do I Need to Know?.....	5
Act 1 Symposium.....	5
Member Recognition .....	6
PASA/PSBA Leadership Conference .....	7
News from the Women’s Caucus .....	7
Expanded Legal Services ...	8

### THIS COULD BE YOUR LAST ISSUE OF THE PASA FLYER!

If you have not already done so, renew your PASA membership before the October 1 deadline to ensure that you will continue to receive the monthly newsletter. For our Individual and Institutional Active members, keep connected to PASA through the weekly E-Update by renewing your membership today!

## From the Executive Director...Jim Buckheit

### Survey reveals reality of school funding cuts



A new school year begins with students showing their excitement and optimism as they return school to discover what wonders they will find this year. However, unlike the start of school students have experienced in years past, students entering many schools across the state this year likely will find fewer teachers and school staff, larger class sizes, reduced course offerings, outdated textbooks, old computers, reduced opportunities for extra help and cuts to and fees charged for extracurricular activities.

A recent survey, jointly conducted by PASA and PASBO in August 2012, revealed that state budget cuts of nearly \$930 million, in combination with other factors, have contributed to districts making significant reductions to educational programs and services that limit learning opportunities for children across the state. Out of 500 Pennsylvania school districts, 293 completed the survey.

During the past few years, school districts have instituted the easy cuts available to them, those that had little effect on student learning. With those opportunities already utilized, in 2011-12 districts have little choice but to cut programs that directly impact student learning, thereby placing the academic gains students have made in recent years at risk:

- Fifty percent of districts responding to the survey indicated they have cut instructional programming for the 2011-12 school year.
- Seventy percent of school districts have increased class sizes above what they were during the 2010-11 school year.
- Forty-four percent have reduced elective course offerings that are not required for graduation such as those in foreign languages, arts, music, physical education and even some in the core subjects of math, English, sciences and social studies.
- Nearly 35 percent of school districts have reduced or eliminated programs that provide extra help or tutoring for struggling students.
- Twenty percent of school districts have eliminated their summer school programs where students can make up the necessary credits to allow them to graduate on time.
- Forty-one percent of districts have delayed the purchase of new textbooks.
- Fifty-eight percent have delayed purchases of technology such as computers.

Four school districts have eliminated full-day kindergarten, and nine districts have reduced their full-day kindergarten to half-day programs or greatly restricted enrollment. Seven school districts have eliminated and ten have reduced their pre-kindergarten programs.

In addition to these cuts to programs that directly impact student learning, districts are also cutting programs, activities and services that either supplement student learning or serve the larger community:

- Fifty-five percent of districts indicated they have reduced or eliminated student field trips.
- Nearly one-third indicated they have reduced or eliminated extracurricular activities for students, including sports programs.
- Thirty-one percent has established or increased fees charged for participation in extracurricular activities.
- Nearly 27 percent have increased the fees they charge to community groups to use school facilities for sports, recreation and other community sponsored activities.

Many school districts across the state tightened their belts by not filling vacant positions. Eighty-eight percent of districts did not fill one or more teaching positions, 51 percent left one or more central office administrative position unfilled, eleven percent did not fill a vacant building-level administrative position, nearly eleven percent did not fill vacant professional staff positions (librarians, guidance counselors, reading specialists, etc.), and 32 percent did not fill non-classified positions.

Forty-eight percent of districts statewide furloughed teachers and 28 percent furloughed non-classified employees. After furloughing central and building level administrative staff and other building-level professional staff over the past two years, the percentage of districts doing so this year was under 10 percent.

It is remarkable and telling that nearly 35 percent of districts did not raise local property taxes and nearly another 12 percent raised them below their index for 2011-12. Twenty-five percent increased property tax at their index and 28 percent were impelled to increase taxes above their index.

*continued on next page*

### PASA Members:

Please report your appointments, renewals, awards or special achievements, or that of others in your region to **Barbara Jewett** at PASA either by phone (717) 540-4448, by fax (717) 540-4405, or via email at [pasa@pasa-net.org](mailto:pasa@pasa-net.org). Copy deadline is the 15th of each month.

The *PASA Flyer* is published monthly by the Pennsylvania Association of School Administrators.

#### President

Dr. Amy Sichel, Superintendent  
Abington School District

#### Treasurer

Dr. William Pettigrew, Jr., Superintendent  
Mars Area School District

#### Past President

Dr. Frederick Johnson, Superintendent  
Souderton Area School District

#### Executive Director

Jim Buckheit

#### Assistant to the Executive Director

Barbara W. Jewett

#### Design Editor

Suzanne K. Yorty

Correspondence regarding the *PASA Flyer* can be mailed to:

#### PASA

2608 Market Place  
Harrisburg, PA 17110  
(717) 540-4448  
(717) 540-4405 fax  
email to [pasa@pasa-net.org](mailto:pasa@pasa-net.org)

Visit our web site at  
[www.pasa-net.org](http://www.pasa-net.org)



## **NEWS RECAP**

The weekly Education Update posted on PASA-Net provides information on legislative, state and national news items. For more information on the following news briefs, see the PASA Web site at [www.pasa-net.org](http://www.pasa-net.org). (Click on “Advocacy and Issues” to access a link to current and archived updates.)

### **2011-12 Budget News**

**State Revenues:** Pennsylvania collected \$1.8 billion in General Fund revenue in August, which was \$63.1 million, or 3.4 percent, less than anticipated. Fiscal year-to-date General Fund collections total \$3.5 billion, which is \$63.1 million, or 1.8 percent, below estimate. Sales tax, personal income tax and realty transfer tax revenue all were below estimates.

**Pennsylvania Unemployment:** According to the Department of Labor and Industry, Pennsylvania’s seasonally adjusted unemployment rate was 7.8 percent in July, up from 7.6 percent in June but down 0.8 percentage points from July 2010. The PA rate was below the U.S. rate of 9.1 percent in July, and has been below the U.S. rate for 39 consecutive months, and at or below the U.S. rate for 57 consecutive months.

**2012-13 State Budget Guidelines:** Last month the Corbett administration released the “Program Policy Guidelines” that are intended to provide direction for the preparation of the governor’s 2012-13 executive budget and agency budget requests. The guidelines call for no increases in state spending, and reductions in programs and services to cover fixed costs, mandatory increases in public pensions and increases in state employee wages. The guidelines also call for revisions in school district financial reports to provide more accuracy in determining school and classroom spending levels, utilizing “real-time” ADM reporting to determine spending allocations, and making

basic education funding weighted and “portable” per student.

### **State News**

**School Improvement Grants:** Secretary of Education Ron Tomalis recently named the 26 recipients who will share \$66 million in federal School Improvement Grants. At the same time, the Secretary criticized school administrators in 118 qualifying schools for not submitting applications for the funds or for submitting requests for “frivolous” expenditures.

**Superintendent Separation Agreements:** PA Auditor General Jack Wagner has announced that he is initiating a new policy of immediately auditing school superintendent separation agreements so that full details of buyouts would be available to taxpayers. Wagner made the announcement after the Philadelphia and Allentown school districts finalized separation agreements with their superintendents.

### **Legislative News**

**General Assembly Schedule:** The General Assembly returns to session this month. The Senate is schedule to reconvene on September 19 and the House on September 26.

**Charter School/Choice Hearings:** Richard Fry, chairman of the PASA Legislative Committee and superintendent of the Big Spring SD, testified before the House Education Committee on August 18 concerning school choice and the state’s charter school law. In his testimony, Fry noted that most public schools are successful, that school choice already exists in the Commonwealth, and the issue is over who pays for the choice. He called on policymakers to fulfill their obligation to maintain the public education system by fixing persistently low-performing public schools and providing genuine mandate relief and flexibility. Concerning charter school law, he called for changes in funding, along with more transparency and accountability.

### **National News**

**Seat Belts on School Buses:** The National Highway Traffic Safety Administration in August denied a petition for rulemaking from the Center for Auto Safety and others is requesting that the agency mandate the installation of three-point seat belts for all seating positions on all school buses.

**IDEA Compliance:** Pennsylvania has earned the highest level for compliance possible under the Individuals with Disabilities Education Act (IDEA) by the U.S. Department of Education, the fourth time in the past five years the state has received that determination. The Commonwealth was the only large state (one of seven) to achieve the “meets requirements” status, as well as being one of only 14 states to receive the determination.

**Attitude Toward Public Education:** A recently released survey from Phi Delta Kappa has found that more Americans today like their kids’ public schools than at any time in the past 36 years – even though they believe U.S. education in general has taken a bit of a dive. Nearly eight in 10 Americans – 79% - gave either an “A” or “B” to the school their oldest child attends.

### **COMING UP**

Marcellus Shale fees, privatizing the state liquor control system, vouchers, charter school law and superintendent contracts are issues that likely will get serious discussion when lawmakers return to session this month. The State Board of Education will meet September 20-21 in Erie. The Board is scheduled to consider draft regulations concerning school safety measures.

---

## **Executive Director’s Message**

*Continued from page 2*

Seventy-two percent of school districts are using fund balance to balance their budgets in 2011-12. On average, statewide nearly five percent of operating budgets will be paid from fund balance. Together with expenditures for 2011-12 over the past two years, districts statewide will have spent down their fund balances by 40 percent. Many districts will spend down their fund balances this year, leaving nothing or little available for 2012-13, when they will need to cut even deeper into instructional programs and supports for students.

PASA will be sharing this information both with the educational community and with policymakers as the General Assembly returns to session this month. This data certainly must inform conversations about state support for public education moving forward.

In addition, PASA is continuing to play a leadership role in serving as a member of the management committee of the Pennsylvania School Funding Campaign (PSFC). PSFC is a coalition of more than 30 education and children’s advocacy organizations that works to advocate for adequate and equitable funding for Pennsylvania’s public schools. PSFC is currently working to share information about the impact of state funding cuts on educational opportunities available to students across the state.

Clearly, these are difficult times for public schools in the Commonwealth. PASA will work diligently on behalf of school administrators and, most importantly, on behalf of Pennsylvania’s children to ensure that facts inform policy.

## We need Paul Reveres in our school districts!

By Dr. Amy F. Sichel, Superintendent, Abington School District



In a previous column, I wrote about “The 95/5 Dilemma,” the excellent presentation developed by Dr. Daniel Domenech, Executive Director of AASA (see the website reference at the end of this column). Dr. Domenech’s premise is that, unfortunately, in the media and in some of the public’s perceptions, the 5% of schools that are said to be failing in the U.S. are defining the remaining 95%.

But, as Dr. Domenech points out, the dropout rate has been declining steadily since 1972, especially so with Hispanic and African-American students. High school completion rates have been trending upward since 1972. African-American, Hispanic, and Native American graduation rates are improving the fastest. Twenty-nine states saw their graduation rates substantially improve from 2002 to 2008. NAEP scores in fourth and eighth grade mathematics and in fourth and eighth grade reading have *never been higher than they are today*.

We need to be proud that we are faring very well in Pennsylvania. The high school graduation rate in Pennsylvania is 82.7%, which is well above the rate in many states and is well above the national average. The number of Pennsylvania high school students taking and testing in Advanced Placement courses increased by 37% since 2002. More than 7 out of 10 Pennsylvania high school graduates plan to continue their education beyond high school. Pennsylvania ranks 7th in the percentage of full-time college students who complete their bachelor’s degree.

According to Dr. Domenech and borne out by Pennsylvania statistics, the bottom line is that today’s public schools are better than ever – even though that is typically not the impression conveyed by the media.

What can we do to counter these negative impressions? How do we promote the success of public education? How do we spread the word that, in Pennsylvania and in our own school districts, we are successfully educating our children and that our students are thriving? Here is an idea from Malcolm Gladwell’s fascinating book, *The Tipping Point*:

“On the afternoon of April 18, 1775, a young boy working in a livery stable in Boston overheard one British army officer say to another something about ‘hell to pay tomorrow.’ The stable boy ran with the news to Boston’s North End, to the home of a silversmith named Paul Revere. What happened next has become part of historical legend, a tale told to every American schoolchild. At ten o’clock that night, Revere decided he had to warn the communities surrounding Boston that the British were on their way so the local militia could be roused to meet them. Revere jumped on a horse and began his “midnight ride” to Lexington. In two hours he covered thirteen miles. In every town he passed through along the way – Charlestown, Medford, North Cambridge – he knocked on doors and spread the word, telling local colonial leaders of the oncoming British and telling them to spread the word to others.

“When the British finally began their march toward Lexington on the morning of the nineteenth, their foray into the countryside was met to their utter astonishment with organized and fierce resistance. In Concord that day the British were confronted and soundly beaten by the colonial militia, and from that exchange came the war known as the American Revolution.”

Paul Revere’s ride is perhaps the most famous historical example of what Malcolm Gladwell has termed a *word-of-mouth epidemic*. A piece of extraordinary news traveled a long distance in a very short

time and mobilized an entire region to arms.

Not all “word-of-mouth epidemics” are this sensational, of course. But it is safe to say that word of mouth is, even in this age of mass communications and multimillion-dollar advertising campaigns, still an important form of human communication. The answer is that the success of any kind of social epidemic is heavily dependent on the involvement of people with a particular and rare set of social gifts that we as educators and leaders most certainly have.

Gladwell calls the spread of news that reaches the tipping point – where it becomes public “knowledge,” a *social epidemic*. He asks, “What makes someone like Paul Revere different than others who fail to send an important message?” The answer was that Revere was one of a special group of people Gladwell calls “connectors, mavens, and salesmen.”

Paul Revere was a connector. Connectors know a lot of people. As administrators, you and your teachers and staff know a lot of people. You need to connect with all with whom you come in contact to spread the word about the successes of American public education. Do this with the parents and guardians of your students, your family, and your friends.

But connectors are not the only people who matter in a social epidemic. Paul Revere was also a maven. Maven comes from the Yiddish language, and it means someone who accumulates knowledge. Gladwell says that to be a maven is to be a teacher. A maven is not a person who wants to twist your arm, but a maven is someone whom you believe. As educators, people believe that you have accurate knowledge and are trustworthy.

And finally, Paul Revere was a salesman, someone whose personality is so outgoing that you want to believe him and who helps to spread the word in a convincing way in a social epidemic. You and your staff are all salespeople for public education.

As administrators, each of us needs to convey to our staff that we all need to be connectors, mavens, and salespeople. Specifically, we need to be connectors because of the many contacts we have, mavens because we have vast stores of information, and salespeople because we can effectively convince others that public education is thriving, and in particular, is succeeding very well in Pennsylvania and our own school districts.

To Gladwell’s characterization I add two more personality types that we can and must assume. We need to be cheerleaders and ambassadors for public education. A cheerleader is defined as a person who leads a crowd in cheering, as in competitive events. An ambassador is defined as a diplomatic official of the highest rank, an authorized messenger or representative of a country, in this case, your school districts.

This is my last newsletter column as your president of PASA. It has been my pleasure to serve you, and I hope that over the past year I have inspired you to be the best administrators you can be. Again, I implore you to be active in our state organization, PASA, and in our national group, AASA. I wish Frank Galicki, Superintendent of the Dallas, PA School District, much success as the incoming president of PASA and look forward to his insights and inspirations.

*continued on next page*

# What Do I Need to Know?

BY DR. PATRICK E. CRAWFORD, DIRECTOR OF PROFESSIONAL DEVELOPMENT

As of August, there are 103 new superintendents in Pennsylvania, and that number is increasing. Those 103 new superintendents include first time superintendents and those who moved from another school district. I am certain there are a variety of reasons for this high number, but a significant number of them are due to the educational retirement bubble.

Regardless of the reason, the number of people entering into the position of school superintendent is certainly on the increase. Speaking from personal experience, I can say that there is certainly a good life beyond the superintendence. But as my good friend, Jim Henderson says, to those who sat in the seat - we will all be "recovering superintendents" for a long time.

Although we want to send our best wishes to those who moved on from all the rewards and challenges of the position, our main goal is to support those who are currently in the chair (often referred to as the "hot seat"). PASA is here to support central office leaders in various ways.

One of the best preparations for the challenges of this position is to participate in the New Superintendents' Academy. This program continues to be a "flagship" for professional learning. Participants consistently rate the program highly and offer extremely positive comments about each of the three sessions. If you are or know a new superintendent, I strongly encourage you to take advantage of this great learning opportunity, one that will serve you well as you take on your new responsibilities. Contact our office for details.

During my 19 years as a superintendent, I often sought and received advice (not always solicited) from my more experienced colleagues. Much of the advice was useful, but some I ignored. For example, during my first year as a new superintendent, I asked an experienced superintendent if he had any advice for a rookie. He said, "No not really. You are becoming a superintendent at a terrible time. It used to be fun." That was in 1988. In the first year of my second superintendency, I took my now retired predecessor to lunch and asked if he had any advice. He said, "Only one thing - look

at everyone's certification." Interesting response, but I was glad I listened to him.

Today I was with two other retired superintendents, Jay Scott & Duff Rearick, and I told them about this article and asked them what three things new school leaders need to keenly consider. After some highly spirited debate, we came up with these three categories: *culture, capacity and learning practices*.

There is not enough space to go into all the details here (we are working on the book), but, in short, *culture* means being aware of the history, traditions and practices and what is necessary to change that culture. *Capacity* refers to the "big three" resources: people, time, and money - and how to maximize those resources. There are three subgroups for *learning practices*: students (obviously), teachers/staff, and leaders (board, administrators, teacher leaders, etc.). The point here is to create a learning organization where everyone participates. So here is the question: ***What Do I Need to Know?***

I am making my first attempt at putting a blog together so interested school leaders can share their thoughts, ideas, stories and practices in a professional learning community. I would like to invite experienced superintendents to participate by answering a new school system leader's question, "What do I need to know?"

Blog with us at: <http://pldc.edublogs.org>. Limit your reply to not more than three ideas.

Everyone is an expert in his/her own humble opinion - so give it a try!



## President's Pen

*Continued from page 4*

My parting message is that I would like you and your staff to be like Paul Revere, CONNECTORS, MAVENS, and SALESPEOPLE, broadcasting our message that public education, especially in Pennsylvania, is succeeding. Please be our AMBASSADORS and CHEERLEADERS by representing our schools in cheering our accomplishments, successes, and challenges.

As I told the Abington staff on our opening day, you have a job to do! You have a choice, you can be negative, spread gossip and air dirty laundry and be a part of bashing of public education that will continue to promulgate the 95/5 Dilemma, or you can be a transmitter of positive messages. Encourage your staff to be a part of spreading the public schools success story. I encourage you, and I encourage you to rally your staffs to take the time to be like Paul Revere: be connectors, mavens, salespeople, as well as cheerleaders and ambassadors for public education.

The late Tug McGraw of the Philadelphia Phillies said "YOU GOTTA BELIEVE." We must believe in public education and, as the Nike motto says, "Just do it!"

See this link for Dan Domenech's "The 95/5 Dilemma" - <http://aasa.org/AASAblog-95-5-dilemma.aspx>.

***Still time to register!***

## Act 1 Symposium – September 13

PASA and the Pennsylvania Association of School Business Officials are offering an **Act 1 Symposium** on Tuesday, **September 13** to provide schools with information on changes to Act 1 exceptions, budget deadlines and the basics of referendum planning and strategies.

"Preparing for the Future: What Changes in Act 1 Mean to School Districts" will be offered from 9:30 a.m. to 2:15 p.m. at the Best Western Premier (Harrisburg) or via webcast to desktop.

The program will look at the specifics of the exception changes, review the earlier budget deadlines that occur in presidential primary years, and cover the basics of referendum planning and strategies. If the Act 1 index continues to decline, schools may be forced to seek voter approvals in the future. Panelists will hear from veterans of referenda campaigns in other states.

Everything changes for 2012-13. Make sure you are prepared by registering for this critical program. Learn about: Act 25 of 2011 (Senate Bill 330), pension and special education exceptions, debt exception, electoral debt as an Act 1 exception alternative, school budgets for 2012-13 and beyond, the Presidential election year schedule for 2012-13, the index and reassessments, the index itself (finally headed up?), referendum planning, strategy and implementation (developing your community engagement strategy), and how to present your budget to your community.

See the PASBO web site for additional program and registration information at [www.pasbo.org](http://www.pasbo.org).

# Fall Legislative Session

*Continued from page 1*

Sen. Jeff Piccola, chairman of the Senate Education Committee, has already indicated he will introduce legislation to limit superintendent contracts to three years, tie student test scores to superintendent contracts and require transparency in separation agreements. Efforts in nearby states to limit superintendent salaries could provoke discussion at the Capitol. Expect to see hearings and possibly consideration of bills relating to these issues.

**Mandate Relief:** Discussions continue on the furlough issue. Gov. Corbett has indicated he will not sign legislation allowing furloughs for economic reasons unless furloughs are directly related to teacher effectiveness. And, with the Department of Education developing new evaluation systems for educators, it would appear that the governor will push for tying furloughs to evaluation. Without a yet-to-be-established definition of what an “effective teacher” really is, however, the issue will continue to be controversial, and the teacher unions will oppose any effort to change the seniority rule.

So, what then can you expect in the fall session?

Policy guidelines recently published by the governor’s Office of the Budget make clear that the 2012-13 budget will be more of the same – more cuts, hold the line on taxes, no increases in spending. If the governor and legislative leaders can convince a majority of lawmakers that a new requirement or change in law will not impose a financial burden on state or local government entities, including schools, it is possible that some bills will be approved and signed into law. On the other hand, no legislator wants to be accused of voting for a program that ultimately will increase costs for either the state or local taxpayers.

And, as always, consensus is not an easy goal to achieve in a legislative body representing a highly diverse state.

PASA will be actively involved in all discussions affecting public schools and school administrators, representing not only your interests, but the issues of the profession generally, public education and, ultimately, students in public schools across the Commonwealth. And we will keep you informed on the latest information from the Capitol.

Stay tuned...

## Member Recognition – Share your accomplishments!

PASA members provide excellence in leadership for Pennsylvania’s public schools and advance student achievement and the profession in many ways. Many PASA members this year have received special recognitions for that effort. And, at a time when public education and school administrators are coming under fire, it is both appropriate and important that PASA recognizes the achievements of those who are committed to student achievement and public school leadership.

For that reason, we want to recognize **YOUR** accomplishments in 2010-11 and share them with other school leaders. Each year PASA publishes a “**Recognition List of Member Achievements**” for distribution at the PASA Recognition Luncheon during the annual conference in Hershey (Oct. 20).

We urge you to submit your professional accomplishments, which could include a professional award for you personally, civic election, appointment to a board or council, publications in a magazine or journal, recognition by a civic organization, etc.

Please download the recognition form from the PASA web site at [www.pasa-net.org/Recognition.asp](http://www.pasa-net.org/Recognition.asp) and return it to PASA by September 30 so that we can include it in this year’s booklet.

## From AASA...



Dan Domenech, AASA Executive Director, and Anne Bryant, NSBA Executive Director, recently sent to U.S. Secretary of Education Arne Duncan a letter calling for targeted regulatory relief for the nation’s schools.

The letter was sent in response to the USDOE’s proposal to provide school districts with NCLB conditional mandate relief that would require school districts to adopt measures that support the administration’s education policy priorities.

While stating agreement with the three areas proposed for regulatory relief within the plan (relief from the 2014 timeline, the 100% proficiency requirement, and highly qualified teacher regulations), Domenech and Bryant stated they did not support the conditional nature of the waivers.

“When the Secretary himself notes that 80 percent of the nation’s schools will be labeled as failing in the 2011-12 school year, it highlights how broken the current accountability system is,” said Domenech in releasing the letter. “School districts should not be held responsible for the broken components of a law four years past-due.”

“We believe that the regulatory relief needed should be locally directed, be accomplished through general regulatory waivers, not an application process, and not be tied to an exchange for new, specific top-down requirements,” Bryant said. “Because of the economy, states and local communities are cash-strapped, and forcing school districts and state education agencies to adopt new policy priorities – especially unfunded – is problematic.”

The letter urges the Department “to act quickly in a manner that matches its own promise around providing relief to the nation’s schools.” (See the AASA web site for details.)

## CONFERENCES

**AASA/ACSA Women in School Leadership Forum**  
**Oct. 20-21 San Diego, CA**

### “Turning Your District Around”

**Nov. 3-4 AASA offices (Arlington, VA)**

**Dr. Joe Frontera** and **Dr. Dan Leidl** of Meno Consulting will lead this two-day workshop that will focus on the principles and actions that drive organizational turnarounds and subsequent successes. Frontera and Leidl also were presenters at last year’s New Superintendents’ Academy (Part 2) in Harrisburg.

### National Conference on Education

**Feb. 16-19 Houston, Texas**

Among the featured presenters: **Rick DuFour, Jamie Vollmer and Freeman Hrabowski**

*See the AASA web site for more information on these conferences and other programs at [www.aasa.org](http://www.aasa.org).*

# Join us at the PASA-PSBA School Leadership Conference!



**WE BELIEVE!**  
in public education



Join your colleagues in Hershey on October 18-21 to proclaim “we believe in public education” at this year’s PASA-PSBA School Leadership Conference.

This year’s conference will feature nationally known speakers, including:

- **Herman Boone**, former TC Williams HS coach portrayed in *Remember the Titans*
- **Jamie Vollmer**, public education advocate and author of *Schools Cannot Do It Alone*
- **Bert Jacobs**, co-founder and chief executive optimist of *Life is Good*
- **Salome Thomas-EL**, author, educator and motivator from Philadelphia

Take advantage of a wide variety of educational sessions, including presentations on Internet safety, reducing dropout rates, community engagement, effective communication programs, energy performance contracts, raising student achievement through RTII, professional learning communities, and reducing achievement gaps.

A special session will feature a panel of past Superintendents of the Year, who will discuss challenges in public education, both now and into the future.

In addition, school entities will again be featured in the Education Excellence Fair and more than 200 exhibitors will be on hand to share innovative products and services.

And don’t forget to register for two special PASA events: the Women’s Caucus Luncheon (Oct. 19) and the PASA Recognition Luncheon (Oct. 20 – for administrators only).

For more details and to register, visit [www.psa.org/workshops/school-leadership-conference](http://www.psa.org/workshops/school-leadership-conference).

*Limited space still available!*

## ‘Leadership for Teaching’ course offered again in 2011-12



There still is time to register today for a special five-session course designed especially for school administrators.

*Leadership for Teaching*, developed by PASA in consultation with the PA Department of Education, focuses on the role of the administrator in the Standards Aligned System (SAS). It will be offered in four modules (five full-day sessions) for **75** PIL/Act 48 credit hours, upon completion of all four modules and required activities.

All sessions will be offered in the PASA offices in Harrisburg. The program agenda focuses on the following elements:

**Oct. 5: Module 1 – Global Perspectives: Why Standards Aligned System?**

**Dec. 14 and Feb. 15: Module 2 – Resiliency (two parts)**

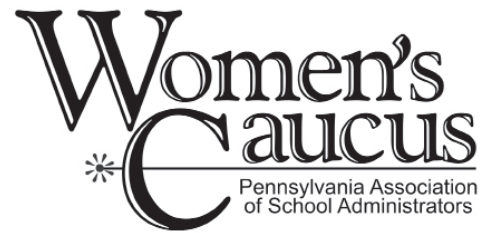
**April 11: Module 3 – Data for Teaching & Learning**

**May 16: Module 4 – The Role of the Administrator**

All sessions will be offered at the PASA office in Harrisburg as follows:

The program fee includes lunch, course workbook and other course materials. Cost for the entire program is **\$750** for PASA members, **\$825** for administrators who join PASA as Associate Members (subject to eligibility\*), and **\$1000** for non-members. (\* See the PASA Web site at [www.pasa-net.org/Join.asp](http://www.pasa-net.org/Join.asp) for information on membership eligibility and membership types.)

To receive PIL/Act 48 credit, you must participate in all four modules (five full-day sessions) and complete required activities, beginning with Module 1. Registration is limited to **50** participants. See the PASA web site to access the registration form at [www.pasa-net.org/workshopLead.asp](http://www.pasa-net.org/workshopLead.asp).



## NEWS FROM THE WOMEN’S CAUCUS

### *Mark Your Calendar!*

The **2012 Women’s Caucus Conference** is scheduled for **May 1-3** at a *new location* - the Nittany Lion Inn in State College. This recently updated and historic hotel, built in 1931 and located right on the Penn State campus, will provide a beautiful setting for this important conference.

Please note that, for 2012, the conference will begin on a **Tuesday** and end on a **Thursday**.

Registration information will be available by early January.

### *Women’s Caucus Luncheon – October 19*

Caucus members, have you registered for the Women’s Caucus Luncheon on October 19 in Hershey?

If you register for the PASA/PSBA School Leadership Conference, remember to also register for the luncheon. If you are a Caucus member, you may register for the luncheon without attending the entire conference, but you must register in advance. When sending in your registration for the luncheon only, be sure to note that you are a member of the PASA Women’s Caucus..

Featured speaker at this year’s luncheon is **Dr. Louise Donohue**, a professor of practice at the Lehigh University College of Education’s Leadership program and recently retired superintendent of the Parkland SD.

See the PSBA web site for registration information.

# HAVE YOU RENEWED YOUR MEMBERSHIP FOR 2011-12?

## Why Renew?

Never before has public education faced so many challenges. PASA is working for you in Harrisburg and throughout the Commonwealth to influence policy, build support for public education, and provide school administrators with both the information and professional development they need. Membership in your professional organization is vital for you personally, for the profession and for public education.

## What is the Renewal Deadline?

PASA is accepting renewals now. To ensure you are included in the 2011-12 PASA Membership Directory and Buyers' Guide and continue to receive the PASA Flyer, you **MUST** return your membership renewal no later than October 1, 2011.

## What about...

**AASA Membership?** PASA processes both new and renewal memberships for the American Association of School Administrators (AASA), the only voice for school administrators in Washington, D.C. Be heard! Renew today! Information is provided on the membership form.

**Women's Caucus Membership?** You must elect Caucus membership by checking the Women's Caucus box on the membership form. There is no additional charge for joining.

## Have a question about your membership renewal?

Contact Jolene Zelinski in the PASA office by phone at (717) 540-4448 or by email at [jolenez@pasa-net.org](mailto:jolenez@pasa-net.org).

## REGISTER TODAY!



### PASA/PSBA Leadership Conference

Oct. 18-21, 2011

Hershey Lodge & Convention Center

*Featured speakers, educational sessions, featured workshops, exhibits, Educational Fair, networking....and more!*

#### Special PASA Events:

(require advance registration)

PASA Women's Caucus Luncheon

PASA Recognition Luncheon

*Encourage your board to attend this important conference as well!*

To register, see the PSBA web site at [www.pspa.org](http://www.pspa.org).

## Are You Covered?

# Expanded Legal Support Services Option Available in 2011-12



Are you taking advantage of the new opportunity for expanded legal services through your professional association?

Superintendents are increasingly face challenges to their employment, as political, financial and achievement pressures on public schools continue to grow. For that reason, beginning October 1 for the 2011-12 membership year, PASA will make an attorney available to serve PASA members who **choose** to pay an annual supplemental charge to their membership dues.

This **new option** will be provide a wider range of PASA services to those taking advantage of it, including:

- **direct** legal advice concerning employment issues, board relations and retirement issues, etc.
- assistance in drafting and negotiating employment contracts
- assistance in enforcing employment provisions
- help in negotiating settlement agreements
- assistance in due process hearings

(NOTE: Extended PASA legal services do not include representation for criminal charges unrelated to the role of administrator, family law, tort litigation or issues normally addressed by the district solicitor.)

The 2011-12 membership fee for the new expanded legal services is **\$500**, paid directly by **you**, not your school district. NOTE: This fee is comparable to the amount that teachers and other professional staff pay as members of PSEA and AFT-PA. Those association dues, paid out-of-pocket, now range between \$593 and \$800.

For more information, call Jim Buckheit at PASA (717-540-4448).

## Consider this new service a personal investment in YOUR professional career!

### Your payment is tax deductible...

According to IRS Publication 529, dues paid to professional associations and legal fees related to your job may be deducted as unreimbursed employee expenses when they are paid or incurred during your tax year, are for carrying on your trade or business of being an employee, and are ordinary and necessary.

*During 2010, more than 37 PASA members received assistance or advice concerning job-related issues.*

## Thank you!

On behalf of the PASA Board of Governors, we thank Dr. Amy Sichel for her year of service to PASA as PASA President.

Amy will be formally recognized at the PASA Recognition Luncheon on October 20 during the PASA/PSBA Annual Leadership Conference in Hershey.

# Noteworthy Quotes...

## **On School Improvement Grants...**

“The purpose of these grants is to fund innovative educational initiatives that recognize the needs of students in failing schools, and work toward providing students with the quality education they deserve. While I applaud the leadership in the 26 schools that received funding for taking advantage of an opportunity to reform their schools, I’m disappointed that we received so few applications. It’s outrageous and embarrassing that educational leaders, who are entrusted with educating our children, would request funding for frivolous expenditures disguised as tools to enhance student achievement.... There has been significant public outcry from education establishment groups across Pennsylvania regarding the financial strain public education is facing this year. Yet, when an opportunity arises for a group of schools to receive valuable funds, a majority of them were not willing to put the time and effort into submitting quality applications. The sad fact is, even with guidance and recommendations from the department, 12 schools were unable to produce an acceptable application on their second try.... While we applaud those who are working on innovative practices, we must remain cognizant of the fact that students do not have the luxury to wait for years until their school improves. School district leaders must be held accountable for failing to meet the needs of their students.” – Secretary of Education Ron Tomalis, concerning applications for federal School Improvement Grants, from a press release, 8/24/11

“I think his comments are somewhat out of line. Did he investigate every school district to find out what they are doing? In my opinion, it was another opportunity to fire a bullet at public education.” – Joseph Latess, superintendent of the Highlands SD, which received a \$1.3 million grant for improving staff assessment and developing high quality professional development, as quoted in *The Valley News Dispatch*, 8/29/11

“Pittsburgh Public Schools spokeswoman Ebony Pugh said the district didn’t apply for funding for five of its six eligible schools because none of the changes the state would have required for them made sense. Also, one school -- Peabody High School -- closed last spring, and two could close in 2012 -- Northview PreK-5 and Murray K-8.” – from a story in *The Pittsburgh Tribune-Review*, 8/24/11

## **On the 2012-13 state budget...**

“Fiscal year 2012-13 may be less historic than its predecessor, but will offer its own set of challenges that will require strong management and creativity to achieve our fiscal goals. Given this environment and the challenges it presents, fiscal discipline, limited government and free enterprise must continue to guide the administration’s fiscal planning... Every student who enters our public education system comes with different needs and challenges. Our education finance system should recognize these differences by allocating funding based on these individual needs and ‘weighting’ funding to account for these differences. Additionally, a weighted student funding approach should ensure funding is linked directly to the student and the school they attend, so as a student moves, funding moves with them. This ‘backpack’ approach should not only allow funding to be portable, moving with the student to the school they attend, but enable funds to be unbundled as well, meaning families and students would be empowered to control and direct the dollars. The Department of Education, working with the Governor’s Budget Office, should develop a plan to move basic education funding to a weighted student funding approach that incorporates portability and unbundling.” – from the Corbett administration’s “2012-2013 Program Policy Guidelines,” that are intended to provide direction for the preparation of the Governor’s 2012-13 Executive budget and agency budget requests

## **On superintendent separation agreements...**

“Public school districts in Pennsylvania are grappling with their greatest financial challenge in a generation, and they are working hard to make sure that every taxpayer dollar is being spent wisely and prudently. Superintendent buyouts send a message to the public that the leadership in these school districts are out of touch with taxpayers and are not careful stewards of taxpayer dollars. Superintendent severance packages are questionable not only because they appear to waste money, but because the full terms of the secretly negotiated severance packages are seldom made available to the public for scrutiny. As the state’s independent fiscal watchdog, I want to help taxpayers understand what they are paying for.” – Auditor General Jack Wagner, announcing his office will audit all superintendent separation agreements from this point forward, beginning with those in Philadelphia and Allentown, from a press release, 8/23/11

## **On starting the school year...**

“Our employees responded to the governor’s plea for wage freezes. So now we need the governor to end his fixation with vouchers and the proliferation of charter schools. We need him to visit high quality public school districts to rediscover the benefits we provide for our students.” – Dr. Thomas Seidenberg, superintendent of the East Penn SD, from a story in *The Morning Call*, 8/27/11

“Programmatically, we’re hanging on. If you’re in America right now and you’re not in the top 2 percent [of wealth], you’re just hanging on.... The ability to give kids individualized attention is going to be affected, I think, at all levels.” – Dr. Patricia Mulroy, superintendent of the Bangor Area SD, on increased class sizes in the district due to budget cuts, from *The Morning Call*, 8/27/11

“Education is more than just dollars and cents; it’s about helping children achieve academic success. More than anything else and more than class size or the amount of money spent, research is showing that it comes down to the quality of the educator in front of the class, as well as the leadership of those in a school district’s administration. ... Pennsylvania is one of many states preparing to take the next step in reforming education. Without a doubt, the educational landscape is shifting, and students, parents and taxpayers are demanding results. While improving our current system will not be easy, I am confident that educators across the state will embrace and adapt to changes that will benefit students. Our future depends on it.” – Secretary of Education Ron Tomalis, from an op-ed published in *The Morning Call*, 9/3/11

## COMMUNICATIONS TIP OF THE MONTH

“The content, manner and timing of crisis announcements can set the emotional tone on campus and ultimately influence the school community’s response to the crisis. Especially at the secondary level, students want information in real time. Subsequently, a premature or delayed announcement can present huge concerns. Ironically, even though most schools may be ready with crisis intervention, these same schools may experience turbulence during an actual crisis simply due to the timing of an announcement.” – from “Texting’s Effects on School Crisis Announcements” by Charles M. Jaksec, as published in the September issue of *The School Administrator*, AASA’s monthly publication. This month’s issue focuses on courage in the school superintendency. *Become an AASA member today and join your colleagues in the only national organization focused on the needs of chief school administrators. Call PASA today for information.*

# MEMBER

# NEWS

PASA extends sincere condolences to **Dr. Marjorie Wallace**, Executive Director of Northwest Tri-County I.U. 5 upon the passing of her son Paul.

## REGION 3

**Patrick Mannarino** has been appointed Superintendent of the North Hills SD, effective January 8. He currently serves as Assistant Superintendent in the district. Mannarino will replace **Dr. Joseph Goodnack**, who is retiring.

## REGION 5

**Dr. Brian Dougherty** has resigned from his position as Superintendent of the Corry Area SD. Assistant Superintendent **Sheri Yetzer** is serving as acting superintendent in the district.

## REGION 7

**Dr. Janet Sardon** has been appointed Superintendent of the West Mifflin SD. She currently serves as superintendent in the West Mifflin SD. **Dr. Denise Shipe** was released from the position of Superintendent of the Yough SD in July.

## REGION 10

**Dr. Cheryl Potteiger** is now serving as Superintendent of the Bellefonte Area SD. She previously served as assistant superintendent in the Hamburg SD. Potteiger replaced interim superintendent **Dr. John DiNunzio**.

## REGION 12

**Dr. Paul Healey**, Superintendent of the Bermudian Springs SD, has announced he will retire from the position in December, after 34 years in education, 27 as an administrator and five as the district's superintendent.

## REGION 15

**Dr. Mary Jane Gales** is now serving as Executive Director of the Capital Area Intermediate Unit. A former superintendent, Gales most recently served as Director of Legislative Services for Montgomery County Intermediate Unit 23. Gales replaced acting executive director **Cindy Mortzfeldt**.

## REGION 21

**Dr. Gerald Zahorchak** has resigned from the superintendency of the Allentown SD. **Dr. Russell Mayo** is now serving as Acting Superintendent in the district.

## REGION 24

**Dr. Joel DiBarolomeo** has resigned as Superintendent of the Owen J. Roberts SD, after serving two years of a five year contract. Assistant Superintendent **Kathryn Soeder** has been appointed substitute superintendent.

## REGION 26

**Dr. Arlene Ackerman** has stepped down from the superintendency of the Philadelphia SD. She served in the position since 2008. **Dr. Leroy David Nunery II** has been appointed Acting Superintendent/Chief Executive for the district.

Report member news to PASA at [pasa@pasa-net.org](mailto:pasa@pasa-net.org) by the 15th of each month. Announcements of professional vacancies across Pennsylvania and in neighboring states are posted on the PASA Web site at [www.pasa-net.org/Vacancies.asp](http://www.pasa-net.org/Vacancies.asp).



## PASA CALENDAR OF EVENTS 2011-12

For more information, see the PASA web site at [www.pasa-net.org](http://www.pasa-net.org).

### September

- 13 PASA/PASBO Symposium on Act 1 Changes (Harrisburg and webcast)
- 15-16 Board of Governors' meeting (PASA office)
- 21-22 New Superintendents' Academy Part 2 (PASA office)
- 28 Education Congress follow-up session (PASA office)

### October

- 1 2011-12 PASA membership year begins
- 5 Leadership for Teaching Module 1 (PASA office)
- 18 Legislative Committee meeting (Hershey)  
Board of Governors meeting (Hershey)
- 18-21 PASA/PSBA Leadership Conference (Hershey)
- 19 Women's Caucus Luncheon and board meeting (Hershey)
- 20 PASA Recognition Luncheon (Hershey)

### November

- 16 Mentor Meeting (TBA)
- 24-25 PASA office closed

### December

- 7 Education Congress follow-up session (PASA office)
- 14 Leadership for Teaching Module 2a (PASA office)
- 16 Women's Caucus board meeting (PASA office)

### January 2012

- 18-19 New Superintendents' Academy Part 3 (PASA office)
- 25-26 Aspiring to Leadership Workshop (PASA office)

### February

- 15 Leadership for Teaching Module 2b (PASA office)
- 16-19 AASA National Conference on Education (Houston)
- 29 Women's Caucus board meeting (PASA office)

SAVE THE DATE!

PASA Education Congress

March 21, 2012

Featured Presenter: Douglas Reeves