Don’t Miss These Upcoming Programs!

Positive, forward-looking and supportive leadership has never been more important for Pennsylvania’s schools. Join your peers from across the Commonwealth for two special upcoming conferences focused on YOUR needs.

PASA Education Congress
“The Challenging Role of School Leaders in Challenging Times”
March 19-20
Nittany Lion Inn, State College
Nationally recognized speakers:
Jamie Vollmer
Tom Ryan
Noelle Ellerson Ng
Sessions, Networking – and more!
See p. 8

Women’s Caucus Conference
“Leaders Lifting Leaders”
May 6-8
Hotel Hershey
Featured speakers:
Dr. Helen Sobehart
Dr. Tracey Severns
Secretary of Education Pedro Rivera
Dr. Emilie Lonardi
Sessions, Networking – and more!
REGISTRATION OPENS NEXT WEEK!

Reminder: March 15 Deadlines
Nominees sought for PASA officers, AASA representatives

PASA is seeking nominations for 2018-19 PASA President-Elect and Treasurer.
In addition, PASA is seeking nominations for two Pennsylvania representatives to the AASA Governing Board.

Election for PASA OFFICERS:
PRESIDENT AND TREASURER
Deadline for nomination petitions: MARCH 15

Candidates for PASA President must make a three-year commitment to the association by serving one year each as President-Elect, President and Past-President. The individual serves on the PASA Executive Committee during the three-year period and also chairs the Resolutions Committee during his/her term as President-Elect. The individual elected will serve as President-Elect in the 2018-19 membership year, beginning October 1, 2018.

The position of Treasurer is a one-year term. The Treasurer works with the Executive Director to oversee association finances and make reports to the Board of Governors. The elected treasurer’s term begins on October 1, 2018.

Eligibility
Eligible candidates must have been an active member of the Association for at least three years prior to 10/1/17.

Nominations
Interested candidates must submit the following to the Association office, no later than March 15:
1. a nominating petition containing the endorsement of at least a majority of the active PASA members of the candidate’s intermediate unit; and
2. a nominating petition containing the endorsement of a total of at least 20 active members from a combination of no less than two other intermediate units.

Only PASA members may sign the petitions. PASA members may sign more than one nominating petition for each position.

Copies of I.U. and general nominating petitions may be downloaded from the PASA web site at www.pasa-net.org/election2018.

In advance of the election, candidates will be asked to submit to the PASA office a letter (with picture) outlining their reasons for seeking the position.

See Nominees Sought, page 4
The Governor’s Budget Proposal

Dr. Mark DiRocco

The first week of February signals the beginning of the state budget process as the governor delivers his annual budget address to the General Assembly. In an effort to take the suspense out of this year’s public education funding proposal, the governor sent out a press release on February 2 outlining his recommendations for the 2018-2019 school year. We were pleased to see the following proposed increases in state funding by the governor:

- $100 million increase in Basic Education
- $40 million increase in Pre-K Counts and Head Start
- $20 million increase for Special Education
- $15 million increase for the State System of Higher Education
- $10 million for Career and Technical Education

Although these increases are not significant, they continue the governor’s commitment to provide more funding to public education and target specific programs that have the potential to positively impact students and help prepare them for a successful future.

It has been a long and difficult road for many districts over the past seven years since the great recession devastated our state and national economy. Districts have been working hard to maintain educational programs and staff in an effort to adequately serve their students. Although school leaders have been very grateful for the increases in state subsidies over the past three years, state mandated expenditures such as PSERS contributions and cyber charter school tuition rates have continued to rise faster than the increased state subsidies. Many districts have continued to experience annual budget deficits, have increased real estate taxes, and have cut educational programs in their schools to balance their budgets.

The PSERS issue provides a clear example of what districts have been encountering over the past few years.

The employer contribution rate (shared equally by the state and local districts) was just 5.64 percent during the 2010-2011 school year, which resulted in a total of $520 million in total employer contributions being sent to PSERS. Contrast that with the 2018-2019 school year, when we will see an employer contribution rate of 33.43 percent, which will result in $4.6 billion being sent to PSERS. In other words, in just eight short years, districts have been collectively forced to add more than $4 billion to their budgets to offset the rising cost of the PSERS crisis. Even when one factors in the state reimbursing districts 50 percent of that contribution, it has been a crushing weight on the finances of school districts that has resulted in fewer dollars reaching the classroom for students. Superintendents and school directors should be commended for keeping the bulk of their programs and activities afloat during these unprecedented fiscal times.

The governor has presented an education budget that calls for a modest increase in public education funding. It will be interesting to see how legislators react to the governor’s proposal.

As you know, this is an election year, with the governor’s office at stake. Half of the state Senate seats and all seats in the House of Representatives are also up for election. One would think that most legislators see the benefits of the governor’s modest proposal and will not want to make public school funding an election issue. However, some legislators may want to challenge these funding recommendations to bolster their status in the spring primary or fall election.

As I mentioned in last month’s column, some legislators are hard at work using back door legislative proposals to increase state funding to private school entities through programs such as “Education Savings Accounts.” Some of their heavy campaign donors want to see school privatization accelerated, even though most citizens do not like voucher programs.

PASA will be working to support the governor’s proposed increases in public education subsidies for the 2018-2019 budget. We understand that larger increases are needed to provide adequate educational opportunities for all Pennsylvania’s students and make our school districts whole again from the financial devastation of the past seven years. However, we also understand that a $170 million increase for PreK–12 public education is a steadfast commitment by the governor during an election year when the state is facing another looming budget deficit of a billion dollars or more.

Jamie Vollmer, author of Schools Cannot Do It Alone and the scheduled keynote speaker at the PASA Education Congress in State College in March (March 19-20), has called upon public school leaders across the country to engage in The Great Conversation in every community to positively impact students and help prepare them for a successful future.
Continued from page 2

Executive Director’s Message

support public schools. PASA encourages all of you to speak to your legislators about the need for increased subsidies and explain how it will help children in the classroom.

Your voice is needed, and your influence as the educational leader of your community is significant. Tell your stories and advocate for your children. If you need help in designing an advocacy plan, PASA stands ready to assist you.

Remember: the strongest voice your children have for their future may be yours!
FROM THE PRESIDENT’S PEN
It’s That Time of Year…
Snow Calls!
BY DR. EMILIE LONARDI, 2017-18 PASA PRESIDENT

So far, “old man winter” has forced most of us to close, delay, and/or dismiss school early. In my case, I had to do all three during the month of January.

Making these calls is one of my least favorite aspects of the superintendency. I suspect that many, perhaps most, superintendents feel the same way.

Following a flurry of both calls and no-calls regarding weather over the last two months, and after receiving the typical social media feedback that I should have done something different, I placed an article on our district website (with a link to Twitter and Facebook) explaining all the steps involved in making the decision. I had done this years ago in a previous district and decided to do it again just a few weeks ago.

In this era of social media, my article had quite a reaction. Through Facebook and Twitter, the article reached 8,712 readers. It was shared 15 times and “liked” by 313 people. There were 29 positive comments, 30 likes, 3 retweets and 3 positive comments.

I share these data with you only to express the power of information on the PASA Professional Development Program. See the PASA website at www.pasa-net.org for more information.

Quick Glance: PASA Programs

February 21   PASA Webinar: Digital Learning
March 19-20   Education Congress with Jamie Vollmer (State College)
March 28     PASA Webinar: PA ESSA Plan
May 6-8      Women’s Caucus Conference (Hershey)
July 12-13   New Superintendents’ Academy Part 1* (PASA office)
July 29-31   PA Educational Leadership Summit (State College)
Sept. 26-27  New Superintendents’ Academy Part 2* (PASA office)
Oct. 17-19   PASA/PSBA School Leadership Conf. (Hershey)

*PIL-approved

Nominees Sought
Continued from page 1

Election for Pennsylvania Representatives to the AASA Governing Board

PASA is seeking nominations for two three-year terms on the Board, beginning July 1, 2018 to June 30, 2021.

Current PA representatives on the Board include Dr. Jay Burkhart (South Western), Dr. Shane Hotchkiss (Bermudian Springs), Dr. Emilie Lonardi (Downingtown Area), Dr. Sherri Smith (PDE) and LeeAnn Wentzel (Ridley). Dr. Eric Eshbach (Northern York Co.) currently serves on the AASA Executive Committee, having been elected in 2015 by Governing Board members representing the mid-Atlantic region.

Responsibilities of the Governing Board

The AASA Governing Board consists of representatives elected from each state. The responsibilities of the Governing Board include the following:

- acting on resolutions submitted by the AASA Executive Committee or other resolutions approved for consideration with a 2/3 vote
- recommending policy to the Executive Committee
- serving as the liaison between state affiliates and AASA
- determining, on an annual basis, the Association dues for Active and Associate members
- recommending programs and activities for inclusion in the AASA budget
- reviewing the annual AASA budget
- affirming AASA’s legislative agenda

Eligibility/Requirements

1. Each eligible candidate must have been an eligible voting member of both AASA and PASA for at least three years. (‘‘Voting members’’ of PASA include those who are current members as Commissioned Officer, Small District Leader or District Cabinet/Central Office members. ‘‘Voting members’’ of AASA are those who are current members as Active, Institutional Active, Life or College Professor.)

2. Nominees must be committed to attending two AASA meetings per year, in July and February (beginning July 2018). Travel expenses are provided for the July meeting. Governing Board members are responsible for their own expenses to the February meeting, which coincides with the AASA National Conference on Education.

Nominations

Candidates may self-nominate or be nominated from among the active PASA membership. No signatures or petitions are required.

Deadline

MARCH 15 – deadline for submitting electronically to the office a letter including: 1) a short biographical statement (including involvement with AASA and PASA); 2) goals for AASA; 3) reason(s) for seeking the position; and 4) a photo.

The election for PASA officers and the AASA Governing Board representative will be scheduled for early spring (TBA).

Questions? Contact Jolene Zelinski in the PASA office at (717) 540-4448.
Love and Leadership
BY CONNIE R. KINDLER,
PASA CONSULTANT FOR PROFESSIONAL DEVELOPMENT

With Valentine’s Day and President Lincoln’s birthday approaching, it seems appropriate to highlight the connection between love and leadership. I am not referencing romantic love, but instead the kind of love that is demonstrated when one genuinely cares for others, consistently supports their efforts, and authentically communicates appreciation through words and actions.

Does a culture of love within schools improve student performance?

In *Lincoln on Leadership*, Donald T. Phillips categorized President Lincoln’s “strategies for tough times” into four areas: people, character, endeavor, and communication. Under President Lincoln’s leadership, people came first. His unwavering focus on the emancipation of the slaves was a labor of love. He understood that achieving his vision would require strong relationships with allies. His affability and kind words won the support of his subordinates. During his frequent meetings with his generals and cabinet, a healthy amount of humor and laughter was encouraged. Lasting connections were also established through his visits to the battlefields and hospitals. Like all leaders, he encountered difficult situations and people. However, his love for his troops was core to the accomplishment of his mission.

A George Mason University study on “companionate love,” the degree of warmth, caring, and compassion that employees feel and express toward one another, was led by Sigal Barsade and Olivia A. O’Neill and highlighted in the *Harvard Business Review* (January – February 2016). Over a 16-month study of a long-term-care facility, the researchers found that absenteeism and employee burnout were reduced and higher levels of engagement, teamwork, and satisfaction were achieved in a culture that emphasized companionate love. Their results illustrate the powerful connection between a workplace culture of love and performance.

Love has a ripple effect. When it flows from the leader(s), it gushes to and among the staff, and embraces the clients.

Yes, I know that leadership requires much more than love. However, staff and student effort and growth are more apt to thrive when love is in the air. Share your compassion and gratitude with those that you lead and inspire them to do the same. Your students will feel the love and they will flourish.

Aspiring to Leadership:
Thank you to our presenters...

Again this year, prospective school system leaders took advantage of the PASA “Aspiring to Leadership” workshops, held at Westmoreland I.U. on November 1-2 and the PASA Office on Jan. 31-Feb. 1.

One day of each workshop focused on aspiring to cabinet level/central office leadership and another focused on aspiring to the superintendent. Both programs gave participants an opportunity not only to hear about prospective central office positions from those serving in them but also to examine their own professional goals and how to prepare to move forward in school leadership.

School leaders from across the commonwealth, along with PASA staff, served as presenters in the Aspiring workshops. Serving as presenters at the western and central PA sites were:

* Dr. Peter Aiken, Superintendent, Manheim Central
* Dr. Jason Conway, Executive Director, Westmoreland I.U. 7
* Dr. Mark DiRocco, PASA Executive Director
* Dr. Francine Endler, Director of Curriculum, Hollidaysburg Area
* Dr. Eric Eshbach, Superintendent, Northern York County
* Dr. Richard Fry, Superintendent, Big Spring
* Dr. Robert Gildea, Superintendent, Hollidaysburg Area
* Dr. Joseph Guarino, Superintendent, New Brighton Area
* Dr. Alan Hack, Superintendent, Warrior Run
* Dr. Robert Hollister, Superintendent, Eastern Lancaster County
* Connie Kindler, PASA Consultant for Professional Development
* Tracy Krum, Superintendent, Dover Area
* Dr. Natalie McCracken, Assistant Superintendent of Elem. Ed., Norwin
* David McDeavitt, Superintendent, Allegheny-Clarion Valley
* Joseph McFarland, Superintendent, Derry Township
* Dr. Michelle Miller, Superintendent, Hopewell Area
* Virginia Montgomery, Esq., PASA Chief Counsel
* Dr. Michele Orner, Superintendent, Halifax
* Dr. Bryan O’Black, Assist Superintendent, Shaler Area
* Dr. Patrick O’Toole, Superintendent, Upper St. Clair
* Dr. Gennaro Piraino, Superintendent, Franklin Regional
* Dr. Mary Catherine Reljac, Assistant Superintendent, Franklin Regional
* Dr. Kevin Roberts, Assistant Superintendent, Big Spring
* Dr. Wes Shipley, Superintendent, Mars Area
* Dr. Michael Snell, Superintendent, Central York Area
* Dr. Sharon Suritsky, Assistant Superintendent, Upper St. Clair
* Dr. Alan Van Drew, Assistant Superintendent/CFO, Mechanicsburg Area

Pennsylvania needs strong educational leaders to manage and direct our public schools moving forward. Watch the PASA calendar for information about registering aspiring leaders in your district for the 2018-19 Aspiring workshops (TBA).
I have a tradition.
Every year on February 2, I watch the same DVD, always on the same day every year, and this year for the 15th time. Of course, it’s “Groundhog Day.” You might say that, by turning on the disc player every Feb. 2, I am having my own déjà vu all over again.

While a lot of people find this movie annoying, I love it. Bill Murray as Phil Connors puts it well: "This is one time where television really fails to capture the true excitement of a large squirrel predicting the weather."

With Punxsutawney events as its backdrop, we watch Connors living through a recurring day, the do-over that never seems to get done right, the stages of do-over responses: sarcasm, devilish glee, depression, and finally positive action, putting others before self and seeing the world from a different perspective. What makes it even more appropriate to watch on Feb. 2 is knowing that Groundhog Day is a distinctly Pennsylvania event. (BTW, my condolences to the superintendents who will have to make more school closing calls now that Phil has predicted six more weeks of winter.)

But you could also say that Pennsylvania has another “Groundhog Day” every year, ironically falling very close to the real thing: the official beginning of the state budget cycle.

Or, as Phil puts it, “Well, it’s Groundhog Day... again...”

No matter how crazy the budget process is, no matter how elongated, political, biting-nails-crazy it gets, there is always, without fail, that same budget cycle, beginning on the first Tuesday of February and continuing until the constitutionally required deadline of 11:59 p.m. on June 30. That’s how it is supposed to work anyway, but recent history makes clear that deadline is more a guideline.

So what can we expect this year – again?

Etc.

The setting for all of it this year? Not a groundhog predicting weather in a small Pennsylvania town. Rather, it’s an election year when anything can happen and everyone is maneuvering for political advantage. And the current atmosphere of polarization, political turmoil and downright nastiness is going to make things even more complicated.

In other words, this isn’t going to be your ordinary “groundhog day.”

However this process goes, policy considerations beyond just financial ones are going to be jumping in and out of consideration – many of them the same as last year and the year before that and the years before that – issues like charter school reform and taxes and testing and local control vs. state control, and state spending, etc. – and many of them will be part of political strategies to gain constituent approval.

That is why we all need to stay vigilant, informed and ready to advocate for our public schools each and every day.

If you feel you are doing the same thing over and over again in advocacy, much like Phil Connors and even Punxsutawney Phil, you are right. It can be tiring and may even seem like a waste of time to be asked to call your legislators on this issue or that issue, especially when those requests come frequently. It’s easy to fall into the “I can’t make a difference anyway” mode, much like Phil Connors does: "You want a prediction about the weather? You're asking the wrong Phil. I'm going to give you a prediction about this winter? It's going to be cold, it's going to be dark and it's going to last you for the rest of your lives."

Or, we can simply rail privately at what is going on and figure nothing can be done. As Phil puts it, “This is pitiful. A thousand people freezing their butts off waiting to worship a rat. What a hype! Groundhog Day used to mean something in this town. They used to pull the hog out, and they used to eat it. You're hypocrites, all of you!"

Sometimes it all just seems as though no one is listening so any effort we may put in just will fall on deaf ears. But as PASA’s Executive Director Mark DiRocco has put it, “Lawmakers need to hear 800-900 voices on these important issues every time before they run the bill.”

So, as hard as it may be this season, let’s use advocacy as a positive. Yes, it takes time. Yes, it can be a bother when there are so many other things to do. But, not saying anything IS saying something – and what it is saying is not positive for public education.

Sometimes doing the same thing over and over again is just what is needed, even if it seems like you are just in a perpetual and repetitive circle. But just remember: With a concerted effort and positive advocacy focused on what is best for public schools, there may well be a light at the bottom of the groundhog hole.
From the Women’s Caucus
Leaders Lifting Leaders
BY DR. MICHELLE SAYLOR, CAUCUS PRESIDENT

Passion, curiosity, a heartfelt desire to help others, and a commitment to further professional growth are all qualities of a leader. Yet sometimes in our drive to serve our students, staff, and communities, we forget that it is also critical that we support and “lift” each other. It is through our collective wisdom and shared experiences that we are better equipped to tackle challenges and facilitate change.

Our annual Women’s Caucus Conference offers opportunities to network, share experiences and ideas, and fuel the fires that drive us to lead our organizations and our communities.

This year’s conference aligns tightly with our caucus goals and with our mission. As an organization, we seek to support, inspire and empower female leaders. Our conference speakers and presenters, all leaders themselves, are poised to lift conference attendees and encourage them in their professional and personal growth.

Our speakers include Dr. Helen C. Sobehart, who believes that everyone has leadership potential and that women are ideally situated to lift other leaders. She is a stellar example of a leader who has lifted leaders globally despite cultural, language and religious obstacles. Dr. Sobehart will share her stories to invigorate, embolden, and reassure us within our own leadership journeys.

Dr. Tracey Severns believes that strong leadership requires courage, especially if the leader is a woman. Dr. Severns will explore with the participants what it means to be a courageous leader and delve into the five dimensions of courageous leadership as they apply to women: the courage to question, the courage to listen, the courage to name the “nondiscussables,” the courage to “speak truth to power,” and the courage to learn.

Pedro Rivera, our state Secretary of Education as well as Dr. Emilie Lonardi, Downingtown Area superintendent and current PASA president, will join us.

Conference attendees will have the opportunity to attend sessions focusing on building capacity, personalizing leadership, addressing vulnerability, nourishing trust and generating vision. Additional sessions will provide legal and legislative updates. Conference attendees in all stages of their leadership journey, from aspiring to veteran to those retired (and continuing to lead beyond their administrative roles), will leave with tools and strategies that will not only lift them, but also help them lift others.

Nominations are also being accepted (through February 23) for the Wanda McDaniel Award, which honors an aspiring school leader, and the Margaret Smith Leadership Award, which recognizes a female leader who has demonstrated proven leadership in education. Criteria for both awards include leadership, significant contributions in inspiring women and/or peers, significant accomplishments, and evidence of continuing professional or personal growth. Nominating a female colleague is the perfect way to lift one of your organizational leaders. You can find the nomination information at http://www.pasa-net.org/wcawards.

Mark your calendar for May 6-8. Look for more information coming soon on the PASA website – and we hope to see you in Hershey!

As always, take time to reach out to the women around you, those you mentor, those you meet, and those with whom you work. Support them in their innovation and urge them to take the risks necessary to create the changes we need to see within our system. Encourage them, if they haven’t already, to join our organization and engage a network that is eager to help them grow.

In order to ensure your membership in the Women’s Caucus, you must select Women’s Caucus on the membership form. There is no additional fee to be a part of the Women’s Caucus. Membership information can be found at http://www.pasa-net.org/wcabout.

Registration for the Women’s Caucus Conference opens next week! See you in Hershey on May 6-8! (www.pasa-net.org/wcconf)

Reminder: Nominations due February 23!
PASA Women’s Caucus Seeking Nominations for Two Awards

The PASA Women’s Caucus is seeking nominations for two special awards, awarded annually to women in education.

WANDA MCDANIEL AWARD
This honor is awarded to an aspiring school educator or administrator who shows evidence of great leadership potential. The award is named for Dr. Wanda McDaniel, an outstanding administrator and superintendent who displayed a high quality of leadership.

MARGARET SMITH LEADERSHIP AWARD
This honor is awarded to an administrator (active or retired) who has demonstrated proven leadership in education. The award is named for Dr. Margaret Smith, first president of the Women’s Caucus, a former Pennsylvania superintendent and a former PA Secretary of Education.

Nominators for both awards (two per nominee) must address four areas: the nominee’s leadership, significant contributions in inspiring women and/or peers, significant accomplishments and evidence of continuing professional or personal growth.

Award recipients will be recognized at the Women’s Caucus Spring Conference, scheduled for May 6-8 in Hershey.

Nominations for both awards are due by Friday, February 23. Forms are available on the PASA web site, http://www.pasa-net.org/wcawards, or call PASA at (717) 540-4448.
EARLY BIRD RATES GOOD TO FEBRUARY 16!

2018 EDUCATION CONGRESS
“The Challenging Role of School Leaders in Complex Times”
March 19 and 20, 2018
Nittany Lion Inn, State College, PA
Program begins at 9:30 am on March 19 and ends at 1:00 pm on March 20.

About this Program…

The challenges for school leaders are greater than ever. Competition is growing. Financial resources are limited. Political pressure is at an all-time high. In spite of these challenges, school leaders must implement the transformations necessary for personalized student success.

The 2018 PASA Education Congress will provide school leaders with opportunities to hear from and interact with experts, network with colleagues, and retool resources for the energizing of strong leadership during these complex times. Attendees will acquire strategies to support the shift to personalized learning and digital content, learn tactics for aligning resources, create plans for engaging community understanding and support – and much more.

Keynote Presentations…

- Jamie Vollmer J.D., President of Vollmer, Inc., author of Schools Cannot Do It Alone, writer and producer of the video series The Great Conversation
- Tom Ryan, Ph.D., Chief Information and Strategy Officer of the Santa Fe Public School District in New Mexico, co-founder and Chief Executive Officer of the eLearn Institute, and Chairman of the Board for the Consortium of School Networking (CoSN)
- Noelle Ellerson Ng, Associate Executive Director, Policy & Advocacy, AASA: The School Superintendents Association

Bring your communications director with you to this important program, as we discuss and share ideas about promoting public education!

See the PASA website at www.pasa-net.org/2018edcongress for program, registration and hotel information!

REGISTRATION NOW OPEN

FEATED KEYNOTERS:

SIMON T. BAILEY
DR. BILL ZIEGLER

SPONSORED BY…

PA Principals Association
PA Assn. of School Administrators
PA Assn. for Middle Level Education
PA Assn. for Supervision & Curriculum Development

To register, see the PPA website at https://www.paprincipals.org.

**Request for Proposals**
Seeking proposals for small group sessions on Monday, July 30.
CLICK HERE for details.
Due February 23.

Register for the TWO remaining webinars!

2017-18
PASA WEBINAR SERIES
specifically addressing concerns of school administrators

SCHEDULE:

February 21: Digital Learning
March 28: Pennsylvania's ESSA Implementation Plan

REGISTRATION:

PASA Members: $29 per webinar
Non-members: $39 per webinar

PAYMENT IS DUE IN ADVANCE OF EACH WEBINAR.
Connection instructions will be sent to paid participants only.

See the PASA website for links to registration at www.pasa-net.org/webinars.
Recap: New Superintendents’ Academy Part 3

“Professional & Community Leadership” was the focus of Part 3 of the PASA New Superintendents’ Academy, offered January 11-12. Forty participants attended the two-day program, which also provided opportunity for discussion and networking.

Sessions and presenters focused on a variety of topics, including:

- **Professionalism & Communications** – Dr. Sherri Smith, Director of the PDE Bureau of School Support and former superintendent of the Lower Dauphin SD
- **Communication Strategies for Creating a Positive Image of Your District** – Mary Curley, Director of Communications, Chester County I.U.
- **Communication Strategies During and After a Tragedy or Crisis** – representatives from the PA School Public Relations Association (PenSPRA)
- **Policy & Legislative Matters and Communication** – Dr. Mark DiRocco, PASA Executive Director
- **Equitably Serving ALL Students through Professionalism & Effective Communication** – Dr. Terrance Furin, Affiliate Professor of Education Leadership at Saint Joseph’s University and retired superintendent
- **Communications in Support of Children and Public Education** – Lee Ann Wentzel, Superintendent of the Ridley SD
- **Planning, Budgeting and Communicating the Budget** – Dr. Wayne McCullogh, Director of Leadership and Development, PASBO

Dates for the 2018-19 round of the New Superintendents’ Academy are July 12-13 (Part 1), September 26-27 (Part 2), and January 8-9, 2019 (Part 3).

**ACADEMY GRADUATES**

Twenty-one graduates completed all three sessions of the Academy and were recognized following the two-day program. They are:

(L-R) Dr. William Riker (East Stroudsburg Area), Dr. Rita Sterner-Hine (Waynesboro Area), Dr. Steven Skalka (Lewisburg Area), Dr. Tammy Wolicki (Hempfield Area), and Dr. Todd Stoltz (West Shore Area)

(L-R) Kim McCully (21st Century Cyber Charter), Darren McLaurin (Claysburg-Kimmel), Daniel Nerelli (Upper Darby), Dr. Greg Miller (Fleetwood Area), and David Piperato (Pleasant Valley)

(L-R) Amy Glasl (Clarion-Limestone Area), Dr. Michelle Hall (Central Fulton), Dr. James Konrad (Washington), Tracy Krum (Dover Area), and Dr. J. Michael Lausch (Donegal)

RIGHT: (L-R) Dr. Shawn T. Fitzpatrick (Schuylkill Haven Area), Dr. Michael Arney (Moniteau), Dr. Arthur Abrom (Lebanon), Eric Briggs (Canton Area) and Patricia Craig (Camp Hill)

LEFT: Kevin Briggs of the Valley Grove SD

Registration for Part 1 of the New Superintendents’ Academy (July 12-13) is now OPEN!

See the PASA website for information at [www.pasa-net.org/workshopnsa](http://www.pasa-net.org/workshopnsa).
OUR PASA SPONSORS

Thank you for your continuing support!

Visit the PASA website at www.pasa-net.org/pasasponsors for more information on the products and services our sponsors can offer YOU!

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**Policy on PASA Workshop Payments/Cancellations**

CANCELLATIONS
A $25 service fee will be retained for cancellations received two (2) weeks or less prior to the scheduled program. NO REFUNDS/CREDITS will be given if cancellation is received five (5) business days or less prior to the scheduled program.

PAYMENTS & LATE FEES
Registrants who have not paid in advance of the program will be responsible for payment of any late fees. Final payment for workshops must be received no more than 45 business days from the date of the event. Payments received after that time will be assessed a $25 late payment fee. [NOTE: Some programs and workshops may require full payment in advance of the event. Please check program details or contact the PASA office with questions at (717) 540-4448.]

WEATHER & PROGRAM CANCELLATIONS
In the event that a workshop is postponed due to weather conditions, registrants will receive full credit toward the rescheduled program. If the registrant is unable to attend the rescheduled workshop due to conflicts and informs PASA in advance (as per the above-listed cancellation/refund policy), PASA will apply the registration fee already paid toward the registration fee of a future PASA workshop.
Candidates for AASA President-Elect
AASA members who serve as superintendents in Illinois, Pennsylvania and Wisconsin are contending this winter for the presidency of AASA. The winner will become president-elect on July 1 and start his or her presidency one year later.

The three candidates are:

* Eric C. Eshbach, superintendent, Northern York County School District (Pennsylvania)
* Gary L. Kelly, superintendent, DuQuoin Community Unit School District (Illinois)
* Deborah L. Kerr, superintendent, Brown Deer School District (Wisconsin)

The election will be conducted via e-mail. Ballots will be distributed to eligible voting members of association beginning the morning of Friday, Feb. 16, the same day all three will address the 2nd General Session at AASA’s national conference in Nashville. Voting will end at midnight on March 9.

2018 National Conference on Education: PA Reception
The Pennsylvania reception during the conference is scheduled for Friday, February 16, from 5:30-7:30 p.m. in the BMI Hall of the Country Music Hall of Fame & Museum.

On the 2018-19 State Budget...
"Over the last three years, we’ve invested in our schools and reversed the billion dollars in cuts that were made under the previous administration, cuts that led to larger class sizes, mass layoffs of educators, and cuts to programs like full-day kindergarten. And we’ve already begun to see those investments pay off. Today we have nearly 100,000 students enrolled in full-day kindergarten, and we’ve increased the number of kids able to attend pre-kindergarten by nearly half. Our high school graduation rate is more than 86 percent, making us a national leader. We’re second in the nation in STEM education, preparing our career and technical education students earning industry-recognized certificates by nearly 33 percent, preparing them for the jobs our employers are trying to fill right now.” – Gov. Tom Wolf, during his budget address on February 6

"The 2018-19 budget plan limits base expenditure growth to less than $685 million, while fully funding new mandated pension contributions of $275 million. Planned initiatives, totaling $303 million, will prioritize investments in education, job training, the fight against opioid addiction, access to quality child care, and services for individuals with intellectual disabilities and autism.” – from the proposed budget document

"I think any time you’re proposing a billion dollar increase in spending, there’s a lot of questionable components to that, that we think will lead to future tax increases. I think that’s going to be one of the core areas our Appropriations Committee looks at in the coming months.” – Senate Majority Leader Dave Reed (R-Indiana), responding to the governor’s proposed budget

"The governor is asking for...a $250 million tax increase [severance tax on natural gas extraction] that will not happen.” – Senate Majority Leader Jake Corman (R-Centre)

Noteworthy Quotes...
"He’s [Wolf] asking for the one tax increase [severance tax] that a majority of Pennsylvanians want.” – House Democratic Appropriations Committee chair Joe Markosek (D-Allegheny)

In Other News...
"The Pennsylvania economy is actually doing quite well.” – Matthew Knittel, director of the Independent Fiscal Office, from the mid-year update on fiscal year 2017-18 General Fund revenues

"The demographics of the state are going to create a revenue problem the likes of which you haven’t seen.” – Robert Strauss, professor of economics at Carnegie Mellon University, speaking during a House Appropriations subcommittee on fiscal policy concerning changes in the state’s demographics and the future impact of an aging population

"Pennsylvania’s plan reflects our guiding principles of transparency, equity and innovation, and provides new flexibility to schools as they prepare students for success after graduation.” – Secretary of Education Pedro Rivera, following the U.S. Department of Education approval of PA's ESSA implementation plan (from a press release)

"Our public education system is about much more than personal achievement; it is about preparing people to work together to advance not just themselves but society. Fortunately, the current [school choice] debate’s focus on individual rights and choices has distracted many politicians and policy makers from a key stakeholder: our nation as a whole. As a result, a cynicism has taken root that suggests there is no hope for public education. This is demonstrably false. It’s also dangerous.” – Erika Christakis, writing in the October 2017 issue of The Atlantic (“Americans Have Given Up on Public Schools. That’s a Mistake.”)
While the President is expected to release his proposed budget for FY19 this month, even though Congress has yet to fund FY18, and we will enter yet another continuing resolution, we’re going to take the less obvious route for this month’s *The Advocate*. Why? Because this is also the month of AASA’s National Conference on Education, and we are very excited about the policy and advocacy related programming we have planned.

As you know, AASA launched the #LovePublicEducation campaign in July. As part of the campaign, we will have a #LovePublicEducation rally at NCE. We look forward to seeing all attendees there. Our team will be rocking our #LovePublicEducation tees all week, a small testament to how committed we remain to our work and the work you do each day.

At the National Conference on Education, we have six specific policy sessions:

*2/15 at 9 a.m. – A New FAPE? Fact or Fiction? The Interpretation of Endrew by Courts Across the U.S.* - AASA’s trusted counsel Chris Borreca and Janet Horton of the law firm Thompson & Horton will describe the evolving special education world post-Endrew and what superintendents in every appellate circuit need to know and understand about the landmark Supreme Court case. Time will be left at the end for Q&A on other major special education cases and litigation trends.

*2/15 10:15 a.m. – Federal Education Update I* - AASA’s legislative portfolio is diverse, and the comprehensive update of the agenda is divided into two separate sessions. This session will include the latest details on ESSA, funding, school nutrition, Perkins/Career Tech and IDEA, and school choice/vouchers.

*2/15 at 3 p.m. – Federal Education Update II* - This session will include the latest details on rural education, E-Rate, vouchers, higher education, early education, the Affordable Care Act, immigration, tax policy and more.

*2/16 at 8 a.m. – Rural District Roll Call* - One of AASA’s six organizational goals ties to our efforts to advocate for and support rural school districts, including our collaboration with other rural organizations (NAFIS, OCRE, NREA, and NREAC among others). This panel discussion will highlight the latest research, detail trends on the ground, feature the latest federal education updates and provide an opportunity for networking.

*2/16 at 12:45 p.m. – Immigration Policy: From DACA to DACA-mented* - Next month, time runs out on Congress’ six-month window to resolve the treatment of DACA-protected individuals, students and young adults brought to this country without paperwork while they were minors. President Trump rescinded DACA protections for these individuals six months ago and gave Congress six months to find a legislative resolution, which could include providing a pathway to citizenship. In this session, Maree Sneed and Lupita Hightower will walk you through what DACA is, what Congress stands to do to resolve this issue, and what schools can and should expect and do as it relates to teaching these students, supporting these students, their families, and the broader community, and balancing implementation of immigration and education law.

*2/16 at 2:30 p.m. – Addressing the Teacher Shortage: Strategies for School Leaders* - The national teacher shortage is real: fewer people are entering teacher preparation programs and fewer graduates of those programs are choosing to enter the classroom. Paradoxically, the national shortage of quality teachers is highly localized; some schools do a great job of attracting and retaining quality teachers. Addressing the teacher shortage requires attracting and selecting the most talented applicants and creating an engaging workplace that develops and retains high quality educators. This session will review these findings and offer some strategies for how to address the teacher shortage by attracting, engaging and retaining high quality educators.

We also have the Federal Relations Luncheon, scheduled for noon on February 15. The luncheon will feature Mara Casey Tieken, associate professor at Bates College. Her keynote, “Toward a Geography of Justice: Rural Sustainability and the Promise of Public Education,” is described thus: “The recent election has brought new attention to rural America. Yet media and policymakers continue to overlook the important role that rural schools play in ensuring the vitality of rural communities. The future of rural America depends upon its schools. Dr. Mara Casey Tieken, author of *Why Rural Schools Matter*, will explore why rural schools matter: how they define, shape, and sustain rural communities and how they are equipped to promote equity for all students, regardless of race, class and geography.”

We look forward to seeing you in Nashville!
MEMBER NEWS

PASA is sad to report the passing of William “Jack” Smodic, 90. Smodic, who served as PASA President in 1975, had served as a superintendent in Connellsville, Wyoming Valley West, Crestwood and Uniontown Area before his retirement. PASA extends sincere condolences to Dr. Smodic’s family and friends.

REGION 3
Dr. Patrick O’Toole, superintendent of the Upper St. Clair SD and PASA Past-President, has announced he will retire from the position, effective July 1. He has served as superintendent in the district since 2007.

Dr. Kenneth Lockette is now serving as superintendent of the South Fayette SD. He previously served as assistant superintendent in the Avonworth SD. Lockette replaces Bille Rondinelli, who has retired.

REGION 4
Dr. David Foley is now serving as superintendent of the South Butler County SD. He previously served as superintendent of the West Middlesex Area SD.

REGION 14
Robert Scoboria is now serving as superintendent in the Wyoming Area SD. He formerly served as assistant superintendent in the Boyertown Area SD.

Marybeth Torchia is now serving as assistant superintendent in Boyertown.

REGION 15
Dr. Andria Saia has been appointed executive director of Capital Area I.U. 15. She formerly served as assistant superintendent in the Chester-Upland SD. Saia replaces Cindy Mortzfeld, who has retired.

REGION 17
Dr. Amy Martell has been appointed superintendent of the Troy Area SD, effective July 1. She currently serves as superintendent in the Towanda SD.

REGION 21
Dr. Mary Ann Wright, superintendent of the Northwestern Lehigh SD, has announced she will retire at the end of the current school year after serving in the district since 1985, beginning as a teacher.

Jennifer Holman, currently assistant superintendent in the district, has been appointed to the superintendent position, effective July 1.

Karen Nicholas has retired from the position of assistant to the superintendent in the Northern Lehigh SD.

REGION 23
Dr. Deborah Wheeler, superintendent of the Upper Darby SD, has announced she will retire, effective June 30.

REGION 28
Dale Kirsch, superintendent of the Indiana Area SD, has announced he will retire, effective August 31. He has served as superintendent in the district since June 2012.

Please report member news to PASA at pasa@pasa-net.org. Announcements of professional vacancies across Pennsylvania and in neighboring states are posted on the PASA Web site at www.pasa-net.org (Click on the “Leadership Development” button and look for “Career Center.”)

PASA CALENDAR

PASA CALENDAR OF EVENTS 2017-18
For more information, see the PASA web site at www.pasa-net.org.

FEBRUARY
8  PASA/PASBO Commonwealth Budget Forum (Cranberry Twp.)
9  PASA/PASBO Commonwealth Budget Forum (Clarion)
13  PASA/PASBO Commonwealth Budget Forum (CAIU)
14  PASA/PASBO Commonwealth Budget Forum (Berk I.U. 14)
15  PASA/PASBO Commonwealth Budget Forum (webinar)
15-17  AASA National Conference on Education (Nashville)
19  PASA office closed
21  PASA Webinar: Digital Learning

MARCH
13  Technology Committee meeting (virtual)
19-20  PASA Education Congress (State College)
26  Women’s Caucus Board Meeting (PASA office)
28  PASA Webinar: PA ESSA Plan
30  PASA office closed

APRIL
4  Professional Development Committee meeting (virtual)
5  Women’s Caucus Board meeting (PASA office)
13  Resolutions Committee meeting (PASA office)
19-20  Board of Governors’ meeting (PASA office)

MAY
6-8  Women’s Caucus Conference (Hershey)
15  Technology Committee meeting (virtual)
28  PASA office closed

Stay informed...

On the state level, through the weekly PASA Education Update and via Twitter @PASASupts

On the federal level, through AASA Updates and alerts