FROM THE PRESIDENT’S PEN

RENEW YOUR FOCUS

So as we continue to face the continuing roadblocks and distractions that can take time away from leading the learning organization, I wanted to take this opportunity during my initial message to renew our focus locally on what makes our school districts great – and be sure we brand that greatness throughout our communities.

Monitoring much of the rhetoric regarding education as we prepare for the upcoming statewide election in November, I often find myself questioning where some of the candidates get their information on public education.

According to some candidates, our system is clearly “broken.” These specific candidates relate stories on school safety, achievement and engagement that, quite frankly, do not describe any of the schools I spend time in on a daily basis. In fact, this sort of rhetoric describes a very small fraction of the public schools throughout our commonwealth.

These stirring political times certainly remind us of the importance of telling our story at the local level. We must ensure that our families know that our students are so much more than a test score and that we utilize our resources every day to help our students grow into “life-ready” young adults.

So as the election buzz builds, it is imperative that we reflect on how we share our local story with our citizens.

My team is working through one of See From the President’s Pen, page 4

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BOAD OF GOVERNORS ADOPTS NEW SIX-YEAR STRATEGIC PLAN

The PASA Board of Governors recently adopted a new six-year strategic plan developed to move PASA forward in professional learning, advocacy, legal services, information and general operations.

Virtual focus groups, a member survey, advisory team meetings and input from the PASA Board and PASA committees were key to developing the plan, which will direct PASA’s goals and activities to 2024.

“This was a very inclusive process, and we are grateful to members who offered valuable feedback, and to committee chairs who focused their work on ambitious goals for PASA moving forward,” said Dr. Emilie Lonardi, 2017-18 PASA President.

The process for developing the new plan, a process coordinated by PASA Executive Director Dr. Mark DiRocco and PASA Consultant for Professional Development Connie Kindler, began in November 2017 and involved a number of steps, including drafting priorities, goals and action plans to direct the work of PASA committee and staff.

“The new plan is truly strategic and provides a workable roadmap to direct PASA programs and services positively to better serve our membership both now and into the future,” said Dr. DiRocco.

The plan identifies the vision for PASA as “the premier professional organization that continues to support school leaders’ personal growth so that we as professionals can answer the call for our communities. Whether it be advocacy, strategic planning, resource review or often just an opportunity to collaborate, our state organization is there for us.

See Strategic Plan, page 4

See From the President’s Pen, page 4
FROM THE EXECUTIVE DIRECTOR  
DR. MARK DIROCCO  

ELECTIONS HAVE CONSEQUENCES

When I was a young teacher, I became involved with our local teachers’ association at the request of some of my colleagues. I remember attending an advocacy workshop where the presenter stated that every minute of the school day in Pennsylvania is regulated by an elected official or an appointee of an elected official. The presenter went on to explain how important it was to participate in local, state, and national elections, as the political ideology of those who win elections drive policy that affects what educators do on a daily basis in the classroom.

That nugget of information has stayed with me, and I have become more aware of its accuracy in my role as Executive Director of PASA.

In one of my recent visits to a group of superintendents, I mentioned that Pennsylvania is one of only four states in the nation where the responsibility for public education is vested in the legislature, not the governor’s office. Many attendees were surprised to learn that their local House representative or state senator has tremendous impact on the governance of public schools.

This is why it is imperative to help shape the decision-making efforts of the General Assembly as they control the policymaking process affecting public education.

We all know that state representatives and senators must focus on their base voters and donors in political campaigns. Sometimes this can lead to harsh statements about public education, as we have been a convenient scapegoat and target for those who want to pursue certain political agendas such as privatizing education. Local politicians are keenly aware that their votes and stances on policy will be used for or against them in future campaigns. They have to tow a certain line within the party platform, or risk losing donors and party support.

In recent years we have witnessed an increased tribalism among the two major political parties, with both sides playing to the extremes of their voting base. Although we still see examples of bipartisan efforts, there is not much currency for reaching across the aisle to solve problems. It’s more often a winner-take-all mentality, which creates high stakes for each election.

Compromise was once considered the fuel of change, but it has lost favor in the current political environment. It wasn’t that long ago that we used terms such as “moderate Republicans” and “conservative Democrats” who could forge coalitions and get things done. But those labels are falling away from our lexicon – and so is our ability to govern for the greater good of society.

As we head into the fall election for governor, the General Assembly and Congress, there is much at stake for public education. The basic subsidy for our schools is significantly under-funded. Schools need additional and sustainable funding for safety upgrades. There is talk of property tax reform that could create tremendous instability in local revenues for schools.

Meanwhile, more efforts are being considered to increase EITC credits and implement Educational Savings Accounts, which take money away from the General Fund, money that could be used for public schools, and instead sends it to private schools with no accountability to the public. Charter school legislation is lurking and could either help districts manage the growing cost of charter tuition or exacerbate it. The PSERS crisis is not going away for another 20 years, and something must be done to alleviate that albatross around the financial necks of our school districts.

These are just a few of the major issues affecting public education. The individuals who win the election on November 6 will be the ones who determine how these issues are resolved.

I hope you will be a civic leader by educating others about the issues affecting public education in every circle that you walk – and encourage them to vote. Elections have consequences, and the stakes for public education have never been higher.

See you at the polls!

In the November issue: Recap of the PASA/PSBA School Leadership Conference (Oct. 17-19)
For these grants is today (Oct. 12). Crime and Delinquency (PCCD). The deadline for schools to apply gram created and administered by the Pennsylvania Commission on Enforcement agencies for safe schools initiatives. Still to come are awarded to school entities and some municipalities and local law $60 million under the new School Safety and Security Grant program. The purpose of the system is to enable students, teachers, school administrators and others to learn how to detect and report potential threats of violence and other problems before they occur. The program is scheduled to begin in January.

School Safety Grants: The PDE announced this month that $8.4 million in Competitive Safe Schools Targeted grants have been awarded to school entities and some municipalities and local law enforcement agencies for safe schools initiatives. Still to come are $60 million under the new School Safety and Security Grant program created and administered by the Pennsylvania Commission on Crime and Delinquency (PCCD). The deadline for schools to apply for these grants is today (Oct. 12).

School Safety and Security Assessments: The School Safety and Security Committee established within the PCCD by Act 44 of 2018 recently adopted criteria to guide the completion of school safety and security assessments. The criteria are a compilation of best practices and recommendations as developed by experts from across the commonwealth. In addition, the committee adopted initial registration criteria for individuals with knowledge and experience in matters of school safety and security that can conduct assessments.

State Police Patrols: Last month Gov. Wolf ordered Pennsylvania State Police troopers to visit schools and colleges every shift in areas where they are the primary police force. According to the Governor’s Office, troopers are the primary police force in nearly 1,300 municipalities throughout the commonwealth.

State Budget News
Unemployment Rate: Pennsylvania’s unemployment rate declined one-tenth of a percentage point from July to 4.1 percent, the lowest rate since July 2000. Over the year, Pennsylvania’s unemployment rate declined by seven-tenths of a percentage point.

State Revenue: Pennsylvania collected $3 billion in General Fund revenue in September, which was $183.8 million, or 6.4 percent, more than anticipated. Fiscal year-to-date General Fund collections total $7.6 billion, which is $209.8 million, or 2.9 percent, above estimate.

In Legislative News
Session Schedule: Few voting session days remain on this month’s General Assembly calendar, as lawmakers wind down the 2017-18 session in preparation for next month’s election. Any bills not passed by both chambers and signed by the governor will need to be introduced in the next session, which begins in January.

Graduation Requirements: As this issue of The PASA Flyer goes to publication, the legislature was poised to pass and send to Gov. Wolf SB 1095, a bill that would amend the School Code concerning graduation requirements and provide students with additional options to be eligible to graduate.

National News
Federal Budget for Education: Congress last month passed and Pres. Trump signed into law a federal budget bill that increases fiscal 2019 funding for the U.S. Department of Education. The funding package, which essentially ignores the push from Trump and the U.S. Department of Education to promote new school choice programs, provides a $581 million increase for the USDE. Programs receiving increases include Title I ($100 M), IDEA ($87 M), Perkins ($95 M) and Head Start ($200 M).

Coming Up
This month has seen a flurry of legislative activity, as the 2017-18 session winds down and lawmakers attempt to finalize legislation before time runs out. As this issue goes to publication, action was pending on a number of bills, including SB 1095 concerning graduation requirements. See the weekly Education Update on the PASA website for the latest news on the bills that do or don’t make it over the finish line this fall. As always, stay tuned for the latest information by following us on Twitter @PASASupts.

SCHOOL SAFETY NEWS
Safe2Say: PA Attorney General Josh Shapiro as announced a partnership with Sandy Hook Promise to roll out and operate the new “Safe2SaySomething” anonymous reporting system for every school across the commonwealth. The purpose of the system is to enable students, teachers, school administrators and others to learn how to detect and report potential threats of violence and other problems before they occur. The program is scheduled to begin in January.

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SUMMER IN NOTTINGHAM!

The 7th International Women Leading Education Conference will be hosted by the University of Nottingham on July 8-11, 2019.

The conference theme is “Ways of Seeing Women’s Leadership in Education: Stories, Images, Metaphors, Methods and Theories.”

The conference, which will focus on the ways in which we see women’s leadership in education, will explore the narration of women leaders’ stories, metaphors and images they use to describe women’s leadership, methodologies and methods used to uncover accounts of women’s lived realities, and theories and thinking tools used to make sense of women’s leadership. Scholars from across five continents will present their research in the field of gender and women in educational leadership.

Want to learn more? Click here. AASA is a conference sponsor.
our yearly readings that keep us focused on growth and processes to support our story at Big Spring. Our current book is *The 4 Disciplines of Execution* by McChesney, Covey and Huling. Within this thought provoking best seller, the authors encourage leaders to spend at least 20 percent of their work time on their WIG (Wildly Important Goal). Defining that WIG, identifying lead and lag measures around that goal, holding ourselves accountable for the WIG, and lastly, keeping score for the WIG are the key components identified by the authors that guide success of any organization.

My belief is that most school leaders do quite well with the first three components and take complete ownership. Unfortunately, we often fall short on the last principle and let the score be kept by outside sources. It is imperative that we locally set our scorecard. Phil Schlechty always made the case that our scorecard needs to be community-driven and focused on student benefit.

This is not a scorecard focused solely on standardized tests but one that focuses on the uniqueness of our processes that make our students “life ready.” This sort of scorecard is not an easy one to build but it is one that our students and communities deserve. As we build it, our citizens not only need to hear about it, but also relate to it. So when a political hopeful begins their rant on public education, our citizenry can clearly speak-up and say, “but in my district, this is what we do.”

I’ve not consistently heard that answer yet from my local community, but we are certainly working on it. I’m hopeful that many of us can build that sort of answer from our community in the near future.

Again, I look forward to serving as president of PASA and being part of an organization that supports all school leaders. Our collective voice is one that our communities need to hear and that our students deserve to have shared. Together as leaders, we must locally build the capacity to change the rhetoric,

Let’s work towards that day!

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**PASA COMMITTEE UPDATE**

The following PASA members have been appointed chairs of PASA committees for 2018-19:

**LEGISLATIVE:** Dr. Eric Eshbach, Northern York County
**MEMBERSHIP:** Dr. Amy Sichel, Abington
**RESOLUTIONS:** Dr. Jeffrey Fuller, Freedom Area (President-Elect)
**ELECTIONS:** Dr. Jay Burkhart, South Western
**PROFESSIONAL DEVELOPMENT:** Dr. Francine Endler, Hollidaysburg Area
**RESEARCH & DEVELOPMENT:** Dr. David Baugh, Centennial
**TECHNOLOGY:** Dr. Randy Ziegenfuss, Salisbury Twp.

Updated lists of members serving on these committees are maintained on the PASA website. Click on the “About” button on the home page at [www.pasa-net.org](http://www.pasa-net.org).

Representatives to the Legislative, Membership and Resolutions committees are elected by I.U. Appointments to at-large committees* are made as needed by the PASA President.

Thank you to all PASA members who served on the PASA Board of Governors and PASA committees in 2017-18!

*Thank you to all who expressed an interest in serving on the Elections, Technology, Professional Development, and Research & Development committees this year. Appointments were made from among very qualified candidates to ensure equitable geographic/demographic representation on each committee. We appreciate your interest!

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**STRATEGIC PLAN**

*Continued from page 1*

that cultivates and sustains Pennsylvania school system leaders, and defines the association’s mission, organizational values and core competencies, as well as goals focused on advocacy, professional development, membership, legal services, PASA capacity and other initiatives. [Click here](https://www.paschoolleaders.org/) to read the plan.

Thank you to those who served on the Strategic Planning Advisory Team:

- Dr. Emilie Lonardi, 2017-18 President
- Dr. Richard Fry, Chair, President-Elect and Resolutions Committee Chair
- Dr. David Baugh, Research & Development Committee Chair
- Dr. Jay Burkhart, Elections Committee Chair
- Dr. Francine Endler, Professional Development Committee Chair
- Dr. Eric Eshbach, Legislative Committee Chair
- Dr. Amy Sichel, Membership Committee Chair
- Dr. Randy Ziegenfuss, Technology Committee Chair
- Dr. Michelle Saylor, Women’s Caucus President
- Dr. Steven Butz, PLUS Caucus President
- Michelle Dutrow, Board of Governors
- Dr. Jill Jacoby, Board of Governors
- Dr. Shane Murray, Board of Governors

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**INSPIRE**

Keynote Speakers… Education Sessions…
Learning Labs… Education Excellence Fair…
PASA Events… Student Celebration Showcase…
Exhibits… and more!

**IF YOU HAVEN’T YET REGISTERED …**
Call PSBA at (717) 506-2450 or register onsite!

**SEE YOU IN HERSHEY!**
For program details, see the conference website: [https://www.paschoolleaders.org/](https://www.paschoolleaders.org/)
Each month, PASA, in coordination with the Technology Committee and CoSN (Consortium for School Networking), will publish a monthly technology-focused news item of interest to members of PASA. This month’s installment focuses on student data privacy.

STUDENT DATA PRIVACY, TRUSTED LEARNING ENVIRONMENT (TLE) SEAL

The Consortium for School Networking (CoSN) and its state affiliate chapter, Pennsylvania Association for Educational Communications and Technology, are honored to support the work of current and aspiring superintendents and district leadership teams in leading all aspects of digital learning transformations. This month we focus on student data privacy.

As school leaders continue to grow in their knowledge and expertise in using data to drive instruction and other multiple facets of school operations, the issue of leading and managing student data privacy can sometimes seem confusing and even overwhelming. CoSN is pleased to share five critical guidelines for ensuring data privacy in your district’s or school’s use of technology. Click here for CoSN’s overview of student data privacy procedures.

To assist school leaders in assuring all stakeholders that their district has built a system and culture of trust and transparency with regard to student data, CoSN developed a comprehensive process for school districts to earn the Trusted Learning Environment (TLE) Seal. Click here to learn more about how and why the TLE Seal can support your data privacy work.

CoSN has partnered with edWeb to provide a monthly webinar series on topics essential for leading digital transformations. School superintendents serve as panelists on each webinar and share their stories and expertise. Each webinar is recorded for later viewing by those who are not able to join the live broadcast. See the CoSN website, https://cosn.org, for information about future webinars!

If your school or district would like more information about joining CoSN or getting more involved with CoSN and/or PAECT, please contact Brian Calvary, CAE, CoSN Director of Membership and Chapters, at bcalvary@cosn.org.

GAME-CHANGING LEADERSHIP

BY CONNIE KINDLER, PASA CONSULTANT FOR PROFESSIONAL DEVELOPMENT

In last month’s newsletter, Dr. Michael Snell shared the parable about the young child who throws stranded starfish back into the ocean because the life of each starfish is important. The story symbolizes the mass customized learning system that Dr. Snell is leading in the Central York School District. Because “it matters to this one; to this student, and to that student over there, and to the next, and so on,” Dr. Snell is breaking barriers.

School leaders have the unique opportunity to inform the future of public education. Dr. Snell provided three tips for boldly leading the future: “Be a compliant deviant, Be X+1, and Start Making Things Up/Innovate.” Similar to his advice, Anthony Kim, founder and CEO of Education Elements, provides strategies for transforming our schools into highly responsive and innovative learning organizations.

Mr. Kim’s book, The NEW School Rules: 6 Vital Practices for Thriving and Responsive Schools, makes the case and provides guidance for changing our conventional hierarchical structures. He claims that these outdated systems lack the flexibility necessary for timely innovation to occur. To lead the future of public education within an ever-changing world, he challenges us to embrace an organic responsiveness to teaming, organizing, communicating and decision-making.

How do we transition from rigid hierarchal structures to cultures that are adaptable to new ideas and risk-taking? His book examines the barriers that exist in schools and provides an actionable roadmap for changing them.

The book focuses on the following game-changers:

• Plan for change, not perfection.
• Build trust and allow authority to spread.
• Define the work before you define the people to do the work.
• Aim for “safe enough to try” over consensus.
• Harness the flow and let information go.
• Schools grow when people grow.

To learn more about the creation of a culture that embraces and easily adapts to change, attend the 2019 PASA Leadership Forum (former Education Congress) on March 17-18 in the Hilton Harrisburg to hear from and share with Anthony Kim and others who are breaking barriers and boldly leading the future of public education. Mr. Kim will be the Keynote presenter on Sunday evening, March 17. Register now at https://www.pasa-net.org/leadforum
UPGRADES
BY BARBARA W. JEWETT, ASSISTANT TO THE EXECUTIVE DIRECTOR

As I write this, work is going on in our office training rooms to upgrade technology and capacity for offering professional learning programs. It’s sometimes noisy, lots of chattering, but the end result will mean a better learning environment for PASA and PASBO members.

Homeownership means periodic upgrades as well, things like replacing flooring, cabinets, bathrooms, kitchens, etc. Upgrades can be decorative or necessary to ensure property soundness, such as new shingles or replacing the sidewalk.

But whether it is an office upgrade or a home upgrade, a decorative or necessary one, there is no question that there is one prerequisite for any upgrade: the money to pay for it.

You know as well as anyone that doing any upgrades in a school building doesn’t come cheap. Whether you’re replacing the HVAC system, installing a new floor in the gym, updating aging IT equipment or replacing lights, the cost is never small. And now, with added costs for ensuring school safety, the need for adequate education funding is paramount.

Unless you’re a fixer-upper type, when it comes to buying a home, you want to buy one move-in-ready – or at least one that isn’t going to cost you thousands of dollars for basic upgrades in the first year. Once you have a home, you want its value to increase, not decrease. And you likewise are concerned about how your neighbors do or do not maintain their homes – and how their lack of updates affects your home’s value and all the property values in the neighborhood.

Yet, somehow, too many people think that school buildings don’t need a similar level of investment, that, somehow, school boards and superintendents are wasting taxpayer money and spending it on upgrades the school district doesn’t need. (Don’t even get me started on those who see an elementary school built in 1945 as “adequate” for today’s educational needs.)

The draft 2018-19 PASA Resolutions, which is set for action at next week’s PASA Recognition Luncheon in Hershey, has as the first item under “General Priorities” the following: “Advocating for the funding necessary to support high quality public education, which remains the foundation of our democracy and the American dream.”

That’s a great statement, a revision from last year’s Resolutions.

And this is why it is important: If we truly believe that public education is the cornerstone of our democracy, if we truly believe that equitable education for ALL Pennsylvania students is essential – whether those students live in rural, suburban or urban districts, whether they live in poor districts or “rich” districts, whether their families are living under the poverty level or in McMansions, whether they know English or struggle with it, whether mom and dad read countless books to them from infancy or they never held a book in their lives before getting to their first classroom – if we really believe those things, if we really believe that, without strong public schools, the vast majority of our children will lose opportunities for growth and our democracy will be the lesser for it, then adequately funding those schools is not a decorative “upgrade” – it’s a must-do upgrade.

That is why the Resolutions Committee put that priority at the top. And that is why this will be an ongoing priority in PASA advocacy. All stakeholders need to focus on updating and increasing the value of perhaps the most important and vital institution in the public sector – our schools. Our democracy, our country’s strength, truly does depend on that.

REGISTRATION NOW OPEN

PASA Leadership Forum
Informing, Engaging, Inspiring School Leaders
(formerly the PASA Education Congress)

Leading the Future of Public Education:
Bold Leaders Breaking Barriers

March 17 - 18, 2019
Harrisburg Hilton Hotel

systemic and structural transformations for the future of public education and the change process

**KEYNOTE PRESENTERS**

Anthony Kim
CEO and founder of Education Elements

Heidi Hayes Jacobs
founder and president of Curriculum Designers

Dr. Joseph Erardi
former superintendent of Newtown School District

ALSO: Table Talks, Research Symposium & “Ed Talks”

Special Early-Bird Registration Fee through Feb. 18
HOTEL RESERVATIONS NOW AVAILABLE!

See the PASA website for more information at https://www.pasa-net.org/leadsummit.
What Kind of Coach Are You?

BY LYNN FUIII-HETTEN, CAUCUS PRESIDENT

Over the years, I have attended many of my son’s athletic events. At a recent game, I started to think about the value of our coaches and their distinctive leadership styles.

As I sat on the hard bleachers, I listened to the coach addressing his players. Watching him pace across the field, I pondered about how he was truly “on stage” for everyone - the players, parents, friends, other coaches. Throughout the game, the coach provided feedback, gave directions, celebrated successes, and also offered criticism.

It was all very public and at times very loud. That public performance can have both positive and negative effects on the participants. Fans and players celebrated when one team member made a great pass, scored a goal, etc. However, when a team member made a mistake, the criticism was also very public. At one point in this game, a parent visibly cringed as the coach loudly corrected her child.

During the half-time sideline break, the players gathered around the coach as they caught their breath and drank some water. From where I was sitting, I could see the back of the coach as he addressed the group. I watched the players’ body language while he was talking. What was he saying? How did he make those players feel about their talent and effort? How did the players feel about themselves individually and as a team? What kind of relationships does the coach have with the individual players? Does he know the players’ personal strengths and opportunities for growth? Does he genuinely like this team and his work?

During that short game, I made many inferences about this coach and his style. As I was watching this game, I also made connections between myself as a leader and this coach. What inferences are my stakeholders making about me?

As leaders, we are almost always on stage. Our stakeholders notice when we show up, and when we don’t. They know when we support one activity/cause and fail to support another. They see when we are on our phones and when we are truly participating in a task such as professional learning, status meeting, etc. They hear what we say, and what we don’t. They know when we are celebrating successes and when we are criticizing.

When I talk with teachers or leaders in small groups, I am still on stage. What I say to them could be said to many others - much like a coach talking to his team on the field.

Not only are we on the physical stage, but we also have an on-stage social media presence. Am I being equitable in promotion of our students’ events? Am I sharing ideas to help others learn? This adds another layer of visibility.

Thinking about how this coach celebrates his players’ successes, are our celebrations public and private? Do our stakeholders have enough feedback on their work? Am I blatantly (or inadvertently) publicly criticizing their work, talent, or effort?

We meet with our teachers and leaders regularly, often providing the “half-time” motivational speech. How do they feel about what I say to them? How do they feel about their efforts and talents? Am I motivating them? Am I celebrating their successes? What would an onlooker say about their body language if they could view the interaction in the same way I viewed the coach at half-time?

What are my relationships like with our team members? Do I know their strengths and opportunities for growth? How can I develop stronger relationships with our stakeholders? How do they feel about themselves, their contributions to the team, and the team as a whole?

I come back to an idea I have often considered. It is not always what we say, but how we say it. How am I communicating with my stakeholders, both verbally and non-verbally in the physical and digital space? How do they feel as a result of those communications? As others observe me in my role, what do they see? What kind of coach am I?

As leaders, it is important to reflect on our practice. Often critical friends and colleagues can help us as we process ideas.

Last month, I shared the importance of networking. Just a reminder, we have a Women’s Caucus meet-and-greet at the PASA/PSBA School Leadership Conference from 1:30 - 3:00 pm on Thursday, October 18 in Cocoa 4 at the Hershey Lodge.

Stop in for the conversation!

New Video Series: Women in School Leadership

AASA has released a new video series highlighting women superintendents and their journeys to reach the superintendent. The video series, Women in School Leadership: Navigating Pathways to the Superintendency, is part of AASA’s More Than a Power Lunch: Building Networks to Support and Advance Women in School Leadership Initiative that was launched in 2015.

Funded by the Bill & Melinda Gates Foundation, the initiative is designed to help mitigate the social barriers women face in reaching top leadership positions within our school systems and to increase the number of women seeking and becoming superintendents of schools.

The series provides firsthand accounts of the leadership experiences of nine women superintendents, with special emphasis on the barriers and challenges they faced to advance in their careers. The series was created to serve as a source of inspiration for aspiring women superintendents.

To access the new video series and other resources that are being made available as part of the AASA’s Women in School Leadership Initiative, visit the AASA website.

SAVE THE DATE!

2019 WOMEN’S CAUCUS CONFERENCE

Monday, May 13 – Wednesday, May 15
Hotel Hershey

PASA Flyer - October 2018
PASA WOMEN’S CAUCUS SOUTHEAST REGIONAL DINNER
October 29, 2018
Maggiano's Restaurant
205 Mall Boulevard
King of Prussia

Begins at 4 - 5:15 p.m. with registration, appetizers
Dinner and featured presentation follows

PRESENTATION: "TAKE CONTROL: MANAGING & INVESTING YOUR MONEY"
Anne Barton
financial advisor with Kades Margolis

COST:
$55 if paid by October 18
$65 after October 18
**payment due in advance; cash or credit card only**

In conjunction with this year’s event, donations will be collected for Career Wardrobe, dedicated to helping job-seekers make a great impression at interviews. See the event website for a suggested item list.

Register online or with the registration form.

TO REGISTER:

PENNSYLVANIA’S 2018 BLUE RIBBON SCHOOLS

Seventeen Pennsylvania schools recently were recognized by the U.S. Department of Education as “National Blue Ribbon Schools.” The program, established in 1982, recognizes schools based on overall academic excellence or progress in closing achievement gaps among student subgroups. This year, 300 public and 49 private schools nationwide received the distinction.

The public and private Pennsylvania schools named as this year’s “Blue Ribbon Schools” include:

PUBLIC
Albert M. Greenfield Elementary – Philadelphia
Bloomsburg Area High School – I.U. 16
George A. Ferrell Elementary (East Lycoming SD) – I.U. 17
Greenwood High School – I.U. 15
Harrisburg HS SciTech Campus – I.U. 15
Ridgway Area High School – I.U. 9
Robert Morris Elementary (Scranton City) – I.U. 19
William M. Meredith – Philadelphia

CHARTER
Lehigh Valley Charter HS for the Arts – I.U. 20

PRIVATE
Ancillae-Assumpta Academy – Philadelphia
Mater Dei Catholic – Philadelphia
Our Lady of Mercy Regional Catholic – Philadelphia
Saint Joseph/Saint Robert – Philadelphia
Saint Jude Catholic – Philadelphia
Saint Katharine Drexel Catholic – Philadelphia
St. Mary Magdalen – Philadelphia
Saints Peter & Paul School - Philadelphia

See the USDE website for more information on Blue Ribbon Schools.

Congratulations!
Forty new and aspiring superintendents/CEOs participated in Part 2 of the 2018-19 New Superintendents’ Academy, held September 26-27 in the PASA office.

The program focused on “systems leadership,” and featured numerous sessions: organizational systems that work, aligning systems with your profile of future graduates, systems that promote equity (panel), collective bargaining systems, economic pressures and the budget system, infrastructure and facility systems, and school district business systems.

Superintendents and other professionals who served as presenters during the program included:

- Dr. Michael Snell, Central York
- Dr. Richard Fry, Big Spring
- Jason Beals, Northern York County
- Dr. Khalid N. Mumin, Reading
- Dr. Joseph Roy, Bethlehem Area
- Dr. Carol Johnson, Central Dauphin
- Dr. Mark DiRocco, PASA Executive Director
- Wayne McCullough, PASBO
- William W. Warren, Jr., Esq., Saul Ewing Arnstein & Lehr LLP
- Dr. Chris Adams and Randy E. Smith, Hempfield Area
- Dr. Jim Scanlon and Jo Anne Yarnall, West Chester Area
- Dr. Randy Ziegenfuss and William Brackett, Salisbury Township

Part 3 of the Academy is set for January 8-9, 2019. The program will focus on “Professional and Community Leadership.”

LEFT: Wayne McCollough, PASBO Director of Leadership and Development, discussed budget planning, development and communication systems that work.

RIGHT: PASA President Dr. Richard Fry, along with Jason Beals, shared their respective districts’ journeys through the alignment of critical thinking, communication, collaboration and creativity with district planning.

BELOW: Academy Graduates

Connie Kindler, PASA Director of Professional Development, and Dr. Mark DiRocco, PASA Executive Director, presented certificates to six program participants for completing all three parts of the New Superintendents’ Academy. Congratulations!

(L-R) Dr. Joshua Weaver (Grove City Area), Tom Strickler (Columbia Borough), Wally Schlegel, Jr. (Penn Argyl), Daniel Malloy (Hanover Area), Dr. Susan Lloyd (Owen J. Roberts) and Stuart Albaugh (Harmony Area)
Don’t miss out on a learning-rich series of professional development opportunities in PASA’s new membership year. Whether you are a new superintendent, someone aspiring to higher levels of school system leadership, or a school administrator who is looking to build your knowledge base and grow your leadership skills – PASA has a program for YOU!

Don’t miss these professional development opportunities beginning this month – and developed with YOUR needs in mind!

2018 Fall Webinar Series: “Avoiding the Pitfalls”
Two webinars remain in the fall series! Take a short time out of your day and take advantage of these one-hour informational webinars focused on issues important to YOU!

Nov. 14 (noon to 1 p.m.)
PA Public Official and Employees Ethics Act: Overview & Issues
Dec. 10 (noon to 1:30 p.m.)
The Leader’s Role in Guiding Board Members on Sunshine Law, Use of Social Media and Email
See more at https://www.pasa-net.org/webinars.

New Superintendents’ Academy Part 3: Professional & Community Leadership
New to the superintendency – or know someone who is? The New Superintendents’ Academy is a “must” for those new to the role or getting ready to make that move. Join your colleagues from across the commonwealth within a network of school leaders, learn from experienced superintendents, and grow your knowledge base and leadership skills.

In Session 3, scheduled for Jan. 8-9 in the PASA office, you will gain a rich understanding of the importance of effective and ongoing communication, collaboration and empowerment of others inside and outside of the organization in the pursuit of excellence in student learning. New superintendents will learn strategies that engage all stakeholders. (NOTE: You do NOT have to take Academy sessions in order. Jump in!)

[25 PIL credits available per two-day session]
See more at https://www.pasa-net.org/workshopnsa.

PA Summit for Assistant Superintendents
This one-of-a-kind event on Thursday, Oct. 25 in the PASA office will focus on research theory and the practical application of the Assistant Superintendent’s critical leadership behaviors that most favorably impact student outcomes. Dr. Tracey Severns, nationally recognized teacher and school administrator, and Chief Academic Officer for the New Jersey Department of Education, will inspire you to “Reach4Results.”
See more at https://www.pasa-net.org/asstsummit.

Aspiring to Leadership Workshops
Aimed at growing successful school system leaders, these workshops are designed to provide practical information and tools to assist those considering a move into district cabinet-level leadership and/or the superintendency. [Note: The Nov. 1-2 sessions at I.U. 3 have been cancelled.]

Aspiring to Cabinet-Level/Central Office Leadership
Jan. 31 – PASA Office (Harrisburg)
• overview of tenured and contacted term positions
• preparation for the move into Central Office
• interviewing practice and feedback
• transition and entry into Central Office

Aspiring to the Superintendency
Nov. 2 – Allegheny I.U. 3
Feb. 1 – PASA office (Harrisburg)
• leadership
• assuring the right match
• the search process (led by practicing Search consultants)
• negotiating a sound contract
• entry planning and transition
See more at https://www.pasa-net.org/aspiring.

PASA Leadership Forum: Informing, Engaging, Inspiring School Leaders (formerly the Education Congress)
This two-day event, scheduled for March 17-18 at the Harrisburg Hilton, will feature speakers Anthony Kim, Heidi Hayes Jacobs and Dr. Joseph Erardi, along with table talks, sessions and “Ed Talks,” all focused on the theme “Bold Leaders Breaking Barriers.” Hotel reservations and program registration now open! [40 PIL hours available]
See more at https://www.pasa-net.org/leadforum.

“Communication Tip of the Month”
“The most important thing we can do as school leaders is nurture student voice. Children are incredibly honest. We have to ask them what they think and list to their answers. Then we have to act.”
– Joe Meloche from “A Gregarious Leader Promoting Voice,” as published in the October issue of AASA’s School Administrator. The issue focuses on the opportunities and challenges of leading small, remote school districts.
DONORS CHOOSE.org

Horace Mann is welcoming educators back to school this fall with its “Fall into Funding” sweepstakes. The company, which helps educators achieve their financial goals, will donate $60,000 in DonorsChoose.org funding from September through November.

DonorsChoose.org provides a way for teachers to post classroom project requests allowing donors to identify and choose projects to support. Educators can enter to win between now and November 30. Horace Mann will donate up to $10,000 to DonorsChoose.org projects, funding up to $250 on 40 projects.

At the conclusion of the sweepstakes, Horace Mann will draw ten $5,000 winners who will work with their local Horace Mann agent to develop a project to benefit their school.

Find out more about the Fall into Funding sweepstakes at horacemann.com.

Horace Mann is the largest financial services company focused on providing America’s educators and school employees with insurance and retirement solutions. Founded by Educators for Educators® in 1945, the company is headquartered in Springfield, Illinois.

Horace Mann is a PASA Platinum Sponsor.

POSTER CONTEST

The Pennsylvania Liquor Control Board (PLCB) encourages school officials to make their teachers, counselors and parents aware of the 2018-19 Alcohol Awareness Poster Contest.

The contest is a valuable educational tool that provides students with an opportunity to learn about the dangers of underage drinking and identify healthy, fun and alcohol-free activities. Through their posters, students send an important message to their peers: there are many alternatives to underage drinking.

Each year, approximately 50 posters are selected by a panel of judges for recognition. Each artist who creates a selected poster is notified of his or her accomplishment and invited to attend a recognition ceremony in Harrisburg. The first-place winner from each grade (K-12) will receive $50 and their artwork will be reproduced in the PLCB’s annual calendar. The second-place winner from each grade will receive $25 and the third-place winner from each grade will receive a Certificate of Recognition. The students who submitted the winning designs that are reproduced in various formats will receive $50 and their artwork will be distributed across the state.

Submission deadline is November 16. CLICK HERE for information. Also included on the PLCB poster contest site is an optional lesson plan to guide and educate students about the dangers of underage drinking that we hope you will find useful.

SOCIAL MEDIA PLAN FOR STUDENT ENGAGEMENT

South Western School District found a way to not only spread school pride through the community but to meet students where they are — in the age of social media. In a yearlong social media effort, administrators will be tweeting with the hashtag #SWEExcelence to encourage communication as well as involvement with the school board. "We might say, 'Hey, find one of us at the football game tonight and you have to answer a question,' and that question might be, 'Who’s our school board president?’" said Superintendent Jay Burkhart. Click here to read more about it. (from The Reading Eagle, 10/2/18)

AGRICULTURAL STUDIES

Russell Redding, Pennsylvania Secretary of Agriculture, spent about an hour and a half this month visiting Conrad Reiser High School, getting a first-hand look at the innovative ways the school is educating its students in areas that will impact the future of agriculture. Redding, obviously taken with and a bit overwhelmed by the happenings at Conrad Weiser, lauded the school’s administration and staff for having a vision about what education - including in agricultural science - can and should be. Click here to read more about the district’s exemplary agriculture program. (from The Reading Eagle, 10/2/18)

COFFEE WITH THE SUPERINTENDENT

Having seen the number of people taking advantage of previous “town hall” meetings dwindle to zero, Wilkes-Barre Area School District Superintendent Brian Costello is trying a new approach he’s calling “coffee with the superintendent.” Costello has invited the public to stop by the administration building at 730 South Main St. this Wednesday morning from 7 to 9 a.m. to ask any questions. It is a variation on an idea he launched in August 2017, when he scheduled three “town hall meetings” on three consecutive days, one at each of the district’s three high schools. Click here to read more about it. (from The Times Leader, 10/1/18).

BRINGING LESSONS TO LIFE

Near the end of the day at North Hills Middle School, as buses began to gather in front of the building, social studies teacher Joe Welch was in the midst of a dizzying display of academic pyrotechnics, enough to keep 14 eighth-graders not just on the edge of their seats but standing up out of them. In a lesson that explored local aspects of the French and Indian War, Mr. Welch led students through an improvised historical skit and fired off enough comparisons, quips and questions to make them relate to the plight of a 21-year-old colonial major named George Washington and those who crossed his path. In September, Mr. Welch, 33, was named National History Teacher of the Year, the youngest winner ever. The award, administered by the Gilder Lehrman Institute of American History, comes with a $10,000 prize. He will be honored at a ceremony at the Yale Club in New York City this month. Click here to read more about it. (from The Pittsburgh Post-Gazette, 10/1/18).
IMPROVING SCHOOL-BASED NUTRITION PROGRAMS

By Leslie Finnan, Senior Legislative Analyst

In September, AASA was thrilled to bring three members to a roundtable discussion with U.S. Department of Agriculture Secretary Sonny Perdue. Jay Burkhart (South Western School District, Pennsylvania), Mervin Daugherty (Red Clay Consolidated School District- Wilmington, Delaware) and Lee Ann Wentzel (Ridley School District, Pennsylvania) were joined by members of the National School Boards Association, the Council of Great City Schools, and the School Nutrition Association.

We met with the Secretary for a full hour, telling him how his team could best improve school-based nutrition programs through regulations. He was interested in our suggestions, often clarifying with his staff that suggestions would be possible. We hope the conversation leads to broader regulatory changes and much-needed flexibility in the nutrition regulations.

Our suggested changes reflect our understanding that proper nutrition is critical for children’s ability to learn and our support for the great work that has already been done in districts around the country to adapt to the 2010 meal standards. We asked the Secretary for a few changes that would lower costs and waste while keeping most of the standards intact. Facing increased costs, lower participation rates, and increased plate waste, many districts would benefit from a few common-sense fixes.

First, we are asking the Department to change the fruit/vegetable rule from requiring each student to take ½ cup of fruits/vegetables to offering ½ cup of fruits/vegetables. If the student has no intention to eat it, he should not be required to take it.

Second, we requested a permanent change in the whole grain requirement back to 50 percent for all schools. The 2010 Healthy Hunger-Free Kids Act bumped that to a 100 percent requirement. Every year, the Department has issued a one-year waiver for which districts can apply. We suggest that this is burdensome and makes long-term planning difficult. We are asking for this requirement to be lowered for all districts.

Third, we addressed what has proven to be a difficult policy to implement and explain. We requested the Department to allow all foods served in the reimbursed line to be served as an a la carte item. We understand that it has proven difficult to explain to students why some people can have an item, while others cannot.

We will continue to meet with USDA staff and will encourage the Secretary to address these issues in his proposed regulatory changes.

Please be ready to weigh in when any are proposed – we will need your voices in support of common-sense changes!

Comments On IRS Tax Shelter Regulation

This week AASA filed comments in response to an IRS regulation that could close a tax shelter in twelve states (including Pennsylvania) that allows taxpayers to profit from their donations to tuition tax credit voucher programs.

AASA comments were focused on one specific aspect of the regulation the IRS is contemplating: whether these educational scholarship tax credits have been marketed and exploited by taxpayers seeking to avoid paying their appropriate share of federal taxes with the knowledge and implicit consent of state. Read AASA’s comments here.

Case Studies: Early Learning Environments

Successful models of early learning environments and how they’re providing a positive impact in their respective communities are profiled in a new series of case studies created by AASA, The School Superintendents Association.

School district leaders showcased in this series are members of AASA’s Early Learning Cohort, a consortium comprised of superintendents working to provide insights into developing early learning best practices which facilitate sustainable change on behalf of America’s earliest learners.

Components of the case studies include a general description of the early learning programs being implemented in each of the three school districts as well as essential elements of the key programs, including successes and challenges. District leaders also provide testimonials that share insights surrounding this critical work.

National Conference on Education


Join AASA today and become part of a supported community of school leaders nationwide who advocate for public education! See the AASA website, www.aasa.org, for details or contact the PASA office.

PASA Website Career Center

Have an administrative position you need to fill? Or are you considering moving forward in your professional career?

As a courtesy to school administrators, public school employers, and those seeking positions in school administration, PASA provides on its website the “PASA Career Center,” a listing of school administrator job openings, both in Pennsylvania and in the Mid-Atlantic region. Vacancies and available positions for public schools are posted at no charge upon request and review.

To request a vacancy announcement posting on this web site, send a message to the Webmaster. Please include your phone number with your e-mail request. Information needed includes: position, entity, contact name/address, description of the position, application deadline and application process. Additional position information may be included, depending on length.

(PASA reserves the right not to publish an open position or to modify submitted information.)
PASA Flyer - October 2018

MEMBER NEWS

REGION 3
Dr. Lisa Duval has been appointed superintendent of the South Allegheny SD. She formerly served as a high school principal in the Steel Valley SD.

REGION 20
Dr. Joseph Roy, superintendent of the Bethlehem Area SD, has received a five-year contract extension through June 30, 2024.

REGION 22
Jason Harris is now serving as superintendent of the Morrisville Borough SD. He formerly served as business manager for the district. Harris replaced Michael Kopakowski, who retired on July 1 after four years as superintendent.

Dr. David Bolton is now serving as superintendent of the Pennridge SD. He previously served as assistant superintendent for elementary education in the Central Bucks SD. Bolton replaced Dr. Jacqueline rattigan, who retired after five years in the position.

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.”)

NOTEWORTHY QUOTES

“SB 1095 respects local decision-making by allowing schools to accept a student’s successful completion of work-based learning programs, a service learning project, or an offer of full-time employment as evidence of post-secondary readiness. Students are more than a test score.” – from a joint letter signed by PASA, the PA Principals Association, PSBA and PSEA, urging lawmakers to approve an amended bill that would change current law regarding graduation requirements (9/24/18)

“What Pennsylvania students deserve a safe place to learn, free from the threat of violence from classmates or other individuals. I’m proud my office was entrusted by the legislature to run this new program focused on school safety. Working together with Sandy Hook Promise, we can make Pennsylvania safer for families, teachers and, most importantly, our students.” – PA Attorney General Josh Shapiro announcing a partnership with Sandy Hook Promise to roll out and operate the Safe2Say anonymous reporting system, from a press release, 10/1/18

PASA CALENDAR OF EVENTS 2018-19
For more information, see the PASA web site at www.pasa-net.org.

OCTOBER
17-19 PASA/PSBA School Leadership Conference (Hershey)
25 Assistant Superintendent Workshop (PASA office)
29 Southeast Women’s Caucus dinner/meeting (King of Prussia)

NOVEMBER
8 Women’s Caucus Board meeting (PASA office)
8-9 School Safety & Security Exchange (Hershey)
13 Technology Committee meeting (virtual)
14 PASA Webinar: PSERS and Pensions
15 Superintendent of the Year Luncheon (Harrisburg)
16 Board of Governors’ meetings (Harrisburg)
22-23 PASA office closed

DECEMBER
5 Professional Development Committee meeting (virtual)
10 PASA Webinar: The Board’s Governance Role, Communications
17 Free Webinar with CoSN: The Empowered Superintendent
24-25 PASA office closed
31 PASA office closed

JANUARY
1 PASA office closed
8-9 New Superintendents’ Academy Part 3 (PASA Office)
15 Technology Committee meeting (virtual)
21 PASA office closed
23 Women’s Caucus Board meeting
24 Joint Boards Dinner (Harrisburg)
25 Board of Governors’ meeting (PASA office)
31-Feb.1 Aspiring to Leadership Workshops (PASA office)

WHAT YOU NEED TO KNOW!

For breaking education news and the latest from the Capitol, follow us on Twitter @PASASupts.

Find what you need to know in the weekly “Education Update.” Watch your email on Mondays for the E-Update and link to this weekly report, a source for the latest in education and budget news from Harrisburg, Pennsylvania and the nation.

Check the PASA website at www.pasa-net.org for reports, testimony, the program and meeting schedule, archived Updates, the PASA Career Center (job postings) …and more!