PASA is seeking nominations for the 2020-21 PASA President-Elect and Treasurer. In addition, PASA is seeking nominations for two Pennsylvania representatives to the AASA Governing Board.

**PASA OFFICERS: PRESIDENT-ELECT AND TREASURER**

Candidates for PASA President-Elect must make a three-year commitment to the association by serving one year each as President-Elect, President and Past-President. The individual elected will serve as President-Elect and chair of the Resolutions Committee beginning October 1, 2020, as President beginning October 1, 2021, and as Past-President and chair of the Membership Committee beginning October 1, 2022.

The position of Treasurer is a one-year term. The Treasurer works with the Executive Director and Administrative/Financial Officer to oversee association finances and make reports to the Board of Governors. The elected treasurer’s term begins on October 1, 2020.

**Eligibility**

Each eligible candidate must have been an active member of the Association for at least three years prior to 10/1/19 and a PASA member in one of three membership categories: Commissioned Officer, Small District Leader or District Cabinet.

**Nominations & Deadlines**

Interested candidates must submit the following to the Association office, no later than March 13:

1. A nominating petition containing the endorsement of at least a majority of the active PASA members within 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 active PASA members may sign the petitions. Those desiring a list of current PASA members within their I.U. or additional intermediate units should contact the PASA office.


See PASA/AASA Election, page 4

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**ADVOCACY UPDATE...**

**Voucher Proposal**

In November Speaker of the House Mike Turzai (R-Allegheny) attempted to push through the House a bill (HB 1800) that would initially create a pilot voucher program in the Harrisburg SD. Although the bill did squeak through the House Education Committee, strong advocacy by PASA and PASA members, along with other education associations and school leaders, was effective in convincing House members not to support the bill, and it did not come up for a vote on the House floor.

However, in a mid-December, three-day session week, Speaker Turzai again tried to get HB 1800 through the House, this time developing a gut-and-replace amendment to the bill that would again target the Harrisburg SD for a “tuition scholarship program” paid for with a sharp increase in the amount of EITC/OSTC tax credits available in the current state budget year (from $185 million to $250 million), while increasing the household income threshold for a voucher from $90,000 to $95,000 AND establishing a 10 percent annual escalator to increase the amount of tax credits available every fiscal year going forward.

In response, PASA sent an alert to members, urging them to immediately contact their House members and urge them NOT to support either HB 1800 or the amendment. Those efforts were successful. There were again insufficient votes among House members to pass either the bill or the amendment. For that reason, neither came to the floor for a vote.

Thank you to all who responded quickly to PASA’s alert and made those calls. Numbers matter!

See Advocacy Update, page 4
FROM THE EXECUTIVE DIRECTOR  
DR. MARK DIROCCO  

GREAT LEADERS PUT OTHERS FIRST

Although there are many documented styles of leadership that have been successful over the years, there are some common findings in the leadership literature that resonates through every industry.

In his book Leaders Eat Last, Simon Sinek describes why some leadership teams thrive and other fail. The book derives its title based on the observation that leaders of U.S. Marines in the field of battle ensure that their troops are fed before they eat a meal. Military leaders understand that the success of the operation rests with their troops, and their needs must be met first if the mission is to be successful. “The true price of leadership is the willingness to place the needs of others above your own,” Sinek states. “Great leaders truly care about those they are privileged to lead and understand that the true cost of that leadership privilege comes at the expense of self-interest.”

Most school leaders know that the culture of their schools is key to providing a great learning environment for their students. When faculty and staff member are worried about perceived or real threats to their work environment or personal well-being, it creates anxiety and distrust throughout the system, often resulting in disgruntled staff members and poor school performance.

There are many reasons for dysfunctional cultures in a school setting, including labor issues, staff reductions, lack of financial and academic resources, regional poverty, poor parental involvement, and overwhelming expectations of state and federal mandates. Many of these issues are beyond what school leaders can control. However, how such issues are addressed is the key to effective leadership.

Sinek explains that when staff members believe their leaders are doing their best to keep them safe from issues that can negatively affect them professionally and personally, they will respond in a positive manner and excel in their work. Effective leaders constantly communicate through word and action that they are working to ensure the success of those they lead no matter the circumstances. As Sinek puts it, “Those who work the hardest to help others succeed will be seen as the leader or alpha of the group. And being the alpha - the strong, supportive one of the group, the one willing to sacrifice time and energy so that others may gain – is a prerequisite for leadership.”

When the staff believes that their leader has their back, they will perform at extraordinary levels. They will work hard for a leader who they trust by solving problems and meeting challenges to advance the leader’s vision. They will work just as hard to undermine a leader who only focuses on numbers and controlling the staff. Sinek notes that a top leader is not a genius who makes the staff look great. It’s a great staff that makes the leader look like a genius.

Public education is vying for the heart, mind, and soul of our nation as we strive for better funding and greater public support. Sinek notes that in the world of commerce, customers will never love a company unless the employees love it first. Similarly, it is important to understand that students, parents, and community members will not love their schools unless the staff loves them first.

Successful public schools are filled with motivated and inspired staff members who regularly share how much they love their work with others outside the school. One of the best ways school leaders can advance public education is to focus on building a positive school culture throughout their school system and energize the staff to become our strongest advocates in the community. And that will only be positive for public schools.
NEWS RECAP

Don’t forget to check the PASA website for the weekly Education Update that provides a summary of up-to-date legislative, state and national education news. For more information on the following news briefs, see the PASA Web site at www.pasa-net.org. (Click on “News and Advocacy” to access the current and archived updates.) And follow us on Twitter for the latest updates @PASASupts.

Budget & Finance News

State Revenue: Pennsylvania collected $2.9 billion in General Fund revenue in December, which was $91.5 million, or 3.1 percent, less than anticipated. Fiscal year-to-date General Fund collections total $15.6 billion, which is $75 million, or 0.5 percent, above estimate.

School Health & Safety News

PCCD Website Updates: The School Safety and Security Committee within the PA Commission on Crime and Delinquency (PCCD) recently posted a series of informational updates on the School Safety and Security Committee webpage. The update includes model procedures and guidelines, guidance for communication with school-based intervention teams, free informational materials and training resources for schools to use in the establishment of threat assessment teams, training standards for equivalent training of school resource officers, and criteria for certifying approved third-party vendors to provide school security guard services to school entities. Click here for information.

RESOLUTIONS PROCESS BEGINS THIS MONTH

Later this month PASA members will begin the process to identify “issues of high concern” as the first step in updating and revising the PASA Resolutions, which guides the association’s response to education issues and provides direction for PASA positions.

The PASA Resolutions is divided into three sections, each identifying issues, policies and principles that PASA supports, opposes or believes need change. The three sections are: Success for All Students, Resources to Achieve Student Success, and Assuring Opportunities for Equitable Public Education. (See the current PASA Resolutions on the PASA website.)

Following regional discussions, committee members will submit to the PASA office recommendations for changes to the current Resolutions. Those recommendations then will be compiled for committee discussion and review on April 16, when the committee will develop revisions to the Resolutions. Following review by the Board of Governors, the 2020-21 draft resolutions will be presented to the membership for approval at the October 2020 conference in Hershey.

PASI members are encouraged to participate in regional meetings to discuss issues of high concern.

Mental Health Initiative: Gov. Tom Wolf recently announced the launching of a multi-agency effort and anti-stigma campaign, “Reach Out PA: Your Mental Health Matters,” that seeks to remove barriers that keep the state’s residents from access to mental health care. Part of the initiative is focused on getting more counselors and social workers in schools.

Legislative News

Session Schedule: Both the House and Senate remain in recess. The House is scheduled to return to session on Jan. 13-15 and 21-22, while the Senate returns on Jan. 27-29. The chambers will convene in a special joint session on Feb. 4 to hear Gov. Wolf’s 2020-21 state budget address. That will be followed by six weeks of appropriations hearings on the budget.

National News

Federal Budget: Pres. Trump last month signed into law a federal budget bill for fiscal year 2020 that runs from Oct. 1, 2019 through Sept. 30, 2020, thus averting a government shutdown. The $1.4 trillion spending bill provides $72.8 billion in discretionary funding to the Education Department, including $40.1 billion for K-12 education programs, an increase of $1.2 billion above the 2019 enacted level and $5.9 billion above the President’s budget request.

COMING UP

Although the Capitol was quiet over the holidays, activity will ramp up soon when Gov. Wolf unveils his state budget plan on Feb. 4. With property tax plans getting a lot of attention in the past three weeks, charter school issues remaining unresolved, a voucher push continuing in the House, and state revenues coming in well below estimate in December, Harrisburg is sure to heat up quickly once the budget appropriations hearings are over and legislative activity kicks into high gear. And, without a doubt, the 2020 election will be driving the focus of that activity. As always, stay tuned for the latest information by following us on Twitter @PASASupts.

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!
PASA/AASA ELECTION

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.

PENNSYLVANIA REPRESENTATIVES TO THE AASA GOVERNING BOARD

PASA is seeking nominations for two (2) three-year terms on the Board, beginning July 1, 2020 to June 30, 2023. Current PA representatives on the Board include Dr. Jay Burkhart (South Western), Dr. Nicholas Guarente (Greenwood), Dr. G. Brian Toth (St. Marys Area), Dr. Brian Troop (Ephrata Area) and Lee Ann Wentzel (Ridley). Dr. Shane Hotchkiss (Bermudian Springs) currently serves on the AASA Executive Committee, having been elected in 2018 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 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 2020). 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 13 – 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.

ADVOCACY UPDATE

The bill is NOT gone. Speaker Turzai, a strong supporter of vouchers, privatization and tax credits for private school tuition, is continuing his efforts to build sufficient votes among Republican lawmakers for the voucher plan and a sharply expanded EITC program.

Our advocacy must continue on this issue in 2020!

Advocacy Day at the Capitol

All school leaders are invited to attend Advocacy Day at the State Capitol on Monday, March 23, from 8 a.m. to 2:30 p.m., sponsored by PASA, PSBA and the PAIU. We are partnering together to strengthen our advocacy impact!

The day will center around issue briefings and meetings with lawmakers to discuss critical issues affecting public education. We will begin with a continental breakfast and issue briefing at the State Museum, where registrants will receive talking points, materials and leave-behinds to use with their meetings. Staff will be stationed at a table in the Main Rotunda during the day to answer questions and provide assistance.

While there is no cost to register, pre-registration is required so that we can coordinate appointments with legislators. PSBA is handling logistics and registration. Click here for more information about the day and registration.

Plan to join us in March. NUMBERS MATTER!

Be a Better Advocate!

Want to be a better advocate for your school, your community and, most importantly, your students? Get ready for advocacy this fall! The PASA website provides you with resources you need! Check it out: https://www.pasa-net.org/advocacy.

To learn more about the PA Schools Work Campaign, click here.

PA LICENSURE EXAM PREP. SESSION

The Center for Educational Leadership at Shippensburg University, in partnership with PASA, is again offering a low-cost, half-day study session to help interested educators prepare for the Superintendent’s Letter exam. Sessions are available on a first-come, first-served basis.

DATE
Saturday, February 29, 2020, 9 a.m. - noon

LOCATION
Dixon University Center, Admin. Bldg., Room C, 2986 N 2nd St., Harrisburg, PA 17110

COST
$55 pp for Shippensburg University students and alumni/
$65 pp for all others

(Checks payable to "Shippensburg University" delivered to instructors on day of prep session)

TO REGISTER: CLICK HERE

Limit of 20 participants.
You are automatically registered upon survey completion. After the cap is reached, subsequent registrants will be placed on a waiting list and will be notified.

Questions? Contact Jolene Zelinski in the PASA office at (717) 540-4448.
Happy New Decade!
As I count back, I realize that I have now been in schools as a student, teacher, principal or superintendent in six different decades. Many of you are in the same boat.

For many people, the new year brings with it a resolution to do something different, something better, or just something. Something like, “I will go to the gym three days a week to get into better shape.” (Not surprisingly, my wife hates it when I say, “I am in shape. Round is a shape!”) Or a commitment to make better use of our time at work or to start a new hobby. Unfortunately for many people, our resolve to accomplish whatever goal we set wains quickly, and we are right back to doing what we’ve always done.

How do we break that cycle?
The message at my church this weekend spoke of a principle called “The Consistency Effect.” The Consistency Effect says that small things done consistently over time will lead to big things. This is true for both positive and negative things. For instance, eating a bowl of ice cream once a month isn’t going to make you gain weight over a year. But eating that same bowl every day likely will. The same is true for working out. Going to the gym once a month isn’t going to have a tangible impact on your health, but working out three times a week for a year will likely have a significant impact.

Small things done consistently over time will lead to big things. When we set a goal or resolution, committing to that goal gets us to the starting line, but consistency gets us to the finish line.

So let me ask a quick question: Do you use Q-tips? Many of us do. We know we shouldn’t use them. All our lives we have heard, “Don’t put anything smaller than your elbow into your ear!” Yet still, we use them.

Why do we do that? Because it feels good! Because we have always used them. We know we shouldn’t, but still, we persist.

Most of us have practices in our professional lives that are similar to our use of Q-tips, practices that don’t help us move ourselves, our people, or our districts forward. But still, we persist.

As we start the New Year, I have COMMITTED myself to identify the Q-tips in my professional life. What are the things that I do on a daily (hourly?) basis that waste time and distract me from the mission? What are the things that get in the way of strengthening relationships? What are the things that I continue to do because “that’s what we’ve always done,” even though there could be a better way? I need to find those things and CONSISTENTLY take small steps each day to root them out. I challenge you to do the same!

I hope that you had a relaxing holiday season with your family. After all, we are heading into the season of early morning weather calls and late-night budget meetings. As always, and especially as we enter this hectic time of year, I encourage you to set aside time to disengage, relax, and recharge. What is your plan?
On Thursday, December 5, 17 different urban school districts conducted a statewide simultaneous press conference to address the serious and immediate need to reform the district funding requirements for all cyber and charter schools.

The event was covered across the state by all of our own district social media outlets and communication systems, but it was also covered by print media (which included our own social media outlets), radio, and even television.

Thanks to our friends at the School District of Lancaster, we have excellent (although not exact) data on the overall “reach” of our message. Media analytics suggest that through television stations, we reached over 400,000 Pennsylvanians. Through print media we reached almost 500,000, and with the online social media outlets of those newspaper companies, our audience was over six million people, with perhaps a seven million overall reach. Just in case our legislators decided to go to sleep early that night, forgot to read the newspaper the next day, or are one of the few people in America who don’t use social media, PLUS will be sending follow up communication through our publicist at Trapani Communications.

Days after the conference, Susan Spicka, the Executive Director of the PA Education Voters Coalition, called me asking about details to pass on to the PA Association of Rural and Small Schools (PARRS), who also want to speak up in the near future about how cyber schools are hurting their districts.

By all accounts, this event seems to have been a huge success. To prove that point, Ana Meyers, the executive director of the Pennsylvania Coalition of Public Charter Schools, immediately responded to the press conference coverage with her own statement: “It is misguided to blame public charter schools that teach a high percentage of minority and economically disadvantaged students for the school districts’ budget problems.” She apparently missed both the content and the points made at the conference, but it was refreshing to see that charter school proponents were feeling threatened and responding.

It’s my opinion that cyber and charter schools have been winning the public debate, but not with academic results. Instead, they communicate effectively with simple messages, they advocate for themselves without reservation, and they have a strong united front, including staff, families, students, and business leaders.

United They Stand, Divided We Fall.

Cyber and charter schools unashamedly involve and ask students and parents to write letters, visit legislative members, and rally around each other, holding nothing back. THEY FIGHT FOR WHAT THEY BELIEVE IN. This method has stopped any real reform from happening for 20 years, despite the fact that those in public schools also have multiple organizations advocating for us, including PASA itself.

Next month, I’ll discuss how we can apply this knowledge.
The state of the superintendency is at risk due to three factors: the high turnover rate, the underrepresentation of females, and the lack of superintendents of color.

According to current Pennsylvania Department of Education data, 301 (60 percent) superintendent positions changed over the past three school years, over the past 10 years the average stay in one district was 3.7 years, and the average number of superintendents per district in the past 10 years was 2.7.

It is also disconcerting that, of our nation’s superintendents, approximately 25 percent are women, yet nearly 75 percent of all K-12 educators in this country are women. The concern for the future is further impacted by the fact that ethnic minorities make up more than 50 percent of our nation’s public school students, yet people of color comprise about 8 percent of superintendents.

These statistics present serious concerns for the state of the superintendency, and, consequently, for our children! Leadership matters to student achievement. The positive correlation between strong leadership and student achievement provides the rationale for the Professional Standards for Educational Leaders (PSEL) and the Pennsylvania Inspired Leadership Standards (PILS). In addition, stability in the position and leaders who represent students’ genders and ethnicities matter.

Considering the rapid turnover and short tenure within a district, will high quality candidates be ready to step into future superintendent positions? Additionally, will females and candidates of color be available?

These concerns call for a proactive approach to recruiting, hiring, training, mentoring, and supporting prospective superintendent candidates. Strategic internal and external approaches to recruiting and hiring are necessary. We must disrupt the status quo.

One short-term strategy that you could implement right now is the identification of one person in your district who should consider pursuing the superintendency.

Think back to your own experience. Most admit that they selected this career because somewhere along the way someone of influence and authority nudged them to think about the superintendency. Who nudged you? Who should you nudge? Who in your district demonstrates the dispositions necessary to address your district’s diversity and priorities?

It’s not too late to encourage this person to attend PASA’s Aspiring to Leadership program on January 31. Encourage someone today by sending them the link: https://www.pasa-net.org/aspiring. Be part of the solution for the future state of the superintendency!

STILL TIME TO REGISTER!

This workshop is a MUST for those considering a move to a central office and/or a superintendent position. It addresses topics essential to a deep understanding of superintendent and cabinet level leadership, and the importance of high-performing district level teams. Attendees will acquire the knowledge necessary to prepare for, obtain and be successful in their district level leadership role. To provide attendees with diverse perspectives, the interactive sessions are facilitated by highly successful school leaders who served or are serving in districts with varied demographics.

Workshop Schedule (tent.)
8:30 a.m. - Check-in/continental breakfast
9:00 a.m. - Program begins

Morning Session:
• Overview of Central Office Leadership: Assistant Superintendent and other cabinet-level positions, the superintendency, high-performing teams and contemporary issues
• Leadership in the 21st Century: Surviving, Thriving and Flourishing, with a panel of diverse, district-level leaders

Lunch

Afternoon Session:
• The Search Process
• Entry Planning
• Negotiating a Sound Contract
4:00 p.m. - Program concludes

REGISTRATION
$99 for PASA members/$139 for non-members

See the PASA website at https://www.pasa-net.org/aspiring.
As we embark on 2020, it's the perfect time to reflect on the past 10 years. Wow... 2020! It is difficult to believe we are entering the third decade of the 21st century.

Have you seen all of the articles, news stories, blog posts, etc. about “the Best of the Decade...”? For example, National Geographic published a Best of the Decade photo list, featuring photos from the natural world which viewers selected as most meaningful. Serena Williams was selected as the Best Female Athlete of the Decade by the Associated Press. There are Best Selling Books of the Decade, Best Movies of the Decade, and even 19 Milestone Broadway Shows of the Decade. It seems as though every industry is reflecting on its work and identifying its achievements of the past decade.

What were your best achievements of the decade - personally and/or professionally? What did you accomplish this past decade that you're proud of? Maybe these accomplishments were successes. Maybe these accomplishments were failures that set you on a different course.

Did you just begin your years in administration, or are you nearing the end of your service in public education? What about your professional accomplishments at work? What did you achieve alongside your colleagues and/or mentors? For me, in the past 10 years, I was fortunate to experience multiple different administrative positions. I became more involved in PASA, and I was recently recognized with a PASA Award of Achievement. As a district team, we set a clear course for our future through the development of Salisbury Township School District’s Profile of a Graduate and Learning Beliefs.

Did you create something for your district or the larger educational community? I was fortunate to co-host two podcasts (TLTalkRadio and Shift Your Paradigm) with my good friend and colleague Randy Ziegenfuss. (Video segments coming soon!!) I also began writing professionally and shared multiple articles and blog posts. While at times I struggled to balance my professional goals and my family commitments, I reflect and feel proud of these significant contributions.

How about your personal goals or your goals for your family? What did you achieve as a family? What did you celebrate as a family? How did you spend your time with your family? Do you have memories of laughter that will last a lifetime? Over the past decade, I watched my son experience the excitement (and disappointment) of high school sports, the anxiety (and freedom) of learning to drive, and the stress of college preparation (heavy course load, dual enrollment, SATs, etc.).

As a family, we made memories with the hustle of Disney through our DVC membership, the quiet relaxation of OBX vacations, and many family game nights (charades, bingo - complete with dabbers/prizes, and puzzles). Is there a particular vacation or tradition that you celebrate that you reflect on and think about at the end of this decade?

Think about the friendships and relationships that you cultivated over the last decade. How have some of them grown or evolved? Who did you say goodbye to in your life? While watching my son grow up, we also lost my father-in-law to a battle with cancer. Maybe you were fortunate to say hello to a new special someone, a child, grandchild or even children's significant others. How did those experiences impact your decade and your personal/professional lives?

When you think about the next decade, what are you working toward? What is important to you in your personal and professional contexts? What is important to your community members in your district? Our world has some significant challenges, and we are preparing our learners to solve them. If you haven’t seen the United Nation’s Sustainable Development Goals, take some time to review them. As we prepare our learners for the next decade, we need to think critically about the important work we need to do.

What do you want to achieve in this next decade - both personally and professionally? What steps do you need to take – today, next week, next month, or even next year – to make that happen? Which members of your team do you need to bring along side of you to collaboratively do this work?

Finally, please consider attending this year’s annual PASA Women’s Caucus Conference, focused on Trauma-Informed Schools: A Holistic Approach. The conference will be held May 17-19 at the Hotel Hershey. You can find additional information about the conference as it is released by going to http://www.pasa-net.org/wconf. Consider registering yourself - or bring a team! Don’t miss this wonderful opportunity to re-charge and grow professionally with other educational leaders across the state!

As always, continue to reach out to the women you work with on a daily basis. Encourage them to join Women's Caucus, as we have a lot to learn as we support and inspire each other. Remember, there is no additional fee to be part of the Women's Caucus. In order to ensure your membership in the Women's Caucus, you must select Women's Caucus on the membership form. Membership information can be found at http://www.pasa-net.org/wcabout.

Lynn is Associate Superintendent of the Salisbury Township SD.
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 17-19 in Hershey.

Nominations for both awards are due by Friday, February 21. See the PASA web site for information, http://www.pasa-net.org/wcawards.

PROFESSIONAL DEVELOPMENT SCHOLARSHIP WINNERS ANNOUNCED

PASA Gold Sponsor Education First recently announced the recipients of the initial 2020 PASA Annual Professional Development Scholarships for a professional learning experience that will explore the educational systems and cultural content in Switzerland and Italy while expanding the recipients’ professional network.

The program will include the EF Global Leadership Summit in Davos, Switzerland. At the summit, school leaders will participate in hands-on development activities, hear from world-renowned keynote speakers and attend student design-thinking sessions, all related to the theme: The Impact of Sports & Wellness. The tour will then continue on to Venice & Milan, Italy where participants will explore the concepts of wellness and social-emotional learning in beautiful Northern Italy.

This year’s recipients are:
- William King, Superintendent, Lakeland SD
- Matt Link, Superintendent, Northern Lehigh SD
- Michael Donnelly, Director of Curriculum, Palisades SD

Education First facilitates international educational tours for middle school, high school, and college students and recently became a sponsor of PASA in 2019.

PASA members who are interested in applying for future professional development scholarships should watch for application announcements in the fall. We thank Education First for providing this wonderful professional development opportunity to PASA members!

Registration opens this month! Watch for it!

2020 Annual Spring Conference
Sunday, May 17 – Tuesday, May 19
Hotel Hershey
“Trauma Informed Schools: A Holistic Approach”
Approved for 30 PIL/Act 45 Hours

FEATURED PRESENTERS

Dr. Deborah Kerr
2019-20 AASA President
Bold Women Inspire and Innovate to Lead Greatly

Gillian Huebner
Consultant for Child Protection
Finding the Magic in the Dust

Dr. Stacie Molnar-Main
PDE Safe Schools Initiative
Universal School Approaches to Social, Emotional and Behavioral Wellness

Dr. Dana Milakovic
PDE Office of Safe Schools

***PLUS***

Education Case Law Review ~ Legislative Update ~ Networking

Numerous education sessions focused on building the capacity of women at all levels of school leadership to develop strategies to support students, staff and each other.
We’ve now closed out the holiday season, although I’m giving up the color and lights and buoyancy of Christmas grudgingly. It’s always a bit sad to bring the house back to its pre-December look. Those colors, the nutcracker on the mantle, the lights on the tree are more than decorative. For me and for most people they represent family and relationship and connection. So, when all of that color goes back into boxes and the tree is rolled to the curb, it’s easy to slip into a post-seasonal slump that focuses not so much on that togetherness as on the work you need to do, the obligations you have to meet, the goals you have to set.

It’s important to reflect and set goals. It keeps us focused, and it improves what we do. As Lynn Fuini-Hetten notes in her Women’s Caucus column notes this month, reflecting and goal-setting for the new year are a vital part of moving forward personally and professionally – and moving your school, staff and students forward as well.

But we have to include in those goals something more than just what “I” have to do, the essential tasks “I” need to complete, the important role “I” have. When we lose a sense of “us,” we actually lose ourselves.

It’s not that there is nothing to do. School leaders are jumping right back in as schools are back in session, attending board and staff meetings, planning for 2020-21, gearing up for the testing cycle that will come all too soon, preparing budgets, putting out numerous fires, doing all of it and more for one reason: addressing the academic, safety and health needs of our students and building the future of Pennsylvania.

It’s a tall order. And it’s vital work.

But too many times school leaders try to do it in isolation. A new district leader may believe it vital to “do it all” and spend all effort and time within the district. A more experienced leader may think that taking time to meet with other superintendents or attend professional learning programs with one’s peers isn’t a pressing need and one’s time can be better spent in the district. One group of superintendents might think that their districts’ uniqueness, concerns or geography warrant “going it alone” in advocacy.

There’s nothing wrong with dedication to the job. We all need it. And there’s nothing wrong with working in concert with your local peers on issues affecting your part of the world.

But when we don’t make it a priority to also stay connected to our peers within the intermediate unit and with school leaders outside of it and with those outside of the group with which we most closely identify, when we lose that sense of a community of school leaders statewide, we lose the opportunity to learn from each other, grow professionally together, share our struggles and successes, and build a thriving and active cohort of administrators that support each other and work together on the big issue of growing support for public education and the students and schools we serve.

I see school administrators the most animated when they are in a workshop or meeting sharing one-on-one about projects, successes and challenges in their districts, learning they are not alone in their challenges and gathering information about a successful venture in another district. I see it when a dedicated group of superintendents from across the state get together to discuss “hot” issues in Harrisburg and Washington and work together to advocate on behalf of all public schools.

An effective school district team is essential to student success and your own success as a school leader. Likewise, an effective statewide school community of school leaders is essential to student success and to your own professional growth. And, while not taking advantage of opportunities to be part of that broader coalition of school leaders by both learning from and sharing with your peers may provide you with more time on task, it will limit the effectiveness of the superintendent voice on the big policy issues affecting your schools and your students.

This is going to be a challenging year in Harrisburg. Property tax reform, charter school reform, vouchers and EITC expansion, the state budget, education funding and a myriad of other issues are already heating up in 2020, and the upcoming election will raise the temperature even more. Those who believe public education is a failure, who believe that privatizing and chartering education is the way to go, who believe that public schools already have too much money, are already geared up to make further inroads within public policy. They are united and focused – and we must be the same.

United we stand, divided we fall. Numbers matter. You’ve heard those phrases before, but it’s true. This year more than ever we are going to need each of you to be part of a strong community of school leaders dedicated to working together as one in advocacy, professional learning and positive school leadership. That must be an integral part of any professional goals for 2020.

As the poet John Donne wrote, “No man is an island, entire of itself. Every man is a piece of the continent, a part of the main.” Be part of the main.

**A MEMBERSHIP BENEFIT! PASA LEGAL SERVICES**

PASA’s legal staff offers a wide range of employment-related legal resources and services to PASA members who are Commissioned Officers. These services include consulting services, employment contract services, non-litigation dispute resolution, and assistance with the negotiation and development of separation agreements.

Go to [www.pasa-net.org/legalservices](http://www.pasa-net.org/legalservices) to read more about it.

**PASA Flyer - January 2020**
SUPERINTENDENT OF THE YEAR LUNCHEON

Dr. David Baugh, Superintendent of the Centennial School District and the 2020 Pennsylvania Superintendent of the Year, was feted at a special luncheon held in his honor on December 9 in Warminster.

Attendees at the event included Hon. Brian Fitzpatrick of the U.S. House of Representatives, Hon. Maria Collett from the Pennsylvania Senate, David Volkman from the Pennsylvania Department of Education, Phil Innamorato from the Office of Sen. Pat Toomey, and officials from the Centennial community, as well as members of the PASA Board of Governors, school leaders from across Bucks County I.U. 22, and staff and students from Centennial. The William Tennent Madrigal Singers from the district, under the direction of Julie Flack, presented a musical performance during the event.

ABOVE: Rep. Brian Fitzpatrick from the U.S. House of Representatives presented Dr. Baugh with a congratulatory citation from the House and an American flag that had hung at the Capitol.

ABOVE: Andrew Pollock, past president of the Centennial School Board (L) and Mark Miller, a current Board member, offered congratulatory remarks during the luncheon.

LEFT: Dr. Mark DiRocco (2016), Dr. Gennaro Piraino, Jr. (2019) and Dr. Patrick O’Toole (2012) were recognized as past Superintendents of the Year.

RIGHT: Dr. Baugh shared the event with his mother and family.

ABOVE: Andrew Pollock, past president of the Centennial School Board (L) and Mark Miller, a current Board member, offered congratulatory remarks during the luncheon.

LEFT: Dr. Mark DiRocco (2016), Dr. Gennaro Piraino, Jr. (2019) and Dr. Patrick O’Toole (2012) were recognized as past Superintendents of the Year.

RIGHT: Sen. Maria Collett presented congratulations on behalf of the Pennsylvania Senate.

BELOW: Phil Innamorato presented Dr. Baugh with a commemorative citation from the U.S. Senate on behalf of Sen. Pat Toomey.

ABOVE: Rep. Brian Fitzpatrick from the U.S. House of Representatives presented Dr. Baugh with a congratulatory citation from the House and an American flag that had hung at the Capitol.

BELOW: Phil Innamorato presented Dr. Baugh with a commemorative citation from the U.S. Senate on behalf of Sen. Pat Toomey.

RIGHT: Sen. Maria Collett presented congratulations on behalf of the Pennsylvania Senate.

Congratulations, Dr. Baugh!

Photographs by Nathan Ross and Dr. Mark DiRocco
Before the holiday break, the President signed into law H.R. 1865, the Consolidated Appropriations Act of FY20. The bill and its provisions fund the federal government for FY20, which runs from Oct 1, 2019 thru September 30, 2020. FY20 dollars will be in schools during the 2020-2021 school year.

Congress has relied on a series of short-term continuing resolutions to keep government funded and running since September 30, 2019. The final continuing resolution was set to expire at midnight on December 21, meaning the timing of the bill forced an expedited floor vote schedule in both the House and the Senate. The President agreed to sign the funding bill as it provides some funding ($1.4 billion) for the border wall. He is expected to try and shift cash from other funding streams to bolster funding for the wall.

H.R. 1865 provides $1.4 trillion for FY20. The more than 2,000-page bill will appropriate $738 billion in FY20 funding for the defense discretionary spending and $632 billion for non-defense discretionary spending.

Specific to education, the bill provides $40.1 billion for K-12 education programs, which is an increase of $1.2 billion above the 2019-enacted level and $5.9 billion above the President’s budget request. This is the third largest increase for education since FY11 (the year that ED funding started being cut or frozen). The bill rejects the draconian cuts to critical programs proposed by the Trump Administration, as well as their continued efforts to further advance their flawed privatization agenda.

Here are the program-specific details:

**K12 Programs**
- ESSA Title I: $450m increase to $16.3b
- ESSA Title II: $76m increase to $2.1b (first increase in 6 years)
- ESSA Title III: $50m increase to $787 (first increase in 5 years)
- ESSA Title IV: $40m increase to $1.2b
- IDEA State Grants (Part B): $417m increase to $13.9b (3% increase)
- Impact Aid: $40m increase, to $1.4b
- 21st Century Community Learning Centers: $28 m increase, to $1.2b
- REAP: $5m increase to $186m
- Career and Technical Education State Grants: $20m increase to $1.28b
- Homeless Youth/Children: $8m increase to $105m
- School Safety National Activities: $10m increase to $105m

**Early Education**
- Head Start: $550m increase to $10.6b
- Child Care and Development Block Grant (CCDBG): $550m increase to $5.8b

**Funding and Policy Beyond The Labor-Health-Education Bill**
- STOP School Violence Act Grants: $25m increase to $125m
- Secure Rural Schools/Forest Counties: The bill reauthorizes and provides two years of funding for the SRS program for FY19 and FY20
- DC Voucher: Reauthorizes the program for 4 additional years
- Raises the age for purchasing tobacco products including e-cigarettes to 21 from 18.
- Provides $12.5m in funding for researching gun violence prevention

AASA is pleased to see that Congress prioritized increased funding for our key formula programs like IDEA and Title I. However, this funding is still short of what districts were receiving in FY11 when adjusting for inflation. Furthermore, while it’s true that IDEA received a 3.2% boost in this bill, which represents a slightly higher percentage increase than what the other key K12 programs received, this increase is only a little better than inflation, which is projected to be 2% in 2020. Effectively, this means that IDEA is only receiving a real increase of 1.2%, while the number of children with disabilities districts are educating continues to increase.

As we look ahead to FY2021, AASA will continue to push Congressional leadership and appropriators to make greater investments in IDEA until it is fully funded.

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**Don’t Forget to Register!**

"Responsive Schools, Resilient Students"

March 29 - 31, 2020

State College

See p. 5 for more information
National Conference on Education


Pennsylvanians attending next month’s conference are invited to the PASA reception on Friday, Feb. 14, from 5:30-7:30 p.m. in Harbor Room of the Harbor House in San Diego (831 W. Harbor Drive).

Pennsylvania District Highlighted in The School Administrator Video

A three-minute video, tied to AASA’s January magazine issue, features Jenna Rufo, assistant superintendent for North Penn School District in Lansdale, Pa., on her district’s transformation on inclusion of students with disabilities.

Advocacy on Tax Bill

Last month AASA sent a letter to the House of Representatives in advance of their vote to reinstate the state and local tax (SALT) deduction cap for 2020 and 2021.

“The Restoring Tax Fairness for States and Localities Act lifts the cap on the state and local tax (SALT) deduction in 2020 and 2021, which is an important first step towards the full reinstatement of this critical deduction,” the letter stated. “As one of the six original deductions allowed under the original tax code, SALT-D has a long history and is a critical support for investments in infrastructure, public safety, homeownership and, specific to our work, our nation’s public schools. Reinstating this deduction would decrease tax rates for certain taxpayers, increase disposable income, and increase the likelihood of support for local tax levies for education.

“The ripple effects from the new SALT cap deduction of $10,000 is already having significant deleterious impacts on some state budgets budget, and those of local school districts. Moreover, the Tax Cuts and Jobs Act has created significant uncertainty for state and local budgets as it is not entirely certain how taxpayers may alter their behavior to decrease their overall tax liability.

“Without the enactment of H.R. 5377 schools will be under tremendous pressure to reduce and constrain tax levies, even with ongoing inadequate state aid, to provide relief to taxpayers impacted by the SALT cap. Ultimately, these pressures will have a deleterious impact on the educational opportunities and outcomes for our students and undermine our country’s ability to produce students who are college and career ready.

“AASA urges the swift passage of this important legislation and encourages the Senate to take up this bill as soon as possible.”

The bill passed the House last month and is now in the Senate, where it was referred to the Senate Finance Committee.

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

TOPIC: LEADING DIGITAL LEARNING

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

As a reminder, this month we examine the strategies necessary for leading digital learning, with an emphasis on succeeding with 1:1 implementations. CoSN’s Leadership for Digital Learning Critical Issues Guide provides – in a concise, single-page format - an itemized check list for each of the four main systems (human and technological) that need to be properly established when implementing 1:1 technology for learning initiatives.

CoSN, in partnership with edWeb.net, hosts The EmpowerED Superintendent monthly webinar series on topics that are essential for all educators engaged in leading digital transformations.

The focus of the January 13, 2020 webinar (5:00 pm ET) is on “Leading Digital Learning: Successful Strategies for 1:1 Implementations.” Four superintendents who are recognized as technology leaders in their field will share what it takes to successfully deploy, implement and sustain a commitment to digital learning. Each will share the “why” behind their successful technology initiatives.

Learn more and register for this free webinar and access recordings of previously broadcast CoSN/edWeb webinars at https://home.edweb.net/supers/.

If your school or district would like more information about joining CoSN or getting more involved with CoSN, please contact Brian Calvary, CAE, CoSN Director of Membership and Chapters, at bcalvary@cosn.org.
The governor presents his state budget on February 4, 2020. The Commonwealth Budget Seminar will decipher the numbers and help you to determine how the proposed budget will impact your district. The seminar will cover education funding along with other education-related policy highlighted in the governor’s budget proposal.

Click on the date to register.*
Thursday, Feb. 6 – South Hills Country Club
Friday, Feb. 7 – Riverview I.U. 6 (Clarion)
Wednesday, Feb. 12 – Webcast
   (includes one computer connection)

[PASBO is handling all registrations.]

Time: 9 a.m. – 11:45 a.m.

Check-in for face-to-face programs will begin at 8:30 a.m. and will include a continental breakfast.

Important Note on Registration:
There is a promotional code for anyone bringing more than one person to the face-to-face workshops. The first registrant will receive this code in their confirmation and should give it to the additional representative(s) of the LEA to use. This code cannot be combined with the PASA member discount. PASA members should register as the primary registrant and the business manager or other staff can use the 25% discount code. Discount code for PASA members is PASA2020CBS.

Whether you are facing a district construction project in the near future or just getting prepared for that eventuality, this workshop is for YOU! Learn the basics of the process from company representatives and experienced school leaders who have been-there/done-that, all focused on key elements of the process: planning, management & finance.

REGISTER TODAY... and be prepared for your next project!
https://www.pasa-net.org/construction

for school leaders and district leadership teams
to learn, network and plan
approved for 40 hours of PIL/Act 45 credit
(additional 40 hours for Ed Camp, with additional fee)

Keynote speakers, high quality breakout sessions, table talks on hot topics, Ed Camp and district team planning and job-alike sessions will provide practical ideas that can be immediately reviewed and discussed at the summit and utilized at the district level.

Interested in leading a session? CLICK HERE for the proposal form. (Deadline extended to Jan. 24)

For more information, see the PASA website at: https://www.pasa-net.org/leadsummit.

Sponsored by
Scarlett Lewis
Dr. Adam Drummond

2020 Winter Webinar Series: Responsive Schools, Resilient Students
One-hour sessions (noon – 1 p.m.)
January 29, February 20, March 17, April 27

https://www.pasa-net.org/webinars

Aspiring to Leadership Workshop
Friday, January 31 in the PASA Office
https://www.pasa-net.org/aspiring

Commonwealth Budget Seminars
Thursday, Feb. 6: South Hills Country Club
Friday, Feb. 7: Riverview I.U. 6 (Clarion)
Wednesday, Feb. 12: Webcast (includes one computer connection) (9 – 11:45 a.m.)

https://www.pasa-net.org/budget

PASA Leadership Forum: Responsive Schools, Resilient Students
March 29-31 at The Nittany Lion Inn in State College
https://www.pasa-net.org/leadforum

School Construction Workshop: What You Need To Know
Tuesday, April 28 at Allegheny I.U. 3
https://www.pasa-net.org/construction

PASA Women's Caucus Spring Conference
May 17-19 at The Hotel Hershey
https://www.pasa-net.org/wcconf

REGISTRATION REMAINS OPEN!
National Conference on Education
San Diego
February 13 - 15, 2020
http://nce.aasa.org

NOTEWORTHY QUOTES

“I want every Pennsylvanian to feel comfortable reaching out to someone if they are struggling. I want every Pennsylvanian reaching out if they know someone else who is struggling. I want to end the silence because I want to end the stigma.”- Gov. Tom Wolf, announcing the launching of a multi-agency effort and anti-stigma campaign, “Reach Out PA: Your Mental Health Matters,” that seeks to remove barriers that keep the state's residents from access to mental health care, during a press conference on Jan. 1

“The stigma surrounding mental wellness has led many to believe that conversations about one's feelings and emotions are taboo. Asking for help is often seen as a sign of weakness to some people. [This initiative] is a step in the right direction.” – Scott Deisley, superintendent of the Red Lion SD, speaking during the press conference
REGION 15
Chris Celmer has been appointed acting superintendent of the Harrisburg SD. He had been serving as acting assistant superintendent in the district since July. Before joining the administrative team in Harrisburg, Celmer served as operations program administrator and then assistant director of business services at Montgomery County I.U. 23. The IU has a three-year contract to provide the administrative personnel to run the Harrisburg School District, which was placed in receivership last summer.

REGION 23
Dr. John George, executive director of the Montgomery County I.U., has announced he will retire in September, when he will take the position of executive director of the PA Association of Intermediate Units (PAIU). Dr. George had been serving in dual administrative roles but recently stepped down as acting superintendent of the Harrisburg SD, part of the Montgomery County I.U. administrative team working in the district.

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 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 Calendar of Events 2020

For more information, see the PASA web site at www.pasa-net.org.

JANUARY
15 Professional Development Committee meeting (virtual)
20 PASA office closed
22 Women’s Caucus Board meeting (virtual)
23 Joint Boards Dinner (TBA)
24 Board of Governors’ meeting (PASA office)
29 Webinar: Six Critical Components to a Trauma-Informed School
31 Aspiring to Leadership Workshop (PASA office)

FEBRUARY
4 Governor’s 2020-21 Budget Address
13-15 AASA National Conference on Education (San Diego)
14 Pennsylvania Reception at the National Conference
17 PASA office closed
20 Webinar: A Vision to Develop SEL Competence
21 Deadline for Women’s Caucus Awards nominations

MARCH
13 Deadline for election petitions and letters
17 Webinar: A Community Commitment to School Safety
19-20 National Superintendent Certification Program, Session 2
23 Advocacy Day in Harrisburg (with PSBA and PAIU)
26 Women’s Caucus Board meeting (virtual)
29-31 PASA Leadership Forum: Responsive Schools, Resilient Students

APRIL
10 PASA office closed
16 Resolutions Committee meeting (PASA office)
16-17 Board of Governors’ meeting (PASA office)
27 Webinar: Building Resilient Students from the Inside Out
28 PASA/PASBO School Construction Workshop (I.U. 3)

Communications Tip of the Month

“Superintendents often talk publicly about special education during the annual budget-building process but not enough during strategic planning and goal setting. What superintendents talk about will set the agenda for others. School district leaders need to promote the view that students with disabilities deserve better and better outcomes for them [that] are achievable even in times of tight budgets. Sometimes silence is interpreted as ‘We are doing the best we can, given our constraints.’” – Nathan Levenson, a former superintendent and now managing director at District Management Group in Boston, Mass., from “Be the Champion When It Comes to Special Education,” as published in the January issue of AASA’s School Administrator. The issue looks at attitudes and beliefs about the fullest inclusion of students with disabilities.