

Small schools on Kern County's West side collaborate to build a better future for their communities

By Dr. Julie Boesch, Superintendent/Principal
Maple Elementary School District

Westside Small Schools Collaborative is a group of educators from 14 small school districts on the West side of Kern County. The superintendents from each district meet monthly to share best practices, tour classrooms, hear presenters and find new ways to leverage resources by working together as a team. Each month a member district volunteers to host the monthly meeting. The host district arranges the agenda and each district has the opportunity to contribute.

Working in a small district can bring both great opportunity and great challenge. While we are often tasked with wearing many hats in any given day, due to limited staff and lack of support positions that larger districts often have, we also have the great benefit of being intimately involved with day to day operations of our sites, getting to know our staff, our students and their families. Each and every district is unique and each has a specific mission and vision, but we each have




the goal of doing the very best we can every minute of every day to serve each and every one of our students to the best of our ability.

Many of our schools have a limited number of classes at each grade level, this can lead to our teachers feeling isolated or as if they don't have a "grade level team" to work with. While they all work very hard to build teams, the opportunity to share training, develop assessments and grow as educators with neighboring districts has proven to be an invaluable asset. Partnerships have been formed to share curriculum development, system wide strategic planning and a foundation for reflective practice to encourage continuous cycles of improvement.

We have surpassed our original vision of providing quality training and collaboration opportunities to our teachers and grown into a group of leaders devoted to serving our communities. This collaborative effort has grown into a professional community of learners.

Tulare County Retired Admins set meeting date

The Tulare County Chapter of Retired Administrators will hold a meeting at 8:30 a.m. on Thursday, Nov. 16 at Annie Apple's in Tulare. The featured speaker will be Bob Lee State ACSA, All those who attend will be treated to breakfast by the Tulare Charter. Surveys were mailed out that will help the steering committee plan meetings and gatherings that best meet the needs of retired administrators. Please complete that survey and bring it with you to this meeting. Reservations are needed by Friday, Nov. 10. RSVP to Wade Crawford, 559.349.0239 or [email wade-crawford@att.net](mailto:wade-crawford@att.net).



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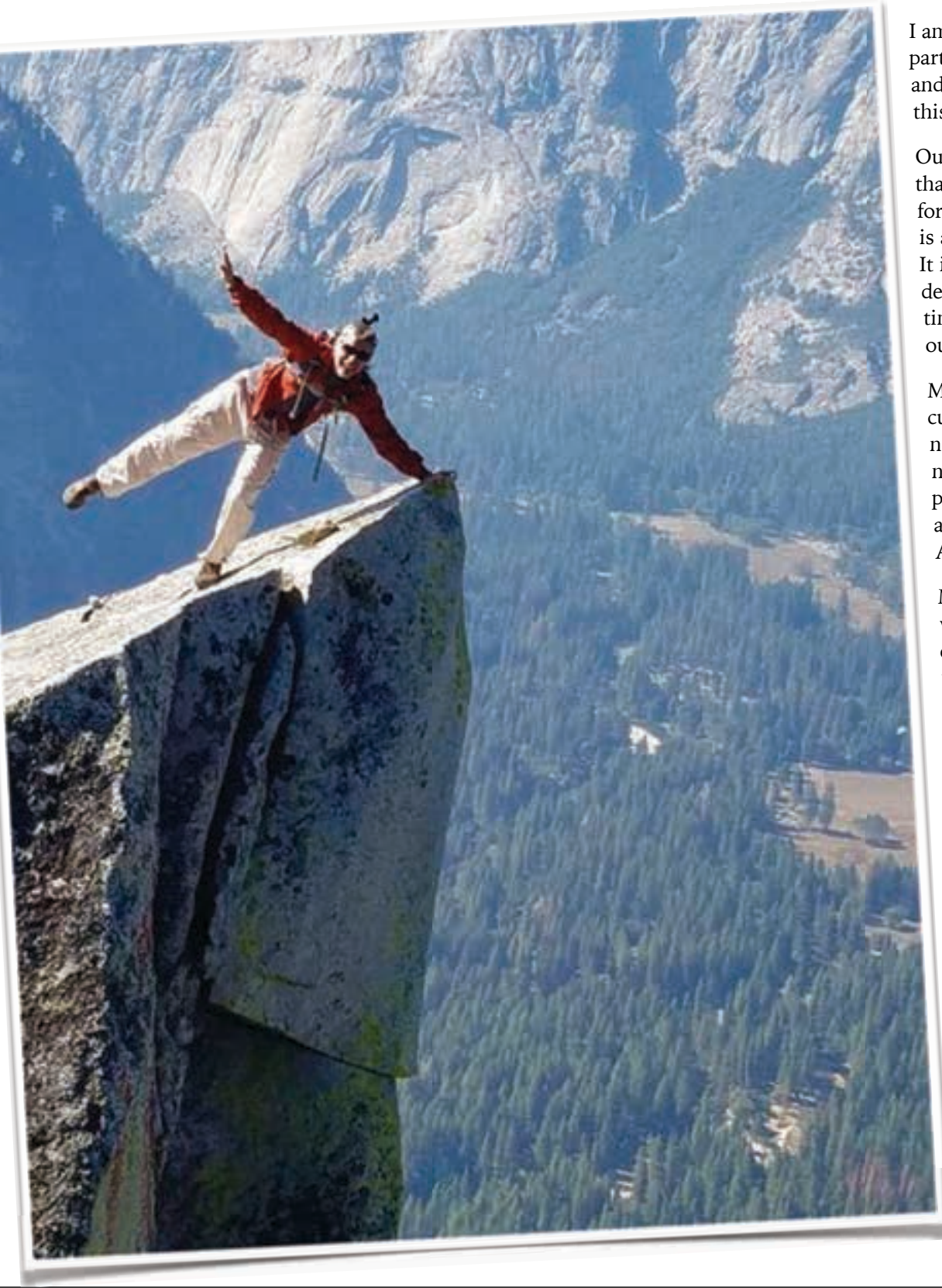


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“ADVENTURES IN LEADERSHIP: EVERY STUDENT SUMMITS”

Craig Wheaton mounts campaign for State ACSA VP



I am very honored to be a candidate for State Vice President! It is particularly heartwarming to have the full support of Region XI and to represent the wonderful leaders from our region during this year-long, statewide campaign.

Our organization is made up of a wonderful web of educators that have diverse interests, talents, and leadership needs. I look forward to a robust debate regarding the future of ACSA. This is a critical time in education and in the life of our organization. It is a time when we are doing well in our focus on both student support and member support. Membership is at an all-time high, professional development attendance is strong, and our voice and influence on educational policy is impactful.

My campaign is going to emphasize the need for ACSA to focus on policies and educational structures that will meet the needs of all students, especially those who have traditionally not achieved at high levels. Equity and access to educational programs that result in academic success, social responsibility, and personal growth will help ensure that the promise of the American dream is a reality for all students.

My theme for this campaign emphasizes the importance of work/life balance and connects my personal interest in outdoor activities to educational leadership in what I call, “Adventures in Leadership, Every Student Summits!”

Challenges in life are great, our students face many obstacles — mountains — in their lives, and we can provide the environments and relational support to build personal and academic resiliency as they grow and thrive. Everyone has a mountain to climb, literally or metaphorically. ACSA is here to support educational leaders so that we have the skills to provide the six million public school students with an educational program that prepares them for limitless opportunities in their life as they “summit” their mountain!

Again, I want to thank the talented administrators in Region XI for everything you do to support students and for providing me with the opportunity to run for State ACSA Vice President!

Craig Wheaton

Candidate for State ACSA Vice President

craigw@tcoe.org

559.679.9996



West Kern Charter

Standard School District Circle of Friends Programs

Circle of Friends (CoF) is a school inclusion program that provides opportunities for students of all abilities to build genuine friendships, as well as to model appropriate social behavior, promote awareness and tolerance of differences, and decrease bullying. Standard School District in Bakersfield first implemented the Circle of Friends program at Standard Middle School (SMS) during the 2014-15 school year. The following year, the CoF program was begun at the three elementary schools.

The program continues to be a success at each school site, with lunches and activities happening every week at all of our campuses. There is a CoF team at each campus, which may consist of general education teachers, special education teachers, school psychologists, and/or speech pathologists. Both “peer friends” and “friends” — students without and with disabilities — participate together. Often, peer friends are recommended by their teachers and complete an application. These

students then participate in a “Peer Friend Training” which teaches them about various disabilities and ways to interact with their friends to promote positive relationships and foster friendships. SMS also puts on a school-wide “disAbility Awareness Training.” Students with and without disabilities participate in weekly activities in a fun and relaxed setting; they gather together and do what kids do — they talk, laugh, share, play, and eat — together. They build rapport and relationships with one another in inclusive settings and the distinctions between “general education and special education” are erased.

These regular gatherings have built relationships that extend beyond the 45-minute lunch and into students’ daily lives at school. Middle school students were asked about the impact that Circle of Friends has had on the campus, and some shared statements such as: “People are nicer,” “There’s less bullying and more friendship,” “[It has] made it a friendlier place to be,” and “I think [it] has made kids feel more welcomed on campus.” Staff in the district make Circle of Friends possible and con-

tribute to a more inclusive setting for our students. The CoF program takes very little funding to implement, is easily replicable and adaptable to elementary, middle or high school settings, and has contributed to an improved school climate.

For more information, contact:

- Teacher Brittaney Lewis
blewis@standardschools.net
- Teacher Kayla Coronado
kcoronado@standardschools.net
- Superintendent Paul Meyers -
pmeyers@standardschools.net



Rocio Muñoz
Kings Charter President
Assistant Superintendent
Educational Services
Richland Union
School District

Tulare Charter

The Tulare Charter is off to a fabulous start. We spent the first meeting reviewing our charter goals of increasing involvement with state and local legislators, increase support from top administrators to build meaningful involvement for members and the use of technology in all aspects of our work. The charter recently held its Annual Golf Tournament on Sunday, Oct. 15 at Valley Oaks Golf Course. The tournament generates funds for student scholarships. The charter is excited to host their Annual Conference on Tuesday, Nov. 14 at the Visalia Marriott. Dr. Timothy Kanold will be the keynote speaker. Dr. Kanold wrote the book "Heart." Administrators in attendance will be uplifted and will connect with the

deep purpose for why we serve students. Student members in our charter continue to meet monthly at Brandman University and are developing their activities. In each monthly meeting, the charter will host an elected official. Devon Mathis was the first elected official to visit the Tulare Charter on Friday, Oct. 6. The charter will also bring to light the benefits of ACSA Membership by providing "Did You Know?" announcements.



Yolanda Valdez
Tulare Charter President
Superintendent
Cutler-Orosi Joint Union
School District

Tulare/Kings Student/Associate Charter

The Tulare/Kings Student/Associate Charter was established in January of 2017 with the intent of creating networking opportunities for aspiring administrators. The charter held a networking event last April with the focus of “Why Administration?” featuring many of our Tulare Charter members, including Terri Rufert, Steve Tsuboi, Sarah Koligian, and Angela Sanchez. We’re also working with our local educational stakeholders to build the student charter and create learning and networking opportunities for people working on their graduate degrees or people who have finished their graduate degree and are still working in the classroom. We’re currently working with Brandman Universi-

See Charter Chat/16

Charter Chat

Continued from page 15

ty, Fresno Pacific University, Fresno State University, Tulare County Office of Education, Kings County Office of Education, as well as other online universities. This year our goal is to have another networking event in the spring along with a possible learning opportunity and ACSA information meeting in the next couple months within the local stakeholder classrooms.

Rory Collinwood
*Tulare/Kings Student/Associate
Charter President*

*Teacher, El Diamante High School
Visalia Unified School District*

Inyo/Mono Charter

The Inyo/Mono Charter sponsored an Inyo/Mono Administrative Retreat in Mammoth Lakes Thursday and Friday, Aug. 3 and 4. We had over 35 administrators

from our two counties in attendance. The highlight of this retreat was gubernatorial candidate Delaine Eastin's speech to the group. We also held our first charter meeting on Monday, Oct. 2 in Bishop. We had about ten members present. The charter wishes to thank the region for its generous travel support this year. It makes meeting and doing business a lot easier than it has been in the past. We also decided that we are going to give three student scholarships this coming year. Our next meeting is scheduled for Monday, Dec. 11 in Mammoth Lakes.



Dr. Don Clark
Inyo/Mono Charter President

*Superintendent
Eastern Sierra Unified
School District*

East Kern Charter

On Tuesday, Aug. 1, the East Kern Charter held a planning meeting. During the planning meeting, we developed incentives to increase membership and participation. At each charter meeting, members that are present can put their name in a drawing for a \$25 Starbucks Gift Card. Dinner will be provided free of charge for those who attend. We also reached out to our local charter school to increase membership. We held our first East Kern Charter meeting at the new Murray Middle School in Ridgecrest. Bet Embank presented information on the variety of ACSA membership that are available. John Cosner gave a demonstration on how to download the ACSA app. Kathy Forsythe showed us how to get to the Region XI page of the app and helped us "like" and navigate the Region XI Facebook page. The majority of the meeting was geared toward dis-

cussions on current educational legislation. Kirsti Smith summarized current legislative initiatives. State ACSA Legislative Advocate Ivan Carrillo presented information on LCAP reform, suspension legislation and pension funds. Carrillo asked for feedback from members on the topics that are currently being discussed by state legislators. Our next East Kern Charter meeting is scheduled for Monday, Nov. 27 in Mojave.



Dr. Bonnie Porter
East Kern Charter President

*Principal
James Monroe
Middle School
Sierra Sands
School District*

Mentor

Continued from page 2

Mentoring is an excellent way to provide on the job, confidential, practical support for new administrators, and possibly the best aspect is that the service is absolutely FREE to ACSA members. Each and every time a district hires an administrator, the district is making a substantial investment. It simply makes sense to develop and protect that investment, and the Mentor Program is a great starting point. We are encouraging all superintendents to let their new administrators know of the program and encourage them to participate.

Within the Association of California School Administrators, our goal is to improve the effectiveness of administrative leaders, thereby increasing the success of their students, and protecting the investment that is administrative personnel. District and school administrators are expected to be great leaders from the very beginning of their careers, but the framework to hone their leadership skills primarily occurs prior to their gaining practical experience.

The Mentor Program is coordinated by retired administrators Marc Ecker and John Almond, and they have secured the services of a diverse cadre of regional

facilitators. These facilitators are highly skilled, experienced, and motivated educational leaders who have accepted the responsibility to oversee the mentor/protégé relationships in their respective geographic areas. These facilitators have all had very successful careers and understand the qualifications and characteristics necessary to be a positive mentor for a protégé.

The Mentor Program is one of the many professional development opportunities offered by ACSA, and, during this past year, our regional facilitators were responsible for establishing approximately 100 mentor/protégé relationships.

Feedback from participants has been very positive, and it is our hope that even more new administrators will take advantage of this program in the coming year. We began with superintendents and have now moved on to include site administrators, especially principals, and district office staff. Basically, the program is open to all first and second year administrators that are new to their position.

If you are a first or second year administrator, simply complete the survey at <https://www.acsa.org/Member-Services/ACSA-Mentor-Program>, and you will be contacted by one of our regional facilitators. Remember, it's confidential, and it's free!

Council/Committee Reports

Human Resources Council

The Human Resources (HR) Council met Monday, Oct. 2 to review important personnel topics related to education. The Negotiations Symposium is scheduled for January 17-19 in San Diego, and registration is open for that event! In planning for future professional development, the group discussed "hot topics." Some of these included: 1) Master Teachers will soon need ten hours of "coaching / mentoring" training from each and every university they receive a student from, which is a CTC requirement; 2) CSEA seems to be attempting to direct local participants more firmly in negotiations; 3) There continues to be a shortage of STEM / STEAM teachers, 4) Special Education also continues to impact personnel, as more instructional aides are needed to serve students and both teachers and aides are having more safety concerns as they work

with students with significant challenges; and 5) Negotiating orientation language with unions will be happening soon, if it has not in your district. Performance Assessments are being added to the Administrative Credential requirements, to be fully implemented by 2020. The CSU system is working on updating transcripts to reflect "past-baccalaureate" courses in blended programs, which will help those candidates compete with others who follow the traditional "5th year" program on district salary schedules. New legislation is coming out, two of which are quite interesting: 1) AB 1220 (Weber) would add a third year to the certificated probationary period, and 2) another bill is coming forward that will increase the pay of teachers to a beginning salary in excess of \$100,000 to be paid for from a 2% sales tax increase. Stay tuned!

Philip Pierschbacher

Human Resources Council Representative

SAVE THE DATE

3rd Annual Mid-State Conference

A conference for school administrators of all job-alikes, experience and interests.

Breakout Sessions • Vendors & Exhibitors

Friday Night: Hosted Social & General Session

Saturday: General Session Keynote

Sunday Morning: Hosted Breakfast & General Session

March 16-18, 2018
Embassy Suites San Luis Obispo

Information: Randy Bangs
randall.bangs@salinasuhd.org

Presented by
Regions 9, 10, 11 & 13



Classified Educational Leaders Institute

Mark your calendars now for ACSA's 2018 Classified Educational Leaders Institute — Growing Stronger Together — which will be held at the Crown Plaza Redondo Beach Hotel February 28 through March 2. This institute is the premiere professional learning event for classified leaders in California. It is designed for leaders in business/fiscal services, human resources/personnel, maintenance/operations, custodial, technology, facilities, student services / instructional, including confidential and administrative assistants. It is an opportunity to get together, share information, and learn about issues that affect education. Presenters from various fields of expertise will share strategies and useful techniques to assist in providing students in California with a first class education. This institute is sponsored by ACSA's Classified Educational Leaders Council. Complete information will be available later this year. If you would like to receive registration links and information when available, to go <https://www.acsa.org/Educational-Services/Conferences/classifiedinstitute> or contact Lori Allred in ACSA's Sacramento office at via email at lallred@acsa.org or call 916.329.3820.

Tulare Charter's Annual Conference will focus on fully forming your professional life as a teacher and leader

At Tulare Charter's Annual Conference, educators will get a unique opportunity to reconnect with a fundamental human longing — to make a positive difference in the lives of students and colleagues. Through powerful stories and activities, Guest Speaker Dr. Timothy D. Kanold, author of "HEART," will challenge educators to examine current practices, test new strategies, and reflect on the results.



Kanold

The conference will be held from 5 to 8 p.m. on Tuesday, Nov. 14 in the Sierra Nevada Ballroom in the Visalia Marriott.

- 5 PM: Vendors/Social Hour/Heavy Hors d'oeuvres
- 6 PM: Dr. Timothy Kanold
- 7:30 PM: Door Prizes

About Dr. Timothy D. Kanold

Dr. Timothy D. Kanold is an award-winning educator, author, and consultant. He is former direct of mathematics and science and served as superintendent of Adlai E. Stevenson

High School District 125, a model PLC district in Illinois. Dr. Kanold is past president of the National Council of Supervisors of Mathematics and coauthor of several best-selling mathematics textbooks. He has served on writing commissions for the National Council of Teachers of Mathematics and has authored numerous articles and chapters on school leadership and development for education publications. Dr. Kanold received the prestigious international Damen Award for outstanding contributions to the leadership field of education from Loyola University Chicago, the Presidential Award for Excellence in Mathematics and Science Teaching, and the Outstanding Administrator Award from the Illinois State Board of Education.

How to register:

For questions, contact Vivian Hamilton by email at vi-vian.hamilton@tjush.org or by phone at 559.688.2021 or Marie Pinto by email at marie.pinto@tjuhsd.org. To register, go to <http://regions.acsa.org/11/files/2017/10/TulareAnnualConferenceReg.pdf>.

SAVE THE DATE

West Kern scholarship fundraiser golf tournament April 7

The 15th Annual Ordiz-Melby District Cup Golf Tournament will be held Saturday, April 7, 2018 at Sundale Country Club in Bakersfield. The event is sponsored by ACSA West Kern Charter and raises funds for scholarships.

The tournament offers two divisions — Open and District. All District team players must be current or retired district employees to qualify for the District Cup. All other teams will be eligible for the Open Division awards. Prizes for the District and Open division teams are: 1st Place, \$400; 2nd Place, \$300; and 3rd Place, \$200. The winning district will be allowed to showcase the District Cup for one calendar year before it's up for grabs again next year. Awards will also be given to those who are closest to the hole on all Par 3s. Shotgun scramble starts at 12:30 p.m. Team entry fee: \$360 (four-person team). Individual entry fee: \$90 (we will place you on a team).



Lunch, generously provided by Colombo Construction, will be served at 11:30 a.m.

For more information, contact Terry Wolfe by email at bernardwolfe@aol.com or by phone at 661.565.2773.

Ambassador Program

Did You Know?

The Ambassador Program helps new members navigate ACSA's vast structure, while providing that first and very necessary human contact — giving the organization a face and a name. Region XI has seven Charter Ambassadors:

East Kern:

- Elaine Janson
ejanson@ssusd.org
- Beverly Thompson
beverlyjean22@sbcglobal.net

Inyo/Mono:

- Don Clark
dclark@esusd.org

Kings:

- Bill Black
lemoore.black@gmail.com

Tulare:

- Tom Giampietro
tomgiampietro@comcast.net
- Robert Aguilar
visaliainvestment@gmail.com

West Kern:

- Terry Wolfe
bernardwolfe@aol.com

State ACSA surprises new principal, staff with bagels

- James McDonald
Principal, Parkview Middle School
Armona Union Elementary School District

Why did you decide to become an administrator?

I wanted to be a site administrator to serve students and their families I enjoy working with a team of educators to provide the best education and experience for students.



New Principal James McDonald and members of his staff.

What is the highlight of your year thus far? Being that the year has just began and I am the new principal on campus everything is an awesome moment for me — the good and bad. Working together with teachers to create common grading with an emphasis on the power of zero model. Observing how teachers understand the needs of our students and work to address them. Overhearing students express their excitement of our new enrichment classes, the addition of wrestling, and soccer to our sports. Seeing students excited about coming to school.

West Kern drawing winners

West Kern Charter

September

- Carolina Pena
Administrator of Educational Options, Kern High School District



Pena

October

- Greg Adkins
Principal, Granite Point Elementary School
Greenfield Union School District, Bakersfield.



West Kern Ambassador Terry Wolfe presents a gift card to Greg Adkins, winner of the October Ambassador drawing.

Why did you decide to become an administrator?

I was inspired to become an administrator by a desire to lead. The challenge of shaping the school culture — academically and behaviorally — is exciting and rewarding.

Why did you join ACSA?

I joined ACSA because I like to stay on top of what is happening in education and ACSA provides up-to-date information. ACSA also provides excellent workshops and academies — I went through Bakersfield's Principal Academy last year. Networking is high on my list, as well.

What is the highlight of your year thus far?

My most satisfying event this year has been our school receiving Gold Status from the state for our PBIS implementation.

'Fairness Fridays' fight to repeal unfair Social Security penalties

CalRTA has launched "Fairness Fridays" as part of their fight to repeal the unfair Social Security penalties — the Windfall Elimination Provision (WEP) and the Government Pension Offset (GPO).

Fairness Fridays will be the fourth (4th) Friday of each month. On Fairness Fridays CalRTA is asking their members to call or email about the two Social Security Fairness bills. They are asking their members to contact their local Representative and urge him/her to support H.R. 1205 and contact their California Senators — Feinstein — and urge her to support the Senate version SB 915.



If only 20% of CalRTA members participate each month, over 9,000 messages monthly would reach Congress calling for the repeal of the WEP and GPO. A constant, consistent message would bring attention to full repeal and would be very difficult for them to ignore. Members need to stay on this issue on a regular basis —

CalRTA is hoping their members make Fairness Fridays a monthly priority.

Each Fairness Friday members receive an email reminder asking for their help. CalRTA encourages members to keep an eye out for their email reminder and participate in the effort.

Kings Charter Fall Conference:

A fiesta of information, networking and fun

Kings Charter's highly-successful Fall Conference Fiesta was hosted by Liberty Middle School in Lemoore on Wednesday, Oct. 18. The ten different breakout sessions, presented by high-qualified, local experts included:

- Effective Documentation - Evaluations & Investigations
- Immigration and Schools
- Drugs: Current Trends & Designer Drugs
- SPED Hot Topics
- Moving from doing PLC to being a PLC
- California Data Dashboard
- Human Trafficking
- Suicide Prevention
- Foster Youth
- Found Table Co-Administrator



Kings Charter President Rodney Brumit addresses the crowd as the dinner hour begins.

The event opened with the Vendor Faire. Attendees visited each vendor, getting their drawing ticket stamped for entry into the drawing. Vendors donated a wide variety of great prizes. Vendors in attendance included:



Bobby Peters explains the benefits of ACSA membership.

- ACSA
- All Valley Printing & Tree Frog
- AXA
- Brandman University
- Curriculum Associates
- EECU
- FAST Credit Union
- Garcia School Photography
- Greenfield Learning
- Legal Shield
- Office Depot
- School Works
- Southwest School Supply

Following two breakout session opportunities, attendees gathered back in the cafeteria for a delicious taco dinner and prize drawings.

In addition to ACSA Kings Charter, the event was sponsored by FAST Federal Credit Union, Lemoore Union Elementary School District and Liberty Middle School.

Big congratulations go out to the organizing committee which consisted of Kings Charter members Rodney Brumit, Darin Parson, Bobby Peters, Brooke Warkintin, Loretta Black, Cheryl Hunt, Lance Dowd, and Jennifer Solis from FAST Credit Union.



Above: Festive snack table provided by FAST Federal Credit Union. Left: Elizabeth Mendoza and Mary Taylor, both of Corcoran Joint Unified School District, have some fun in the photo booth.





EDUCATIONAL LEADERSHIP AWARD NOMINATION FORM

West Kern Charter will again present the Educational Leadership Award at the annual end-of-the-year dinner on Thursday, June 7, 2018. The nomination form should be received no later than Wednesday, May 16, 2018.

Nominated by: _____

Position: _____

School District: _____

Phone Number: _____

Nominee: _____

Job Title: _____

Employer: _____

Phone Number: _____

Please include an explanation of merit. Explain how this person demonstrated exemplary leadership as an educational administrator. Continue on a separate sheet, if necessary.

Questions?

Contact Ruscel Reader by phone at 661-703-0412 or by email at ruscelreader@hotmail.com

Submit completed form to Ruscel Reader by email at ruscelreader@hotmail.com
or by mail at 5001 College Avenue, Bakersfield, CA 93306

social media

ACSA believes in supporting open communication and encourages leaders to share the passion for their work with the world. Following these guidelines can help you feel more comfortable as you embrace social media as a method of communication. *(Guidelines do not apply to personal social media platforms).*


What Constitutes Social Media?

- Blogs and Wikis
- Social networking sites like Facebook, LinkedIn, or Twitter
- Photo and video sharing sites like Flickr and YouTube
- Podcasts or Facebook Live
- Bookmarking sites like Pinterest or Reddit

Guidelines


- 1.** When discussing ACSA online, identify yourself, your title and your leadership role at ACSA if any. If you are not an association spokesperson, you must make clear that your opinions do not reflect an official statement of ACSA. You can use a disclaimer such as *"The postings on this site are my own and do not necessarily represent the positions, strategies or opinions of ACSA."*
- 2.** Keep profiles professional. Your personal pages and professional pages should reflect the difference between your work and home life. Please keep professional interactions on topic, focused on the overall mission and projects of ACSA. Do not include personal opinions or viewpoints without a disclaimer statement posted in your "about" or profile section that thoughts and posts are your own and do not reflect the position of ACSA or its members.
- 3.** Write in the first person.
- 4.** Do not use your association email addresses to set up social media accounts that will be used for private/personal communications.
- 5.** What happens on the Internet stays on the Internet, so remember to use common sense. If you are about to publish something that makes you even the slightest bit uncomfortable, rethink the post or review it with a colleague or supervisor.
- 6.** Do not publish any ACSA material marked "For Internal Use Only" online.
- 7.** Do not comment on legal matters that impact ACSA.

read on 

- 
- 8.** Respect student privacy. Do not post pictures of students unless you have explicit parental permission to do so in writing.
 - 9.** Respect your audience. Do not use slurs, insults, obscenity, or violate privacy. In virtual space, if you are representing ACSA please post accordingly.
 - 10.** Please respect copyright. If it is not yours, don't post it without proper attribution.
 - 11.** ACSA will correct inaccurate posts in a timely fashion, but will not delete posts unless company policy has been violated. We reserve the right to review all posts and to delete spam or defamatory postings at our discretion.
 - 12.** Keep your social media team small at first, and be sure to identify a main point of contact if setting up a regional page or member Facebook discussion group.
 - 13.** Stay active. Share something with your colleagues that you think they might benefit from. Post a pin to our Pinterest board or share an inspirational quote or image from your local ACSA awards ceremony. Remember, social media is a great way to keep state ACSA informed about what is happening on the ground in each of our regions. Feel free to share with the ACSA Facebook page and Twitter feed.
 - 14.** Build your audience by connecting with local officials, PTA sites, leaders and education sites.
 - 15.** Abide by the rules of the platform on which you are participating. Each social media platform has its own standards of conduct. Familiarize yourself with these and abide by them.
 - 16.** Correct any errors quickly. Honesty and transparency go a long way in maintaining trust.
 - 17.** Always use **#ACSA** on Twitter. This will ensure we see your posts.
 - 18.** Join us on LinkedIn, Pinterest, YouTube, Facebook and Twitter. Don't forget to like us, follow us, share with us, pin to our boards and tag us.
 - 19.** Have fun! Social media is a great way to connect, strengthen your network and participate in the conversations that drive education leadership forward in California.

Questions? More information?

Contact Darcy Totten, Communications Content Specialist at:
916.329.3828 or **dtotten@acsa.org**



*Success is
liking yourself,
liking what you do,
and liking how
you do it.*

-Maya Angelou



Membership is open to school employees,
students, members of school organizations,
and their families.

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