



# SANTA CRUZ CHARTER QUARTERLY NEWSLETTER

FEBRUARY 17, 2012



## President's Message:

As members of ACSA we have adopted a common mission--to actively support California's educational leaders, to ensure all students have the essential skills and knowledge needed to excel, and to champion public education. Whether at the charter, region, or state level, ACSA provides us all with opportunities to participate in support of educational leaders, students, and public education. Although we are all so busy in our daily rounds as administrators, it is important that we take time to be involved in our profession at a different level... as advocates, lifelong learners, and colleagues coming together. Santa Cruz ACSA is thriving as we bring in new members and provide events, professional development, and mentoring opportunities to its members. We are committed as a charter to making it easy for members to connect with opportunities for advocacy, networking, and growing as professionals. I invite you to consider how you can become involved. As you read through our newsletter, consider getting involved with legislative action, or perhaps nominate yourself or a colleague to run for a board position here at the charter level; maybe you would like to become involved in the mentoring program either as a mentor or a protégé, or perhaps you are simply looking for opportunities to learn and network through the workshops and socials provided in our charter. We encourage you to nominate a colleague for the Marcus Foster award and be recognized at the Spring Fling this May. ACSA membership matters! We declare in our statewide "huge goal" that we will "be the most influential, respected, student focused and service oriented educational association in existence." Well, we of Santa Cruz Charter believe that starts right here! Thank you for your tremendous contribution to our organization and to public education.

Nominations Still Being Accepted for Regional Recognition:  
Nomination forms attached. Please return to:

Caroline Calero  
Watsonville High School  
250 East Beach St.  
Watsonville, CA 95076  
Or electronically to  
[caroline\\_calero@pvusd.net](mailto:caroline_calero@pvusd.net)

To download nomination forms, click  
<http://www.acsa.org/FunctionalMenuCategories/AboutACSA/AwardsProgram/NominationForms/MarcusFosterNomination.aspx>

## Legislative Action

ACSA's Top Issues: See what ACSA is doing for public education at the legislative level.



<http://www.acsa.org/FunctionalMenuCategories/Media/TalkingPoints/2012-13-Budget.aspx>

<http://www.acsa.org/MainMenuCategories/Advocacy/Issues-and-Actions/Pension-Facts.aspx>

<http://www.acsa.org/MainMenuCategories/Advocacy/Committees-and-Programs/LAD.aspx>

## Calendar of Events (Look for flyers sent out via email)

Digital Leadership Workshop-- Digital Observation Tools  
North County March 29<sup>th</sup> 8:00-11:00  
South County March 30<sup>th</sup> 8:00-11:00  
Spring Fling -- May 7 Monterey Beach Resort  
5:30 Reception, 6:30 Dinner and awards

## The Green Corner:

Would you like to help your school "go green?" Renaissance H.S. in PVUSD has participated in The Waste Free School Program. Consultants help a group of teachers learn about reducing waste and recycling materials. Various recycling containers are provided and arrangements with local waste management companies are made to reduce the size of dumpsters. This reduces materials going to landfills and reduces the cost for garbage removal at the school. For more information visit the following website:  
<http://www.offsetproject.org/>.

### **Call for Candidates for Santa Cruz Charter Board**

As we move toward the 2012-2013 school year, it is already time to look ahead to elections in April 2012. We need dynamic, flexible, and geographically diverse leaders to team together creatively. In other words, we need people like you! The positions available are:

- President
- President Elect
- Vice President-Newsletter
- Secretary
- Treasurer
- Membership Chair-North County
- Membership Chair- South County
- Vice President-Legislative Action

The descriptions of the positions are found in Article IV of the charter bylaws. You must be an ACSA member in good standing to qualify as a candidate. Please send your nominations to [caroline\\_calero@pvusd.net](mailto:caroline_calero@pvusd.net) by February 27.

While ACSA is made up of many individuals, it is truly more than the sum of its members. When we work together and support each other, our strength is multiplied.

### **Mentor and Protégé Program**

Our Tri-county region (10) has started an ACSA mentoring program. On January 31, several of our members traveled the Santa Clara COE for a mentor training session. The current Region 10 mentors are: Don Knapp, retired principal; Cathy Stefanki, retired assistant superintendent; Mary Riedel, retired principal, Jim Fontana, retired superintendent; Randy Bangs, director, Alt Ed/ROP; Sylvia Mendez principal/categorical director.

We are now able to offer and accept protégé applications (request of a mentor). ACSA members will receive priority in getting a mentor. If you are interested please go to the following sites to read more about the program and view the protégé application.

<http://www.acsa.org/Login.aspx?ReturnUrl=%2fMainMenuCategories%2fProfessionalLearning%2fMentoring-Program%2fMP-Applications.aspx>.

If you have difficulty printing the application or you are not an ACSA member, please email [caroline\\_calero@pvusd.net](mailto:caroline_calero@pvusd.net) or [robb.mayeda@gmail.com](mailto:robb.mayeda@gmail.com), and a hard copy will be mailed to you. Completed applications should be pony mailed to Caroline Calero at Watsonville H.S./PVUSD.

We are still looking for more mentors. Applicants must be ACSA members and must attend the one-day ACSA mentor training session. If you are interested in becoming an ACSA mentor, please contact Region 10 Coordinator, Don Knapp, ([dknapp5@charter.net](mailto:dknapp5@charter.net)) or Robb Mayeda ([robb.mayeda@gmail.com](mailto:robb.mayeda@gmail.com)).

### **Administrator Breakfast with Dr. Anthony Muhammad**

On February 1, administrators from our tri-county region attended a breakfast and presentation from nationally renowned Dr. Anthony Muhammad. The Santa Cruz COE and ACSA Region 10 made this event possible. One of his most notable accomplishments came as principal at Levey Middle School near Flint, Michigan, a National School of Excellence and Title I High Achievement School. When Dr. Muhammad came to this school, some standardized tests score percentiles were in the single digits. He attributes implementation of the model 'Professional Learning Communities' as the turning point for the upswing in student achievement, allowing his staff to focus on learning rather than teaching, work collaboratively, and hold themselves accountable for results. His new book, [The Will to Lead, the Skill to Teach](#), provides practical ideas on both the learning environment and learning activities. He spent the morning focused on the importance of the creating a positive learning environment. The learning environment embraces two areas of change, technical-structural (*skill*) and cultural (*will*). According to Dr. Muhammad, "skill" entails those changes within the educational system that do not require human cooperation. They focus on external configurations put in place to enhance student learning. Examples include changing from a traditional to block schedule and the library becoming a media center. When it comes to making changes around "will," attitudes, assumptions and behaviors come into play, making change much more difficult. *Will* involves the culture of a site, centering on peoples' internal beliefs about students and staff. The bottom line, according to Larry Lezotte, is that "culture eats structure for breakfast." So, the question for instructional leaders becomes how to create a high skill, high will environment for both adults and students alike.

The above information was condensed and modified from the SCCOE website, for more, including photos, charts, and more detailed information go to website: [http://www.santacruz.k12.ca.us/ed\\_services/administrator\\_breakfast\\_2012.html](http://www.santacruz.k12.ca.us/ed_services/administrator_breakfast_2012.html).



Tri-county leaders focused on the presentation by Dr. Mohammad at the Coconut Grove, February 1. Photo courtesy of the Santa Cruz COE, Ed. Services Division, Theresa Rouse, Assoc. Superintendent.

### **Meet Superintendent Penny Weaver**

After growing up around the world with an USAF father, Penny Weaver's family settled in the San Joaquin Valley. After twenty-four years of in education at various districts in the Livingston and Dos Palos areas, she took a position as assistant superintendent in Belmont-Redwood Shores Elementary School District. This past summer she became superintendent at Scotts Valley USD.

Ms. Weaver had leadership positions early in her educational career. Within three years of starting as a primary grade teacher, she became the president of her teacher union. Soon after that she became an assistant principal, then a principal at both the elementary and middle school levels. She moved to the central office as a director for educational services, then to an assistant superintendent before moving to the San Francisco Bay Area.

She has attended ACSA's Personnel and Superintendents Academy. She has been the secretary for her local ACSA charter. Regarding advice for new administrators, she recommends that they look for opportunities and experiences in personnel and public school funding. She credits working with district leaders who had the passion, the will, and the skill to bring about improvement in their school communities. She has seen how leaders who know their students' and teachers' strengths and needs helped to focus their passion for reform into realized school improvement.

One of her proudest moments was when one of her schools, Yamato Colony Elementary in Livingston, was nominated for a National Blue Ribbon Award. The school had started with an API of 429. By studying student data, teaching grade level standards, and providing professional development institutes for teachers, the school became a California Distinguished School. She said that Dr. Anthony Mohammad's presentation about having the will and skill (the "True Believer" quadrant) resonated with her and is a focus for her work in leadership.

In Scotts Valley, in addition to her frequent school visits, Ms. Weaver holds forums with each school staff. These forums are called "A Penny for Your Thoughts." She prepares a PowerPoint presentation to update the staff on the governor's budget, the state of the district, program planning, and focus areas and indicators for academic improvement. She also works with union leaders and takes them to state budget presentations. She is currently spearheading the exploration of a local tax initiative to aid her district.

Ms. Weaver's goals for Scotts Valley also include implementing innovations learned through their participation in the Silicon Valley Mathematics Initiative to establish benchmark assessments that aid in planning and academic improvement, while keeping in mind the needs for all the various student subgroups. Crucial to this end is the implementation of challenging professional development for teachers and those who support teachers. Her vision is to create the next generation classroom that integrates

resources from beyond the classroom. In doing this, she feels that Scotts Valley can attract the best new teachers and retain its excellent experienced teachers.

Welcome to Santa Cruz County, Superintendent Weaver!



SVUSD Central Office staff (l-r): Laura Becker, Terri Sovulewski, Brenda Spalding, Carolyn Lewis, Kathy Dunton, Cheryl Romer, Vickie Clark, Penny Weaver and Rudolph Ramirez.

### **Transitions**

**Steve Betando** is the interim director for personnel in SLVUSD. He brings a wealth of experience from previous positions as an HR assistant superintendent in the Easy Bay.

**Stacy O'Farrell** is leaving SUESD as SpEd Director to become SpEd Director at SCCS around mid-March.

**In Memoriam:** The Santa Cruz Charter would like to extend its sympathies to the family and extended community of **Lynn Beebe**. Ms. Beebe served the children of Santa County for more than 20 years. She was a graduate of Soquel H.S., where she was a star basketball player. After college she returned to our county and was a substitute teacher and coach. She served as an assistant coach for the Harbor H.S. girls' varsity team. She earned her credential and began teaching at Scotts Valley M.S. in 1992. She worked closely with administrators in her positions as an athletic director and counselor. She influenced many students as a teacher, coach, counselor and college advisor.

If you have information about transitions, please contact Robb Mayeda, at [robb.mayeda@gmail.com](mailto:robb.mayeda@gmail.com). Our newsletters will be produced mid-quarter.

### **ACSA Membership Offer**

Do you know a fellow leader who may be interested in joining ACSA? Here is a special introductory offer, \$2 a day for the 2011-12 school year. The individual must NOT have been an ACSA member during the previous 12 months. He or she MUST authorize payroll deduction, which will continue at the regular membership rate the following fiscal year. Standard dues calculations begin on July 1, 2012 (annual salary as of 6/30/12 x.0090).

Please contact either Eric Gross (membership/north), [egross@santacruz.k12.ca.us](mailto:egross@santacruz.k12.ca.us) or Leland Takemoto (membership/south), [Leland\\_takemoto@pvusd.net](mailto:Leland_takemoto@pvusd.net).

