

**ACSA Region 8
Meeting in a Memo
Thursday, October 4, 2012**

Executive Board Reports & Items

Summit Vouchers

We still have three vouchers available for the Leadership Summit. Cost is \$249. This is over \$100 less than advertised price. Let Erik know ASAP if you want to claim one; any extra will be raffled.

Ed Coalition

The Ed Coalition is made up of leader representatives from our local associations; CTA, AFT, CSEA, SCC Superintendents Assoc., County Schools Superintendent Assoc., PTA District 6, SCSBA, and ACSA. For the last two years the coalition has worked to launch the Eye2Ed video contest in an effort to bring the successes of public education in SCC to the forefront of the public interest. Unfortunately, we just don't have the fortitude to do such a thing with only 6 people and some help from the SCCOE tech division. We have reevaluated our efforts and discussed our mission, (which is to identify areas of common concern and to advocate for those concerns in the public to legislators and the media). Last year each of the members gathered donations from their respective interest groups to help fund the Eye2Ed contest and awards, but we only raised a little over \$2,000, and our budget was between \$6,000-\$10,000. That coupled with our unsuccessful efforts to rally teachers in motivating student to enter the contest led us to conclude that we need to refocus our efforts towards our mission.

We have decided that we will write an editorial for the Mercury News reminding the public how important it is to support school funding efforts, while maintaining neutrality on both prop 38 and 30 since the constituencies we represent have opposing views on supporting both or just one of the initiatives. We also decided that our efforts could be more fruitful if we were to do something that provided professional development opportunities in leadership. We talked quite a bit about SV2020 and the potential that cause can have if it were more widely supported in our county. We thought that we might be able to use the funds gathered for the Eye2Ed to sponsor a conference or summit that would provide educational leaders with big picture, county wide learning experiences focused on closing the gap through CCS and 21st Century learning.

At our meeting we will need to discuss what we want to do with the \$500 that we gave to the Ed Coalition for the Eye2Ed. Do we want to leave it with the Ed Coalition to use in supporting professional development efforts that support the mission (to identify areas of common concern and to advocate for those concerns in the public to legislators and the media) and further our growth as educational leaders, or do we want the Ed Coalition to return the money to us? A second question is, if we have the money returned to us, do we want to pick up the Eye2Ed cause and see if there are people in Region 8 who would like to make this contest a reality in conjunction with other organizations that might be interested as well (possibly the PTA, CTA, or SCCSBS)?

Strategic Planning (Lisa Gonzales)

ACSA's Strategic Planning team – 27 members strong – met this week in Ontario for their kickoff meeting. The group met for two days in a training seminar from Strategic Planning expert Bill Cook, to introduce the team into the ways of strategic thinking. The group began the thinking and discussion process about many big question issues. Should educational professionals reflect or lead their communities? Does the current system serve the students or do the students serve it? What was the most significant influence on education in the past 50 years?

Strategic thinking is an assumption breaking process, in that it asks organizations to question their most basic of assumptions for why they exist, and if they are addressing those assumptions in the best way. By the end of the training, Cook was challenging the group to start thinking about the basic questions and assumptions about ACSA. Who does ACSA really serve? Should ACSA focus on three or four things it can do really well?

The team will meet again in October to begin a three-day session in which a strategic plan will be drafted. After that, Strategic Plan Action Teams will begin their work later this fall that will define elements for action according to the Strategic Plan. More than 100 other ACSA members will be recruited to serve on these Action Teams. We hope that many of Region 8's leaders will be willing to serve on our Action Teams in the upcoming months.

Membership Report (Joann Vaars)

As is typical in September, we have sustained more membership losses. Charter presidents have been sent current rosters for updating. Please invite people who are not on the current roster to the Membership Drive Social on October 19th from 4:30-6:30. This is our opportunity to invite and recruit some of our own.

The state membership committee meeting is next week where I will learn of any plans to assist us in gaining membership.

Some of the 20 member recruitment staff have been hired to begin on October 1st. No one from the region 8 area has applied but people who live close to us have. Interviews are still being held.

Legislative Action (Lisa Andrews & Lisa Gonzales)

On October 1st ACSA members David Verdugo (Superintendent, Paramount Unified School District), Kathryn Allaman (Principal, Folsom High School), Sherry Skelly Griffith (ACSA Legislative Advocate) and I headed to Washington, D.C. We have been meeting with a number of senior administration officials including Secretary of Education Arne Duncan, Roberto Rodriguez, Special Assistant to the President for Education, Tony Miller, Secretary for the Office of Elementary and Secondary Education and Michael Yudin, recently appointed as the Assistant Secretary for Special Education. In addition, there are meetings with senior policy advisors for education in both the House and Senate scheduled. Topics discussed include IDEA and special education, reauthorization of ESEA, Race to the Top and state and district waivers and sequestration. Can't wait to share when I return.

Awards Committee (Tonya Krause and Shelley Viramontes)

Awards Committee will be sending information about the applications, timelines, etc. to Charter Presidents and committee chairs by October 19.

Communication Chairs (Jason Sorich & Martha Martinez)

Big Goal: The communication chairs will increase collegiality, clarity, collaboration, and creativity amongst Region 8 ACSA administrators during the 2012/2013 school year.

To meet our big goal the following updates took place this month:

- President's message updated
- Calendar of events for the year updated
- Women's Leadership Network page established
- Region 8 meeting information page established

To do this month:

- Update delegates on website
- Update charter information on website (President names, charter specific information)
- Develop a survey of ACSA Region 8 users' needs/wants from the website:
- What would you as an ACSA Region 8 member like to have included on the webpage?
 1. What links would you like to see included on the site?
 2. What would attract you to the site more frequently?
 3. Would you be interested in utilizing a Region 8 Facebook page?

Human Resources (Mary Berkey)

The Human Resources Council (HRC) held their first meeting of the year on Tuesday, September 18th in Costa Mesa. The legislature and governor have kept ACSA support staff who work with the HRC very busy. We are truly appreciative of the work that Laura Preston and Sal Villaseñor have done on our behalf. AB5, the teacher evaluation bill was pulled at the 11th hour thanks to their work and to all ACSA members who consistently responded to requests to contact your legislators. We fully expect it to be reincarnated as a new bill in the next session, but this time we hope to have more time and input. Pension Reform was also a huge topic of conversation. Sal fielded questions and will continue to do so as part of a Q&A section in EdCal. If you have specific questions you can email Sal or me [berkeym@unionsd.org] and I will pass them along. There are still pieces that are unknown and others where court challenges are expected, so keep checking your EdCal. There is one more area that the HRC is currently very involved in and that is the Administrative Services Credential. CTC has been looking at a variety of changes both around the exam and induction and ACSA has been a voice of reason in this process. Special thanks go to Tanya Krause who has led the efforts on this issue. Additionally as districts from across the state shared, the looming election and its impact are weighing heavy at bargaining tables as contingency language is being negotiated and the waiting game is underway.

The HRC meeting was followed by the three day Personnel Institute. It was good to have Region 8 represented. Members from Campbell Elementary & High School Districts, Cupertino, Oak Grove, and Union were able to attend. As always the conference had great up-to-date workshops on every aspect of Human Resources. I highly recommend this conference to all administrators, even non-HR folks, especially for administrators who may be faced with disciplinary and dismissal issues. I never cease to learn something new about the processes.

Curriculum, Instruction, and Assessment (Ruth Bareket)

The Curriculum Council's first meeting is on October 18.

Charter Reports

No reports submitted.

Committee Reports

Co-Admin Committee (Nico Flores)

As a reminder, the following are remaining events for our Co-Admin folks...

- Dec. 5, 2012 - George Manthey "Common Core Standards - Assessment: Are You Ready?"
- Feb. 27, 2013 - Brett McFadden "Budget Preparation for Beginners"

Women's Leadership Network (Jenay Kiddoo)

As a reminder, future WLN Event dates are below

- October 24, 2012 4-6:30 p.m. Xilinx (*SEE ATTACHED ADVERTISEMENT*)
- December 11, 2012 8-10 a.m. EMC
- February 25, 2013 4:30-6:30 p.m. SCCOE
- April 23, 2012 5-7 p.m. JJ's Blues

For today's discussion...

At our last meeting, Region 8 President, Erik Burmeister, suggested the follow 'straw dog' for potential realignment of ACSA Region 8 Leadership. At today's meeting, we will have an opportunity to discuss further.

CURRENT:

Executive Board Membership	Committee Reps (non-voting)	Charter Presidents (non-voting)
President President Elect Treasurer Secretary VP of Leg Action VP of Membership Internal Affairs Communication Co-Chair (2) Program Co-Chair (2) Awards Co-Chair (2) Legislative Policy Committee Rep Members-at-Large (5) Region Rep to ACSA Board	Job-a-likes Women's Leadership Network Retiree Equity and Diversity	Districts and Joint Retiree

PROPOSED:

Executive Board Membership	Council of Leaders (non-voting)	Council of Committees (non-voting)
President President Elect Past President Treasurer Secretary VP of Leg Action VP of Membership Communication Chair Program Chair Awards Chair Region Rep to ACSA Board Charter Presidents (14) Any State Committee/Council Chair	Leg Action Membership Communication Program Awards Vice Charter Presidents (14)	Job-a-likes Women's Leadership Network Retiree Equity and Diversity Legislative Policy Committee Rep

How would a new Executive Board model that involves the Charter Presidents benefit the organization? What challenges might arise?

How would streamlining the Executive Board positions by focusing on a few board functions and charter presidents rather than a myriad of less defined roles and several co-chairs change the dynamic?

How might a 'succession plan' for important positions benefit the organization (i.e. Council of Leaders—non-voting, don't have to attend meetings of Board, involved in ACSA without the larger commitment)?