

**ACSA Region 8
Meeting in a Memo
Thursday, January 31, 2013**

Executive Board Reports & Items

Treasurer (Shari Roth)

We are still waiting charter activity plans from the following charters: North Valley, Palo Alto, West S.C. Valley, De Anza, Gilroy, Morgan Hill, East Side, Oak Grove.

State Board (Steve Hope)

The State Board has not met since our last Region 8 meeting.

Program (Lety Villa Gascon and Tony Frascone)

Please join ACSA Region 8's annual mini-conference called "Earth To Leaders!" presented by best selling author and renowned speaker, Debbie Silver. She is an award-winning educator with 30 years experience as a classroom teacher, staff development instructor, and university professor. Dr. Silver has been an invited author for several educational journals and has given keynotes at state, national, and international conferences. She's the author of the bestselling book, *Drumming to the Beat of Different Marchers: Finding the Rhythm for Differentiated Learning* and she is one of the most popular keynote presenters in the United States. Interested attendees outside of ACSA may include administrators, teacher leaders, board members, local business leaders, and or politicians.

Where: Fiorillo's Banquet Hall, 638 El Camino Real, Santa Clara, CA 95050

When: Thursday, February 28th, 2013

Time: 4:30- 7 p.m.

\$35 for ACSA members and \$40 for non-members.

Mail reg form and make checks payable to ACSA Region 8. Send checks to 1915 Yellowstone Ave; Milpitas, CA 95035.

Strategic Planning (Lisa Gonzales & Erik Burmeister)

From State ACSA...As you know, more than 300 members are now engaged in Strategic Planning Action Team work. There are 9 Action Teams focused on Strategies including Advocacy, Professional Learning, Alliances, Learning and Teaching, Networks, Marketing, Technology, Governance, and Budget. Action Team work on these Strategies began this month and will continue through April. On April 28-29, Action Teams will submit their Action Plans to our Strategic Planning Team for review and approval.

State ACSA thinks it is important to engage our delegates in these conversations as well. Similar to the activities that were conducted prior to and at delegate assembly this fall, we'd like Region 8 to conduct a discussion in your region (@ today's meeting) about these Strategies. We know opportunities are varied in regions, but they might include region delegate or membership assemblies, chapter meetings, or conference calls. Since there are 19 regions, 9 Strategies and limited time, we are asking each region to focus on a specific Strategy that we have pre-assigned to you.

Region 8 should focus on Strategy 6: We will boldly brand and aggressively market our identity.

The question we'd like you to consider is: ***What steps must happen for this Strategy to be achieved?***

When we gather at Delegate Assembly on Feb. 7, your region will be paired with another region and together your regions will discuss the Strategy and necessary Action Steps (If you don't gather input from within your region prior to delegate assembly, it's OK). The focus on Feb. 7 will be discussions among Regions about what input should be communicated to the Action Teams. Bill Cook will lead this important Strategic Planning activity.

If you have questions or need more information about this activity or Strategic Planning, please contact Julie White at atjwhite@acsa.org.

Membership Report (Joann Vaars)

Spring Membership Drive (aka March Madness) will be held on Friday, March 22 location TBD; desired time 5-7.

We are now 49 members short of meeting our 850 regional membership target that would return our state voting delegate count. Felton Owens has been hired by ACSA to recruit members for Region 8.

The \$2 a day special for new members is in effect and a \$1 per day special is on now for classified managers.

Statewide Member Counts:

Region	Sept 2012	Jan 2013	Total Members Lost	Percentage Lost
1	413	384	29	7%
2	641	617	24	4%
3	509	482	27	5%
4	707	699	8	1%
5	582	582	No loss	
6	1357	1339	18	1%
7	689	683	6	1%
8	842	801	41	5%
9	757	738	19	3%
10	480	460	20	4%
11	857	815	42	5%
12	843	847	No loss, gained 4	
13	679	650	29	4%
14	667	663	4	<1%
15	1316	1260	56	4%
16	664	663	1	<1%
17	895	894	1	<1%
18	782	767	15	2%
19	859	865	No loss, gained 6	

Legislative Action (Lisa Andrews & Lisa Gonzales)

NOW is the time to get INVOLVED! Legislative involvement extends well beyond the November ballot. Pledge to make this the year your charter gets involved with Legislative Action in our region. Join others in achieving our Legislative Action Goals for 2012-2013:

- Strengthen partnerships with region legislators by hosting a Meet and Greet Coffee with your local legislator
- Ensure participation from your charter in Legislative Action Day on March 17th/18th in Sacramento.

Those participating in Legislative Action Day get free lodging (double occupancy) and meals. Activities begin on Sunday, March 17th at 2pm and end Monday, March 18th at 4pm. YOUR STORIES are vital to a successful Legislative Action Day. Please plan on attending. Contact Lisa Andrew at lisamariedrew@live.com or (408) 398-2747.

Awards Committee (Tanya Krause and Shelly Viramontes)

The ACSA nominating committee is meeting on January 31 to review all submitted applications. There are six readers for this process. The co-chairs are structuring the process to ensure an unbiased selection by establishing a rubric and ensuring none of the readers have a nominee from his/her district.

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:

- Updated list of charter presidents
- Updated calendar of events

To do this month:

- Distribute survey to ACSA Region 8

*Charter Reports***SCCOE Charter (Lisa Andrew)**

On January 16, 2013 the charter hosted its second charter luncheon where updates about ACSA's Strategic Plan and Executive Director search were shared. The results of ACSA's Priority survey were given as well as the Legislative Highlights of 2012 and information on ACSA PAC. After announcing upcoming region and charter events, participants engaged in a discussion about the imperative for change in associations based on chapter 1 from the book *Race to Relevance, 5 Radical Changes for Associations*. Activities included matching the five radical changes called for in the book to the 9 action strategies of ACSA's new strategic plan. The charter also handed out its Student Scholarship application where alternative education, special education, and SCCOE charter students can apply for an \$800 scholarship to be used for post secondary education.

East Valley Charter (Bobbie Infelise)

East Valley Charter invited Felton Owens to their recent meeting at the Red Robin restaurant in Eastridge Mall. Felton provided information related to the recruitment of new members, including applications for members who are retiring from their district. To date, he has 3 new members. Joann Vaars reported on the need for at least 49 new ACSA members for Region 8. Without this target, Region 8 cannot regain their extra delegate for our region. Plans for East Valley Charter include the recruitment of new Board members for the charter. Any East Valley members interested in any Board position may contact Joann Vaars, Region 8 Membership Chair.

Committee/Council Reports

Mentor Program (Iris Berke)

Due to anticipated changes in State ACSA next year, responsibility for training Mentors will shift from State ACSA to the Regions. Region 8 can send a few qualified people to be trained as trainers by Mike Bossi & Mary Gomes at the Ontario ACSA Office, 2/25. This is a great opportunity for working administrators who can use the skills learned at your jobs, and help strengthen Region 8's Mentor/Protege Program. Or, if you are planning to retire in the near future, this would be a great "retirement" opportunity! Please contact Iris Berke if you are interested, & let me know about your current training & mentoring experience. Much thanks. irisberke@aol.com

Human Resources Council (Mary Berkey)

HR Council met on Tuesday, January 22. Major topics of discussion were related to this year's Negotiation's Symposium, ACSA's Strategic Planning, the need for an interim, interim Executive Director because of the departure of Karen Stapf Walters and what was happening in the regions. Items of the strategic plan that drew focus were the consideration of an ACSA name change and being more inclusive. Would inclusivity dilute the voice of administration? Is this the right time, with budgets as they are, to rebrand the organization and what about the costs that would incur? No answers yet...but if you are asked by a strategic planning committee member to respond, please let them know...after all WE are ACSA. In Region reflections around the table, health and welfare is a huge concern, in many regions HR & Business management systems are being explored, the desire to provide raises is definitely there, but we all remain cautious because of lack of current clarity of the LCFF.

This year's Negotiator's Symposium was successful with record attendance. Workshops regarding the impact of health care and pension reform on negotiations were standing room only. Teams and individuals from Cambrian, Campbell Elementary, Campbell High School, Moreland, Mount Pleasant, Mountain View Los Atos, Milpitas, SCCOE, Sunnyvale and Union School District proudly represented our region. A highlight for us was when our own **Steve Hope** from Mountain View Los Altos was named **Negotiator of the Year**. Barry Groves his superintendent was in attendance to say great things about Steve and his ability to build relationships and proclaimed him as the "best negotiator he ever knew."

Business Services (Bonnie Tognazzini)

Business Services Council has not met since last MiaM.

Career and Technical Education (Alyssa Lynch)

The ACSA CTE Council presented 3 workshops at the ACSA Every Child Counts Symposium January 16-18 in Monterey. The following workshops were presented:

- Improving Student Performance by Laura Hinckle
- CTE: Academics in Action by Alyssa Lynch
- New Career Technical Education Standards: Caroly Zackry

Training for the New CTE Model Curriculum Standards will be held April 22, 2013 at Santa Clara COE. The training will be a "Train the Trainer" format so that CTE leaders can go back to districts to train instructors on the new Model Curriculum Standards. For more information, contact Alyssa Lynch at SCCOE.

Curriculum, Instruction and Assessment Council (Ruth Bereket)

Middle Grades Council (Karen Allard)

The middle school representatives met in San Diego on November 7, 2013 in San Diego. During our time together, administrators had engaging and productive conversations. The meeting highlights included reviewing the overall purpose and mission statement:

Purpose: It is an important time for middle grades to define who we are and affirm our purpose.

Mission Statement: To be the official voice for middle school administrators in the state of California, to carry out the mission of ACSA, and to provide strong leadership within ACSA to:

- *Support California's middle grades educational leaders;*
- *Ensure each middle grades student has the essential skills and knowledge to excel; and,*
- *Champion middle grades public education.*

The Middle School Council also hosted author Nancy Frey at the Leadership Summit middle grades luncheon on Nov. 8, 2013. The presentation focused on the book The Purposeful Classroom by Nancy Frey. Nancy has been working in Chula Vista with English learners, and her success rate is incredible. Additional articles were handed out to administrators.

Adult Education Committee (Laura Stefanski)

Adult Ed (AE) ACSA Region 8 conducted its second and third meetings of the school year in November, (post ACSA state conference) and January, (post Governor's proposed budget announcement). It is our practice to include our AE Region 5 neighbors to the north in all of our meetings.

Our Nov. 16th meeting focused on: the Adult Education Strategic Plan Implementation Guide, legislation proposed by Senator Carol Liu in support of adult schools restructuring core program areas to align with the AE Strategic Plan, and our participation on ACSA Strategic Plan action committees. I am participating on *Action Committee Strategy #1: We will be the authoritative advocates for all matters pertaining to education and its leaders.*

We have had two Basecamp meetings so far. Participants also comment between meetings and there is now a spirited discussion about the practical definitions of "authoritative," "advocacy," and "all".

Steve Hope, Associate Supt. of Personnel and Technology, and Adult Education Liaison to the ACSA State Council, was our guest at our Jan. 10th meeting. The general focus of the January meeting was Gov. Brown's 2013-2014 budget proposing that community colleges get extra state funding, ("growth revenue"), to offer elementary and secondary services to adult students. Many adult students already receive core instructional services from public school district adult schools.

Adult school leaders and our legislative advocates, through professional membership organizations ACSA, CCAE and CAEAA, are working with great determination and resolve to show legislators how adult schools offer great value, high affordability, 150 plus years of experience teaching immigrants, low income and educationally disadvantaged adults, and continuous support for our K-12 and 9-12 school districts in building strong families and communities. In addition, we are meeting with our own Superintendents and district administration to discuss the potential local impact of the Governor's proposal.

Co-Admin Committee (Nico Flores & Norma Jean Ready)

Co-Administrators from throughout the State attended a meeting at the Leadership Summit in San Diego on Thursday, November 8, 2012. Highlights from the meeting are as follows:

- We reviewed the purpose of the Co-Admin Committee:
 - To assist co-administrators in their role as instructional leaders
 - To promote networking and increase communication among administrators
 - To provide access to professional development and mentoring
 - To increase awareness of the co-administrator's role and the importance of that role
- Co-Administrator representatives shared current communication, events, professional development, and outreach that is taking place in their regions.
- Members reviewed and debriefed the Ready Talk meeting minutes from September 12, 2012.
- Representatives offered feedback and shared their level of participation in the George Manthey webinars in September and December. The third and final webinar is on Wednesday, February 27. The presenter is Brett McFadden, and the topic is, "Budget Preparation for Beginners."
- Our ACSA Board Liaison, Joan Rosas, will be collaborating with region reps and then make a presentation to the ACSA Board at the February 2013 Delegate's Assembly. Reps from each of the regions will be sending information to Joan via a collaborative Powerpoint that is set up on an Edmodo Group.
- Lisa Gonzales, Coordinator of Curriculum and Instruction at the Santa Clara County Office of Education gave a technology presentation on current educational websites and communication networking including, Khan Academy, Doodle, Edmodo, and Dropbox.
- Members will reconvene on Saturday, March 2, in Ontario.

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

- Feb. 27, 2013 - Brett McFadden "Budget Preparation for Beginners"

Women's Leadership Network (Jenay Kiddoo)

As a reminder, future WLN Event dates are below

- February 25, 2013 4:30-6:30 p.m. SCCOE
- April 23, 2012 5-7 p.m. JJ's Blues

ACSA Region 8 Executive Board Meeting
AGENDA
January 31, 2013

Orders of Business

Call to Order

Introductions

Approval of the Minutes

Meeting in a Memo

Questions, Answers, Clarifications

Treasurer's Report

Region Consultant's Report

Miscellaneous Reports

Matters of Decision

New Business

1. Application for Summit Scholarship (Pat Einfelt)
2. Possible CEL Scholarship Opportunity (Pat Einfelt)

Discussion Items

Mentor Program Update and Discussion (Iris Berke)

Future of Adult Education Update and Discussion (Laura Stefanski)

Strategic Planning Update and Discussion (Erik Burmeister)