



Board Briefs

JOSEPH BERTRAND.....RHONDA McCRONE.....FRANK PEDICINI.....MICHELLE THERIOT.....JAMES WEISBARTH

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Report from the Regular November 17, 2011 Board of Education meeting:

A. Administrative Reports

1. PTA Report – Rebecca Gawsyszawski reported that Olmsted Falls will host the Northeast Ohio District PTA Meeting in October 2012.
2. **Mr. Hullman** – Approval of financial statements for the period ending October 31, 2011 and the five year forecast.
3. **Mr. Lewis** – Updated the Board on District Goal No. 5: Administrative Reorganization.

Transition of duties

- Jim Lloyd
 - Office switch is complete
 - Handling day to day personnel questions re: OFEA
- Merritt Waters
 - SF-14H, SF-14, SF-6 has transitioned
 - Enrollment situation last week that we worked through together
 - Karen Franz is a valuable resource
- Mark Hullman
 - Led Insurance Committee this afternoon
 - Will oversee \$200K once I am gone
- Dr. Hoadley
 - Sat in on a maternity leave meeting last week
- Tim Atkinson
 - Worked together to revise evaluation schedule
 - Minor error in OAPSE contract—Linda called Tim

Project Update

- Exempt Benefit Guideline
 - Salary schedules are required by current law, presents a challenge
 - Exempt employees are hourly employees, not salaried
 - Guidelines are complete except for salary schedules

- Charter School
 - Seminar on November 2 was beneficial
 - Research is 90% complete
 - Summary could be ready by December board meeting
 - Administrative Salary Study
 - 9 of 10 schools have responded to preliminary survey
 - Data is being compiled
 - Positions are sometimes difficult to compare
 - District visits will begin in December.
4. **Mr. Atkinson** - Updated the Board on District Goals No. 4: Development of 5 Year Capital Plan, and No. 6: Transportation Cost Reduction.

Transportation:

The T-1 was successfully submitted on October 31, 2011. Heath and transportation bus drivers have been dealing well with miscellaneous road closures at railroad crossings. Heath conducted an improvement committee meeting on November 3, 2011. Topics discussed included: extra trip procedures, routine procedural bus issues at dismissal at the Middle school and Falls – Lenox, a High school yield sign change, High school parking lot where buses pickup and drop-off for athletics, adding a cabinet at the bus garage for supplies, expansion of east driveway width at Falls – Lenox and start/finish times for drivers.

Buildings and Grounds: Tom Dipert and I have been working on obtaining solutions to improve our High school football field. Tom has met with several individuals, all with varying ideas. We have asked for solution quotations and will keep you informed about our ultimate recommendations for the field. Dan and Tom replaced or repaired exterior security lighting and driveway/parking lot lighting that was previously not working. Heath will conduct a snow removal meeting on Friday, November, 11, 2011 and discuss and review all procedures related to these winter activities. The mobile classrooms at the Early Childhood Center were all removed by days end on November 4, 2011. Our insurance provider was notified and adjustments will be made. Judy Monin (insurance agent) and I met to review SORSA's review for our district's assets/values as of November 2010. Judy is currently making adjustments as per our discussions, of the values document and once she has completed that, we will meet once again. The bottom line, we want to make sure that we are properly covered from an asset standpoint, with all of the levels of insurance. The Olmsted Township Fire Dept. identified and removed furniture items from the Early Childhood Center mobile classrooms, prior to their removal, for use in their new fire station. Five year maintenance plan content is due from our buildings/departments the week of November 14, 2011. From there, we will begin to compile our lists and begin to prioritize. Tom and Dan successfully moved Dr. Lloyd's office from downstairs to the upstairs of the Board Office and placed Dave Lewis's office where Dr. Lloyd vacated. This was completed on November 8, 2011. ADT installed the alarm system on the high school concession stand on November 2 through November 4, 2011. It is fully operational at this time. Rob Coxon, Chris Delisio and Matt Fulton completed a draft document for the Olmsted Falls Basketball Association (OFBA) which outlines their philosophy, building usage and feeder and non feeder program descriptions. Dr. Hoadley and our Principals had an opportunity to review this document and offer their input. I then reviewed the final document, approved the content and asked Rob to send a recommendation to Dr. Hoadley that would be filed for future reference, if

needed. This now establishes a feeder program, grades 1-6, for our basketball program grades 7-12.

Personnel: We continue to search for and interview potential substitute personnel for positions in Transportation. We have planned an In-service meeting in December as well as a Custodial Improvement Committee meeting and a Head Custodian meeting. Heath conducted an end of the month school bus driver meeting on October 31, 2011 at the Bus Garage. Winter driving procedures were reviewed, use of electronic devices on the bus, reporting suspected truancy/residency, notification for school closings, National School Bus Safety Week, bus safety pamphlet information, Vitality update, new conversation discussion, cold weather tips from mechanic Roger Urbanek, improvement committee meeting information, calendar updates and Halloween safety reminders.

5. **Dr. Lloyd** – Updated the Board on District Goal No. 3: Closing the Achievement Gap for Low Income and Special Education Students.

Curriculum & Instruction:

Our English-Language Arts Adoption—

Our staff has made considerable progress over the past month regarding our language arts adoption. As I've indicated, an ELA adoption is a very large undertaking as it includes a great deal of curriculum and student learning outcomes to consider. It also happens to be the most expensive adoption for a district as well. Our current language arts adoption is unique in that it is the first one where we will need to be in alignment with the new Common Core Standards. Our teachers, students and parents have always done a tremendous job in Olmsted Falls in the area of English-Language Arts as evidenced by our students' strong performances on achievement tests and other outcome measures.

Conversely, our value-added assessment results have provided some evidence that we need to do a better job of reaching our highest achievers and those students with special needs. This form of student data helps us investigate our current instructional practices to determine how we can replicate those things that have worked very well and identify areas of improvement. It takes considerable courage to change instructional practice and our teachers have really stepped up.

This month, there are several important meetings that will take place with staff members from all our buildings.

November 21st—The High School English Department requested to meet with Dr. Denise Morgan from Kent State University. Dr. Morgan has provided considerable staff development to our 4th through 8th grade staff and has helped us build and reach consensus on our Readers Workshop model. The HS ELA Department is considering incorporating several aspects of this instructional methodology.

November 22nd—The ELA Core Committee members in grades 4 through 8 will meet to:

- Specifically outline the agreed upon components of Readers Workshop that all teachers will implement.
- Create a teacher implementation timeline for the agreed upon elements.
- Determine the professional development implications in order to support the implementation of each Readers Workshop element outlined by the core committee.
- Determine the supply and materials implications that need to occur in order to implement our plan.

November 28th—The ELA Core Committee members in grades K-3 will work after school and will seek to establish a common set of expectations for their Language Arts Block. The items that will be considered are: the minimum amount of time expected for ELA instruction; a commitment to creating classroom time for student independent reading; clearly defining the components of what should take place during the block and so on. Prior to this meeting, the K-3 ELA Core members will draft a list of K-3 ELA components for the block and will work to create definitions and a common instructional language.

Improving the Achievement Levels of Our Subgroups—

One of the district goals is for our targeted AYP subgroups (Economically Disadvantaged and Students with Disabilities) to make a 5% increase in proficiency passage in the areas of reading and math for this school year. The principals' goals have been finalized and they are working with their respective Building Leadership Teams to bring their work to scale. I have provided their goals at the end of this document so that you can see how the board of education has shaped our district focus.

- Each teacher has been made aware of the previous OAA performances of at-risk students in their respective classrooms who are part of specific subgroups.
- The building principals are conducting data team meetings with the various grade level groups to talk about and act on achievement and value-added data.

Reaching Out to Our Parents and Community—

Colleen Longville and I co-presented at the ECC/Falls-Lenox PTA meeting. We reviewed the topics of value-added assessment, how we determine what we teach students, and many other items. This presentation can be found on my website at http://bulldogcia.com/parent_resources.htm

Assessment:

I spoke to a Plain Dealer reporter who was writing a story pertaining to how districts are using their value-added assessment data. My suspicion is that the article will appear in the PD over the weekend.

7. **Kim Petrina** - Updated the Board on District Goal No. 2: P. I. Levy Campaign.

STATUS UPDATE ON NOVEMBER 7, 2011 ELECTION RESULTS

As everyone is aware, we continue to wait for the final vote counts from last week's incredibly close election. For now, the unofficial count (*including precinct results from both Cuyahoga County and Lorain County*) remains at 3,998 FOR and 3,994 AGAINST the 5-year P.I. Levy – with our 5-year P.I. issue leading by just four favorable votes.

The latest information that we have regarding the status of our ballot issue is that there are 182 provisional ballots that still need to be verified / counted for the Cuyahoga County precincts. This should take place between now and next Tuesday, November 22nd. Then, due to the Thanksgiving holiday, the Cuyahoga County Board of Elections will meet on November 28, 2011 for the formal certification meeting. (*Please note that, at this time, we do not have details on the number of possible provisional ballots that may be outstanding for our District's single Lorain County precinct.*)

Once official results are certified, it is highly likely that an automatic recount will go into effect. Automatic recounts are done when the margin is less than 1/2 of 1%. So, it is possible that it may even go beyond November 28th before the final official result is known. We will continue to keep the Board, staff members, levy volunteers, parents and the community updated as to any further result updates that may become available between now and November 28th.

COMPARING PRELIMINARY NOVEMBER RESULTS TO MAY ELECTION RESULTS

While we do not at this time have the final election results for November 7, 2011, we can use our **unofficial preliminary data** to make an initial assessment of how our issue fared in this most recent election compared to how it fared back in the May 2011 election:

**Continuing 2.8 Mill P.I. Levy (Issue #6)
May 3, 2011 Primary Election**

**2,434 FOR
2,901 AGAINST**

(46% FOR and 54% AGAINST)

**5-Year 2.8 Mill P.I. Levy (Issue #13)
November 7, 2011 General Election**

**3,998 FOR
3,994 AGAINST**

(50.03% FOR and 49.97% AGAINST)

It is evident by comparing the results of the two elections that great improvement was made in terms of increasing overall community support for the District's P.I. Levy. The gap between those that supported the P.I. and those that did not was closed significantly between the May and November elections. Approx. 8% more people voted AGAINST the issue in May. In November, looking at the preliminary numbers, more people voted FOR the issue than against it. While our current positive margin is small (less than 1%), to close the gap of 8% - with a higher voter turnout - is great improvement. In fact, it is also interesting to note that we gained more "yes" votes than "no" votes - again, even with the higher turnout. Between May and November, we gained 1,564 additional "yes" votes compared to gaining only 1,093 additional "no" votes.

SUMMARY OF CAMPAIGN EFFORTS TO SUPPORT PASSAGE OF THE 5-YEAR P.I. LEVY

Adjustments to Strategy

A number of adjustments were made to the ballot issue and the campaign strategy between May and August of 2011. Following the defeat of Issue #6 in May, a survey of parents was conducted to assess reasons why the issue had not passed. On the surface, feedback during the initial campaign had been generally positive. Core supporters even classified the issue as a "no brainer." There was some confusion over the ballot language ("additional") and also some push-back regarding the initial P.I. Levy's status as "continuing."

It was this final point - continuing vs. limited - which came through as the biggest issue in our parent survey. Many indicated that, while they had personally supported Issue #6, they had heard others voice complaints about the "forever" nature of the tax. The Board's decision to change the P.I. levy from continuing to a 5-year limited duration P.I. was received very positively. Our ability to promote this adjustment in the *School Report* and District blog was the first of many positive elements of the subsequent campaign to pass Issue #13 this November. We were also better able in our campaign for November to stay one step ahead of the ballot language issue ("additional"), which by law could not be changed.

Our outreach strategy for the 5-Year P.I. Levy on the November ballot was centered around **keeping it simple and saying it often**. Our literature and talking points consistently covered the same six bullet points:

- Net increase to homeowners is zero (0)
- 5-year limited duration
- Cannot be used for salaries/benefits
- Renovate 43-year-old Olmsted Falls High School
- Extend time before next operating levy
- **"Additional" Does NOT = Increase:** *While the ballot language must, by law, read "ADDITIONAL," this levy WILL NOT RESULT IN A NET INCREASE to homeowner's current tax bill due to a corresponding "roll-off."*

These six simple points served as the core of our message for all outreach efforts, and we worked to develop an outreach plan that would expose people to this information as often as possible.

Campaign Components

The campaign to pass the 5-Year P.I. Levy began in earnest with a "Come Help" Meeting on August 15th. The goal of this initial meeting was to bring together our core group of Pride In Olmsted Schools Committee supporters as well as other interested in assisting with campaign efforts. Volunteers from this group were instrumental in helping launch this campaign aggressively by taking advantage of all of the back-to-school activities automatically built into the schedule.

Even before the first official day of school on August 23rd, parent volunteers were out in force manning sign tables and handing out literature at various orientation and parent information night.

Following please find a sampling of the wide variety of campaign components that were executed between the August 23rd and Election Day (November 7th):

- ✓ Volunteers on-site to distribute yard signs at all Open House events
- ✓ Talk points provided to principals to give a brief "levy talk" at all Open House events
- ✓ Targeted talk points provided to teachers to include in their Open House presentations
- ✓ Saturday "Walk & Talks" took place every Saturday (except one) beginning August 27th
- ✓ Ongoing promotion of levy yard signs and distribution network in place
- ✓ Second "Come Help" Meeting held on Sept. 6th to capitalize on early momentum and plan for remainder of campaign
- ✓ Multiple backpack stuffers for students in grades PreK to 5
- ✓ Facebook presence with Pride Committee page
- ✓ Education of parents regarding change in absentee ballot process (*no automatic mailing of absentee request applications*)
- ✓ Targeted mailing of letters to absentee voters (all residents, not only parents)
- ✓ Multiple letters to the editor published in *Sun Post-Herald*
- ✓ Received endorsements of both *Sun Post-Herald* and *The Plain Dealer*
- ✓ Utilized District's *School Report* and blog to cross-promote newspaper endorsement
- ✓ Dr. Hoadley's participation in Candidates' Night sponsored by Olmsted Falls PTA Council & the Cleveland Chapter of the League of Women Voters
- ✓ Dr. Hoadley's personal speaking engagements to educate voters included presentations at all Olmsted Falls PTA unit meetings, Kiwanis Club, and resident groups at both Village of the Falls retirement home and Columbia Park
- ✓ Levy video posted to YouTube two weeks before Election Day served to boost campaign energy and further increase awareness
- ✓ Building-coordinated literature drops with staff volunteers in the final 7-10 days leading up to the campaign helped ensure all sub-divisions of the District has been covered with levy information.
- ✓ Two of the final literature drops allowed us to make a second pass of coverage through two key sub-divisions (Woodgate Farms and Villages of Lakeside)
- ✓ Staff and parent volunteers worked key polling locations on Election Day

One of the most positive and talked about components of this levy campaign was the series of "Walk & Talks." Thanks to the combined volunteer efforts of administrators, Board members, staff, and parents, a majority of sub-division in our District were able to be covered with this personal and effective outreach effort. It is these personal conversations that truly help make connections with voters whom you may not have otherwise reached.

Status of Payroll Deduct Program

As one final piece of campaign-related information, we wanted to share that the payroll deduct program to benefit Pride, which was launched at the same time as our November levy campaign, now has a total of 93 Bulldog staff members currently enrolled. Donations generally range between \$1 and \$3 per pay period. The Pride In Olmsted Schools Committee now receives a regular contribution check each pay period from this new program.

6. Dr. Hoadley – Superintendent Report:

- a. Reported to the Board on District Goal No. 1: Improving District Culture.
 - i. Shared with the Board of Education the New Conversation talking points for the week of 11-14-11. The topic for the week was discussion the term “Collaborative Conversations.” 5 minutes are spent at each meeting discussing the weekly talking points / questions. Anecdotal responses from staff, regarding the implementation of the New Conversation have been positive.
- b. OSBA Conference – Six Sigma Presentation
 - i. Reported that Dr. Hoadley, Mrs. Tabar, and Mr. Atkinson made a presentation at the 2011 OSBA Capital Conference outlining the District’s implementation of Six Sigma. Based upon last year’s training, Six Sigma projects have been completed in Food Service, Transportation, Custodial / Maintenance, and Computer IT. Approximately 140 persons attended the OSBA presentation and the audience response cards gave the presentation high marks.
- c. Early Graduation Request
 - i. Shared with the Board of Education that a recommendation has been received from the High School to allow a student to graduate at the end of the 1st Semester. Board Policy 5461 allows this action, and Dr. Hoadley will be making this recommendation at the December 2011 meeting.
- d. Administrative Benefits Handbook
 - i. Based upon advice from the District’s legal counsel, Dr. Hoadley will be recommending a change to a section of the District’s Administrative Benefit Handbook at the December 2011 school board meeting. Specifically, because of a recent law change in the state of Ohio, the current language, regarding the topic of Severance, runs contrary to both Ohio law and the Olmsted Falls school district’s current 403B retirement plan.

B. Donations

1. Virgil Ping, 8303 Bradford Gate, Olmsted Falls, Ohio 44138 generously donated a Wurlitzer console piano to the high school. The piano is valued between \$900 and \$1,000.
2. Kiwanis Club of Olmsted Falls, Inc. generously donated \$800.00 to the Olmsted Falls Forensics Club.

C. Minutes

1. Minutes of the Regular Meeting of October 20, 2011.

D. Recommendations of the Treasurer

1. Approved Financial Reports for the Period Ending October 31, 2011 (**Exhibit 1**)
 - a. Receipts (**Exhibit 1-a**)
 - b. Expenditures (**Exhibit 1-b**)
 - c. Financial Bank Reconciliations (**Exhibit 1-c**)
2. Approved 5-Year Forecast Analysis (**Exhibit 2**)
 - a. Supplemental Schedule (**Exhibit 2-a**)
3. Approved Analysis of Intermediate/Middle School Project (**Exhibit 3**)
4. Approved Increase In Petty Cash/Change Funds (**Exhibit 4**)
5. Establish an 019 Other Grants Fund to account for the proceeds of specific revenue services, except for State and Federal grants that are legally restricted to expenditures for specified purposes.

E. Recommendations of the Superintendent

1. Adopted Resolution for OSBA Media Honor Roll 2011 (**Exhibit 5**)
2. Second Reading/Adoption of New/Revised/Replacement Policies of the Board of Education. (**Exhibit 6**)
3. Adopted Resolution providing for the issuance and sale of notes, in an aggregate principal amount not to exceed \$850,000, in anticipation of the issuance of bonds for the purpose of paying costs of installations, modifications and remodeling of school buildings to conserve energy. (**Exhibit 7**)

F. Personnel Items (as shown below)**G. For the Board's Discussion**

1. Set date/time of December Board Meeting (High School – Media Center)
2. Discussion of Recreation for Olmsted Community

H. Adjournment

Personnel

Resignations:

None

Certificated Staff:

For 2011-2012 School Year

GORDON, LACEY – To be hired as long term substitute school counselor for Angela Butto, effective November 9, 2011 with a return date to be determined

HAWK, LISA - Unpaid parenting leave effective November 30, 2011 through January 3, 2012

To pay the following for providing instructional tutoring at the Middle School for students involved in Title 1 Extended Day Tutoring Program effective 2011-2012 school year. To be paid through Title 1 (572) funds at Board approved step rate.

Hollingsworth, Eve	Pekarcik, Kristina
John, Ann	Reisner, Sarah
Miskimins, Ann	Warren, Catherine

To pay the following for tutoring students at the Middle School involved in Pupils Achieving School Success (PASS), effective 2011-2012 school year. To be paid through 516 (IDEA-B) funds at the Board approved Step rate.

Kemock, Thimi	Ware, Stacie
Svoboda, Danielle	Warren, Catherine

Support Staff

For 2011-2012 School Year:

To reinstate a previous Suspended Contract for **Lisa Hyppa**, Paraprofessional, effective November 15, 2011

To hire the following Teaching Assistants for the 2011-2012 school year:

Corrigan, Karen	Umbel, Rochelle	Zack, Margaret
Kowalsick, Marlene	Yantek, Mary	

For 2011-2012 School Year:

Support Staff Substitute List “E” (Attached)

For 2011-2012 school year:

Supplementals:

Dance, Randi – Asst. Softball Coach

Englehart, Robert – After School Activities Director

Friedrich, Jordan – Asst. Cheerleading Advisor – Aux.

Novotny, John – Indoor Track – Aux./Volunteer

Palmer, Christine – 7th-8th Grade Basketball Coach (Girls) (.50)

Swanson, Sierra – Asst. Track Coach (Boys & Girls)

Urban, Kimberly – 7th-8th Grade Basketball Coach (Girls) (.50)

Stipends:

None