



**AMERICAN ASSOCIATION OF
EDUCATIONAL SERVICE AGENCIES**

**ANNUAL REPORT
1988-89**

BEGINNING TEN YEARS OF SERVICE
AS YOUR PROFESSIONAL ORGANIZATION

American Association of Educational Service Agencies
1801 North Moore Street
Arlington, Virginia 22209

AMERICAN ASSOCIATION OF EDUCATIONAL SERVICE AGENCIES
ANNUAL REPORT
1988-89

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BEGINNING ELEVEN YEARS OF SERVICE
AS YOUR PROFESSIONAL ORGANIZATION

**AMERICAN ASSOCIATION OF EDUCATIONAL SERVICE AGENCIES
EXECUTIVE COUNCIL MEMBERS**

President

Ronald K. Wilkerson
Superintendent
Marion Education Service District
3400 Portland Road, N.E.
Salem, Oregon 97303-3091
503/588-5330

Dwight G. Bode
Consultant
2238 Blake Boulevard, S.E.
Cedar Rapids, IA 52403
319/363-1555

Donald H. Caudill
Executive Director
North Central Regional Education
Service Agency
1000 Virginia Avenue
Fairmont, WV 26554
304/367-1431 or 1432

Darrel D. Davis
Executive Director
Weld Board of Cooperative Services
P. O. Box 578
LaSalle, CO 80645
303/284-6975

Joseph Nicita
Superintendent
Macomb Intermediate
School District
44001 Garfield Road
P. O. Box 289
Mount Clemens, MI 48044
313/286-8800

Vice-president (President-elect)

Lester L. Martisko
Executive Director
South Central Educational
Coop. Service Unit-Region 9
1610 Commerce Drive
North Mankato, MN 56001
507/389-1425

Charles S. Terrell
Superintendent
San Bernardino Co. Schools
601 North E Street
San Bernardino, CA 92410
714/387-4386

Freeman A. Van Wickler
District Superintendent
Delaware-Chenango Board of
Cooperative Educational
Services
R.D. 3 -East River Road
Norwich, NY 13815
607/334-2771

William Vantine
Executive Director
Bucks County Intermediate
Unit 22
Doylestown Corporate Center
Doylestown, PA 18901
215/348-2940

Walter G. Turner
Executive Director
American Association of
Educational Service Agencies
1801 North Moore Street
Arlington, CA 22209
703/875-0734
703/528-0700

AMERICAN ASSOCIATION OF EDUCATIONAL SERVICE AGENCIES

STAFF

Dr. Walter G. Turner Executive Director	703/875-0734
Lydia B. Gillespie Unit Coordinator	703/875-0722
Darlene Pierce Director, Professional Development	703/875-0736
Dr. Nancy Miller Director, Publications & Grants	thru December 1988
Patricia Goins Director, Publications & Grants	703/875-0706

ADMINISTRATIVE ASSOCIATES

1985	Twyla Coughlin Southeast Regional Resource Center Juneau, Alaska
	Lester "Les" Martisko South Central ESCU-Region 9 North Mankato, Minnesota
	Thomas "Tom" Pagan William E. Wilson Education Center Jeffersonville, Indiana
1986	Peyton Lieuallen Polk Education Service District Dallas, Oregon
	David N. Moore Monroe 2-Orleans Boces Spencerport, New York
1987	Jerry K. Pinsel Sixth District Professional Development Center Hammond, Louisiana
1988	Ronda Frueauff Tuscarawas County Public Schools New Philadelphia, Ohio
	Catherine "Cathy" Ann Hardison Educational Service District 105 Yakima, Washington
1989	Michael Bugenski Oakland Intermediate School District Pontiac, Michigan

AMERICAN ASSOCIATION OF EDUCATIONAL SERVICE AGENCIES

COUNCIL COMMITTEES

FINANCE COMMITTEE

Lester L. Martisko, Chairman
Joseph Nicita
Darrel Davis

AWARDS COMMITTEE

Darrel D. Davis, Chairman
Lester Martisko
Donald Caudill

LEGISLATIVE COMMITTEE

Freeman A. Van Wickler, Chairman

The purpose of the AAESA Legislative Committee is to propose and formulate federal legislation initiatives that will strengthen the role of the educational service agency concept in public education.

The committee has five major responsibilities. First, it must prepare and propose in each even-numbered year an AAESA legislative platform. Second, it aids those who are seeking support for desired legislation for AAESA and others. Third, it helps in opposing undesirable legislation. Fourth, it is responsible for maintaining a legislative handbook and reviewing it annually for necessary changes; and fifth, it performs other legislative related duties assigned by the Council. Additional tasks include surveying AAESA membership; preparing a proposed AAESA legislative platform; working with the AAESA/AASA staff to develop and introduce proposed legislation; generating support for the proposed legislation; and coordinating any opposition to legislation not in the best interest of the AAESA.

The chairman of the committee is appointed by the AAESA Council President for a three-year term. The committee is composed of nine members, three from each region, as appointed by Council President with advice from the Council members of the effected region.

PROGRAM COMMITTEE

DONALD CAUDILL, CHAIRMAN

The responsibilities of the Program Committee of the American Association of Educational Service Agencies can be separated into two distinct areas. The first responsibility is to determine the needs of association members with regard to professional growth and knowledge of current events. Secondly, it is incumbent upon the committee to consider members' wishes regarding leisure activities.

When the needs and desires of the members are known, the committee can be expected to develop convenient programs for their satisfaction. This requires that reasonably priced and well located opportunities for learning and relaxation be developed.

The Program Committee, in conjunction with association staff, is responsible for developing meaningful and enjoyable programs for members and to place and price those programs so that they are available to a most significant part of the membership.

Members of the 1988 committee:

Joesph Nicita, Michigan
Dwight Bode, Iowa

MEMBERSHIP COMMITTEE

Dwight Bode, Chairman

The functions of the American Association of Educational Service Agencies (AAESA) Membership Committee shall include, but are not necessarily limited to, the statements herein and shall serve as a general guide to the committee and members of the Council:

1. To work with and assist the Executive Director of the AAESA in maintaining and promoting new membership in the Association.
2. To meet periodically, generally in conjunction with the annual AASA Convention to review membership data and determine membership goals and objectives.
3. To promote membership in the respective states and to respond to questions regarding membership and association services.
4. To acquaint non-members with the benefits and services available as a member.
5. To promote attendance at multi-regional and state or national conferences sponsored by the AAESA.
6. To promote interaction, communication and cooperation among other agencies.

Members of the 1988 committee:

Charles Terrell, California
William Vantine, Pennsylvania

AMERICAN ASSOCIATION OF EDUCATIONAL SERVICE AGENCIES

ANNUAL REPORT

1988

The American Association of Educational Service Agencies (AAESA) is a dynamic growing organization founded in 1978 by 45 educational service agencies. Its purpose is to provide an active network for legislation, programs, and services at the national level. AAESA provides for its members a cohesive force to communicate with each other and a means of sharing ideas of common interest.

The Association contracts with the American Association of School Administrators (AASA) to provide staff and resources for specific objectives. AAESA has been a self-sustaining association member for the last eight years. This has been a beneficial relationship to both associations.

The AAESA programs and activities provided for its contract members have been substantial. Some of the highlights are:

MEMBERSHIP

Membership has stabilized the past four years. During 1988 AAESA had 246 contract member agencies. Thirteen states have 100% agency participation in AAESA. There is still potential for membership, however, in several states. The recruitment of new members as well as the excellent membership retention rate has been due to the efforts of all its members. The AAESA membership committee and state membership chairmen provide the network for recruitment and retention.

LEGISLATIVE - FEDERAL RELATIONS - STATE

AAESA through its contract with AASA utilizes the AASA Office of Government Relations for major contacts in Congress and the U. S. Department of Education. The Legislative Committee of AAESA meets twice a year, once during the AASA Convention and again prior to the Legislative "I Care" Conference.

- o AAESA and AASA jointly sponsor the "I Care" Legislative Conference in September of each year. This conference, begun in 1979 by AAESA, has grown to over 500 participants with the additional sponsorship by AASA. The program has become the major legislative event for both associations. The next conference will be held on September 13-15, 1989 at the Hyatt Regency-Washington in Washington, D.C.
- o AAESA maintains liaison activities with Congress and staff. This has resulted in service agencies being included in the majority of legislation passed by Congress and in the regulations developed by the Department of Education. Examples are the Drug Education Act which specifically mention educational service agencies as well as the Leadership in Educational Administration Development (L.E.A.D.) bill, PL98-588.

- o AAESA now has a seat on the AASA Federal Policy and Legislation Committee with voting status and therefore takes an active role in establishing legislative priorities each year for both organizations.
- o AAESA members and staff continue to work with several states to develop legislation for educational service agencies and to rewrite existing statutes.
- o AAESA belongs to the Committee for Education Funding, a national group representing over 150 organizations. The purpose of this group is to ensure the greatest degree of support possible for the educational programs that are before Congress and the regulations that control these programs.
- o Several AAESA members and staff have testified before congressional committees or study groups. Some of the areas have been in deregulation, vocational education, technology, staff training, special education, asbestos and education reform.
- o AAESA monitors all legislation and regulations at the national level to ensure that ESAs are included in language related to educational service agencies and that it permits them to participate in all educational programs.
- o AAESA staff meets regularly with the U. S. Department of Education, U. S. Department of Energy, U. S. Department of Labor. and national organizations such as the National School Boards Association, Chief State School Officers, and others based in Washington to share information and to ensure that service agencies are included in any programs these groups sponsor.
- o AASA has established an effective network for legislation across the United States. This has been activated several times.

PROFESSIONAL DEVELOPMENT

- o Many staff development activities have been held this year for administrators, professional staff and board members. Successful seminars were held in February in Las Vegas, Nevada and in Panama City, Florida in December. The December leadership seminar each year focuses primarily on the needs of the CEO. Phoenix, Arizona is the location for 1989. The date is December 3-6.
- o AAESA sponsors an annual AAESA Leadership Seminar each year prior to the AASA Convention. The purpose of the meeting is to familiarize the agencies (staff, administrators, and board members) with other programs that exist across this country. It also provides an opportunity to discuss how each agency operates, and what resources they can jointly share or utilize within their states. This seminar has expanded over the past several years.
- o During the AASA Convention in February, AAESA sponsors a variety of programs highlighting activities and programs across the United States through discussion groups and clinics. A special booth in the

Association Exhibit Area provides information and an opportunity to meet with Council members and staff. Each year an AAESA Open House is held for members on Friday evening. The annual business meeting is held on Saturday afternoon during the convention.

- o An annual AAESA Banquet is also held Saturday evening during the convention for special awards and the presentation of the Justus A. Prentice Memorial Award. Recipients are listed elsewhere in this report.
- o At the National School Boards Association Convention in March AAESA co-sponsored clinic programs and a breakfast for ESA board members and others involved with service agencies.
- o AAESA co-sponsors activities at the national conventions of the Rural Education Association, the American Educational Research Association, and the Association for Supervision and Curriculum Development.
- o AAESA sponsors multi-state meetings in the eastern region and the midwestern region. Plans are to encompass more states in 1989 with these regional meetings. The 1989 date for the Eastern Region is June 25-27 in Wheeling, West Virginia and for the Midwestern Region, July 9-11 in Shakopee, Minnesota.

PUBLICATIONS

- o In 1988, four issues of the AAESA REPORT:PERSPECTIVE ON SERVICE were published. Included in each issue was a calendar of events; a review of service agency news from across the country; special features about agency programs; highlights of relevant meetings and conferences; and the profile of an agency administrator.
- o Several other publications, "alerts" and articles were sent to members periodically.

SPECIAL PROGRAMS AND INFORMATION SERVICES

As more states start ESAs and services expand in existing agencies, the more vital AAESA becomes to you. What are other agencies doing to provide services to their member school districts? How are funds allocated for services? How are agencies evaluated? These and many more questions can be better handled from coordination with AAESA.

- o **Administrative Associate Program**
An administrative associate program began in 1985. AAESA supports an ESA executive for a month to work in the national office in the Washington, D.C. area. Those selected in 1985 were Lester Martisko, Mankato, Minnesota. Twyla Coughlin, Juneau, Alaska, and Tom Pagan, Jeffersonville, Indiana. In 1986 they were Peyton Lieuallen, Dallas, Oregon and David Moore, Spencerport, New York. And in 1987 Jerry K. Pinsel, Hammond, Louisiana who administered a survey on telecommunications in ESAs. Ronda Frueauff, New Philadelphia, Ohio, came in spring of 1988 and Cathy Hardison in the fall in time for the Legislative Conference.

- o **Educational Service Agency Information Clearinghouse**
Established in 1987, the ESA Information Clearinghouse serves as the national repository for documents and publications produced by AAESA member organizations. It collects and disseminates information about ESA's including but not limited to, policy manuals, program of services descriptions, needs assessment and program/personnel evaluation guides, general research reports on ESA operations and programs, and other appropriate information relating to ESAs. It maintains a series of bibliographies derived from such standard resources as ERIC, Dissertation Abstracts and the professional journal literature. However, the **primary source of information for the clearinghouse is the member organizations of AAESA**, which submit all relevant documents to the clearinghouse on a regular basis. Priority users are member organizations, but the resources are available to others on an as available, at cost, basis.

- o **AAESA Grants and Contracts**
AAESA obtained a subcontract from the Rehabilitation Services Administration of the U.S. Department of Education to develop and test a model for helping disabled secondary school students make a smooth transition to adult life, in cooperation with the Texas Region XIII Education Service Center. This subcontract was renewed, and AAESA is seeking additional funds from foundations to expand the transitional services model.

AAESA was awarded a staff development grant from the O.E.R.I. (Office of Education Research and Improvement), U. S. Department of Education.

- o **Research**
Several doctoral candidates in universities are in the process of either starting or finalizing studies which relate to the service agencies. Results of some of these have been published.

- o **Product Development**
During 1988 a new component was added to the services of AAESA, that of marketing ESA products nationally. These products which have been developed by ESAs will be available to all ESAs. Through a contract with Sopris West (Colorado), forty-three products and services were submitted. As part of the pilot program, five will be featured in the first catalog which is to be distributed in March 1989.

THE AAESA COUNCIL

The AAESA Council is composed of elected representatives from three major regions. Each region has three representatives who are nominated by region, but elected on a national ballot. The 1988 Council President has been Ronald "Ron" Wilkerson of Salem, Oregon. During the past year the Council continued with the priorities and long range plans established in 1987. Some of the activities as identified by the membership and approved by the Council are:

- o Expanded membership recruitment activities.

- o Promote greater working relationships with the Chief State School Officers.

- o Develop a new directory and information package that will be available to all educational service agencies.
- o Develop workshops for administrators, staff, and board members of ESAs at both the national and regional levels.
- o Review and develop ways of additional fiscal support for AAESA.
- o Development of a pilot project to market ESA products began in 1988
- o Expand legislative efforts of AAESA.
- o Develop an information service available to all members.

Established an ESA Information Clearinghouse

As you can see our activities and programs are diverse.

AAESA serves you at the national level just as you serve your districts on the local level. The work of the AAESA Council and staff cannot be done without each contract agency's participation and support. Going into our 10th year of existence, we have many accomplishments to our credit. The membership is to be congratulated!

Educational service agencies across the United States have been the leaders of education reform helping the local, state and nation achieve their goals of excellence. In every state that evaluated their education systems, ESAs have been lauded as the agencies that can achieve quality while utilizing resources to the maximum, which ultimately produces excellence in education.

**AMERICAN ASSOCIATION OF EDUCATIONAL SERVICE AGENCIES
GOALS AND OBJECTIVES
1988-89**

GOAL I: TO PROMOTE THE PURPOSES AND THE VALUE OF EDUCATIONAL SERVICE AGENCIES THROUGH INCREASED MEMBERSHIP PARTICIPATION IN AAESA.

OBJECTIVE A: To maintain present ESA memberships.

1. Regional council representatives will be responsible for meetings with AAESA representatives in their areas.

(Council with staff support)

2. Prior to regular council meetings the council members will contact the state representatives regarding AAESA activities and direction.

(Council with staff support)

OBJECTIVE B: To establish strategies for expanding membership in AAESA.

1. AAESA will hold at least three regional conferences per year.

(Staff with Council support)

2. AAESA staff will annually review what states are doing and the strategies to use in each state for retention of membership.

(Staff with Council support)

OBJECTIVE C: To develop a specific plan for encouraging and supporting development of ESAs in the states currently which do not have regional units.

1. Contact the chief state school officers annually to offer technical assistance for ESA development within their state.

(Council with staff support; AAESA Executive Director has responsibility for contact with the executive director of the Chief State School Officers Association)

OBJECTIVE D: To execute a comprehensive national report on ESA services and programs every five years.

1. AAESA will develop and periodically update an information data base every year, with a study every five years. This will be housed at the AAESA headquarters and will be available to all members and interested parties at a cost basis. AAESA will contract for this comprehensive study every five years.

(Staff with Council support)

OBJECTIVE E: To develop a plan to encourage international membership.

1. Subcommittee appointed to report at the February 1988 Council meeting.

(Council committee of Caudill and Bode)

GOAL II: TO PROMOTE A NATIONAL AWARENESS AND VISIBILITY WITH THE APPROPRIATE PUBLICS.

OBJECTIVE A: To identify the priority publics of ESAs and to update that listing regularly.

1. Chief state school officers list will be maintained and we will continue to involve them in major issues.

(Council with staff support)

2. State level coordinators will be put on mailing list and invited to state and national meetings.

(Staff with Council support)

3. Key congressional leaders and aides mailing list developed. The "I CARE" Conference will be used as the major meeting.

(Staff with Council support)

OBJECTIVE B: To expand the public information program through increased use of publications and press releases that articulate more clearly the services of ESAs.

1. Develop workshops at the national and state level with National School Boards Association.

(Staff with Council support)

2. Sponsor more workshops during the year for ESA staff members other than the executive director or superintendent

(Staff with Council support)

3. Expand newsletter mailing to include all groups above as well as memberships.

(Staff with Council support)

GOAL III: TO PROMOTE THE FISCAL STABILITY OF AAESA.

OBJECTIVE A: To establish a short-range and long-range financial plan for AAESA.

1. Annually AASA will provide the AAESA Council with a detailed fiscal analysis along with necessary support regarding the financial condition of AAESA.

(Council with staff support)

2. By November of the fiscal year an analysis will be made of budget projections and any changes will be made at that time.

(Staff with Council support)

3. By October 1 AAESA will review revenue-raising activities and develop additional revenue sources for the organization.

(Staff with Council support)

4. At the end of each fiscal year AASA will provide an annual audit to AAESA.

(Staff with Council support)

GOAL IV: TO EXERT PROFESSIONAL LEADERSHIP IN EDUCATION AREAS OF NATIONAL IMPORTANCE.

OBJECTIVE A: To identify substantive issues for exploration.

1. Expand newsletter mailing to include all groups above as well as memberships.

(Staff with Council support)

OBJECTIVE B: To participate in professional dialogue on such issues.

1. Attend regional meetings as well as national American Association of School Administrators, National School Boards Association and the National Rural Education Association conferences.

(Staff with Council support)

GOAL V: TO SPONSOR PROFESSIONAL COOPERATION BETWEEN AAESA AND AASA MEMBERSHIP, STAFF, OFFICERS AND EXECUTIVE COMMITTEE.

OBJECTIVE A: To establish mechanisms for improving the professional cooperation between AASA and AAESA management.

1. AAESA officers (president, vice-president, executive director) meet with the AASA Executive Director annually prior to the legislative conference to review the AASA/AAESA contract discuss goals and objectives, review process for selection of future AAESA executive directors

(Council with staff support)

2. Invite AASA staff to participate in state or multi-state AAESA functions or conferences.

(Council with staff support)

OBJECTIVE B: To represent the interests of AAESA membership vis-a-vis AASA staff, officers and Executive Committee.

1. Have an annual meeting with AASA Executive Committee at an appropriate and convenient time to discuss issues of mutual interest.

(Council with staff support)

OBJECTIVE C: To represent the priority interests of the AAESA membership vis-a-vis federal and/or state policies and legislation.

1. AAESA council member to serve as chairperson of the AAESA Legislative Committee

(Council)

**AMERICAN ASSOCIATION OF EDUCATIONAL SERVICE AGENCIES
BUDGET SUMMARY
1987-1989**

<u>INCOME</u>	<u>Actual 1987</u>	<u>1988</u>	<u>1989</u>
Dues	74,636	64,500	68,000
Subscriptions			
Registrations	36,197	30,000	34,000
Fees			
Contributions	4,657	6,000	10,000
Other	13,512	15,000	15,000
TOTAL INCOME	129,002	115,500	127,000
<u>EXPENSE</u>			
Fees	27,788	33,000	26,600
Supplies	988	1,875	1,000
Communications	2,248	1,575	2,500
Postage/Shipping	4,227	2,250	4,500
Printing	3,324	5,250	3,400
Equipment (rental maintenance)	168	450	200
Travel	32,011	27,000	33,000
Dues and Subscriptions	407	900	500
Miscellaneous	1,688		2,000
Salaries	52,287	34,950	
Benefits	25,031	4,935	
Facilities Rental		300	
TOTAL EXPENSE	150,167	115,110	126,250
Excess of Revenue/	(21,165)	390	

**JUSTUS A. PRENTICE
MEMORIAL AWARD
RECIPIENTS**

JUSTUS A. PRENTICE	1978-79
THOMAS SUMMERVILLE	1979-80
DANIEL A. ROHRBACH	1980-81
ROBERT D. BENTON	1981-82
UREY B. ARNOLD	1982-83
WILLIAM L. PHILLIS	1983-84
RUBY DUBOIS	1984-85
ELLA MAE GOGEL	1984-85
ROY G. BRUBACHER	1985-86
NOBLE J. GIVIDEN	1986-87
DWIGHT G. BODE	1987-88
RANDALL LAMBERT	1988-89

**SPECIAL RECOGNITION
AWARD RECIPIENTS**

HERBERT GROVER	1983-84
E. ROBERT STEPHENS	1984-85
MARK SHEDD	1985-86
PAUL B. SALMON	1986-87
IRA A. LARSON	1987-88
MAX L. SCHLOTTER	1988-89