



AMERICAN ASSOCIATION OF
EDUCATIONAL SERVICE AGENCIES

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OF
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ANNUAL REPORT

"DRAFT COPY"

**1801 NORTH MOORE STREET
ARLINGTON, VIRGINIA 22209**

AMERICAN ASSOCIATION
OF
EDUCATIONAL SERVICE AGENCIES

1992-93 ANNUAL REPORT

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YOUR INVESTMENT IN THE FUTURE!

December, 1993



EDUCATIONAL SERVICE AGENCIES

1801 N. Moore Street
Arlington, VA 22209

Dear Colleague:

(703) 875-0734 • FAX (703) 528-2146

A local district superintendent friend was fond of quoting an old Arab curse, "May you live in interesting times." We educators today, are perhaps both blessed and cursed to lead organizations at a time of transformation in almost every aspect of our society. The opportunity to shape a significantly different future both energizes us and challenges our intelligence, our creativity, our energy and sometimes our patience.

AAESA is moving to position itself to play an inevitably more important role in the educational delivery system of tomorrow. The primary reason for growth in programs and services from our organization is the participation of our membership. If the number of membership dues paying agencies continues to grow and staff members with these agencies continue the rapid growth in participation in meetings and conferences, a bright future is practically assured. We have more members agencies, more conference participants, more presenters, and a more diversified audience than ever before. The organization is moving in the right direction, yet there is still plenty of room for more growth which will translate into more capacity to meet member needs.

As you have been told in previous communications this year AAESA began the process of becoming a non-profit organization, a status which will help give us a sense of independence and clarify for everyone's benefit some of our business practices. However, it will not substantially change our mutually supportive relationship with AASA. Rich Miller and the AASA Executive Committee have advised us, helped us, and encouraged us in the process of learning to stand on our own.

Leadership has always been one of the strengths of AAESA. Much has traditionally been accomplished with relatively few resources. Walt Turner helped birth our organization and nursed it to maturity, Lee Christiansen has presided over the period of growth and improvement and if AASA approves AAESA's request to purchase a portion of Bruce Hunter's time to serve as our future executive, our organization will be further strengthened.

I have been privileged to spend three years on the Council, the last one as president. It has given me the opportunity to work with some of the brightest, most creative educational leaders I have ever known. It's probably true that only intelligent, innovative individuals can succeed at the helm of service agencies. Working with these individuals on sometimes difficult issues that engendered animated discussion was an enriching experience. They have helped me to learn and grow. Most especially they cared deeply about the future of our organization. A continuing flow of like leaders will also assure AAESA's future.

Yours truly,

William G. Keane, AAESA President

AAESA COUNCIL 1993-94 GOALS

The goals and strategies of the AAESA Executive Council for 1993-94 will be to:

1. Identify/disseminate information about successful agency programs/processes.

Strategies:

- * focus 1993-94 national conferences on successful education service agency programs;
- * establish an electronic AAESA directory to enable member agencies to access program and service information of other members.

2. Improve communications to/from AAESA members.

Strategies:

- * enhance communications network involving all agencies for the dissemination of and response to important issues;
- * report all minutes and results of Council meetings to AAESA agencies;
- * publicize AAESA's legislative and initiative efforts on behalf of its membership;
- * conduct a membership customer satisfactory survey.

3. Increase visibility/influence of AAESA through participation in the national education agenda.

Strategies:

- * identify existing/significant agencies/power groups (i.e. business, legislators, federal executives) to influence education agenda;
- * develop set of AAESA recommendations for ESEA reauthorization;
- * assist AASA to be a catalyst for change on educational issues;
- * promote interagency collaborations national/locally.

4. Promote concept of regional ESAs.

Strategies:

- * support development of ESAs in states where they don't presently exist;
- * initiate campaign to increase state ESA memberships in AAESA;
- * provide technical assistance to states seeking to reorganize ESA structure.



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To: AAESA Membership
From: Lee E. Christiansen
R. Bruce Hunter
Subject: The Executive Directors' Report

As your Executive Directors we are truly pleased to report the 1992-1993 AAESA year was outstanding and we believe AAESA is on the threshold of becoming an outstanding organization committed to serving its membership.

At the end of this fiscal year we have realized increased financial stability, increased participation in our programs, an increase membership agencies and it seems through our bimonthly NEWSLETTER and the Council's mailing of minutes we are reaching and involving more of our membership. We also need to state that even with these increases our Council and our staff have to extend their efforts in that there remain many opportunities to expand regional education programs.

With the incorporation and the drafting of a new agreement with the American Association of School Administrators (AASA) we should expect a more independent, concerted effort directed to membership services.

The Council's inclusion of regional agencies governing bodies in its programs should provide increased opportunities to provide further professional development for these members while increasing their commitment to serve regional service agency programs.

There is no question the need for regional service agencies will continue to escalate as limited financial resources drive the need for efficient collaboration. Regional service agency leadership will also assist and enable local districts to increase their quality and emphasis on the instructional program while regional services become more responsible for the vital support programs.

During this past year we have met with AAESA members from every state in which we have members and we are continually impressed with the quality, commitment and energy exhibited by regional

agency staff in providing better educational programs for our nation's children. We truly salute you for this effort. And, if either of us can assist you, please give us a call. We can only help if we all help each other. Take care.

AAESA PROGRAM REPORT

During the 1992-93 year AAESA provided a number of opportunities for the continuing professional development of its members. The Council broaden its programs to include the staff and governing bodies to enhance regional service agency programs. The traditional I-Care, the Fall Seminar and the PreCon provided the opportunities for the membership.

The I-CARE Conference, co-sponsored annually with the American Association of School Administrators (AASA), which provided opportunities for two hundred fifth participants to meet and discuss national legislative matters with their legislative leaders.

The Fall Seminar in Phoenix, Arizona had a record number (160+) of educational regional staff and board members in attendance to increase the effectiveness of their organizations by participating in a variety of learning sessions.

The PreCon, held prior to the American Association of School Administrators (AASA) annual convention involved eighty plus executives, staff and board members in a Total Quality Workshop with Dr. Paul Williams, Battle Creek, Michigan and attended a full day program at Disney's Executive Academy on "Management-Disney Style" and "Service-Disney Style".

The publication of the book, EXPLODING THE MYTH, by Joseph Schneider and Paul Houston, which expanded the Sandia Reports to present a comprehensive report on the tremendous successes of public education to dispel the misinformation of the failures of education regularly reported in today's media. This book has become a must for every educator, board member and parent.

In January, twelve members from across the country met in Arlington, Virginia with AAESA staff to outline a program to further AAESA's role in national legislation. This resulted in an accepted definition of service agencies and to allow this language to be incorporated in future legislation. This will be a continuing activity for the staff, the AAESA Council and the membership.

AAESA re-instituted its intern program and two individuals were involved in 1992-93. Randy Bergers from Ottawa Intermediate in Holland, Michigan worked with Bruce Hunter in the legislative arena on educational technology legislation and the inclusion of service agencies and Rebecca Rocco of Calhoun Intermediate in Marshall, Michigan developed information on the community roles and partnerships of business and education.

FINANCIAL INFORMATION

The financial report on page 4 presents AAESA's revenues and expenditures for the fiscal year beginning October 1, 1992 and ending September 30, 1993.

Although the revenues and expenditures exceeded the original budget allocations, the additional revenues were such that AAESA realized an end of the fiscal year balance of \$57,531 for the year. The additional revenues were realized through increased numbers in membership and program registrations and the publication of AAESA's book, EXPLODING THE MYTH. The increased expenditures were for contracted services for the events programs, print costs and travel. Increases in the latter area resulted from one special legislative task force meeting and one special AAESA Council meeting to discuss and outline AAESA's incorporation and organizational structure.

The financial report does not include the \$45,000 ending balance from the 1991-92 fiscal year or the October 1, 1992 AAESA liability to AASA in the amount of \$26,400. AAESA has arranged to eliminate the liability through a \$6600 annual payment with the final payment made on October 1, 1996. The total financial assets approximate \$102,000 with the total liability being the \$26,400. It is appropriate for AAESA to establish a financial basis to eliminate current indebtedness, prevent future indebtedness and enable the organization to become more independent in its operation.

The Council intends to continue AAESA's financial stability by operating within revenues, establishing further reserves, expanding the membership program in states with less than one hundred percent agency enrollment and increasing participation in the conferences and programs through further member participation and increased quality of the presentations.

The Council also plans to extend AAESA membership services for regional service agencies through legislative advocacy, additional staffing, technical assistance, research and publications, and communication between and among member agencies.

AAESA 1992-93 FINANCIAL SUMMARY

ADMINISTRATIVE PROGRAM

	<u>REVENUE</u>			<u>EXPENDITURES</u>	
	BUDGET	ACTUAL		BUDGET	ACTUAL
MEMBERSHIP	70,000	95,088	SALARY/BEN.	25,000	7,424
			FEES	5,000	14,537
SALES	4,000	45,040	SUPPLIES	2,000	3,051
			COMMUNICA.	2,500	2,092
PUBLIC	5,000	0	MAIL/SHIP	4,000	6,678
			PRODUCTION	3,500	18,940
ROYALTIES	4,000	0	TRAVEL	30,000	39,805
			MTG./CONF.	3,750	2,474
			DUES/SUBSCR.	1,000	855
			CONTRIBUTIONS	0	50
			MARKETING	3,814	0
<u>TOTAL</u>	83,000	140,128	<u>TOTAL</u>	76,750	99,719

EVENTS PROGRAM

	<u>REVENUE</u>			<u>EXPENDITURES</u>	
	BUDGET	ACTUAL		BUDGET	ACTUAL
REGISTRA.	30,000	42,080	FEES	8,000	13,750
			MAIL/SHP	3,000	109
			PRINTING	1,500	0
			TRAVEL	4,000	8,735
PUBLIC	2,000	1,500	MTG/CONF	12,000	4,864
			MARKETING	2,500	0
<u>TOTAL</u>	32,000	44,580	<u>TOTAL</u>	31,000	27,459

GRAND TOTAL ---ALL REVENUES AND EXPENDITURES

	BUDGET	ACTUAL
REVENUES	115,000	184,708
EXPENDITURES	107,750	127,177
BALANCE REMAINING-9/30/93		<u>57,531*</u>

*UNAUDITED

AAESA AWARD RECIPIENTS

JUSTUS A. PRENTICE MEMORIAL AWARD

1978-79 (posthumous)	Justus A. Prentice
1979-80	Thomas Summerville
1980-81 (posthumous)	Daniel A. Rohrbach
1981-82	Robert D. Benton
1982-83	Urey B. Arnold
1983-84	William L. Phillis
1984-85	Ruby Dubois
1984-85	Ella Mae Gogel
1985-86	Roy G. Brubacher
1986-87	Noble J. Gividen
1987-88	Dwight G. Bode
1988-89 (posthumous)	Randall T. Lambert
1989-90	Allan J. Thede
1990-91	Walter G. Turner
1991-92	Tom Lawrence
1992-93	Warren Fudge

SPECIAL RECOGNITION AWARDS

1983-84	Herbert Grover
1984-85	E. Robert Stephens
1985-86	Mark Shedd
1986-87	Paul Salmon
1987-88	Ira A. Larson
1988-89	Max L. Schlotter
1989-90	Gretchen Ilgenfritz
1990-91	Carl Myers
1991-92	Carl Putnam

NOTE: In September the Council reviewed its award program and AAESA is proud to announce in 1993-94 it will give awards in three categories: the Justus A. Prentice Award will continue to honor regional service agency staff for outstanding service, the newly created Walter G. Turner Award will honor community citizens for outstanding contributions to regional service agencies and the newly created E. Robert Stephens will honor those individuals making outstanding contributions to service agencies through research and publications. These awards will be presented annually in December at the AAESA Fall Seminar.

AAESA COUNCIL/STAFF

PRESIDENT

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VICE PRESIDENT

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Dr. Glen D. Shaw (1995)
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PAST PRESIDENT, EX-OFFICIO

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Executive Director
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