

American Association of Educational Service Agencies

President's Message

AAESA continued on a path of growth and improvement this past year. New state memberships emerged, the strategic plan was implemented, and new business partnerships are underway. Our annual conference continues to grow each year. AAESA is fiscally sound and members received support in a wide variety of ways.

The growth and improvement are the result of the substantial investment of members in the principal activities of the organization. The spirit of volunteerism is what makes our organization so strong. I am always impressed by the willingness of members to respond to requests for help or to volunteer for major tasks such as planning conferences, building a new web site, or developing a survey, that can be used to establish a national database.

Speaking of the survey, I want to urge each of you to complete our national survey that is currently being mailed to you. This information is critical to our future and an important part of our strategic plan. The data will help us include ESAs in education legislation. It also will serve as a resource for state and local initiatives. Your support keeps our organization dynamic and focused on member needs.

Thank you for your continued support of AAESA

Don Stevens
AAESA president, 1998/1999

1998 Annual Report

Meetings

1997 Annual Conference—Raising Standards for Tomorrow's Learning

The December 1997 annual conference at Monterey, California, was the largest ever. Six hundred and eighty service agency executives, board members, staff, and ESA supporters joined together to address issues related to "Raising Standards for Tomorrow's Learning." Of these participants, one third were executives, one third were board members, and one third were ESA staff members and supporters. This diverse turnout indicates that AAESA is not only meeting the needs of service agency executives, but is also becoming the primary national association for all who carry the mission of service to local school districts.

The Wayne/Finger Lakes BOCES in Newark, New York, directed by AAESA executive council member Joe Marinelli and his conference chair Nancy Ruscio planned and hosted this exceptional conference. Sponsorships and exhibitors enabled AAESA to expand the conference.

1998 Annual Legislative Meeting

In January, an ad hoc committee of AAESA executive council members and representatives from member agencies met to develop AAESA's fourth annual legislative agenda. The group visited with key federal policy makers, reviewed recommendations based on background work done by ESA administrators from California and Michigan, examined position papers from other educational groups, and discussed a detailed issues report. The delegation then developed a platform of positions on issues affecting ESAs in Federal legislation.

1998 Leadership Seminar—How to Navigate the Educational Marketplace.

In February, executive council member Joe Lagana from the Allegheny Intermediate Unit in Pittsburgh, Pennsylvania, chaired an excellent leadership seminar entitled, "How to Navigate the Educational Marketplace." Ed Frye, executive director of the Capital Area Intermediate Unit 15 in Summerdale, Pennsylvania, and Virginia Seccombe, executive director of LEARN at Old Lyme, Connecticut, were joined by businessman Mark Taylor, owner of Taylor Homes and Remodeling in Summerdale, Pennsylvania. The 75 attendees discussed how to market their services and learned from private

enterprise that "build-to-suit" is wise advice for ESA administrators. Customer service is critical to ESAs and those who do not respond to local district needs simply will not survive. The extremely high evaluations reflected the effectiveness of this leadership seminar.

1998 AAESA Breakfast Meeting at the National School Boards Association Convention—Celebrating Educational Service Agency Success

Forty AAESA board members and administrators attending the NSBA annual convention in New Orleans took advantage of the AAESA-sponsored breakfast to share successful ideas. The breakfast was hosted by AAESA president, Virginia Seccombe, LEARN service center in Old Lyme, Connecticut.

1998 We Care Legislative Conference

Co-sponsored by AAESA and the American Association of School Administrators (AASA), the We Care Legislative Conference served as an excellent forum for AAESA members to interact with members of Congress, the Department of Education, Federal agency officials, and other educational leaders from around the country. AAESA coordinated a major breakout session focusing on a governmental relations partnership between AAESA and member ESAs.

Publications

AAESA produces three publications. *AAESA News* covers issues of national interest to ESA members; while *The Bulletin* features articles written by members on innovative agency programs, updates on state-wide trends, and career opportunities. These quality publications are designed and written by Barbara Hunter, our managing editor.

The third publication, *Perspectives*, is AAESA's annual journal reflecting needs, policies, research and other issues affecting ESAs. Each year, founding editor William Keane volunteers his professional skills and astute understanding of ESAs to produce this widely read publication embodying regional service agencies. The 1998 edition of *Perspectives* reflects Dr. Keane's leadership and the expertise of a strong editorial review board. AAESA thanks Dr. Keane and the editorial review board for volunteering their time and knowledge to the journal.

Awards

AAESA bestowed its 1998 national awards to candidates who excelled in their contributions to ESAs through program development and legislation. The executive council, which makes the award selections each year, found it difficult to select winners from the outstanding pool of candidates. The 1998 award winners will be honored by the annual awards presentation during the annual conference in Phoenix, Arizona.

The Justus Prentice Award acknowledging contributions through executive leadership in the advancement of regional educational service agency programs, will be presented to **William J. Ross.**

The Walter G. Turner Award recognizing contributions in the advancement of regional education programs at the regional, state, and/or national levels, will be presented to **J. Harold McConnell.**

The E. Robert Stephens Award acknowledging contributions that advance understanding of regional educational agencies through research, writing and/or publication, will be presented to **Albert L. Deal.**

Membership

AAESA welcomes new members

AAESA's national network has been strengthened this year with the addition of members from New Hampshire, New Jersey, New Mexico and Wyoming. We also welcome the Appalachia Educational Laboratory from Charleston, West Virginia as a new institutional member.

State Leaders

Collaboration with state association leaders represents AAESA's commitment to further strengthen the organization by leveraging the leadership of these emerging state organizations. This year, the association set up an afternoon meeting for state executives prior to the opening of the annual conference in Monterey, California.

States that have statewide memberships:

Alaska	New Jersey
Arizona	New York
Arkansas	Ohio
California	Oregon
Colorado	Pennsylvania
Connecticut	Texas
Illinois	Utah
Iowa	Washington
Indiana	West Virginia
Kansas	Wisconsin
Kentucky	
Massachusetts	
Michigan	
Minnesota	
Nebraska	

States with individual agency members:

Georgia
Missouri
New Hampshire
New Mexico
South Carolina
Wyoming

Budget

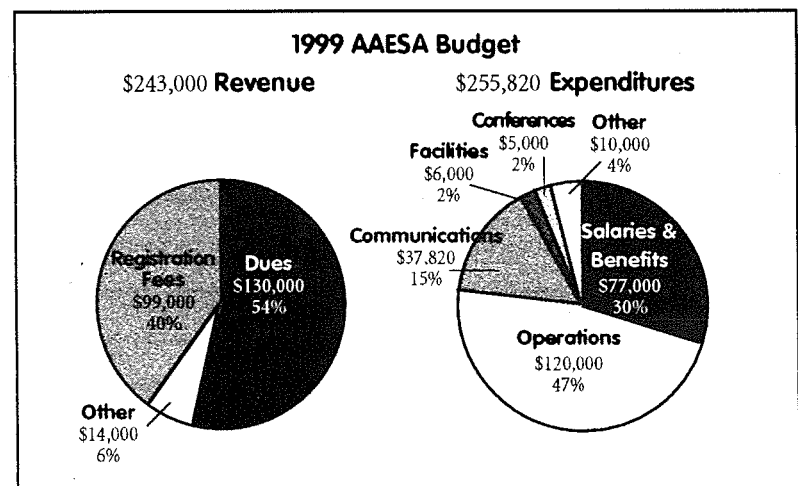
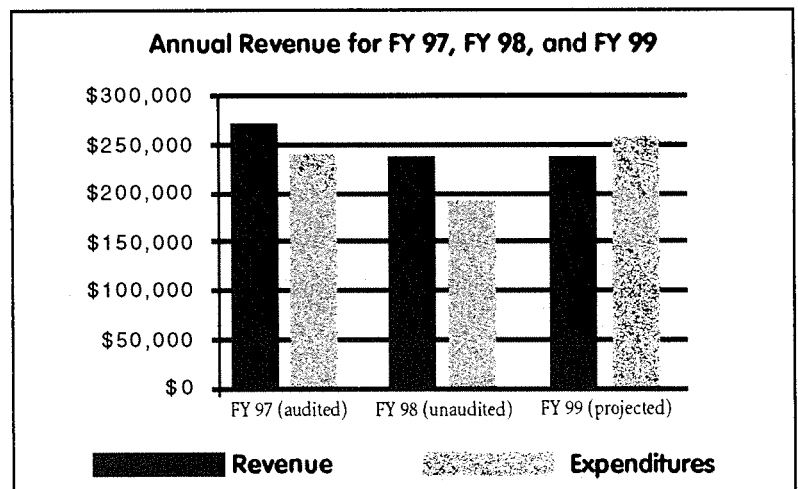
AAESA's budget reflects stability in membership and the continuing growth in attendance at the annual conference, as well as increased support from the private sector. The Area Cooperative Education Service Center at Hamden, Connecticut, directed by Peter Young, has expertly served as the fiscal agent for the past three years, producing clear financial records that document and facilitate management of this growth. AAESA greatly appreciates this voluntary service.

This year the association adjusted the revenue figures to reflect the net income rather than the gross income for those AAESA conferences that were managed by regional service agencies.

The accompanying graphs illustrate that the projected expenditures of \$255,820 for FY 99 will exceed revenues of \$243,000 by (\$12,820) in FY 99. This does not take into account the unaudited projected fund balance of approximately \$147,178 from past fiscal years.

The executive director anticipates that as a result of the aggressive implementation of strategic initiatives, additional carryover funds will be needed to meet the yet-to-be-determined needs of the various task forces.

Projected revenues and expenses are illustrated in the accompanying graph and pie chart.



Strategic Initiatives

1. We will strengthen our ability to affect education policy through appropriate and effective governmental relations activities.

Under the leadership of Joe Marinelli and Joe Lagana, a Federal relations plan was adopted by the executive council. AAESA hired Bruce Hunter and the AASA legislative team to assist the governmental relations task force with lobbying efforts. The task force also is implementing an AAESA and ESA governmental relations partnership.

2. We will organize and position the organization to meet the needs of a growing and increasingly diverse membership.

Under the leadership of Dave Distel and Frank Deebach, the membership will be assessed through a Voice Poll survey and through the written survey that is being distributed in collaboration with the Strategic

Initiative #4 task force. This database will be used to refine and expand membership services.

3. We will develop relationships and partnerships that promote the vision and agenda of AAESA.

Under the leadership of Don Stevens, Wendall Kuykendall, Ron Dickinson, and Steve Jones, the business partnership process is being clarified and documented. The executive council voted in September to seek an external business consultant to assist the task force.

4. We will expand our capacity to provide relevant information and technical assistance to our members and our public/private partners.

Under the leadership of Craig Stanley, Virginia Seccombe, and Rita Cook the entire membership will be surveyed. This will

provide AAESA with an up-to-date national database on educational service centers. The survey will be mailed in November of 1998.

5. We will actively promote and support the role of ESAs in utilization of technology.

The task force is continuing to weigh in on the federal E-rate issues with Brian Talbott, AAESA executive director, who serves on both the Universal Service Administrative Company and School and Libraries Corporation boards. AAESA is developing a new web site in collaboration with Bob Witten, executive director of the Central Susquehanna Intermediate Unit 16 in Lewisburg, Pennsylvania. The web site will be demonstrated at the 1998 annual conference in Phoenix, Arizona.

Executive Council

PRESIDENT

Don Stevens (Central Region)
Cooperative Education Service Agency #5
Portage, Wisconsin

PRESIDENT-ELECT

Dave Distel (Central Region)
Hamilton County ESC
Cincinnati, Ohio

PAST PRESIDENT

Virginia Seccombe (East Region)
LEARN
Old Lyme, Connecticut

EAST REGION

Edward Frye
Capital Area Intermediate Unit 15
Summerdale, Pennsylvania

Joseph Marinelli
Wayne/Finger Lakes BOCES
Newark, New York

Craig Stanley
Greater Lawrence Education Collaborative
Lawrence, Massachusetts

CENTRAL REGION

Michael Flanagan
Wayne County Regional Education
Service Agency
Wayne, Michigan

WEST REGION

Rita Cook
Smoky Hill Education Service Center
Salina, Kansas

Frank Deebach
Olympic Educational Service District
Bremerton, Washington

Wendall Kuykendall
Solano County Office of Education
Fairfield, California

AAESA STAFF
Brian Talbott, Executive Director

KEY VOLUNTEERS

FISCAL AGENT: Peter Young
AREA Cooperative Education Services
Hamden, Connecticut

PERSPECTIVES EDITOR: William Keane
University of Michigan
Rochester, Michigan

1999 Events

Legislative Meeting

Friday - Saturday, January 22-23
Washington, D.C.

Executive Council Meeting

Wednesday, February 17
New Orleans, Louisiana

Leadership Seminar

Thursday, February 18
New Orleans, Louisiana

AAESA Breakfast

at the NSBA Conference
Monday, April 12
San Francisco, California

We Care Legislative Conference

Thursday - Saturday, September 23-25
Washington D.C.

Executive Council Meeting

Tue - Wed, November 30 - December 1
Marco Island, Florida

Annual Conference

Wednesday - Saturday, December 1-4
Marco Island, Florida