



September 5, 2013

Dear Member,

ESA Benchmarking Survey - now available to all agencies!

In 2011, AESA embarked on a journey to develop a rich Educational Service Agency (ESA) data source that would provide the opportunity for ESAs to benchmark against like organizations from across the country.

The goal was simple: Enable the AESA membership, through a reliable data source, to identify ESA best practices, improve ESA organizational outcomes and, ultimately, to drive increased student improvement and client district outcomes.

During the 2012-2013 academic year, 5 states piloted the initial benchmarking survey. The pilot states included Ohio, Oregon, Pennsylvania, Washington and Wisconsin. The survey was organized around data points from five general areas based on the Balanced Scorecard as follows:

1. Internal Processes & Purpose and Direction
2. Clients and Stakeholders
3. Service Impact
4. Financial
5. Learning and Growth

Lessons learned through the 5 state pilot led to some modification of the survey questions and the online survey tool. In August 2013, full operation of the survey tool will be launched, enabling all AESA members to fully participate and enter data into the system.

The survey data-entry window will be open from September 3, 2013 until October 31, 2013. The survey, which is conducted online, is also available for download as a printable PDF document to assist ESAs in collecting data from across their respective organizations.

Once the data is entered and the survey window closes, agency profiles and reports will be available for download. Initial reports include the following:

- An *ESA Organizational Profile* or your ESA compared to state and national comparison groups;
- A *Fiscal Profile* of your organization compared to state and national comparison groups;
- "*Like Me*" reports with predefined comparison criteria that identify other ESAs with similar characteristics to your organization;
- "*Like This*" reports with additional, user-defined criteria;
- Ability to download the full data set and perform own analysis (Instructions & Recommended Formulas to be provided); and
- Customizable reports upon user request.

This powerful data tool is a value-added service of AESA. The survey, through the generous support of the AESA foundation, is provided at no cost in this initial year (2013-2014).

We strongly encourage all state leaders to share this information with the ESAs in your respective states. The more states and ESAs that participate the more robust and rich the data source, and the more powerful the survey tool and reports become in driving decision making and system improvements in ESAs nationwide. [ACCESS THE SURVEY HERE.](#)

Or the address if you need is -

http://data.mvesc.k12.oh.us/surveys/aesa_survey.html

Educator's Call to Action - September 24-26, Washington D.C.

This is an excellent opportunity to have your voice heard and learn about what is happening at the federal level that could have an impact on your agency. There will be time to go up on the Hill and meet with your congressional delegation and staff. [ECA Info](#)

New CEO Orientation - October 6-8, 2013

In October of 2012 and March of 2013, AESA and PKR, Inc. offered the first two new ESA CEO Orientation sessions. With the support of our AESA business partner and CEO Orientation sponsor, Corwin Press, and the cooperation of our host and AESA business partner Marsden Services, we are pleased to open registration for the third group. **Register by calling Peter Young at (203) 481-4063.** For more detailed program information, please contact Susan Leddick at (406) 994-0303. Registration will be limited to the first 17 participants. [Check it out here.](#)

AESA Annual Conference - San Antonio, Texas - December 4-7, 2013

Check out the terrific learning opportunities with this year's annual conference - *ESAs in a 2.0 World* - at the J.W. Marriott in the San Antonio Hill Country. [Conference Information](#). Get your reservations in soon!

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