

## AESA provides leadership and resources for ESAs across the nation

by Bill McKinney, AESA president

The role of educational service agencies (ESAs) continues to grow. Across the nation, ESAs provide essential services to America's students.

- Today there are 551 ESAs in 44 states (up from 412 ESAs in 26 states ten years ago).
- 87% of the nation's school districts and 85% of the nation's private schools receive services from ESAs.
- ESAs serve customer districts representing over 43 million students.
- ESAs spend over \$14.7 billion on educational services each year.

These statistics indicate that ESAs are increasingly seen as the "go-to" organizations in education.

As the national voice of ESAs, AESA continues to grow in membership, in importance, and in service to its members. AESA continues to offer leadership, networking, learning opportunities, and invaluable resources to the ESAs it serves. AESA also continues its relationship with the U.S. Department of Education, with an appointed liaison between AESA and USDE. One of the fastest growing and most influential organizations in the United States, AESA is a strong partner to help ESAs effectively serve children.

Many of us took advantage of one of the amazing opportunities offered by AESA—the Educators' Call to Action: Federal Advocacy conference that was held September 14-16 in Washington D.C. This conference offered the chance to learn from those at the policy-making level, to visit with Federal decision makers, and to understand Federal funding for education. We explored the hot issues being discussed on Capitol Hill, and spoke with our senators and representatives, and shared important information about the issues and concerns of our agency and school districts.

As a visionary, responsible, and pro-active organization, AESA is participating in a strategic planning process. Taking a close look at where

AESA is now and where the organization is going, the executive council is analyzing current trends and issues that affect the organization and its member ESAs; the implications of these trends and issues; the strengths

and weaknesses of AESA; the strategic priorities of the organization; and its goals for the future. The council has identified several strategic priorities, including enhanced research and development (and market research which will collect more sophisticated data), expansion of the leadership development offered by AESA, and enhanced connectivity of AESA members. Taking steps to realize these priorities will continue to move AESA ahead and strengthen its footing as a resource and aid for ESAs.

AESA is dedicated to providing legislative advocacy which educates Federal legislators and their staffs; obtaining research and publications that identify and report information important to ESAs; promoting networking in order to foster sharing of programs, ideas, and successes among agencies; creating business partnerships to evaluate products and services developed for school districts; encouraging technical assistance for regional, state, and Federal education initiatives; and serving as the link for regional technology efforts.

The AESA Educational Foundation is working hard to promote the goals of AESA and enhance the capabilities of ESAs nationwide. The AESA Foundation's work in conducting professional development is invaluable, as was demonstrated at our 2005 Summer CEO Leadership conference in



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# Meet the candidates for AESA executive council

## Eastern Region

### J. Thomas Pagan

Executive Director, Central Indiana ESC, Indianapolis, IN

**Experience:** Twenty-nine years in educational administration as executive director for two of Indiana's Educational Service Centers. Additional experience includes adjunct university professor, educational consultant, grant writer, textbook reviewer, mathematics specialist, mathematics teacher, benefit specialist for a private employee benefit consulting firm, and proprietor of retail businesses.

**Service:** Past president of AESA; past president of the Indiana Association of Educational Service Centers; current member of AESA government relations committee; member of AESA since 1977.

**Reason for seeking AESA council position:** AESA is a much larger and vibrant professional organization than when I joined in 1977 or during my tenure on the council and president in the early 1990s. A function I can provide our great professional organization is my experience and history with AESA as it continues to grow to meet the needs and demands of a new generation of ESAs.



### Joan E. Schuman

Executive Director, Hampshire Educational Collaborative, Northampton, MA

Joan Schuman has been the executive director of the Hampshire Educational Collaborative since 1993. Previously, she held key positions with the Massachusetts Department of Education, including appointment as the department's first female manager (director of the Bureau of Student Services) and director of the Central Massachusetts Education Center, where she provided leadership in implementing education reform within 120 school districts. She has extensive experience and influence in areas of legislation, board of education policy, and model program development.

From 1999-2001, Joan served as president of the Massachusetts Organization of Educational Collaboratives, promoting legislation that increased the role of education service agencies in Massachusetts. A member of AESA since 1996, she has served on the legislative committee since 1998 and the membership services committee since its formation.

During her many years as an educator, Dr. Schuman has served in leadership positions on several boards representing international, national, state and local community issues.



## AESA provide leadership continued from page 1

Green Lake, Wisconsin, in July. The successful results of our work is summarized on our Web site at [www.aesa.us](http://www.aesa.us). The work of the foundation assists AESA as it strives to help make ESAs successful.

Mark your calendars now for AESA's biggest event of the year—the annual conference November 30-December 3 in Savannah, Georgia. Come be a part of the largest AESA conference in our young history and enjoy the charm of Savannah while building on a foundation of professional growth opportunities aimed exclusively at the needs of ESAs.

AESA offers so many opportunities for its members. Please don't miss all that this wonderful organization has to offer.

# More candidates for executive council...

## Central Region

### Joe Crozier

Chief Administrator, Great River AEA 16 & Southern Prairie AESA 15, Burlington, IA  
During my twenty-four years in education, I have taught, served as an elementary, middle and high school principal, superintendent, and for the past four years served as chief administrator in an education service agency in Iowa. I am currently the president-elect of the School Administrators of Iowa and serve on the governing board for the American Association of School Administrators.

My passion throughout my career is that of promoting and providing exceptional leadership training opportunities for educational leaders. It is my belief, that next to the teacher in the classroom, the most significant influence for increased student achievement is that of quality leadership. As I personally continue to development my leadership skills, it is my goal to continually support and encourage the leadership development of my colleagues. In this way, I believe we can really make a difference in the lives of students in Iowa and across the nation.



## Western Region

### Michael Cook

Executive Director, ESSDACK,  
Hutchinson, KS

Dr. Michael Cook is the executive director of Educational Services and Staff Development Association of Central Kansas (ESSDACK). Under the direction of Dr. Cook, ESSDACK has grown from 13 to 135 employees and from 21 to 52 member districts, serves over 50,000 students and 4500 educators, and works closely with the Kansas DOE, Kan-Ed and post-secondary institutions. Previous experience includes secondary and post-secondary teaching and administration. Cook currently serves on the Kansas State Council of Superintendents and on the board of Kansas Association of School Administrators. His experience in public and parochial education and as a member of professional organizations such as United School Administrators, ASCD, and AASA gives Dr. Cook a broad-based perspective of the needs of education. His specific interest lies in what the future of education should look like. He also serves as president of the Flint Hills Therapeutic Riding Center helping children with special needs.



### D. Gil Kettelhut

Administrator, Educational Service Unit #3,  
Omaha, NE

Since 1997 I have served as chief administrator of Educational Service Unit #3, located in suburban Omaha, including school districts in size from 400 small town/rural students to 20,000 urban/suburban students. ESU #3 serves over 60,000 students.

I served as president of the Nebraska Educational Service Unit Administrators Association from 2000-2002. Currently I serve as the legislative chair of this body.

I authored two articles in "Perspectives" for AESA, while presenting several times at AESA on accountability of programs and services for ESAs.

I am also an adjunct faculty member at the University of Nebraska @ Omaha teaching school business management.

Previously I was a superintendent at an ESU #3 school district, with earlier stints as a secondary principal and teacher. I served as the county superintendent for two counties in metropolitan Omaha.

On a state level I serve on the State Committee on the Reorganization of Schools.



### Terry Munther

Superintendent, Educational Service  
District 101, Spokane, WA

Dr. Terry Munther is superintendent of ESD 101, Spokane, WA, an ESA serving urban and rural schools enrolling nearly 100,000 students.

His leadership experience includes service on numerous state and national panels, including the Washington State Priorities in Government and Washington Learns committees both appointed by the governor, and the AESA governmental relations committee.

In seven years as ESD 101 superintendent, Munther has been recognized for his initiative in cultivating K-12 partnerships with private industry and higher education. During this time, ESD 101 also has been recognized for its innovation in serving at-risk youth, including prison populations. These innovations include the Corrections Learning Network, using television and DVD technology to serve more than 800 prisons nationally.

Munther has amassed 27 years of diverse experience as a teacher, principal, local district superintendent and now regional superintendent. He holds a doctorate in educational administration from Washington State University.



**Note:** Ballots for council elections will be mailed to each member agency CEO/superintendent in December. We encourage you to vote in this important election. To review, AESA bylaws call for four-year terms of office and each region will have a bye once every four years. This year, the Southern Region has the bye and will not have a nominee.

## 2005 Summer CEO Conference: leading with data/measuring for success

Learning from one another has always been a hallmark of AESA. Since its inception in 1976, members have been generous in sharing with one another. ESAs have been strengthened by what they learn from their colleagues.

The 2005 Summer CEO Conference was a perfect example of this sharing. Four ESAs shared their work in using data. Presentations were made by Region 4 ESC (TX), Hamilton County ESC (OH), AEA's 15 & 16 (IA) and CESA 7 (WI). Susan Leddick of Profound Knowledge Resources provided facilitation for the sessions and helped participants create "Guiding Principles for ESA Measurement System Development."

PowerPoint presentations from the four groups, as well as the guiding principles, can be found at [www.aesa.us](http://www.aesa.us). The AESA research and development subcommittee has prepared summaries of each of the presentations to provide further sharing of knowledge.

The AESA Foundation which operates this conference for AESA, is grateful for the support of our sponsors: Strategic Energy, Apple Computer, Teachscape, TetraData, Laureate, inc. and Edusoft. This support enables us to provide a quality learning experience at a reasonable cost.

For 2006, the Summer CEO Conference will again be hosted by the AESA Foundation. The theme of the conference will be "Leadership Development" and Dr. Tim Waters of McREL will be the speaker on the first day. As in the 2005 conference, ESAs will provide information about their own work so that we can continue to learn from each other.

In response to participant requests, the 2006 conference will be one day longer. We will be in session at the elegant Benson Hotel in Portland, Oregon, from Monday, July 24 (late afternoon) to Thursday, July 27 (late morning). Conference rates are \$129 per night. Mark your calendar now to share in another exciting learning adventure!

## AESA launches year two of the Executives in Residence program

AESA is proud to announce this year's participants for the Executives in Residence program, a yearlong course on professional development for ESA leaders. David Kwiatkowski, Gilett, WI; Andy Pachacek, Houston, TX; and Mike Smoczyk, White Bear Lake, MN, will be participating in the program this year.

Twyla Barnes, superintendent at ESD 112, is coordinating this year's program. She helped to initiate the program and her agency participated as a host site last year.

If your agency would like to nominate someone for next year's program, please attend the Executives in Residence concurrent session at the annual conference in Savannah. Information also will be posted on the AESA Web site.

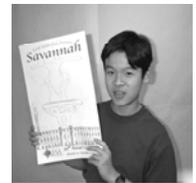


November 30-December 3, 2005

Savannah International  
Trade & Convention Center



See y'all in  
Savannah!



### Keynote Speakers

- ☆ **Dr. Robert Ballard**—Thursday, December 1
- ☆ **Dr. Douglas Reeves**—Friday, December 2
- ☆ **Dr. Cile Chavez**—Saturday, December 3

### Conference Highlights

- ☆ **Pre-Con**—Wednesday, November 30, the AESA Foundation will sponsor a leadership pre-con especially designed for board members and CEOs/superintendents.
- ☆ **Golf Event**—on Wednesday, November 30, AESA will host a golf event at the PGA tour course at the Westin Harbor Resort.
- ☆ **Special Entertainment**—on Thursday, December 1, conference attendees will enjoy a Broadway-style performance of *Jukebox Journey* hosted at the historic Savannah Theater.
- ☆ **Exhibit Hall Events**—exciting exhibits and events will make the exhibition hall the hub of activities for conference attendees. Events include the welcome reception, internet café, ice cream social, and exhibit hall bingo.
- ☆ **AESA Foundation Silent Auction**
- ☆ **Breakout Sessions**—tailored to meet the needs of directors, staffs and board members of your ESA.
- ☆ **Job-a-Like Sessions**—special sessions designed to bring together colleagues in similar jobs to discuss the common issues and challenges.

#### Register Now!

Make your reservation today to help lay the foundation for more successful services by Educational Service Agencies. For more information and to register, visit [www.aesa.us](http://www.aesa.us)