



AESA NEWS

Solutions Marketplace shares programs; saves time and money by Doreen Marvin

As the director of development for LEARN (the ESA in southeastern CT) and a long time ESA staff member I have learned, as I am sure many of you know, that this business of serving education is tricky. How can we be leaders on the cutting edge without being so far in front of our customers that they may not be able to catch-up? How can we be entrepreneurial without being too slick? How can we build internal capacity without over extending the budget? How can we be ready at a moment's notice to prove our worth? How do we assist our districts with their growing pressures of the virtual world? At LEARN we have answered some of these questions through the AESA Solutions Marketplace.

The AESA Solutions Marketplace

has helped us serve our 24 school districts, 21 superintendents and 46,000 students. With 99 percent of our budget coming from non-direct state funding in the way of tuitions, competitive grants, and sales for service we don't have the flexibility for expansive loss leader programs or expensive research and development. Programs and services such as Virtual Learning Academy and escWorks have allowed us to fill a need for our customers effortlessly. "Effortlessly" you ask? Yes, thanks to the quality of the products and the wonderful *colleagues* at both Jefferson County ESA, Ohio, and Region 4, Texas.

The Virtual Learning Academy (VLA) developed by Jefferson County enables us to offer our districts a quality online curriculum designed for students in grades two through 12. LEARN began offering this on a "pilot" timeline last September for 15 students who had been expelled

from one of our member districts. Word spread about how well these students were doing, how much money the district was saving, and how happy the district was,



and our "pilot" timeline went out the window (always a fun time for the development department). By the end of the school year nine districts and over 100 students had benefited from VLA. One district saved \$75,000 in homebound tutoring dollars, while another district saved \$15,000 over half a year by serving expelled students virtually. Furthermore, three

An important benefit of AESA is partnership with other ESAs. The Solutions Marketplace is one way to reap the benefits of your AESA membership.

students did not drop-out and graduated in June, at least ten student-athletes recovered

credits so they were able to continue playing sports, and 57 students successfully completed summer school. The program was so successful, that one district pre-purchased 40 VLA seats for the following school year. Jefferson County has worked with us to tailor services for Connecticut. There are many other examples of successes including profitability for LEARN, which has been more than adequate. A sister ESA in Connecticut has begun offering VLA to their member districts by creating a partnership with LEARN. The staff at Jefferson County are true colleagues, partners, and friends.

EscWorks a product from Region 4 ESC (TX) gives an ESA the ability to track all services in one database. It allows tracking value to customers, time spent on grants, services to families within a specific program, maintenance and custodial requests, and demographics; just to name a

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AESA announces new business partners

Two companies joined the AESA as business partners just prior to the 2007 annual conference at Tampa. Both companies, ComotivSystems and TransAct, had been AESA business members.

To become a business partner, a company undergoes a business review including a due diligence process completed by the AESA's national legal counsel, Patton and Boggs, an international law firm headquartered in Washington DC with extensive public policy experience. If accepted, each business partner then negotiates a contract with AESA for program deliverables, which also include AESA support and sponsorship of programs and the annual conference.

ComotivSystems provides the Comotiv Connect network of Internet-based point-to-point video and audio communications, along with document file sharing and other communications opportunities including desktop sharing sessions, text chats, or simply having the same up-to-date documents in a Collaboration Room's workspace, Comotiv Connect can be an invaluable tool for efficiently and effectively connecting administrators, teachers, students, and the community.

TransACT has developed the ActPoint K-12 Decision RoadMaps. ActPoint, co-marketed as an AESA branded product, allows Federal, state, and local statutes, policies, and procedures to be mapped for ease of use, transforming the complex regulations into simple steps and action plans for better and consistent execution by front-line staff.

TransAct is well known nationally for its Translation Library of policy documents that provide a valuable service for school districts serving communities with diverse languages spoken at home, including the Parent Notification collections online libraries of legally-reviewed notices, forms and guidance, each designed to make parent communication consistent, accurate and affordable for districts of all sizes. These, and other documents, may be integrated into the ActPoint RoadMaps for instant access.

The Websites of ComotivSystems and TransAct, along with other AESA business partners, are linked from the AESA Website. The direct connection to ComotivSystems is: www.comotiv.com. The direct connection to the TransAct ActPoint is: www.actpoint.com.

ComotivSystems and TransAct join AESA's other business partners Catapult Online, eSchool Mall, Laureate Education, Strategic Energy, Summit Energy, and Trinity Education Group.

AESA welcomes new business members

Eight companies joined the AESA as business members at the 2007 annual conference at Tampa. Those companies provide a variety of services for ESAs, and opportunities to integrate products or services into programs ESAs provide to their local school districts.

The Website for each company is linked from the AESA Website: www.aesa.us. The companies are: AcademicBiz, Grace Global Corporation, LightSpeed Systems, McGraw-Hill, Scholar Centric, SchoolCity, Solution Tree, and The Conover Company.

Agencies with a vendor relationship that may benefit other ESAs can refer that company for a Business Membership in the AESA. For additional information, please contact Dick Moody, AESA director of business services, at (360) 866-6331.

Council election results announced

At the AESA annual business meeting on Friday, November 30, 2008, in Tampa, Florida, the AESA membership approved the 2007 AESA amended bylaws. One of the changes in the bylaws state: If a candidate runs unopposed the council may by majority vote cast a unanimous ballot for the candidate on behalf of the membership.

Based on this change, the AESA council cast a unanimous ballot on behalf of the membership for the three regional candidates who ran unopposed.

Congratulation to the following candidates who were elected to the AESA council. These new council members will take office May 1, 2008.

Eastern Region

James Baldwin
District Superintendent
Questar III BOCES
Castleton, New York



Southern Region

John Bass
Executive Director
Region 16 ESC
Amarillo, Texas



Western Region

Michael Cook
Executive Director
ESSDACK
Hutchinson, Kansas



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few. LEARN now can accept credit card payments for professional development, online registrations, conference room bookings, refreshments for professional development requests, and manage the agency-wide contacts in one place. When our executive director, Ginnie Secombe, is visiting a district or presenting to a local board of education, we can give her up to the minute services that LEARN has done for that district and superintendent.

EscWorks allows us to answer the accountability questions for funding sources and gives the opportunity to have teachers participating in a Federal grant to report on their work with the specific grant goals. We have been able to demonstrate savings to districts as well as time spent developing new programs such as Magnet schools. This product has saved us time, money, and human energy. It has increased our credibility and made reporting to the auditors and

grantors easy. The technology staff at LEARN are smart people and could have spent an FTE to develop a similar product for us and then had to maintain it and host it on our server. However, it did not make sense for us to duplicate efforts when there was an affordable quality product tailored for ESAs. The staff at Region 4 are responsive, supportive, and have a philosophy of top notch customer service, making this partnership very successful.

Some of the benefits of being a member of AESA include the support and partnerships with other ESAs. The Solutions Marketplace is one way to reap the benefits of membership. Go to the AESA Website, see all that your fellow ESAs have to offer, call the contact staff- trust that you will not be disappointed and that you may just have a new product or service for your member districts that benefits your ESA in numerous ways. I would also be happy to speak with

you about these and other services that we have utilized in the Solutions Marketplace (dmarvin@learn.k12.ct.us)

Doreen Marvin is director of development at LEARN Regional Educational Service Center, Old Lyme Connecticut. Doreen works with a wonderful team at LEARN who are responsible for new programs and initiatives. The Development Department at LEARN supports all the service delivery platforms and directly supports district needs and requests. This includes but is not limited to magnet school development, data collection and analysis, online education, high school accreditation, grant application facilitation, organizational design, and marketing.

AESA congratulates 2007 national award winners

AESA congratulates the following award winners who were recognized at the annual conference in Tampa, Florida.

Justus A. Prentice Award

Twyla Barnes, Superintendent, ESD 112, Washington

The Justice A. Prentice Award recognizes outstanding contributions through executive leadership in the advancement of regional educational service agency programs at the regional, state and national levels.



Twyla G. Barnes leads an agency known for its inventive, responsive solutions to school districts. In her 12 years as superintendent, ESD 112 has earned state and national recognition for developing cost-saving cooperatives in special education, public relations, transportation and risk insurance, among others.

Dr. Barnes has also provided inspired leadership at the state and national levels. She has been a frequent adviser in Washington State to governors, cabinet members and legislators on key educational issues. She is the chair of the Washington State Information Processing Cooperative Board, which provides quality information services to school districts. Her leadership during state budget discussions succeeded in securing an increase in core funding for all ESDs in the state.

She has been a key player in the work of AESA, serving as president of the organization in 2002-03, and is chair of the Executives in Residence program.

E. Robert Stephens Award

Susan Leddick, Education Consultant, PKR Inc.

The E. Robert Stephens Award recognizes contributions that advance understanding of regional educational agencies through research, writing, and/or publications at the regional, state, and national levels.



Dr. Susan Leddick of Bozeman, Montana, is president of Profound Knowledge Resources Inc. She has provided invaluable assistance to individual ESAs in several states, the AESA and the AESA Foundation. She has also partnered with regional educational laboratories, state departments of education, local school districts and corporations.

Her research work on systems design has been exceptional, and it has been of great benefit to individual educational service agencies, statewide networks of educational service agencies and school districts. In addition to her work as a consultant and facilitator in planning and design efforts for ESAs, AESA and the AESA Foundation.

Dr. Leddick has been a presenter at AESA conferences, a writer and editor of AESA conference white papers and reports and a volunteer board member and contributor to the AESA Foundation.

Walter G. Turner Award

Rep. Arlene Setzer, Ohio House of Representatives

The Walter G. Turner Award recognizes contributions in the advancement of regional educational programs at the regional, state, and/or national levels.



State Rep. Arlene Setzer, of Vandalia, Ohio, has advanced regional educational programs as chair of the Ohio House Education Committee. She has worked tirelessly to promote higher educational standards.

Rep. Setzer's commitment to educational efficiency and quality was demonstrated by her support for implementing the Educational Regional Service System in Ohio. The system makes Ohio's educational service centers a primary provider of services with a higher standard of accountability. The result is the elimination of unnecessary duplication of services and a clearer, and simplified, delivery system.

In addition to spearheading this innovative effort, Rep. Setzer has stayed involved through her attendance at meetings of a state committee that was formed to monitor the work of the Educational Regional Service System. Rep. Setzer's work has truly advanced the goals and philosophies of educational service agencies, and she has been a strong advocate for educational service centers and public education in Ohio.

Walter G. Turner Award

Jay D. Rockefeller, U.S. Senator (W.Va.)

The Walter G. Turner Award recognizes contributions in the advancement of regional educational programs at the regional, state, and/or national levels.



U.S. Sen. Jay D. Rockefeller, co-author of the Telecommunications Act of 1996, has improved the lives of all children through his efforts to secure educational technology for schools and libraries. E-Rate, which was part of that landmark legislation, has provided some \$19 billion in discounted services to schools and libraries.

Thanks in large part to Sen. Rockefeller's efforts, more than 90 percent of classrooms in rural, high minority and low-income school districts now have Internet classrooms, enabling them to fully utilize modern communications tools to support and enhance student achievement.

Educational service agencies throughout the nation have relied on E-Rate as a way to leverage funds for educational technology infrastructure to schools and libraries. Sen. Rockefeller's vision and hard work have benefited not only schools throughout his state of West Virginia, but in all other 49 states, and students throughout the nation are much better prepared to meet the challenges of the 21st Century.