



AMERICAN ASSOCIATION OF  
EDUCATIONAL SERVICE AGENCIES

**ANNUAL REPORT**  
**1989-90**

*YOUR INVESTMENT  
IN THE FUTURE*

American Association of Educational Service Agencies  
1801 North Moore Street  
Arlington, Virginia 22209

**AMERICAN ASSOCIATION OF EDUCATIONAL SERVICE AGENCIES  
EXECUTIVE COUNCIL MEMBERS**

**President: Lester L. Martisko (1990)**  
Executive Director  
South Central Educational Cooperative  
Service Unit-Region 9  
1610 Commerce Drive  
North Mankato, MN 56001  
507/389-1425

**David J. Calchera**  
Director  
EASTCONN  
Route 6 (Hampton)  
North Windham, CT 06256  
203/455-0707

**Bobby Roberts**, Executive Director  
Region 6 Education Service Center  
3332 Montgomery Road  
Huntsville, TX 77340  
(409) 295-9162  
**(Appointed 1 year term, eligible  
for election)**

**Dale L. Jensen +(1992)**  
Administrator  
Box M  
Superintendent  
Clear Lake, IA 50428  
515/357-6125

**Joseph Nicita (1991)**  
Superintendent  
Macomb Intermediate School District  
44001 Garfield Road  
Mount Clemens, MI 48044  
313/286-8800

**Dennis L. Peterson (1992)**  
Superintendent  
NORTH CENTRAL EDUCATIONAL  
SERVICE DISTRICT  
P.O. Box 1847  
640 South Mission  
Wenatchee, WA 98807  
509/663-8741 SCAN 565-1436

**Charles S. Terrell, Jr. (1991)**  
Superintendent  
San Bernardino County Schools  
601 North E Street  
San Bernardino, CA 92410-3093  
714/387-4386

**Freeman A. Van Wickler (1990)**  
District Superintendent  
Delaware-Chanango Board of  
Cooperative Educational Services  
R. D. 3 - East River Road  
Norwick, NY 13815  
607/334-2771

**William Vantine (1991)**  
Executive Director  
Bucks County Intermediate Unit 22  
Doylestown Corporate Center  
Routes 611 & 313  
Doylestown, PA 18901  
215/348-2940

**Walter G. Turner**  
Executive Director  
American Association of Educational Service Agencies  
1801 North Moore Street  
Arlington, VA 22209  
703/875-0734 or 703/528-0700

AMERICAN ASSOCIATION OF EDUCATIONAL SERVICE AGENCIES

STAFF

<b>Dr. Walter G. Turner</b> Executive Director	703/875-0734
<b>Lynn Schierholz</b> Unit Coordinator	703/875-0722
<b>Darlene S. Pierce</b> Director, Professional Development	703/875-0736
<b>M. Patricia Goins</b> Grants Manager	703/875-0706

ADMINISTRATIVE ASSOCIATES

1985	<b>Twyla Coughlin</b> Southeast Regional Resource Center Juneau, Alaska
	<b>Lester "Les" Martisko</b> South Central ESCU-Region 9 North Mankato, Minnesota
	<b>Thomas "Tom" Pagan</b> William E. Wilson Education Center Jeffersonville, Indiana
1986	<b>Peyton Lieuallen</b> Polk Education Service District Dallas, Oregon
	<b>David N. Moore</b> Monroe 2-Orleans Boces Spencerport, New York
1987	<b>Jerry K. Pinsel</b> Sixth District Professional Development Center Hammond, Louisiana
1988	<b>Ronda Frueauff</b> Tuscarawas County Public Schools New Philadelphia, Ohio
	<b>Catherine "Cathy" Ann Hardison</b> Educational Service District 105 Yakima, Washington
1989	<b>Michael Bugenski</b> Oakland Intermediate School District Pontiac, Michigan

AMERICAN ASSOCIATION OF EDUCATIONAL SERVICE AGENCIES

COUNCIL COMMITTEES

FINANCE COMMITTEE

Lester L. Martisko, Chairman

AWARDS COMMITTEE

Chuck Terrell, Chairman

LEGISLATIVE COMMITTEE

Freeman A. Van Wickler, Chairman

The purpose of the AAESA Legislative Committee is to propose and formulate federal legislation initiatives that will strengthen the role of the educational service agency concept in public education.

The committee has five major responsibilities. First, it must prepare and propose in each even-numbered year an AAESA legislative platform. Second, it aids those who are seeking support for desired legislation for AAESA and others. Third, it helps in opposing undesirable legislation. Fourth, it is responsible for maintaining a legislative handbook and reviewing it annually for necessary changes; and fifth, it performs other legislative related duties assigned by the Council. Additional tasks include surveying AAESA membership; preparing a proposed AAESA legislative platform; working with the AAESA/AASA staff to develop and introduce proposed legislation; generating support for the proposed legislation; and coordinating any opposition to legislation not in the best interest of the AAESA.

The chairman of the committee is appointed by the AAESA Council President for a three-year term. The committee is composed of nine members, three from each region, as appointed by Council President with advice from the Council members of the effected region.

PROGRAM COMMITTEE

Joseph Nicita, Chairman

The responsibilities of the Program Committee of the American Association of Educational Service Agencies can be separated into two distinct areas. The first responsibility is to determine the needs of association members with regard to professional growth and knowledge of current events. Secondly, it is incumbent upon the committee to consider members' wishes regarding leisure activities.

When the needs and desires of the members are known, the committee can be expected to develop convenient programs for their satisfaction. This requires that reasonably priced and well located opportunities for learning and relaxation be developed.

The Program Committee, in conjunction with association staff, is responsible for developing meaningful and enjoyable programs for members and to place and price those programs so that they are available to a most significant part of the membership.

**MEMBERSHIP COMMITTEE**  
**William Vantine, Chairman**

The functions of the American Association of Educational Service Agencies (AAESA) Membership Committee shall include, but are not necessarily limited to, the statements herein and shall serve as a general guide to the committee and members of the Council:

1. To work with and assist the Executive Director of the AAESA in maintaining and promoting new membership in the Association.
2. To meet periodically, generally in conjunction with the annual AASA Convention to review membership data and determine membership goals and objectives.
3. To promote membership in the respective states and to respond to questions regarding membership and association services.
4. To acquaint non-members with the benefits and services available as a member.
5. To promote attendance at multi-regional and state or national conferences sponsored by the AAESA.
6. To promote interaction, communication and cooperation among other agencies.

## AMERICAN ASSOCIATION OF EDUCATIONAL SERVICE AGENCIES

### ANNUAL REPORT 1989

The American Association of Educational Service Agencies (AAESA) is a dynamic growing organization founded in 1978 by 45 educational service agencies. Its purpose is to provide an active network for legislation, programs, and services at the national level. AAESA provides for its members a cohesive force to communicate with each other and a means of sharing ideas of common interest.

The Association contracts with the American Association of School Administrators (AASA) to provide staff and resources for specific objectives. AAESA has been a self-sustaining association member for the last eight years. This has been a beneficial relationship to both associations.

The AAESA programs and activities provided for its contract members have been substantial. Some of the highlights are:

#### MEMBERSHIP

Membership has stabilized the past four years. During 1989 AAESA had 248 contract member agencies. Thirteen states have 100% agency participation in AAESA. The recruitment of new members as well as the excellent membership retention rate has been due to the efforts of all its members. The AAESA membership committee and state membership chairmen provide the network for recruitment and retention.

#### LEGISLATIVE - FEDERAL RELATIONS - STATE

AAESA through its contract with AASA utilizes the AASA Office of Government Relations for major contacts in Congress and the U. S. Department of Education. The Legislative Committee of AAESA meets twice a year, once during the AASA Convention and again prior to the Legislative "I Care" Conference.

- o AAESA and AASA jointly sponsor the "I Care" Legislative Conference in September of each year. This conference, begun in 1979 by AAESA, has grown to over 500 participants with the additional sponsorship by AASA. The program has become the major legislative event for both associations. The next conference will be held on September 12-14, 1990 at the Hyatt Regency-Washington in Washington, D.C.
- o AAESA maintains liaison activities with Congress and staff. This has resulted in service agencies being included in the majority of legislation passed by Congress and in the regulations developed by the Department of Education. Examples are the modifications in the Vocation Education Act that allows for greater flexibility for ESDs.

- o AAESA now has a seat on the AASA Federal Policy and Legislation Committee with voting status and therefore takes an active role in establishing legislative priorities each year for both organizations.
- o AAESA members and staff continue to work with several states to develop legislation for educational service agencies and to rewrite existing statutes.
- o AAESA belongs to the Committee for Education Funding, a national group representing over 150 organizations. The purpose of this group is to ensure the greatest degree of support possible for the educational programs that are before Congress and the regulations that control these programs.
- o Several AAESA members and staff have testified before congressional committees or study groups. Some of the areas have been in deregulation, vocational education, technology, staff training, special education, asbestos and education reform.
- o AAESA monitors all legislation and regulations at the national level to ensure that ESAs are included in language related to educational service agencies and that it permits them to participate in all educational programs.
- o AAESA staff meets regularly with the U. S. Department of Education, U. S. Department of Energy, U. S. Department of Labor. and national organizations such as the National School Boards Association, Chief State School Officers, and others based in Washington to share information and to ensure that service agencies are included in any programs these groups sponsor.
- o AASA has established an effective network for legislation across the United States. This has been activated several times in 1989.

#### PROFESSIONAL DEVELOPMENT

- o Many staff development activities have been held this year for administrators, professional staff and board members. The December leadership seminar each year focuses primarily on the needs of the CEO. The CEO conference was held in Scottsdale, Arizona, December 3-6. The purpose of the meeting is to discuss programs of vital concern to ESAs and exchange ideas between CEOs. This program is designed by the membership. The 1990 conference will be held in Florida, December 2-5.
- o AAESA sponsored the annual AAESA Leadership Seminar prior to the AASA Convention. The meeting familiarized the agencies (staff, administrators, and board members) with other programs that exist across this country. It also provided an opportunity to discuss how each agency operates, and what resources they can jointly share or utilize within their states. This seminar has expanded over the past several years. 1991 will be held in New Orleans.
- o During the AASA Convention in February, AAESA sponsored a variety of

programs highlighting activities and programs across the United States through discussion groups and clinics. A special booth in the Association Exhibit Area provided information and an opportunity to meet with Council members and staff. An AAESA Open House was held for members on Friday evening. The annual business meeting is held on Saturday afternoon during the convention.

- o An annual AAESA Banquet is also held one evening during the convention for special awards and the presentation of the Justus A. Prentice Memorial Award. Recipients are listed elsewhere in this report.
- o At the National School Boards Association Convention in March, 1988 AAESA cosponsored clinic programs and a breakfast for ESA board members and others involved with service agencies.
- o AAESA cosponsored activities at the national conventions of the Rural Education Association, the American Educational Research Association, and the Association for Supervision and Curriculum Development.
- o AAESA sponsored multi-state meetings in the eastern region and the midwestern region. Plans are to encompass more states in 1990 with these regional meetings. The 1990 date for the Eastern Region is June 24-26 in Wheeling, West Virginia and for the Midwestern Region, July 15-18 in Indiana.

#### PUBLICATIONS

- o In 1989, five issues of the AAESA REPORT: PERSPECTIVE ON SERVICE were published. Included in each issue was a calendar of events; a review of service agency news from across the country; special features about agency programs; highlights of relevant meetings and conferences; and the profile of an agency administrator.
- o Several other publications, "alerts" and articles were sent to members periodically.

#### SPECIAL PROGRAMS AND INFORMATION SERVICES

As more states start ESAs and services expand in existing agencies, the more vital AAESA becomes to you. What are other agencies doing to provide services to their member school districts? How are funds allocated for services? How are agencies evaluated? These and many more questions can be better handled from coordination with AAESA.

Other services:

- o Grants and Contracts  
A new grant alert bulletin was developed in 1989. This bulletin is a special alert sent to all member organizations. During 1989 several agencies received grants because of this service.
- o Educational Service Agency Information Clearinghouse  
Established in 1987, the ESA Information Clearinghouse serves as the



national repository for documents and publications produced by AAESA member organizations. It collects and disseminates information about ESA's including but not limited to, policy manuals, program of services descriptions, needs assessment and program/personnel evaluation guides, general research reports on ESA operations and programs, and other appropriate information relating to ESAs. It maintains a series of bibliographies derived from such standard resources as ERIC, Dissertation Abstracts and the professional journal literature. However, the **primary source of information for the clearinghouse is the member organizations of AAESA**, which submit all relevant documents to the clearinghouse on a regular basis. Priority users are member organizations, but the resources are available to others on an as available, at cost, basis. Contact persons from each member agency were named and all documents submitted were entered into the system.

- o Product Marketing-Product Development  
During 1989 a new component was added to the services of AAESA, that of marketing ESA products nationally. These products which have been developed by ESAs have been made available to all ESAs. Through a contract with Sophis West (Colorado), forty-three products and services were submitted. As part of the pilot program, five were featured in the first catalog which was distributed in March 1989. This will continue with an annual update.
- o Research  
As ESAs become more visible, so do the doctoral studies become more numerous. Many requests were submitted by numerous universities across the U.S. As these become available, membership will be informed.
- o Special Contracts  
A contract was developed with The Institute for Environmental Assessment of Minnesotas to offer the membership an opportunity to view a new approach to environmental issues and their solutions.

#### THE AAESA COUNCIL

The AAESA Council is composed of elected representatives from three major regions. Each region has three representatives who are nominated by region, but elected on a national ballot. The 1989 Council President has been Lester L. Martisko of North Mankato, Minnesota. During the past year the Council continued with the priorities and long range plans established in 1988. Some of the activities as identified by the membership and approved by the Council were:

- o Expand membership recruitment activities.
- o Promote greater working relationships with the Chief State School Officers.
- o Develop a new directory and information package that will be available to all educational service agencies.
- o Develop workshops for administrators, staff, and board members of ESAs at both the national and regional levels.

- o Review and develop ways of additional fiscal support for AAESA.
- o Develop a pilot project to market ESA products
- o Expand legislative efforts of AAESA.
- o Develop an information service available to all members.

As you can see our activities and programs are diverse.

AAESA serves you at the national level just as you serve your districts on the local level. The work of the AAESA Council and staff cannot be done without each contract agency's participation and support. Going into our 12th year of service, AAESA has many accomplishments to its credit. The membership is to be congratulated!

Educational service agencies across the United States have been the leaders of education reform helping the local, state and nation achieve their goals of excellence. In every state that evaluated their education systems, ESAs have been lauded as the agencies that can achieve quality while utilizing resources to the maximum, which ultimately produces excellence in education.

On the national scene ESAs are viewed by many education/corporate leaders as the vehicle to make critical changes in the schools.

While our mission is by no means complete, AAESA has made giant strides to achieve this.

**AMERICAN ASSOCIATION OF EDUCATIONAL SERVICE AGENCIES  
GOALS AND OBJECTIVES  
1989-90**

**GOAL I: TO PROMOTE THE PURPOSES AND THE VALUE OF EDUCATIONAL SERVICE AGENCIES THROUGH INCREASED MEMBERSHIP PARTICIPATION IN AAESA.**

**OBJECTIVE A: To maintain present ESA memberships.**

1. Regional council representatives will be responsible for meetings with AAESA representatives in their areas.  
  
(Council with staff support)
2. Prior to regular council meetings the council members will contact the state representatives regarding AAESA activities and direction.  
  
(Council with staff support)

**OBJECTIVE B: To establish strategies for expanding membership in AAESA.**

1. AAESA will hold at least three regional conferences per year.  
  
(Staff with Council support)
2. AAESA staff will annually review what states are doing and the strategies to use in each state for retention of membership.  
  
(Staff with Council support)

**OBJECTIVE C: To develop a specific plan for encouraging and supporting development of ESAs in the states currently which do not have regional units.**

1. Contact the chief state school officers annually to offer technical assistance for ESA development within their state.  
  
(Council with staff support; AAESA Executive Director has responsibility for contact with the executive director of the Chief State School Officers Association.)

**OBJECTIVE D: To execute a comprehensive national report on ESA services and programs every five years.**

1. AAESA will develop and periodically update an information data base every year, with a study every five years. This will be housed at the AAESA headquarters and will be available to all members and interested parties at a cost basis. AAESA will contract for this comprehensive study every five years.

(Staff with Council support)

**OBJECTIVE E: To develop a plan to encourage international membership.**

1. Subcommittee appointed to report at the February 1988 Council meeting.

(Council committee of Caudill and Bode)

**GOAL II: TO PROMOTE A NATIONAL AWARENESS AND VISIBILITY WITH THE APPROPRIATE PUBLICS.**

**OBJECTIVE A: To identify the priority publics of ESAs and to update that listing regularly.**

1. Chief state school officers list will be maintained and we will continue to involve them in major issues.

(Council with staff support)

2. State level coordinators will be put on mailing list and invited to state and national meetings.

(Staff with Council support)

3. Key congressional leaders and aides mailing list developed. The "I CARE" Conference will be used as the major meeting.

(Staff with Council support)

**OBJECTIVE B: To expand the public information program through increased use of publications and press releases that articulate more clearly the services of ESAs.**

1. Develop workshops at the national and state level with National School Boards Association.

(Staff with Council support)

2. Sponsor more workshops during the year for ESA staff members other than the executive director or superintendent.

(Staff with Council support)

3. Expand newsletter mailing to include all groups above as well as memberships.

(Staff with Council support)

**GOAL III: TO PROMOTE THE FISCAL STABILITY OF AAESA.**

**OBJECTIVE A: To establish a short-range and long-range financial plan for AAESA.**

1. Annually AASA will provide the AAESA Council with a detailed fiscal

analysis along with necessary support regarding the financial condition of AAESA.

(Council with staff support)

2. By November of the fiscal year an analysis will be made of budget projections and any changes will be made at that time.

(Staff with Council support)

3. By October 1 AAESA will review revenue-raising activities and develop additional revenue sources for the organization.

(Staff with Council support)

4. At the end of each fiscal year AASA will provide an annual audit to AAESA.

(Staff with Council support)

**GOAL IV: TO EXERT PROFESSIONAL LEADERSHIP IN EDUCATION AREAS OF NATIONAL IMPORTANCE.**

**OBJECTIVE A: To identify substantive issues for exploration.**

1. Expand newsletter mailing to include all groups above as well as memberships.

(Staff with Council support)

**OBJECTIVE B: To participate in professional dialogue on such issues.**

1. Attend regional meetings as well as national American Association of School Administrators, National School Boards Association and the National Rural Education Association conferences.

(Staff with Council support)

**GOAL V: TO SPONSOR PROFESSIONAL COOPERATION BETWEEN AAESA AND AASA MEMBERSHIP, STAFF, OFFICERS AND EXECUTIVE COMMITTEE.**

**OBJECTIVE A: To establish mechanisms for improving the professional cooperation between AASA and AAESA management.**

1. AAESA officers (president, vice-president, executive director) meet with the AASA Executive Director annually prior to the legislative conference to review the AASA/AAESA contract discuss goals and objectives, review process for selection of future AAESA executive directors.

(Council with staff support)

2. Invite AASA staff to participate in state or multi-state AAESA functions or conferences.

(Council with staff support)

**OBJECTIVE B: To represent the interests of AAESA membership vis-a-vis AASA staff, officers and Executive Committee.**

1. Have an annual meeting with AASA Executive Committee at an appropriate and convenient time to discuss issues of mutual interest.

(Council with staff support)

**OBJECTIVE C: To represent the priority interests of the AAESA membership vis-a-vis federal and/or state policies and legislation.**

1. AAESA council member to serve as chairperson of the AAESA Legislative Committee

(Council)

**OBJECTIVE D: To gain a voting seat on the AASA Federal Policy and Legislation Committee.**

1. AAESA Executive Director and AAESA President will use appropriate channels in support of this objective.

(Turner and Harken)

**OBJECTIVE E: Encourage all AAESA members to join AASA.**

1. Provide AASA membership information to AAESA members who are not AASA members.

(Staff with Council support)

**GOAL VI: TO MAINTAIN A MUTUALLY BENEFICIAL RELATIONSHIP WITH THE NATIONAL RURAL EDUCATION ASSOCIATION.**

**OBJECTIVE A: The National Rural Education Association will be closely informed of all AAESA activities.**

1. Expand newsletter to keep members in various states as indicated.

(Staff with Council support)

AMERICAN ASSOCIATION OF EDUCATIONAL SERVICE AGENCIES  
 BUDGET SUMMARY  
 1989-1990

<u>INCOME</u>	<u>1989</u>	<u>1990</u>
Dues	68,000	68,000
Subscriptions		
Registrations	34,000	30,000
Fees		
Contributions	10,000	10,000
Other	15,000	15,000
<b>TOTAL INCOME</b>	<b>127,000</b>	<b>123,000</b>
 <u>EXPENSE</u>		
Fees	26,600	29,000
Supplies	1,000	1,562
Communications	2,500	2,500
Postage/Shipping	4,500	3,500
Printing	3,400	3,500
Equipment (rental maintenance)	200	300
Travel	33,000	30,000
Dues and Subscriptions	500	1,500
Miscellaneous	2,000	
Salaries	38,293	36,595
Benefits	10,723	11,795
Facilities Rental		
<b>TOTAL EXPENSE</b>	<b>126,250</b>	<b>123,000</b>
Excess of Revenue		

**JUSTUS A. PRENTICE  
MEMORIAL AWARD  
RECIPIENTS**

JUSTUS A. PRENTICE (posthumous)	1978-79
THOMAS SUMMERVILLE	1979-80
DANIEL A. ROHRBACH (posthumous)	1980-81
ROBERT D. BENTON	1981-82
UREY B. ARNOLD	1982-83
WILLIAM L. PHILLIS	1983-84
RUBY DUBOIS	1984-85
ELLA MAE GOGEL	1984-85
ROY G. BRUBACHER	1985-86
NOBLE J. GIVIDEN	1986-87
DWIGHT G. BODE	1987-88
RANDALL T. LAMBERT (posthumous)	1988-89
ALLAN J. THEDE	1989-90

**SPECIAL RECOGNITION  
AWARD RECIPIENTS**

HERBERT GROVER	1983-84
E. ROBERT STEPHENS	1984-85
MARK SHEDD	1985-86
PAUL B. SALMON	1986-87
IRA A. LARSON	1987-88
MAX L. SCHLOTTER	1988-89
GRETCHEN ILGENFRITZ IRVIN A. KARAM	1989-90