

AESA

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News

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Presenting the 2009 Association of Educational Service Agencies' 2009 Congressional Service Award to U.S. Rep. George Miller, D-CA, (center) are AESA President-Elect Dee Alarcon of California, (left) and AESA Executive Director Brian L. Talbott (right). The award was presented at Congressman Miller's office during the Educators' Call to Action Conference in September.



U.S. Senator Patty Murray, D-WA, received the Association of Educational Service Agencies' 2009 Congressional Service Award during the Educators' Call to Action Conference in September. Making the presentation were (left to right): AESA Past President Bob Witten, PA; Executive in Residence Jerry Maze, TX; Puget Sound ESD Superintendent Monte Bridges, WA; Senator Murray; AESA Executive Director Brian L. Talbott; Educational Service District 112 Superintendent Twyla Barnes, WA; Executive in Residence Robert Baker, TX; Educational Service District 105 Superintendent Jane Gutting, WA; Puget Sound ESD Communications Director Joan Trichler, WA; and AESA Council Member and Government Relations Committee Vice Chairman Cliff Carmody, MN.

AESA News goes digital

This issue of *AESA News* marks a transition from a print newsletter to a digital newsletter delivered online. AESA joins most organizations in moving from print to digital, providing its readers the option of reading the newsletter on their screen or printing it out. The digital format also aids dissemination, allowing the forwarding of the newsletter to agency staff members and other interested parties. The *AESA News* will continue to be archived and available from the website at www.aesa.us.

AESA congressional awards

Senator Patty Murray, D-WA, and Congressman George Miller, D-CA, received the Association of Educational Service Agencies' 2009 Congressional Service Award at their offices in Washington, D.C. during the Educators' Call to Action Conference in September.

Senator Patty Murray is serving her third term in the United States Senate, where she has been an effective and tireless advocate for children, families, educators, public education, and educational service

agencies. Her former experiences as a preschool teacher, PTA leader, school board member, and state legislator have given her a very strong, broad and realistic understanding of the issues and needs facing public education at all levels. Through her leadership position in Congress and her assignments in Appropriations; Budget; Health Education, Labor & Pensions; Rules; and Veterans' Affairs committees, she advocates for issues and

(Continued on following page.)

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programs important to educational service agencies nationwide.

Congressman George Miller is chairman of the House Education and Labor Committee, a panel he has served on since first coming to Congress 34 years ago. He is also chairman of the Democratic Policy Committee, a House Democratic Caucus leadership position. His 7th District of California in the East Bay of San Francisco includes portions of Contra Costa and Solano counties. He supported state educational service agency participation in NCLB, acknowledging the role that educational service agencies play in many states to support instructional services for students with the greatest needs. He worked to address the challenge that highly qualified teacher provisions of NCLB created for rural school districts and recognized the need to allow

similar flexibility in alternative education programs operated by educational service agencies.

Both Senator Murray and Congressman Miller have strongly supported legislation furthering the Federal role and funding of educational service agencies and advocated for programs and legislation important to them and AESA. In their respective chambers, they have provided leadership in passing pivotal legislation supporting educational service agencies at the Federal level including expanding the definition of educational service agencies in the Elementary and Secondary Education Act so that ESAs can apply for grants as LEAs and provide direct services to students, Medicaid Reimbursement, Head Start and high quality early childhood education, and educational technology.

AESA announces new business members

AESA Business Member EDmin (www.edmin.com) has entered into a strategic partnership with Mondo Publishing to provide school districts with a nationally acclaimed K-5 reading intervention, assessment and improvement program. Mondo's Bookshop program will now be available in an entirely web-based environment provided by EDmin's INFORM Learning System. For more information, contact Sage Ann Scheer at EDmin (sscheer@edmin.com) or phone her at (800) 748-6696 ext. 106). Visit EDMin at the 2009 AESA Annual Conference in Booth 324 across from the Silent Auction in the Exhibition Hall.

AESA welcomes four new companies as Business Members:

Brain-Based Writing (www.brainbasedwriting.com) incorporates findings from cognition, linguistics, and composition theory into a fresh, effective, research-based, classroom-tested approach to teaching writing skills for grades 3-12.

Follett Software Company (www.follettsoftware.com) is a division of Follett Corporation, a respected name in education, known initially for building our nation's school libraries beginning in 1874. Follett Software Company is a national leader in asset management, data warehouse technology, library management, media management, and textbook management.

Provino Group, Inc. (www.goleaps.com) provides Leaps, a research-based, practical program that improves behavior, grades, and attendance in K-12 education and juvenile justice environments, including RTI Tier 1, 2, & 3 behavior requirements.

Tyler Technologies (www.tylertech.com) provides a variety of integrated services and solutions for K-12 education, including comprehensive support for ARRA programs. Go to the Tyler Tech site to download a free document that reviews the entire ARRA, including K-12 and higher education.

AESA Annual Conference: register TODAY!

The deadline to avoid the increase in registration cost for the AESA Annual Conference at Austin, and the deadline for hotel reservations at the AESA negotiated rate, has been extended to Monday, Nov. 9. The previous deadline was Nov. 1.

After Nov. 9, registration for the Dec. 2-5 conference the Austin Convention Center, Austin, TX will increase by \$100. You may register now at the lower rate by going to the AESA website at: www.aesa.us/Ann-Conf2009_Registration.html

When you complete your online registration for the conference, you will then be referred to an online hotel reservation page linked to the registration. AESA has a limited number of rooms still available in its negotiated rate.

This year's conference will feature 80 concurrent sessions by ESAs in five strands. The description of the sessions and the conference schedule

are posted on the AESA website at www.aesa.us.

The five session strands are:

- ESA Board Members
- ESAs Responding to the Current Economic Crisis
- Delivering and Measuring Success
- Collaboration/Community Partnerships
- Technology

This year's conference keynote speakers are Robert J. Marzano, cofounder and CEO of Marzano Research Laboratory in Englewood, Colorado, Ron Clark, the 2000 Disney American Teacher of the year, and Mike Flanagan, Michigan Superintendent of Public Instruction.

Marzano is sponsored by AESA Business Partner Promethean.

Clark is sponsored by AESA Business Partner Great American Life Insurance, Inc.

For seven years, Mike Flanagan served as the Superintendent of the Wayne Regional Educational Service Agency (RESA). He was executive director of both the Michigan Association of Intermediate School Administrators (MAISA) and Michigan Association of School Administrators (MASA) that represent Michigan ESAs and public school superintendents in the state. He was a local district superintendent, and was past chairperson of the Education Alliance of Michigan, a nonprofit coalition of leading parent, business, and education associations; and past president of the National County Superintendents Association.

The conference will also feature a technology leadership summit pre-conference organized by the National Association of Media and Technology Centers (NAMTC) on Wednesday, December 2.



R. Steven Aguirre



Bruce Dennison



Marjorie Wallace

New council members announced

AESA will welcome three new Council members in 2010. Elected to the Council were Marjorie Wallace, Northwest Tri-County Intermediate Unit 5, Pennsylvania, representing the Eastern Region; Bruce Dennison, Bureau, Henry, and Stark Counties Regional Office of Education, Illinois, representing the Central Region; and R. Steven Aguirre, High Plains Regional Educational Cooperative, New Mexico, repre-

senting the Western Region. The Southern Region had a bye this election.

The AESA Executive Council is the governing body of the association, and meets four times annually in the spring, summer at the CEO Summer Conference, fall at the Educators' Call to Action Conference, and winter at the AESA Annual Conference.

The newly elected Council mem-

bers will begin their term at the spring 2010 meeting. Ending their terms on the council in spring 2010 are: Joan Schuman of Massachusetts, Eastern Region; Joe Crozier, Iowa, who next year will continue as past president, Central Region; and, Rich McBride of Washington, completing the un-expired term of Terry Munther of Washington, who retired in 2008; and Bob Witten, Pennsylvania, past president.

NOVA offers organizational leadership degrees

AESA Business Partner Nova Southeastern University (NSU) will be offering master's and doctorate programs in Organizational Leadership customized for ESA members and constituents, addressing the educational and business needs and unique non-profit leadership roles of ESA.

Nova Southeastern University will be presenting a breakout session on the new programs at the 2009 AESA Annual Conference at Austin.

The course content will include core classes from the existing master's and doctorate program, and will also incorporate classes on topics like entrepreneurship, non-profit accountability, accreditation, operations, and investing as well as techniques for influencing statutes and political agendas

Nova Southeastern University that was selected #1 Online University in 2008 by the nationally recognized Online Education Database (<http://oedb.org/rankings>) which uses a number of metrics in its calculations, is the 6th largest not-for-profit accredited university in the country and has the most innovative, accessible, and technologically advanced programs in the nation. Join the January 2010 AESA national cohort by contacting Dr. Marilyn Gardner at marigard@nova.edu or call (617) 399-1775.

AESA joins Project Red (Revolutionizing Education)

AESA has joined with several other national educational associations to support Project Red (Revolutionizing Education), an effort of a consortia of organizations and individuals that believe there is the need to revolutionize the way the U.S. looks at technology as part of teaching and learning.

The other organizations involved in Project Red are the National Association of Media and Technology Centers (NAMTC), American Association of School Administrators (AASA), National School Boards Association (NSBA), Association of School Business Officials (ASBO), State Education Technology Directors' Association (SETDA), International Society for Technology in Education (ISTE), Software & Information Industry Association (SIIA), and the Consortium for School Networking (CoSN).

Technology funding for schools is one of the first areas to be cut in tight budget climates. Enhancing Education through Technology (E2T2) has recently been cut again—down to \$264 million for FY 2009—and E-rate funding has not increased for 12 years—with every 1997 E-rate dollar worth only 76 ½ cents today.

Among the goals of Project Red is a survey of the nation's schools to find out how technology is working in schools and show how technology can save money when properly implemented. Go to www.ProjectRed.org/survey.php to see the survey.

Through the survey, Project Red will be able to quantify the impact of technology in education to help preserve and enhance technology funding for schools. The call to action for ESAs is simple:

- If you are an educational service agency (ESA) that either operates a school with robust technology or is serving schools with a robust technology platform, please encourage the principal to complete this important survey.

- As a NAMTC member that either operates a school with robust technology or is serving schools with a robust technology platform, please encourage the principal to complete this important survey.

- If you are the principal of a school with robust technology, please participate in an important survey. Go to www.ProjectRed.org/survey.php.

- If you are a technology director, please help the principals in your district! They will need your help on Questions 4, 5, 11, 12, 23, and 24.

Survey findings will be provided to the National Educational Technology Plan as well as schools, districts and educational policy makers across the country. As thanks for your participation in this important project, you will receive a complimentary copy of the findings (a \$999 value).

AESA joins with Project Red in asking that you help students across the country by taking the survey today at www.ProjectRed.org

Executives in Residence cohort announced for 2009/10

Four educational service agency staff have been selected as the 2009/10 cohort for the AESA Executives in Residence program. The participants are: Bob Baker, Managing Director, Support Services Region 4 Education Service Center, Texas; Lisa Fry, Programs/Services Administrator Grant Wood Area Education Service Center, Iowa; Jerry Maze, Associate Executive Director Region 12 Education Service Center, Texas; and, Janet Sloand, Director of Pennsylvania Technical and Training Assistance Network, Montgomery County Intermediate Unit, Pennsylvania.

The 2008/09 cohort is in the process of completing their activities. Those participants are: Loy Dale, Executive Director, School and Agency Operations Educational Service District 112, Washington; Doris Delaney, Deputy Director, Region 4 ESC, Texas; Goodney, Deputy Superintendent, Franklin County ESC, Ohio; Troy Lange, Interim Superintendent, Mountain BOCES, Colorado; Deborah Myers, Executive Director, Organizational Development, Hamilton County ESC, Ohio; and, Trace Pickering, Programs-Services Administration, Grant Wood AEA 10, Iowa.