

Having trouble viewing? [Click here!](#)



REPORT CARD

Vol. 44, No. 19

October 16, 2014

OCTOBER 2014

- 20 **Maricopa County Meeting – Isaac ESD, Phoenix:** [Register](#)
- 21 **Pinal County Meeting – Poston Butte High School, San Tan Valley:** [Register](#)
- 22 **Yavapai County Meeting – Seligman USD:** [Register](#)
- 31 **DEADLINE: ASBA Annual Awards**
- 31 **DEADLINE: ASBA Officer Nominations:** [Nomination form](#)

NOVEMBER 2014

- 7 **ASBA Committees Day**
- 11 **Veterans' Day – ASBA Office Closed**
- 14 **ASBA Legislative Workshop:** [Register](#)
- 27-28 **Thanksgiving Holiday – ASBA Office Closed**

Longtime San Carlos board member Robert Cassa passes

We regret to inform you of the passing on Oct. 6 of San Carlos USD Governing Board Member Robert Cassa. Mr. Cassa served his community as a school board member for 24 years, and served on the ASBA Board of Directors as Gila County Director for six years. He also was involved in the ASBA Hispanic-Native American Indian Caucus, most recently as treasurer, and the NSBA American Indian-Alaska Native Caucus. Earlier this year, the district building where the San Carlos board meets was named in his honor. Services were held on Oct. 11 at the San Carlos Secondary Gymnasium. For a recent photo: [Robert Cassa](#)

Agenda just released-find out who's speaking at the Legislative Workshop and register today

Get a head start on what to expect with this one-day, fast-paced event at the Sheraton Crescent Hotel in Phoenix. This workshop will examine current public education policy including information on the state budget and updates on federal education policy. Member registration fee of \$140 includes continental breakfast and lunch. [Complete agenda and registration](#) is now online.

Hotel room rate is \$119 single/double and you can make reservations at 800.325.3535. Be sure to identify yourself as a Legislative Workshop attendee. Deadline for hotel reservations is Oct. 21.

Check your mailbox-Annual Conference brochures arriving this week

Something for everyone, and then some. Join your fellow board members, education leaders and advocates, administrative personnel at the Biltmore Conference Center during ASBA-ASA's 57th Annual Conference, Dec. 10-12. You will not want to miss the Golden Bell Luncheon which

recognizes Arizona school programs that have shown outstanding successes in student achievement, or the gala Awards Dinner where we honor outstanding districts and board members for their excellent service to public education. [Registration](#) fee for district members is \$315 and includes all meals as noted on the agenda, and free conference wi-fri. Deadline to register without a late fee is Monday, Dec. 1.

[Information/register](#)

Room rate is \$159 single/double and may be made by calling 800.950.0086. Identify yourself as a member of the ASBA-ASA Annual Conference. Cutoff date for reserving rooms is Nov. 17.

Board awards, district awards, student awards, take time to recognize excellence in your district

Every year ASBA offers its district members, through the ASBA Annual Awards Program, the opportunity to honor their hard-working districts and board members for their dedication and service.

BOARD AWARDS

- The Lou Ella Kleinz Award of Excellence, the highest honor for a full board.
- The All-Arizona School Board Award, the highest individual board member honor.
- The Honor Roll Award, which recognizes retiring board members with eight or more consecutive years of service.

DISTRICT AWARDS

- The ASBA Golden Bell, recognizes school programs from throughout Arizona that have shown outstanding successes in student achievement.

And don't forget your hardworking students.

STUDENT AWARDS

- Jack Peterson Scholarship, for exceptional students pursuing careers in teaching.
- Panfilo H. Contreras Honorary Scholarship, for deserving Hispanic and Native American Indian students.
- The Jack Peterson Student Photo Contest, celebrating excellence in photography by students in grades K-12.

All ASBA active district members are eligible to participate. The deadline for all submissions is 5 p.m. on Friday, Oct. 31, 2014. For information/forms on all awards: [ASBA Awards](#)

ASBA seeking nominations for ASBA officers

Nominations for president-elect, treasurer, and secretary are due by Friday, Oct. 31. Interviews will be held by the Nominating Committee on Friday, Nov. 7, at the ASBA office in Phoenix to select a slate of officers to present at the annual membership business meeting at the Biltmore Conference Center on Thursday, Dec. 11. School board members from active districts may [submit nominations online](#). You may self-nominate, and nominations may be made from the floor the day of the election at the ASBA-ASA Annual Conference on Thursday, Dec. 11, at the Biltmore Conference Center in Phoenix. Questions: Kristi Johnson at 602.254.1100 or via email at kjohnson@azsba.org.

ASBA Board of Directors adds three more members

Linda Blosser, Chevelon Butte ESD, is the new Coconino county director, replacing Jerry Williams in 2015, Tom Duranceau, WAVE JTED, won his reelection as Mohave county director, and Amelia Flores, Parker USD will replace Barbara Harper (who has moved to another county) in 2015 as La Paz County Director. There are five county meetings left with elections scheduled in La Paz, Maricopa, and Yavapai. Yuma and Pinal also have meetings, but no elections this year.

If you are interested in running or nominating someone to run for an ASBA County Director position in any of the remaining counties which are having an election, please complete and submit the online [nomination form](#) by noon on the Friday before the election/meeting date so that names can be printed on an official ballot. Nominations may be made from the floor, and self-nomination is also permissible. Nominees must be present at the meeting.

These meetings are scheduled each year-not only to elect members to the ASBA Board of Directors-but to give board members and administrative personnel the opportunity to see other districts and network with other members in their county, ASBA staff and officers. The first levels of Board Development Awards are presented (Certificates of Orientation and Boardsmanship, Associate and Master of Boardsmanship, and First Cluster Pins) and your \$20 registration fee includes dinner, entertainment, and updates from ASBA. If you do not get a chance to register online, walk-in registration is always available the day of the meeting.

For more information about running for ASBA County Director and serving on the ASBA Board of Directors, contact ASBA Executive Director Dr. Tim Ogle at togle@azsba.org or 602.254.1100.

ASBA to present new board member orientation pre-conference on Dec. 10

Welcome and congratulations! Every election year ASBA hosts a full-day overview of the basics of board service for newly elected school board members prior to the ASBA-ASA Annual Conference. Governance and practical boardsmanship will be covered as well as policy, funding, advocacy and board-community relations. It is an excellent opportunity to learn all about ASBA and the services and opportunities it offers to school boards statewide. Member district registration fee is \$155/person, non-member is \$310/person. Fee includes all conference materials, continental breakfast, lunch and exhibit preview show. Deadline to [register](#) is Wednesday, Dec. 3.

Are Schools Emphasizing the Importance of Reading Nonfiction?

New Report from NSBA's Center for Public Education Benchmarks Performance

A new report released yesterday by the National School Boards Association's (NSBA) Center for Public Education (CPE) examines the key role of informational reading in preparing students for college, the workplace and day-to-day life. Yet while U.S. students are overall good readers of literature, CPE's analysis shows that their performance drops dramatically when tasked with reading non-literary texts. The report, "Beyond Fiction: The Importance of Reading for Information" found that the ability to understand and retrieve information, whether from an encyclopedia, a billing statement or the back of a prescription bottle, is a necessary life skill, but many American adults are weak in this area. Roughly 30 million adults in this country cannot read or understand a newspaper article, while another 27 million cannot follow directions on a street map.

Poor literacy skills often lead to a host of negative outcomes including fewer unemployment opportunities and depressed wages for the individual (including lost taxes), more demand for social services, and lower voter participation in their communities.

Other findings include:

- U.S. fourth-graders score high on reading for "literary experience" – only Finland's students outperform them by statistically significant margins. However, the ranking for U.S. students falls when it comes to informational reading, slipping behind four other countries.

- The gap widens with age – U.S. 15-year-olds are outscored by just five nations in literary reading, but drop behind their peers in 14 countries when asked “to acquire and use information” from written texts.

[View the report.](#)

ASBA Executive Searches

None open at this time

Looking for an interim superintendent? ASBA can help. We maintain a database of people interested in serving as interim superintendents. We will post your requirements and send to this list, then provide you with applications from those individuals interested in your position. There is no charge for this service. For assistance in this area, contact Steve Highlen, ASBA Executive Search Consultant, at shighlen@azsba.org.

■ **Subscribe to Report Card** [Just click here](#)

■ **Questions about the *ASBA Report Card* e-newsletter?**

Contact Shirley Simpson, ASBA Membership Services Coordinator, at ssimpson@azsba.org.

azsba.org – o: 602.254.1100 – f: 602.254.1177 – 2100 N. Central Ave., Suite 200, Phoenix, AZ 85004

Quality leadership and advocacy for children in public schools