

September 2016
2016–17 TASB Officers

*A report on the September 2016 TASB Board of Directors Meeting and highlights of the 2016 TASB Delegate Assembly
Houston, Texas*

Charles R. Stafford
President

TASB Leadership Takes the Helm

Teresa Flores
President-Elect

Association officers and directors have been chosen to lead TASB in the coming year. President Charles R. Stafford, Denton ISD, and Immediate Past President Bret Begert, Fort Elliott CISD, are automatic succession offices. The remaining [slate of officers](#) as presented by the TASB Nominations Committee and TASB Board was elected by the 2016 Delegate Assembly on September 24. All assumed their positions at the close of Convention.

James de Garavilla
First Vice-President

Lee Lentz-Edwards
Second Vice-President

- President-Elect: Teresa Flores, Ingleside ISD
- First Vice-President: James de Garavilla, Silsbee ISD
- Second Vice-President: Lee Lentz-Edwards, Kermit ISD
- Secretary-Treasurer: Jim Rice, Fort Bend ISD

Jim Rice
Secretary-Treasurer

Directors elected to three-year terms (2016–19), filling expired terms:

Bret Begert
Immediate
Past President

- Region 1B, Yolanda Cuellar, South Texas ISD
- Region 4E, Henry Dibrell, Katy ISD, large district member
- Region 6, Jason Dohnalik, Cameron ISD
- Region 7, Ted Beard, Longview ISD

- Region 9, Lanny Evans, Henrietta ISD
- Region 10B, Linda Gooch, Sunnyvale ISD
- Region 10C, Dan Micciche, Dallas ISD, large district member
- Region 11A, Bobby J. Rigues, Aledo ISD
- Region 13A, Jayme Mathias, Austin ISD, large district member
- Region 16, Cindy Spanel, Highland Park ISD (Potter County)
- Region 20D, Robert Westbrook, Schertz-Cibolo-Universal City ISD

Elected to two-year term (2016–18), filling vacancy:

- Region 4A, Georgan Reitmeier, Klein ISD

Elected to a one-year term (2016–17), filling vacancy:

- Region 20A, Rolinda Schmidt, Kerrville ISD

In other action, the Delegate Assembly adopted changes to the TASB Cornerstone Principles and approved 12 priorities and 56 resolutions for the 2016–18 Advocacy Agenda. These will help guide the Association leadership and staff during the 85th Texas Legislature.

The Assembly also adopted amendments to TASB’s Bylaws relating to appeals of proposed resolutions; Association regions; nominations, campaigning, and elections; Nominations Committee quorum; TASB Board year; and vacancies of officers and duties of the secretary-treasurer.

Gearing up for the Legislative Session

In a major push to increase advocacy efforts on behalf of Texas public schools, TASB will be launching a legislative advertising campaign to build [public support](#) that can then be leveraged to generate legislative action in the upcoming session. The initiative will rely heavily upon the use of social media to reach the

most people in a cost-effective manner.

During the months ahead, individual school board members will be encouraged to stand up and increase their advocacy efforts on behalf of the more than five million students in our public schools. Proponents of vouchers and the privatization of public schools are already speaking out. Trustees are urged to address business groups, write opinions and letters to the editor, and use social media to spread the message that public schools are doing outstanding things in districts large and small.

TASB will be providing elected representatives information that will help explain the challenges facing public education. One good starting point is TASB's ["Overview of the Texas School Finance System."](#) It provides a broad look at the school finance system, including its limitations and the challenges that must be addressed in future years.

Districts of Innovation Activities

Around Texas, more than 30 school districts of varying sizes and geographic locations have taken the necessary steps to become Districts of Innovation. Many more school districts are developing innovation plans or considering their options. TASB Legal Services' memo ["Final TEA Rules on Districts of Innovation"](#) briefly explains the changes in Texas Education Agency (TEA) rules. Current districts and their innovation plans can be found on the [TEA website](#).

So far, the most popular exemptions sought in districts' innovation plans relate to the following:

- Length of the school day and school year
- School start date
- Class size

- Certification (primarily for CTE teachers)
- Teacher planning periods (in order to facilitate more professional development)
- Chapter 37 (to eliminate campus behavior coordinator)
- Chapter 11 (to change the site-based decision-making process)
- Attendance for credit (eliminating the 90 percent rule)
- Teacher appraisal (opting out of the state process)

TASB Legal Services has developed a [Districts of Innovation section](#) in the TASB School Law eSource. Resources include a [Q&A document](#) and a flow chart on the process for adopting innovation plans. Soon, the web page will include a chart with information about the school districts with final plans, as well as information about the process underway in many more school districts to adopt resolutions and appoint committees to write local innovation plans.

Both TASB Legal Services and Governmental Relations are providing training at regional and statewide events, including TASA's Midwinter Conference and the Summer Leadership Institute. In other activities, TASB Policy Service is consulting with numerous school districts that are pursuing or have completed their innovation plans. Policy Service has a strategy that will enable identification of district innovations in legal and local policies.

Student Video Contest Begins December 1

TASB hosts the [Student Video Contest](#) every other year to coincide with the legislative session. Students are invited to make a video to show the world why their schools rock.

This year, the contest is being promoted through the fall, with entries being accepted December 1 through January 13 in three categories: elementary, middle, and high school (one entry per campus). Cash awards are \$5,000 for

first place and \$2,500 for second place in each of the three categories. Take a look at the winners from the [2015 Student Video Contest](#) to get an idea of what is in store.

Cavazos Wins Superintendent of the Year Award

Marcelo Cavazos, superintendent of Arlington ISD, was named the [2016 Superintendent of the Year](#) at the recent TASA/TASB Convention in Houston. Cavazos was selected from state finalists that included Angi Williams, Galena Park ISD, Region 4; David Harris, DeSoto ISD, Region 10; Robin Battershell, Temple ISD, Region 12; and Greg Gibson, Schertz-Cibolo-Universal City ISD, Region 20.

Noted by the selection committee were his commitment to a strong future for public education and his belief that public schools ensure that our nation's democracy is sustained. Cited earlier in the award process were Cavazos' outreach and agreements with local universities to secure automatic admission for the top 20 percent of district juniors and his emphasis on training to strengthen the leadership skills of aspiring principals and assistant principals.

With 17 years of administration experience, Cavazos serves about 63,000 students and is in his fifth year as superintendent of Arlington ISD. He earned his bachelor and master degrees at The University of Texas–Pan American and doctorate at The University of Texas at Austin. Cavazos received an award and a Superintendent of the Year ring from Balfour, program underwriter. State finalists also received awards from Balfour.

Also at Convention, Lancaster ISD was named 2016 Outstanding School Board by TASA. The finalist Honor Boards were Denver City ISD, Region 17; Eagle Mountain-Saginaw ISD, Region 11; Robstown ISD, Region 2; and Schertz-Cibolo-Universal City ISD, Region 20.

Board's Role in Student Performance

TASB Leadership Team Services is actively pursuing curriculum and training to support the role of Texas school boards in improving student performance. In addition to multiple sessions emphasizing this topic in conferences this year, a three-hour workshop was most recently held during Convention. Additionally, a periodic newsletter called [Governance Digest](#) highlights one critical aspect from the research of board performance related to student performance in each issue.

Details are being explored to host a meeting this winter of practitioners and academics on what school boards do in the area of student outcomes and how best to develop boards for improved student performance.

In support of this work, TASB recently hired a curriculum and instructional design director to develop a sequence of curriculum for school boards to strengthen their capacity to govern for improved student outcomes. TASB also is convening a workgroup of board trainers from other states to study learning from the Iowa Lighthouse Research Project and prepare TASB consultants to implement those materials in board development and training.

Outstanding Schools Campaign

The Outstanding Schools advertising campaign was started last year to remind Texans that public schools are great choices for students, with excellent teachers and a wide range of academic choices and extracurricular activities. This year, two 30-second television spots in English and Spanish, radio spots in English and Spanish, and a variety of print ads were created.

During a six-week campaign in August and September, the radio and television spots aired more than 11,000 times across the state on 172 stations

representing every market in Texas. The associated digital ads recorded more than 500,000 impressions (number of times the message was displayed online). Additionally, ads appeared this year on the Texas Tribune and at the Austin airport.

Check out the spots on [TASB's Facebook page](#). Like and share them on your social media networks!

Business/Education Forums

Two [Business/Education Forums](#) are scheduled for this fall:

- Region 4, hosted by Cypress-Fairbanks ISD, Monday, October 24
- Region 11, hosted by Hurst-Euless-Bedford ISD, Wednesday, November 16

The events recognize existing business partners and create conversations that may lead to new and expanded partnerships between business/community groups and public schools. Board members and superintendents are encouraged to bring business and community leaders to any of the one-day events. Forum programs present successful business/education initiatives happening in local-area districts.

Registration is \$200 for TASB members, but if you bring a business or community member to participate, you will both get complimentary registration. The goal is to fill the room with great discussion about working together for the benefit of our students. Seating is limited. Continental breakfast and lunch are included.

To grow the conversation and keep the idea-sharing going, education leaders will continue to organize Forums in other areas of the state. Additional dates and locations will be added when confirmed.

Advocacy Institute Stipends Awarded

A total of 36 trustees received stipends to participate in the [2017 Advocacy Institute](#) January 29–31 in Washington, DC. Trustees representing all 36 of the Texas congressional districts will gain information and updates on the most important legislation impacting public education at the federal level.

The stipend program was initiated in 2007 to boost trustee participation at the annual institute sponsored by the National School Boards Association (NSBA). The stipend covers registration cost for the event and is paid directly to NSBA. The goal is to encourage at least one trustee from each congressional district in Texas to attend.

2016 Data Protection Symposium

In the last few years, cyber risks have increased both in frequency and complexity, and school districts are among those often targeted. Protecting data has never been more important, and every school district's technology staff needs to understand the threats and how to safeguard their systems against them.

To assist school districts, the [TASB Risk Management Fund](#) will host a [Data Protection Symposium](#) for IT staff employed by Fund members. The symposium will be November 16, 2016, 8:30 a.m.–3:30 p.m., at TASB Headquarters in Austin.

The symposium is only open to Fund members, and there is no charge for attending. The full-day training specifically designed for IT professionals will cover topics helpful for ensuring that organizations are better prepared to protect their systems and data. These topics include network security, response

protocol and procedures, employee training, and emerging issues and threats.

Legal Services Training

In November, TASB Legal Services attorneys will travel around the state for their [annual one-day regional seminars](#). Topics will include use of public funds, parental rights, political advertising, personnel hot topics, and legal updates.

The Legal Seminars are scheduled at the following locations:

- November 3, Commerce
- November 7, Austin
- November 9, Nacogdoches
- November 12, South Padre Island
- November 15, Abilene
- November 17, Amarillo

Also of note in 2017, Legal Services will host the TASB School Law Boot Camp February 1–3 at TASB Headquarters. The boot camp is aimed at attorneys who are new to the practice of school law. Winter Legal Seminars are set for February 8 in Tyler and February 9 in Lubbock.

TASB Conference for Administrative Professionals

This school year, the [conference for district administrative staff](#) will be hosted October 13–14, 2016, and February 23–24, 2017, in Austin at TASB Headquarters. This conference offers intensive training and networking opportunities for administrative support personnel at the district level.

New this year is an early-bird session especially designed for those new to their

positions. The three-hour session will provide legal basics on open meetings, public information requests, and more.

More Upcoming Training

TASB HR Services and the Texas Association of School Personnel Administrators will host the [Texas School HR Administrators Academy](#) October 31–November 1 at the Austin Marriott North. Designed specifically for HR professionals, the program will include sessions on the strategic HR department, strategic hiring and staffing, compensation basics, conducting employee investigations, legal issues for HR administrators, understanding leaves and absences, and resources for HR leaders.

HR Services' workshop [Classifying Jobs and Managing Pay Actions](#) will be hosted at TASB Headquarters November 17.

In Other Action, the Board Approved:

- Minutes to the July 30, 2016, TASB Board of Directors meeting
- Incentive compensation plan changes for the Executive Director
- Members of the 2016–17 Nominations Committee
- Changes to board policy on Nominations Committee operational guidelines

The next meeting of the TASB Board of Directors is December 3 in Austin.

Editor: [Barbara Williams](#)

TASB Communications