

MASA Foundation's Focus is Member Professional Development

by

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One of the primary goals of the MASA Foundation is to promote leadership development among Minnesota's school leaders. In support of that objective, the MASA Foundation is announcing an exciting new direction.

The Foundation Board has created a permanent endowment for the purpose of promoting the professional development of school leaders. The fund currently has an endowment of \$70,000, and its earnings will be invested in developing opportunities for MASA members to further their education in educational administration. Earnings will also be used to provide outstanding programs in professional development to new members and mid-career members.

The Foundation will work with each MASA component group to identify activities to fund that will be the most meaningful and helpful to their members. These might include activities for aspiring administrators, orientation for leaders in new positions, or

training for seasoned administrators. Examples that the Board has discussed might include:

- Week-long comprehensive academies for superintendents, special education administrators, or other administrators, somewhat like a mini Bush experience.
- Support for administrators to attend national seminars, workshops, or conventions, or perhaps even an international experience.

The Foundation is able to move in this direction because, thanks to the vision and hard work of a several of our colleagues, it has spent a number of years raising the principal to begin the endowment. Funding activities have included personal gift campaigns, the Fall Foundation Golf Tournament, and the Spring Silent Auction.

Our History

The MASA Board and Executive Director Norm Maguire started the MASA Foundation in 1985 specifically to raise funds to remodel and furnish the then new MASA building. The campaign was very successful and when the remodeling campaign was completed in 1986, the Foundation became dormant.

In 1995, MASA retired members Dale Birkeland and Don Bungum approached MASA with the suggestion that the Foundation could become an important funding vehicle to support initiatives that the regular MASA budget could not sustain. Their presentation to the MASA Board was met with enthusiasm and the Foundation was re-established.

Since 1995, the Foundation has worked to raise funds for a number of endeavors, including: scholarships for high school students opting for careers in education; funding the publication of the white paper, "The Status of the Superintendency;" grants for a number of aspiring educators to attend workshops on how to become a superintendent; and providing travel grants for a number of administrators studying the Singapore education system.

Our Mission

The mission of the MASA Foundation is to enhance the leadership development of educational administrators, to encourage and support individuals interested in careers in teaching or educational administration, to enhance the role and image of educational

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Creating Our Future



Ken Dragseth

by Ken Dragseth,
MASA President
and
Superintendent,
Edina Schools

A quote that I heard many years ago, when I was involved in strategic planning for our school district, has had a strong impact on how I view our work

for the future. John Schaar stated so eloquently what we must do: "The future is not a result of choices among alternative paths offered by the present, but a place that is created first in the mind and will, created next in activity. The future is not some place we are going to, but one we are creating. The paths are not to be found, but made, and the activity of making

them, changes both the maker and the destination."

MASA is winding up our year, and it is time to review what progress we have made on creating a more positive future for our organization and our school districts. Last June, the MASA Board, after much discussion, decided to create new activities that would meet the needs of our members. The Board knew that some of these activities needed new paths, and in the process the organization would be changed, hopefully, for the better.

First, we challenged ourselves to become the most respected and influential education organization in the state. This was not meant to be a boastful comment but rather an understanding that we needed to work together to better

influence decisions that affect students in Minnesota. Since that time we have talked with and discussed crucial issues with all the major educational organizations in the state. We have found great cooperation and a positive beginning dialogue. We have tackled difficult issues such as school funding through a finance committee made up of both greater Minnesota and metropolitan representatives. MASA members have met and welcomed Commissioner Yecke, Governor Pawlenty, members of the governor's staff, and legislative leaders. We have shared our vision for education in Minnesota and sought new paths of input and cooperation. We are still on that journey and the paths may shift quickly, but many

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From My Notebook ...



Charlie Kyte

by Charlie Kyte,
MASA Executive
Director

***It's a Myth! K-12
Education is Not
Doing "Okay"
Financially in this
Legislative Session***

Educators seem to be constantly in the position of saying "thank you" for K-12 education not being cut in funding this year. Yet when we look at the print out of the funding districts will see for next year, the list looks pretty bleak. FY 04 is slim. And FY 05 is slimmer!

If your inflationary costs were held to only 2%, you would need about \$100 per pupil unit to just break even. Most districts either see small decreases or increases. A

few have really big losses. The only districts that will see substantially more money next year are those that happened to pass an operating referendum last fall.

Yes we can be glad we aren't Cities, Human Services or Counties. But don't let anyone fool you to think that education is getting off 'scott free'. It is important that parents and citizens in your communities know the facts.

***Adolescent Obesity - A Growing
Health Concern***

No one can say that the American teenager is underfed! In the last two decades there has been a startling increase in obesity among our adult population and our children. As a result, medical

professionals see large increases in type 2 diabetes in children as well as many related illnesses relating to overweight. This is a significant health issue.

There are some in Minnesota that feel that the Minnesota Legislature should pass laws governing how schools function in regard to the nutrition and activity levels of our children. It is MASA's position that the passage of statutes in this regard is unwarranted and unnecessary. MASA feels school leaders, as they become educated on this issue, will help to make changes in school operations that appropriately address the issues of nutrition and exercise.

One initiative that school leaders can take now is to consider calling

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***Leaders Forum* is your newsletter and we encourage your input!** If you have ideas or an article to share, please contact Mia Urick, MASA's Director of Communications and Professional Development (contact information listed above).



Plan to attend the
MASA 2003
Fall Conference
September 28 - 30
Duluth
Entertainment
Convention Center

As school leaders, we know that when we work together, we gain strength in our numbers, our voices are amplified by our common agenda. Join your colleagues this fall and explore the importance of connections among colleagues—and celebrate our education leadership community! Watch your mail for registration materials, but mark your calendar today!

Parent Notification Service Helps District Comply with NCLB

We are aware of the daunting task districts will face to comply with all aspects of the No Child Left Behind Legislation and we believe we have good news for you regarding one part of that task – your responsibility to provide certain notifications to parents as required by the Act. Most school districts across the country are in the process of developing these notifications without much assistance.

TransACT, the company that developed EduPortal® and the TransACT® Translation Library has developed an online NCLB Parent Notification Service that contains over 30 NCLB parent notifications that are ready to use now. This Service will be updated regularly to reflect new federal NCLB regulations. The service also includes an “Accountability and Compliance” section of reference guides and summaries for administrators to assist them with requirements related to timelines, accountability and other management responsibilities.

The NCLB Parent Notification Service is delivered via a password-protected Internet site and covers many of the immediate needs school districts have as end-of-school deadlines approach under NCLB. Licensed under a district-wide unlimited-use site subscription, the initial set of documents includes:

- *Annual Parent Notice to Request Teacher Qualifications*
- *District Response to Parent Request for Teacher Qualifications, Highly Qualified and other Qualifications*
- *Notice of Teacher Status*
- *Annual Notice of Supplemental Services for Title I Schools*
- *List of State-Approved Supplemental Service Providers*
- *Parent Request for Supplemental Services*
- *District Response to Request for Supplemental Services*
- *Determination of Student Eligibility for Supplemental Services*
- *Notice of Adequate Yearly Progress (AYP)*
- *Parent Request for School Transfer: Public School Choice*
- *District Response to Request for Public School Choice*
- *School-Parent Compact*
- *Notice of School wide Title I Program Eligibility*

- *Notice of Unsafe School Choice Option*
 - *District Response to Request for School Transfer from Unsafe School*
 - *Letter to Parent/Guardian of Child Victim of Violence*
 - *Home Language Survey*
 - *Notice of District Parent Involvement Policy/Meeting*
 - *Parent Participation Form for District Parent Involvement Policy Meeting*
 - *Notice of School Parent Involvement Policy/Meeting*
 - *Parent Participation Form for School Parent Involvement Policy Meeting*
 - *Notice to Parents and Secondary Students for Access to Student Information (Title IX)*
 - *Request for ELL Program Withdrawal*
 - *Notice of Continuing/Initial Placement in Language Development Program*
 - *Notice of ELL Program Description/Options*
 - *Notice of Parent Meeting for English Language Learners*
 - *Parent Participation Form for Meeting of ELL*
 - *Notice of Progress: Title III Annual Program Achievement Objectives*
 - *Access to Student Information by Military or College Recruiters*
 - *Notice to Obtain Written Parental Consent for Military or College Recruiters*
- (Note: These documents are in English. An upgraded service including translated documents is under development and will be available this summer.)
- The Accountability and Compliance section includes:
- *Parents Right To Know: Guide to NCLB Parent Involvement and Communication Requirements*
 - *NCLB Parent Notice and Information Requirements*
 - *NCLB Compliance Requirement Guide: Title I and Title III*
 - *Highly Qualified Staff*
 - *Assessment*
 - *Adequate Yearly Progress*
 - *Supplementary Services and Public School Choice*
 - *Parent Involvement*
 - *English Language Development Programs*
 - *Services to Private School Students*
 - *Unsafe Schools*
 - *NCLB Parent Notifications Summary, Checklist and Timelines*
 - *Additional resources and references:*
 - *NCLB: A Desktop Reference*
 - *OCR Legal Policy Requirements for LEP Students and Parents*
 - *OCR Resource: Programs for English Language Learners*
 - *No Child Left Behind Act of 2001*
 - *Title I Final Regulation - Improving the Academic Achievement of the Disadvantaged*

We have negotiated a special subscription price for school districts that subscribe for the service by June 30, 2003. The annual fee for early enrollments will range from \$325 (less than 500 students) to \$1950 (50,000 students). This annual fee will not increase for at least three years.

For more information about the NCLB Parent Notification Service and enrollment procedures visit their web site at www.mynclb.com. The enrollment process should take less than five minutes using a credit card or purchase order.

We believe the TransACT® Parent Notification Service will enable you to be successful meeting the first round of NCLB parent notification requirements. If you have questions or would like additional information please contact Mary Law at MASA, 651-645-6272 or mrlaw@mnaa.org.

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administrators, and to conduct research and provide information to policymakers and the public at large.

Our Goals

- promoting leadership development
- encouraging careers in education
- enhancing the image of education administration
- conducting research
- providing information

Where We Are Going

Now how can we accomplish these goals and how can you help grow the endowment to in effect help benefit yourselves and your colleagues?

The Board is proud of its past efforts and accomplishments but is ready to move to the next level. In order to make that a reality, we need the help of each and every MASA member.

We are asking current and retired MASA members to participate in a four-year pledge commitment of a minimum \$50 per year to enhance the endowment of the Foundation. We are requesting our members to make this pledge as a small way of giving back to the profession in which we have worked. If you haven't made a commitment already, please consider filling out the pledge form in this newsletter (at right) and sending it to MASA. We will ask donors to begin meeting their commitments in the fall of 2003.

If each of our members pledge their support, we can easily raise a minimum of \$200,000 new dollars for the endowment in the four-year period. But more importantly, we will use this demonstration of support to approach companies who do business with schools to ask them for their financial support for the endowment as well.

We have it within our power to create an important source of funding to benefit the school administrators of MASA. Please consider carefully what the Foundation Board is trying to accomplish on your behalf and pledge a minimum of \$50 or more dollars a year for four years. •

I would like to help!

Here is my pledge for my annual contribution to the MASA Foundation Endowment Fund.

I will pledge:

_____ \$ 50 Annually

_____ \$ 100 Annually

_____ Another Amount Annually (please specify)

All gifts are tax-deductible.

Name

Address

City, State, Zip

Telephone

Email

Thank you for your pledge.

We will send you an invoice this fall, so you can honor your pledge in time to claim the tax deduction for the calendar year. The MASA Foundation is a 501(c)3 organization.

Thank you!

NCLB Information Online — on MASA Web site

MASA has now established a NCLB section on our web site (www.mnasa.org). Recent additions are the Power Point presentations used by Commissioner Yecke at the April 25 NCLB Workshop. We have also posted information on the TransACT Parent Communications for NCLB and the new Work-Based Learning Guidelines from the Department of Education.

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for a 'request for proposals' relating to products and conditions governing vending machines in their schools. A model RFP, developed by the CFL nutrition section, is posted on the MASA website. This RFP helps a school district to create a healthy mix of vending products for children to purchase.

Another issue has to do with the health content of foods served in the food service programs in our schools. In order to become cost effective, school lunch programs are forced to provide more and more ala Carte foods. In doing so, attention must be made to providing foods that are healthy. We need to move away from fast service foods that are high in fat content wherever possible. It will be a challenge to balance good nutrition with foods that are attractive to students accustomed to a fast food diet.

It is essential that school leaders come to understand these nutrition issues and begin the process of education and change on their own so statutes and laws are not necessary within this arena.

Labor Relationships - A Big Legislative Policy Issue

The Public Employees Labor Relationship Act (PELRA) was passed about thirty years ago and has been amended a couple of times since. Each of the amendments were appended to strengthen the hand of labor in negotiations. Now, in 2003, there is talk at the legislature of shifting the relationship back in the other direction.

Nearly everyone is respectful of the right of government employees to negotiate for salary and working conditions. Possible changes in PELRA would not take away this right, but rather would alter the conditions under which negotiations take place. MASA, along with MSBA and several other associations, is asking the legislature to consider a change in the end game of negotiations. These changes will make the process less contentious and allow

school districts and other units of government to settle contracts within their means.

A part of the change is a call for binding, last offer arbitration at the point of impasse and prior to a strike being considered. The arbitrator would take in to account the financial condition of the school district in making an award. A school board would have the right to reject the arbitrator's award, but then the employee bargaining group would have the right to strike.

This change will be subject to extensive debate and some amendments as it wends it's way through the House of Representatives and the Senate committee processes. Expect Governor Pawlenty to be supportive of changes in the PELRA bargaining law.

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members have helped us influence our future.

Secondly, the Board recognized that we needed more of our MASA members to help us create this positive future. Members from all over the state have answered this challenge and volunteered to assist in our efforts. Many of you have been directly involved in meetings with legislators, state officials, business partners, higher education personnel, and many other contacts. You have served on state education committees, MASA committees and subcommittees, and have spoken and written eloquently all over this state about the issues that impact students and districts in your communities and this state. An MASA committee has reviewed and created a new governance structure to make new paths that respond to diverse urban, rural, large cities in greater Minnesota, and suburban needs. We are welcoming both ethnic and

gender diversity in our leadership structure and activities and are working to ensure that all members have a voice in creating our future. The Board unanimously approved the new governance structure, and we are hopeful that the membership supports it, also.

Third, the Board views that it is imperative that we as an organization promote and encourage individuals to aspire to district-level positions. The health of our educational system in Minnesota demands talented and committed leaders. This task is a large challenge over which we don't have complete control, but we do have influence on how young staff members view our roles and us. Each day MASA members are encouraging young educators to seek leadership opportunities and providing them with assistance in that journey. We are promoting the important role that we all play in serving the

needs of students. Positive images and messages about our leadership roles continue to come forward from our members. We have sought to not be the whiners and complainers but rather the architects of education, so that other educators will want to join our ranks. MASA has created professional development activities to assist new administrators, helped with technology through the Gates grant, and is the process of developing a program that will assist certified staff in Minnesota to seek administrative certification and positions in Minnesota. We must have the will to get people involved in leadership roles and create programs that will help them succeed.

MASA has been busy this year creating a positive future for our students and our state. The journey has many new paths and large obstacles, and we are not home yet. Please continue with us as we wrap up a difficult and challenging legislative session and seek to create new paths for educational success. Our journey will change our destination and us! •

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Commissioner Yecke Brings Focus to the Department of Education

Ten years ago Commissioner Yecke was a concerned parent in a Minnesota school district. With her husband's military transfer to Virginia she became engaged in the political process in that state and became the Deputy Secretary and then the Secretary of Education for the Commonwealth of Virginia. She then went to work for the Federal government working in the U. S. Department of Education and was given an assignment to the White House advising the White House staff on education issues and on the administration of the Freedom Corps.

Governor Pawlenty announced the appointment of Dr. Yecchy as

Commissioner of the Minnesota Department of Children, Families and Learning in mid-January. She began work in early February and will have her hands full as she tackles issues of department morale, the Profiles of Learning, and education funding. She has expressed an interest in connecting with school district leaders

MASA has established a working relationship with the Commissioner. MASA will advise the Commissioners and the department as they move forward in tackling a number of important educational policy issues. There will be differences of opinion between school leaders and Department of Education officials. However, with a positive relationship, we have a far better chance of working together to create policies that will best serve

the children within the public schools of Minnesota.

MASA Forms Federal Advocacy Group

With the passage of "No Child Left Behind (NCLB)", it is apparent that federal legislation will play a bigger part in the governance of public education. As a nation, we have moved from an emphasis on universal access to education to an emphasis on universal proficient literacy.

MASA has formed a Federal Advocacy Group to study federal legislation and influence our congresspersons on education issues. The group includes school leaders from each congressional area of the state. This group will meet with representatives of Senator Dayton and Senator Coleman in the coming months. Further, they will be in direct contact with our U. S.

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NEWS FROM *the field*

interruption in your service, it is important to renew right away.

MASA Jobsite to List All Administrative Vacancy Listings

Beginning January 1, the MASA Jobsite will list all school district administrative job postings **free of charge to all school districts in the state**. Just call Jeanna Quinn at MASA (651-645-6272) or email her at members@mnasa.org. She will post jobs each Friday.

Jobsite User Training Now Even Easier!

Hot off the press! This year, all school district subscribers to the MASA Jobsite will receive user training CD's that were carefully created to make any site user an expert in just a few clicks.

The CD's run on browser software and are set up to work like a web site—simply click on the topic of interest and

you will get video instruction from MASA's experts, Fred Kunze and Dennis Rens.

MASA will also distribute the CD's to colleges' educator preparation programs and career services for applicant training.

Please feel free to copy the CD and distribute it as needed.

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What does a school district do to find great staff?



Minnesota Schools Jobsite Online is an effective, inexpensive way for school districts to advertise job openings on the internet. Districts can post unlimited vacancies, for all levels of positions, for a small annual fee. People looking for positions can browse those jobs at no cost.

School Districts:
at Minnesota Schools Jobsite Online, you can

- Post jobs
- Manage Applications
- All Online!

The Jobsite's applicant site streamlines the hiring process for both school districts and applicants. Applicants for licensed positions complete an online screening form that member districts can use to electronically screen applicants according to their own criteria.

Applicants may post their credentials (transcripts, license, letters of recommendation, etc.) to the site.

For most school districts, the annual subscription cost is less than the cost of advertising just one position in the newspaper. And the jobsite postings and applications are available 24 hours a day, 365 days a year. Rates are determined according to district size.

Jobsite Online is a service of the
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CHAMPIONS FOR *children*

Over Heads and Into Homes



Shari Prest

Minnesota Administrators Leadership Forum 2003-04 Preregistration Information

MALF training is available to licensed school administrators who are currently practicing in a building or at the district level. Those who would like to be placed on the pre-registration list for the 2003-2004 Forum training should visit the MALF website at www.mn-admin-forum.org and fill out the form on the registration page.

You will receive information in March instructing you on how to formally register for the training. Training will begin in June. If you have any further questions, please contact Kristine Bryan Nielsen at kris@mn-admin-forum.org or 651-251-0314.

The Forum is a partnership of CFL, MASA, MASSP, and MESPA.

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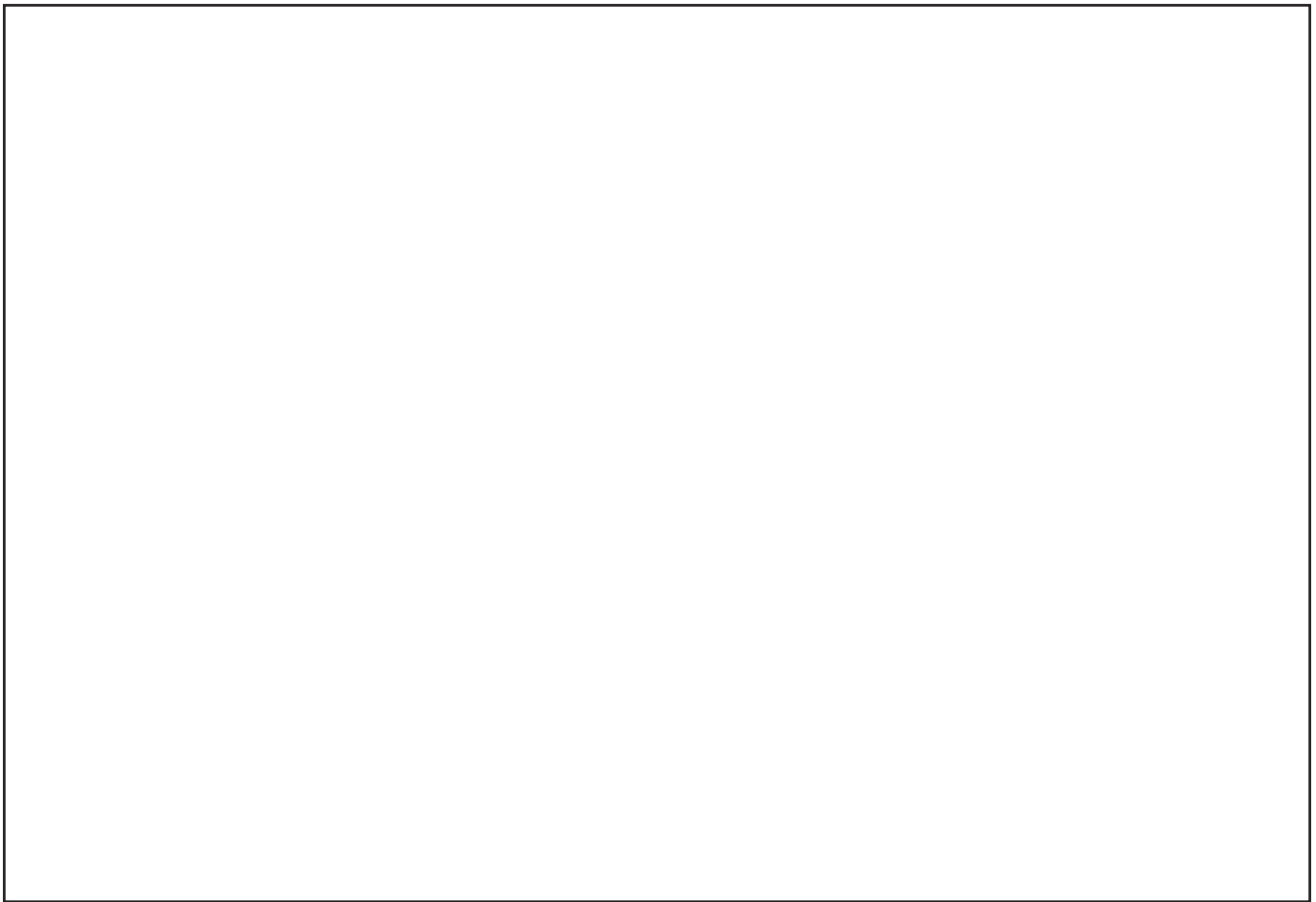
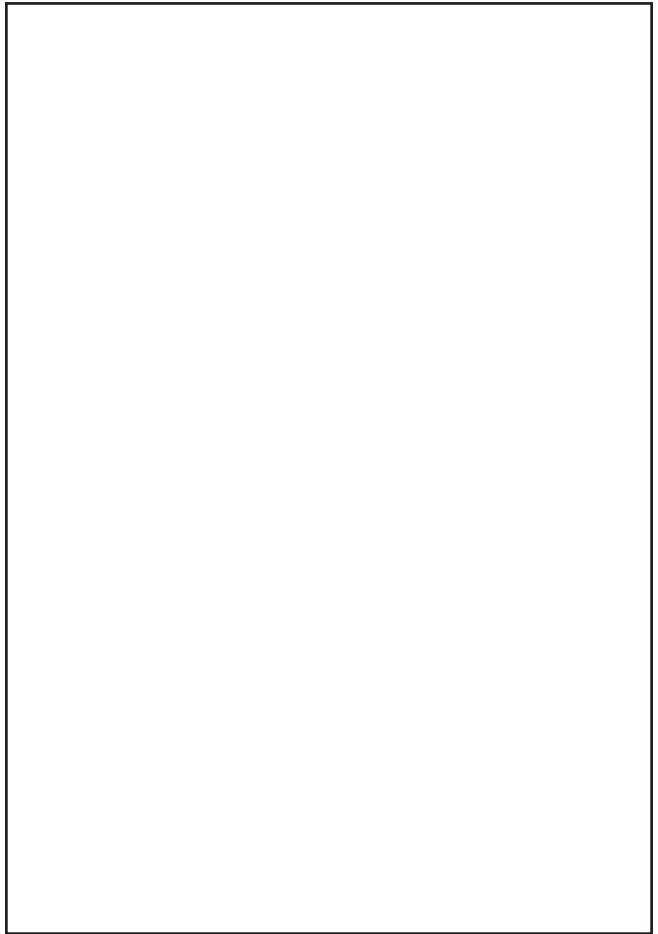
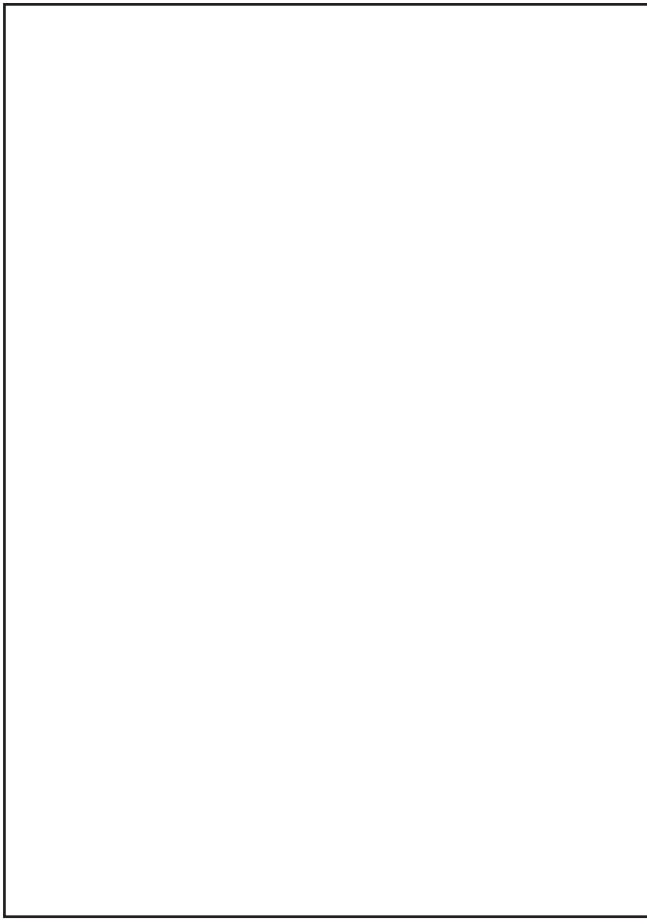
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Calendar 2002-03

**December 23 - 25
& January 1**
Winter Holidays
MASA Offices Closed

January 7
Legislative Session Convenes

January 15 - 17
MSBA Convention
Minneapolis

January 16
*“Surviving the January - June
Budgeting and Staffing
Process”*
(Sponsored by MASA)
Minneapolis Convention
Center

February 5
Board Meetings
MASA Office

- Executive Committee
9 - 10:45 am
- Board of Directors
11 am - 4 pm

February 14
*Spring Newsletter
Submissions Due*

February 20 - 23
*AASA National Conference
on Education*
New Orleans

February 22
*Minnesota Breakfast
at the AASA Convention*
New Orleans

February 27 - 28
*MASA/MASE Spring
Conference*
Radisson South, Bloomington

April 9
Board Meetings
MASA Office

- Executive Committee
9 - 10:45 am
- Board of Directors
11 am - 4 pm

April 18
Spring Holiday
MASA Offices Closed

May 16
*Summer Newsletter
Submissions Due*

May 26
Memorial Day Holiday
MASA Offices Closed



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