OCTOBER 2013

16 Navajo County Meeting* – Winslow USD, Winslow: Walk in registration onsite
18 DEADLINE – Hotel Reservations for 2013 Legislative Workshop
17 Coconino County Meeting – Flagstaff USD, Flagstaff: Walk in registration onsite
18 DEADLINE – Hotel reservations for ASBA/AASBO/ASA Legislative Workshop
21 DEADLINE – ASBA Officer Nominations: Nominate/apply
22 Mohave County Meeting* – Lake Havasu USD, Lake Havasu: Register online
23 La Paz County Meeting – Salome ESD, Salome: Register online
24 Yuma County Meeting* – Yuma UHSD, Yuma: Register online
25 DEADLINE – ASBA Annual Awards nominations/entries
28 Yavapai County Meeting – Ash Fork Joint USD, Ash Fork: Register online

*Elections for County Director will be held in these counties. To run for county director: Nomination form

NOVEMBER 2013

1 ASBA Committees Day
1 DEADLINE – Registration for ASBA-AASBO-ASA Legislative Workshop (Phoenix): Info/register
8 ASBA/AASBO/ASA Legislative Workshop: Info/register
11 DEADLINE – Hotel reservations for ASBA-ASA Annual Conference: Hotel reservations
14 Veterans’ Day – ASBA Office Closed
28-29 Thanksgiving – ASBA Office Closed

Join us Dec. 11-13 for the ASBA-ASA 56th Annual Conference

This year’s annual conference, to be held Dec. 11-13 at the Biltmore Conference Center in Phoenix, will feature keynote presentations by Dr. Michael Crow, president of Arizona State University (“Education, Innovation and Arizona’s Future”), and C. Ed Massey, immediate past president of the National School Boards Association (“Adaptive Leadership: Leading Through Change”). In addition there will be 40 breakout sessions, the annual Golden Bells Awards Luncheon and the ASBA Annual Awards Dinner. A new board member track will be offered for those seeking to earn the ASBA Certificate of Orientation (the gateway to participation in the Master of Boardsmanship Awards program). Again this year will be the popular and comprehensive education products/services exhibit area. Registration fee is $310/person and includes all meals as noted on the agenda, online conference materials and free conference wi-fi. Deadline to register without penalty is Monday, Dec. 2.

Agenda and registration

Hotel conference rate at the Biltmore is $159 night single/double. Deadline for hotel registration is Mon., Nov. 11. You may call them directly at 800.950.0086 and be sure to mention you are with the Arizona School Boards Association.

Dec. 11 pre-conference workshop focuses on marketing and communications for public school leaders
On Weds., Dec. 11, ASBA will present “Telling Your Story: A Marketing and Communications Workshop for Public School Leaders.” Designed for school board members and school administrators, topics will include:

- The Board’s Role in Effective Communications
- Arizona’s Competitive Education Environment – and What Parents Want
- What’s in a Name: Understanding and Enhancing Your Brand Identity
- Bringing Your Message to Life: Shaping Your District’s Identity through Storytelling
- Engaging the Village: Effectively Communicating through Citizen Committees

The day will finish with a don’t-miss, highly interactive media and presentation training center appropriate for board members and administrators alike.

Pre-Conference details and registration

**Next week is deadline for ASBA Annual Awards nominations/entries**

Recognize exceptional people and programs in your district by submitting nominations before the 5 p.m., Friday, Oct. 25, 2013, deadline for ASBA’s annual awards. Recipients will be honored at the ASBA-ASA Annual Conference which will be held Dec. 11-13, 2013, at the Biltmore Conference Center in Phoenix.

Awards program overview
Printable version of the awards brochure

**BOARD AWARDS**

**Lou Ella Kleinz Award of Excellence:** ASBA’s highest honor for a full board.
Details and online entry form

**All-Arizona School Board Award:** ASBA’s highest individual board member honor.
Details and online entry form

**Honor Roll Award:** Recognizes board members with more than eight consecutive years of service who are retiring.
Details and online entry form

**STUDENT AWARDS**
(Please share this information with principals, guidance counselors and teachers)

**Jack Peterson Student Photography Contest:** Recognizes student achievement in photography.
Details and online entry form

**Jack Peterson Student Scholarship:** Awarded to high school seniors in member schools who plan to pursue college degrees in education.
Details and application forms

**Panfilo H. Contreras Honorary Scholarship:** Will be awarded for the first time in 2013 by ASBA’s Hispanic-Native American Indian Caucus to two worthy students, one Hispanic and one Native American.
Details and application forms

**DISTRICT AWARDS**

**Golden Bell Award:** Recognizes school programs from throughout the state that have shown outstanding successes in student achievement.
Details and online entry form
Complete 2013 Legislative Workshop agenda is now available; check it out and register today
Don’t miss the opportunity to join ASBA, AASBO and ASA on Friday, Nov. 8, at the Phoenix Marriott Tempe at the Buttes for a full-day preview of the upcoming legislative session and examination of current education public policy. Look for state budget and revenue projections and insights from the education committees, plus updates on federal education policy and legislation, performance funding, school capital and legal advocacy. Registration for members is $140 per person and includes all online conference materials, continental breakfast and lunch. Deadline to register without penalty is Friday, Nov. 1. Hotel room deadline is Friday, Oct. 18, and ASBA has secured group rate rooms at the hotel for $139 single/double. Be sure to request the conference rate.

Legislative Workshop agenda/registration
Hotel reservations

Arizona’s new academic standards renamed as “Arizona’s College and Career Ready Standards”
By executive order of Gov. Jan Brewer, the Arizona Department of Education is rebranding their website and all communications and materials from Arizona Common Core state standards to the new title. There is a revised logo and an updated online tool kit available on ADE’s website. Superintendent of Public Instruction John Huppenthal is encouraging all citizen and education stakeholders to use the new terminology going forward. The ADE’s website with the renaming will be unveiled on Nov. 15.

2014 Magna Awards seeks nominations
The American School Board Journal’s annual program, the Magna Awards, honors best practices in school districts. Co-sponsored by NSBA and Sodexo School Services, the awards recognize programs that showcase district leadership, creativity, innovation and commitment to student achievement. There are three enrollment categories: less than 5,000 students, 5,000-20,000 students and more than 20,000 students. There will be a $4,000 contribution from Sodexo for one grand prize winner in each category. Five additional winners and five honorable mention recipients will also be selected from each enrollment category. Deadline is Oct. 31 and all nominations must be submitted online. Eligible school districts must be in the U.S. or U.S. Virgin Islands and a member of their state’s school boards association.
More information: 2014 Magna Awards

Arizona SunWise Skin Cancer Prevention School Program needs your feedback
The Arizona Department of Health Services is requesting your response to a quick one-page survey regarding your opinions on sun safety education. All responses are kept strictly confidential. Please respond by Nov. 10: Arizona SunWise Skin Cancer Prevention School Program.
Questions: Sharon.McKenna@azdhs.com, or Lauren.Brown@azdhs.gov
Free Tip Sheet, Activity and Curriculum

ASBA Executive Searches

Opening soon:
• Superintendent, Bowie USD

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.