



# AASPA *perspective*

AUGUST-OCTOBER 2007

NEWS FOR AND ABOUT MEMBERS OF THE AMERICAN ASSOCIATION OF SCHOOL PERSONNEL ADMINISTRATORS

## Jazz it Up

October 17-20, 2007  
Kansas City, MO

at AASPA's 69th Annual Conference



Conference  
Preview  
Inside!

### Inside Perspective:

- One of the FMLA's Unique Provisions
- Nominees for Executive Board
- Blogs, Wikis, and Podcasts?
- 2007 Elite Sponsors



# perspective

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# perspective

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Stephanie Marker

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*Membership Renewal Form also included with this issue*

## Have you seen the AASPA Forum?



The AASPA listserv has been replaced by a more powerful way to network with other members: **the AASPA Forum!**

Do you have a work-related question or problem you need help with? Post it on the **AASPA Forum** and get answers and advice from other AASPA members.

Many AASPA members have already posted questions and answers on the new **AASPA Forum**. Any members can post topics and replies on this online message board. Don't miss out on all the potential insight and knowledge you can gain from other AASPA members! Just login to the Members Only section and click on the "Peer-to-Peer Forum and Networking" button to access this limitless resource.

Available on **AASPA's new Web site at**  
**www.aaspa.org/forum!**

# President's Corner

By Doug Gephart, AASPA President



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## Political Requirements and Realities of School District Leadership

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Leadership is often intertwined with the term "Management" and it is important to distinguish between the two, particularly to effectively address the political realities of school district leadership. Stephen Covey is quoted as saying: "Efficient management without effective leadership is like straightening

deck chairs on the Titanic." Both traits are essential to an organization. Leadership is doing the right thing; management is doing things right. How we respond to and address the political influences within the school system is determined by whether we are doing the right thing or trying to do the right thing. Establishing a clearly defined leadership role will help to minimize the impact of these influences within a school district.

Political influences emerge from those who have a need for a service, benefit, or recognition from the system. In education, the ultimate customers are the students and the community. In the old paradigm, if students did not have basic skills in reading, mathematics, it was their fault. If that situation occurs today, school leaders are more inclined to look at their own systems to determine what else can be done to ensure that students reach their fullest potential. Our core mission is to provide instruction that holistically meets the need of the student, not to simply "deliver" lessons.

Having a customer service focus does not mean that your customers, external and internal, will always be satisfied. Having a customer focus means providing good service and making sure that people receive value. Political influences within education can be minimized when the customer focus is maximized.

One highly effective leadership trait that tends to neutralize the political influences of education is based in principled leadership. According to Covey (1992), principle-centered leaders operate in alignment with "self-evident, self-validating natural laws." These include such basic principles as fairness, equity, justice, honesty, trust, integrity, and service. Modeling these principles is "a combination of character (who you are as a person) and competence (what you can do)."

To effectively minimize the political influences within and about education, a leader must also be effective in developing and maintaining relationships with customers and stakeholders by clarifying roles, responsibilities and expectations. Taking the time to identify the root cause of a conflict within a relationship will lead to the formation of an effective and lasting resolution to the issue which in turn influences the organizational culture.

The organizational culture establishes the fertility for political influences. Daryl Conner (1993) defines culture as the "beliefs, behaviors, and assumptions of an organization that serve as a guide to what are considered appropriate and inappropriate actions for individuals and groups to engage." Culture operates on two levels: a) Overtly, as apparent in policies, procedures, and established rules and regulations, and b) Covertly, reflected in "the way things are done." While the personalities of the leaders often determine the beliefs, behaviors, and assumptions that lead to cultural change, it is the influence of the customers and stakeholders that have the greatest political influence.

Leaders tend not to consciously and deliberately establish the type of organizational culture that serves their needs. As a result, leaders often inherit a culture that doesn't support changes they want to make. Initiating change within an organizational culture spurs the political influences to maintain the status quo.

Dale Carnegie offers excellent, time-proven suggestions on how to develop positive relationships with people thereby effectively meeting the needs of customers and stakeholders. In his book *How to Win Friends and Influence People*, he shares six ways to make an impression with others:

- Rule #1: *Become genuinely interested in other people.*
- Rule #2: *Smile.*
- Rule #3: *Remember that a person's name is to them the sweetest and most important sound in any language.*
- Rule #4: *Be a good listener. Encourage others to talk about themselves.*
- Rule #5: *Talk in terms of the other person's interest.*
- Rule #6: *Make the other person feel important....and do it sincerely.*

Maintaining relationships that are positive and meaningful to an organization is more difficult because the leadership attributes must be consistent over time and withstand the challenges of political influences. David Lencione, in his book *The Five Dysfunctions of a Team* (Jossey-Bass, A Wiley Imprint [www.josseybass.com](http://www.josseybass.com)) identifies five critical factors that lead to organizational dysfunction, which if addressed effectively, result in the ability to maintain highly effective organizational relationships. Another way to understand this model is to take the opposite approach...a positive one...and imagine how members of truly cohesive teams and organizations behave: 1) They trust one another; 2) They engage in unfiltered conflict around ideas; 3) They commit to decisions and plans of actions; 4) They hold one another accountable for delivering against those plans; 5) They focus on the achievement of collective results.

Know your purpose for leading, be clear in your expectations, develop the leadership in others, and work at addressing the dysfunctions of the team.

# Board Briefs

## Highlights from the July 2007 AASPA Executive Board Meeting

AASPA's Executive Board met July 11-12, 2007 in Monterey, CA. The following are some of the items of note from the meeting:

**Approval of recognition of the Herb Salinger Personnel Administrator of the Year Award by Pi Lambda Theta:** All past and future winners of the Herb Salinger Award will be offered the opportunity to join this international honor society for educators.

**Kansas City Conference Update:** The Board received an update on the conference budget, schedule, and other planning details (See page 10 for conference info).

**FMLA Publication Update:** The publication has been completed and is now available for members to purchase.

**International Exchange Program:** A proposal was discussed regarding an exchange program developed for educational HR administrators. More research is being done on costs and procedures to implement such a program.

**Discussion of Draft Budget for 2007-2008 and Audit for 2005-2006:** Final budget and audit reports will be brought to the October meeting.

**Learning First Alliance (LFA) Update:** AASPA will continue as a LFA Board Member for 2007-08. LFA has helped keep AASPA informed of issues at the national level and provided AASPA with a place to share member positions with other education organizations.

**Focus on International Members:** AASPA currently has 67 international members. There will be a clinic for international members at the conference to discuss international issues.

### **Committee Action Reports:**

**Conference Time and Place:** The committee has been working on a conference location for 2012; however, has not found any locations to be satisfactory in price and accommodations. The Board and National Office are examining other location options.

**Legislative and Governmental:** The committee is still focusing on NCLB and working on ways to keep the membership informed of current legislative issues.

**Membership:** The committee has been working on updating the Membership Manual. Membership has increased from last year.

**Nominations:** The Board approved the committee's slate of officers for elections in October: Carrie Durley, President-Elect; Trini Garza, Recording Secretary; Robert Buganski and Penny Post, Region 3 Representative; and Steve Betando, Region 4 Representative (See 2007-2008 Nominees, page 8).

**Professional Development:** This year's schedule included Boot Camp, two Summits, Support Personnel Seminar, and Webinars. Plans are moving forward for next year's schedule to include two Boot Camps, one Summit, and an increase in the number of Webinars.

**Recognition:** The committee selected, and the Board approved, recipients for this year's awards, to be announced at the annual conference.

**Scholarship:** The committee has selected a recipient for the annual Leon Bradley Scholarship (to be announced at the annual conference). The committee recommended announcing the scholarship recipient at a general session in lieu of holding the scholarship reception.

**Ad Hoc Minority Recruitment:** The draft of the publication on minority teacher recruitment models has been completed, and the manuscript is still in the editing process. The final draft will be approved at the October Board Meeting.

**Ad Hoc Certification Task Force:** The committee report indicated there is a need for a national certification program. The committee will continue to study this issue and examine what type of program might be appropriate.

The next Board Meetings will be October 16 and 20 in Kansas City, MO.



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# Family & Medical Leave Act

## The Two Spouses & One Employer Rule

By Daniel Robert Murphy

In an effort to reduce the leave burden upon school districts and other employers for whom the husband and wife both work, the FMLA contains a unique provision entity limiting the collective amount of leave both employees can take for bonding with a newly born, placed or adopted child, as well as caring for a parent with a serious health condition. However, because the rule is inapplicable to many other qualifying bases for leave which married employees may take under the FMLA, this rule (known as the “two spouses/one employer” rule, hereafter referred to simply as the “Rule”), has led to a great deal of confusion.



### ***The Story so far...<sup>i</sup>***

*Under the Family and Medical Leave Act, qualifying employees may take up to twelve weeks of unpaid leave in a given leave year, due to any of the following reasons:*

- *The serious health condition of the employee*
- *To care for a spouse, son, daughter or parent with a serious health condition*
- *The birth, adoption or foster placement of the employee's son or daughter or to care for the child after birth or placement.*

In the case of leave under the FMLA due to a newly born or placed child, it is important to distinguish between leave due to medical condition, for instance, that of a mother who has recently given birth, or leave to “care for” a seriously ill infant, and what is often known as “bonding leave” when either or both the wife/husband wish simply to stay home to “bond” with a healthy, newly born or placed child. The Rule is only applicable to this latter form of leave, bonding leave, and the essence of the Rule is that whenever a husband and wife are eligible to take leave under the FMLA, and work for the same employer, they may only take a combined total of 12 weeks of leave during the leave year for 1) the purpose of bonding with their newly born or placed child or 2) to care for a parent with a serious health condition.<sup>ii</sup>

Consider the following example: Tom and Rose are married and work as elementary teachers at Pleasant Primary School. After the birth of their daughter, Betty, Rose stays home three weeks to recover from childbirth and then another four weeks to bond with Betty. After Rose goes back to work, Tom chooses to stay home two

more weeks to bond with Betty. Since Rose has used four weeks of bonding leave, and Tom has used two weeks, they have a combined total of six weeks of bonding leave which either of them may use during the remainder of the twelve month period immediately following Betty's birth.

However, since the Rule only limits leave taken to care for a newly born or placed child (or care for a parent), Tom and Rose individually retain the sum balance of their leave entitlement for any other qualifying reason for leave under the Act. In this case, Tom has 10 weeks of FMLA leave he may use to, for instance, care for Betty if she becomes seriously ill, while Rose has only five weeks of FMLA leave left for this same or another qualifying purpose.

### **Talk about a Loophole**

While intended to lessen any disincentives an employer might face in hiring married employees,<sup>iii</sup> the Rule contains a huge exception in that it **only applies** to “husbands” and “wives” – not to mothers and fathers. Thus, while unmarried “fathers” and “mothers” are each eligible to take up to twelve weeks of FMLA leave to bond with their newly placed children, only those parents who are also married are subject to the limitations of the Rule. In the case of unmarried parents working for the same employer, the Department of Labor has specifically stated that the Rule is inapplicable – an unmarried couple working for the same school district and who have a child together are simply not subject to the Rule, and thus are **each** eligible for up to twelve weeks of leave to bond with their new child.<sup>iv</sup>

*continued on next page*

## Family & Medical Leave Act

### The Two Spouses & One Employer Rule

*continued...*

For example, Greg and Dora are an unmarried couple who both work for the Delightful School District—Greg as technology specialist in the Central Office, Dora as a counselor at Pleasant Primary School. When Dora’s mother becomes seriously ill in September, Dora takes ten weeks of leave under the Act to care for her mother. Dora returns to work after Thanksgiving. In January, Greg’s father is diagnosed with very advanced cancer, and Greg takes his entire 12 weeks of leave to care for this father. However, if Greg and Dora were married, Greg would only have had two weeks of leave left to care for his father, since Dora used the first ten weeks for their combined 12 weeks of leave under the Rule to care for her mother in the Fall.<sup>v</sup> On the other hand, since Greg and Dora are not married, neither of them may take FMLA leave to care for each other, since only “spouses” are eligible to take leave for this purpose.

When the Family and Medical Leave Act was initially adopted, the Rule was the source of much “misunderstanding,” a great deal of which we have found persists over a decade later.<sup>vi</sup> And certainly the Rule is not intuitive, since other family members (ex. siblings) as well as unmarried parents are not subject to the constraints of the Rule. In cases involving the Rule, however, it is of the utmost importance that school personnel administrators and other supervisors be able to speak clearly, cogently and confidently when explaining the workings of the Family and Medical Leave Act. Many an employment lawsuit, we have found, can be traced back to the inaccurate, uncertain or simply wrong initial position taken by administrative or supervisory personnel.

*Daniel Robert Murphy is a partner at McLocklin Murphy & Dishman LLP in Winder, GA and is coauthor of AASPA’s Family and Medical Leave Act Compliance Manual.*

<sup>i</sup> 29 C.F.R. § 825.112.

<sup>ii</sup> 29 C.F.R. § 825.202.

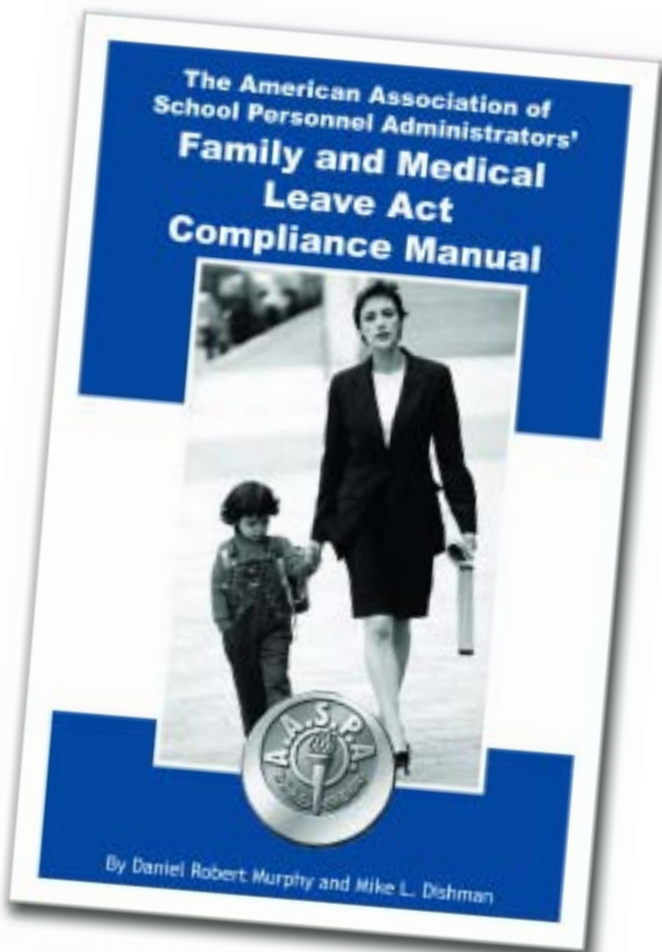
<sup>iii</sup> See Federal Register, Vol. 60 No. 4 at 2201, January 6, 1995.

<sup>iv</sup> *Id.*

<sup>v</sup> Potentially, the answer to this last element of the hypothetical situation may be different if, for example, the District has defined the leave year as beginning each January 1, in which

case Greg may begin January with a full 12 weeks of leave. See Chapter 7 of AASPA’s Family & Medical Leave Act Compliance Manual for a more complete discussion of the importance of electing the appropriate leave year.

<sup>vi</sup> Federal Register, Vol. 60 No. 4 at 2201, January 6, 1995.



**Make sure your district is complying with the Family and Medical Leave Act correctly. For a comprehensive, easy-to-understand, school-specific overview of the Family and Medical Leave Act, check out AASPA’s new publication:**

**AASPA’s Family and Medical Leave Act Compliance Manual,**

now available on AASPA’s Web site at [www.aaspa.org/publications/store](http://www.aaspa.org/publications/store).

# Nominees for 2007-2008 Executive Board



## President-Elect: **Carrie Durley**

Carrie Durley is the executive director of HR for the Aldine Independent School District in Houston, TX. She began her career in education in 1964 as a middle school social studies and language arts teacher in Brevard County, FL, and in 1966 moved to Texas and the Houston Independent School District. She taught English there for a year before beginning her 40-year tenure in Aldine, where she has 36 years of perfect attendance. In Aldine, Carrie's positions have included those of English and special education teacher, counselor, Title I supervisor, assistant principal, and director of personnel. She has been in personnel/human resources since March 1986.

Carrie Durley is actively involved in the local, state, and national associations for personnel administrators. She has held all offices in the Gulf Coast Association of School Personnel Administrators and the Texas Association of School Personnel Administrators (TASPA). An active member of AASPA since 1986, she currently serves on the Executive Board as the Region 5 representative. In 2003, she was the TASPA Personnel Administrator of the Year and in 2006 received a Special Recognition Award from AASPA.

Carrie holds a Bachelor of Arts degree in English from North Carolina Central University in Durham, North Carolina, and a Master of Education degree from the University of Houston.



## Recording Secretary: **Trini Garza**

Trini Garza began her professional career in education as a bilingual Pre-K teacher in Galveston, TX, 33 years ago. She remained in the classroom serving in Southeast Texas school districts before continuing her career in administration in the Dallas Metroplex. After working as a middle school assistant principal for four and a half years, Trini moved into Human Resources. She is currently director of personnel for the Carrollton-Farmers Branch ISD in Carrollton, TX, and has been working in HR for 10 years.

Trini has served as co-chair and chair of the Leon Bradley Scholarship Committee and has been a committee member of AASPA's Ad Hoc Minority Recruitment Committee. She has been an AASPA member for the past 10 years.

## Region III Representative: **Robert Buganski**

Robert B. Buganski has served as the assistant superintendent of schools in the Bloomfield, CT school system since July 2003. Prior to that he served as the assistant superintendent of schools in Wethersfield, CT for a total of 14 years. In both positions, his primary responsibilities included all aspects of human resource management from staffing to negotiations and compliance with all state and federal labor laws.

Bob has been an active member of AASPA and CASPA (Connecticut Association of School Personnel Administrators) throughout his tenure as assistant superintendent of schools. He has and continues to serve on the CASPA executive board in a number of positions, including as its president for two separate terms. Most recently, he was a presenter at the AASPA Boot Camp held in Nashville, TN this past June. He has been named as the co-chair of the 2009 AASPA conference to be held in Hartford, CT in October 2009.

Prior to his Central Office positions, Bob was a middle school principal, assistant principal and teacher for a combined total of 19 years. As the Region III representative, he would bring a wealth of experience and expertise to the various state organizations within Region III. He has been supported in his desire to run for office and even encouraged by his superintendent, Dr. David Title, who previously served on the AASPA Executive Board as the Region III representative and understands the importance of the position as well as the time commitment it could entail. Bob believes that as an experienced administrator, one should be willing to share expertise with those requesting assistance. If elected, he intends to be very active in the organization, approachable, and make himself available as a resource to members as needed and requested.



**Election of president-elect and recording secretary will take place at the regular business meeting, Friday, October 19, 2007, after the International Breakfast. Election of regional representatives will be at the respective region meetings, Thursday, October 18, 2007, at 4:20 p.m.**

## Region III Representative: Penny Post



Penny S. Post is human resources specialist for Anne Arundel County Public Schools (AACPS) in Annapolis, MD. Prior to this position, she was human resources specialist at Carroll County Public Schools. She has also worked at the Maryland State Department of Education (MSDE) as a staff specialist in the Teacher Certification Branch and as acting branch chief for the GED Testing Office. Penny has also

taught elementary/middle school art in Pennsylvania, and taught high school art in Korumburra, Australia.

Penny has been a member of AASPA for 13 years. She served as the conference co-chair for AASPA's 65th Annual Conference in Baltimore in 2003 and has presented clinics at several annual conferences.

Penny is also active in state-level organizations. She was a founding member and first president of the Maryland Association of School Personnel Administrators (MASPA). She also served as historian and conference chairperson for MASPA. She is currently serving on the Planning Committee for the first Annual MASPA/MSDE Statewide Teacher Recruitment Consortium. She was the recipient of the Educational Administrator of the Year by the Maryland Association of Educational Office Professionals for her work in designing a staff development program and improving promotional opportunities for office professionals. She also serves on various local and statewide committees as requested, including the AACPS Leadership Charter and MSDE's Alternative Teacher Preparation Certification Program Committee.

Penny received her Bachelor of Science in Art Education and a Master of Education in Art at Edinboro University. She has also done additional graduate studies at Loyola College, McDaniel College, Towson University, and Trinity College.



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## Region IV Representative: Steve Betando

Steve Betando has served children as a teacher, vice-principal, principal, curriculum director, and assistant superintendent. He began his education career in 1984 in San Jose, California where he developed an interest in teacher development programs. After five years in San Jose, Steve moved to California's Central Valley where he spent 17 years until moving back to the San Francisco Bay Area last year.

Steve has presented at various conferences and workshops to train teachers and administrators in instructional methods, observation techniques, full inclusion, technology in the classroom, conflict resolution programs, art in the classroom, section 504 implementation, and teacher development. He taught university administration courses for school law, personnel, and teacher and administrator development. Steve has served on State Human Resources Committee, State

Legislative Action Committees, and the State No Child Left Behind Task Force for the Association of California School Administrators.

Among his career experiences were responsibilities for: New Teacher and New Administrator Training, Risk Management, Student Attendance Review Board, Expulsion Panel Chair, District Safety, Uniform Complaints, Sexual Harrassment, Peer Assistance, District Insurance, Employee Benefits, 504 Officer, Health Services Coordinator, District Discipline, Employee Recognition, and Collective Bargaining.

Steve is currently serving as the assistant superintendent - human resources of Fremont Unified School District serving 33,000 students in Preschool, K-12, and Adult Education, and was named as the 2006 California Personnel Administrator of the Year.

# AASPA's 69th Annual Conference

October 17-20, 2007

Hyatt Regency Crown Center – Kansas City, MO



## **Thursday General Session - "Pushing Forward When Things Change" - Randy Snow**

After an accident in high school left him without the use of his legs, Randy Snow has become a business owner and nationally recognized sales associate, a Fortune 500 speaker and one of the most

successful gold medal wheelchair athletes in history. He has proven that in order to succeed today, you must have a 100% able-bodied mind!



## **Friday General Session - Dr. George J. McKenna, III**

As principal of George Washington Preparatory High School in Los Angeles, Dr. George McKenna developed and implemented a program that successfully changed a violent, low-achieving inner-city school into a school with an

attendance waiting list, and nearly 8% of the graduates enrolled in college. McKenna is the subject of the award-winning TV movie *The George McKenna Story* starring Denzel Washington.



## **Saturday General Session - "Go Placidly Amidst the Pandemics and Politics" - Dr. Bert Schulte**

As deputy commissioner of the Missouri Department of Elementary and Secondary Education, Dr. Bert Schulte serves as chief of staff for the Department and the agency's

primary liaison with the Missouri legislature. Schulte has been in education for over 30 years and has worked as a teacher, principal, director of elementary education, assistant superintendent and assistant commissioner of education.

## **Travel information:**

For **hotel reservations**, call the Hyatt Regency at 1-800-233-1234 and mention AASPA or go to [www.aaspa.org](http://www.aaspa.org) to make your reservations online. The conference rate is just \$145/night.

For discounted **airline tickets** go to the American Airlines Web site at [www.aa.com](http://www.aa.com) and enter authorization number A61H7AJ or call (800) 433-1790.

For discounted **car rentals** go to the Avis Web site at [www.avis.com](http://www.avis.com) and enter T622999 or call (800) 331-1600.

## **Leon Bradley Scholarship Golf Tournament - Shoal Creek Golf Course**

**Wednesday, October 17, 2007 - 12:30-5:30 p.m.**

Enjoy an afternoon of golf while raising money for AASPA's annual Leon Bradley scholarship. All proceeds from the event will go to help fund the \$1000 scholarship awarded to minority college students pursuing an education degree. Shoal Creek Golf Course was ranked the #2 Public Golf Course in Missouri by Golfweek's America's Best in 2006 and 2007. Singles to large groups are welcome and the cost includes lunch, gift bag, prizes, and range balls. *Cost: \$50.*

## **Opening Night Event at Union Station**

**Thursday, October 18 – 6:30-10:30 p.m.**

Just a short walk away from the hotel through the Crown Center walkways, discover Kansas City's famous Union Station as you enjoy Kansas City-style BBQ and dance the night away to the music of Funk Syndicate. Built in 1914 and once the lifeline to the city, this train station now houses restaurants, museums, and a movie theater. *Cost: \$60 prior to September 17, \$70 after September 17.*



## Preconference Workshops

Wed., October 17, 2007

### #1: Recruiting, Selecting AND Retaining Quality Teachers (FULL DAY)

Come away with a systemic model for implementing a plan to recruit, select, induct AND hold onto a new generation of teachers.

### #2: Follow the Yellow Brick Road to Hiring Success: Understanding and Implementing Functions to Increase the Effectiveness of your Hiring Decisions (AM)

Focuses on the rules and research behind the EEOC guidelines and validated hiring processes.

### #3: Communications and HR (AM)

Learn more about the role of communication in your HR department, including implementing a communication plan.

### #4: Employment of Generation X and Y (AM)

Learn how to effectively employ Generation X and Y, including why they do what they do and how to attract them and keep them employed.

### #5: Documentation: Legal Requirements and Best Practices for School Personnel (AM)

This session will cover selected legal requirements in school personnel documentation and provide best practice tips across the entire employment continuum.

### #6: Roadmap to Resolution for the School Personnel Administrators (PM)

Come away with a plan to address workplace conflict and concrete skills you can immediately put to use.

### #7: Hot Legal HR Issues in Schools (PM)

This workshop will explore employee handbooks, the electronic workplace, workplace violence, and other important legal issues.

### #8: Succession Planning: Ensuring Leadership for the Future (PM)

Don't miss this workshop focused on creating a plan to secure tomorrow's leadership today.

### #9: Take A Proactive Stance Against Educator Sexual Misconduct Toward Students (PM)

Learn how to handle complaints and investigations in ways that are legally fit and appropriate within the educational setting.

## AASPA's 69th Annual Conference Agenda

### Tuesday, October 16

08:00 a.m. – 05:00 p.m.

03:30 p.m. – 05:30 p.m.

Executive Board Meeting

Preconference and Conference Registration

*Name Badges sponsored by Teachers-Teachers.com, Portfolios sponsored by CCR, Inc./WinOcular, Keycards sponsored by Kelly Educational Staffing, Daily Bulletin sponsored by Forrest T Jones Hospitality Desk Open*

### Wednesday, October 17

07:30 a.m. – 05:30 p.m.

07:30 a.m. – 05:00 p.m.

09:00 a.m. – 12:00 p.m.

09:00 a.m. – 04:00 p.m.

12:30 p.m. – 05:30 p.m.

01:00 p.m. – 04:00 p.m.

04:00 p.m. – 05:00 p.m.

05:00 p.m. – 06:00 pm

06:30 p.m. – 10:30 p.m.

Preconference and Conference Registration

Hospitality Desk Open

Half-Day Morning Preconference Workshops

Full-Day Preconference Workshop

Leon Bradley Scholarship Golf Tournament

Half-Day Afternoon Preconference Workshops

Committee Chair Orientation

First Time Attendee Welcome

President's Reception at American Jazz / Negro Leagues Baseball Museums *Sponsored by CBIZ*

### Thursday, October 18

07:30 a.m. – 04:30 p.m.

07:30 a.m. – 05:00 p.m.

08:00 a.m. – 09:30 a.m.

Conference Registration

Hospitality Desk Open

General Session: Continental Breakfast, Opening Ceremonies and Keynote Presentation: "Pushing Forward When Things Change,"

Speaker: Randy Snow

*Breakfast sponsored by General ASP Inc., Keynote sponsored by ABCTE*

Exhibit Hall Opening Ceremony

09:30 a.m. – 10:30 a.m.

10:30 a.m. – 11:30 a.m.

11:35 a.m. – 01:15 p.m.

Clinics

Lunch: Awards, Recognition of Sponsors and Seattle Presentation (Exhibits closed during lunch)

01:20 p.m. – 02:20 p.m.

02:20 p.m. – 03:15 p.m.

02:20 p.m. – 03:15 p.m.

03:20 p.m. – 04:20 p.m.

04:20 p.m. – 05:20 p.m.

05:20 p.m. – 06:20 p.m.

06:30 p.m. – 10:30 p.m.

Clinics

Break (Exhibit Hall), Silent Auction Opens

AASPA Committee Meetings (All Except Membership)

Clinics

Regional Meetings (Elections in Regions 3 & 4)

Exhibit Hall Reception *Sponsored by our Business Partners*

Opening Event at Union Station

*Sponsored by Ventures for Excellence, American Fidelity Assurance*

### Friday, October 19

07:30 a.m. – 04:00 p.m.

07:30 a.m. – 04:00 p.m.

07:45 a.m. – 09:45 a.m.

Conference Registration

Hospitality Desk Open

General Session: International Breakfast, Leon Bradley Scholarship Presentation and Keynote Presentation: Dr. George J. McKenna III

09:45 a.m. – 10:45 a.m.

Business Meeting (Election of President-Elect & Recording Secretary, and Announcement of Region Voting Results)

10:45 a.m. – 11:30 a.m.

11:30 a.m. – 12:30 p.m.

12:30 p.m. – 01:45 p.m.

12:30 p.m. – 01:45 p.m.

01:45 p.m. – 02:45 p.m.

02:45 p.m. – 03:45 p.m.

02:45 p.m. – 03:45 p.m.

03:45 p.m. – 04:15 p.m.

04:15 p.m.

04:15 p.m. – 05:15 p.m.

05:15 p.m. – 06:45 p.m.

07:00 p.m.

Break and Exhibit Hall Open

Clinics

Lunch on own

Affiliate Executive Director Meeting

Clinics

Exhibit Hall Open

AASPA Membership Committee Meeting

Grand Prize Drawing in Exhibit Hall

Silent Auction Closes

Minority Caucus

State Receptions

Dinner Parties

### Saturday, October 20

07:30 a.m. – 08:30 a.m.

07:30 a.m. – 08:30 a.m.

07:30 a.m. – 12:00 p.m.

08:30 a.m. – 09:30 a.m.

09:30 a.m. – 09:45 a.m.

09:45 a.m. – 10:45 a.m.

10:45 a.m. – 12:00 p.m.

12:30 p.m. – 02:00 p.m.

02:15 p.m. – 05:00 p.m.

Continental Breakfast

Leadership Breakfast (By invitation only)

Conference Registration Area Open

Clinics

Break

Clinics

General Session: Closing Ceremony, Keynote Presentation: "Go Placidly Amidst the Pandemics and Politics," Speaker: Dr. Bert Schulte  
Annual Conference Debriefing Meeting (Board and Conference Committee)

Executive Board Meeting Wrap Up

# AppliTrack

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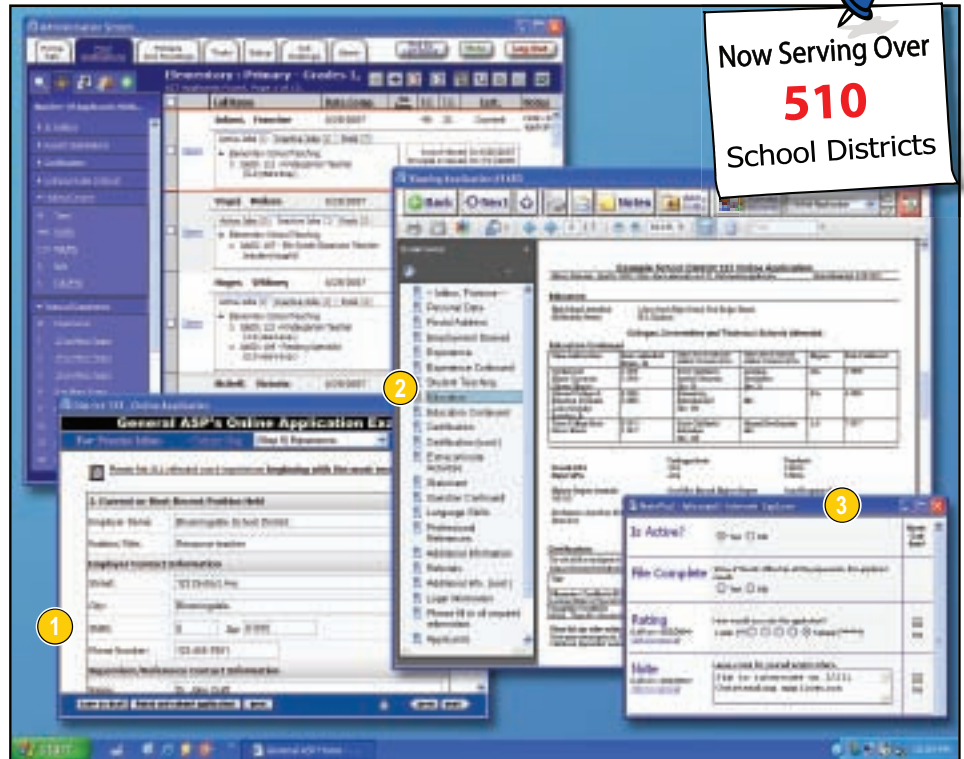
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1

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# Book Review –

## Blogs, Wikis, Podcasts and Other Powerful Web Tools for Classrooms

By Jack Kronser

Richardson, Will. *Blogs, Wikis, Podcasts and Other Powerful Web Tools for Classrooms*. Corwin Press, Thousand Oaks, California, 2006.



If you've ever used a pocket dictionary as an English speaker in a foreign country, you'll know what a godsend this oddly titled book is. *Blogs, Wikis, Podcasts* was written as a guide for teachers who want to utilize the tools of the virtual classroom to improve instruction. Blogs, wikis and podcasts refer to three major categories of electronic communication that are found on the Internet. For purposes of explaining the worth of this book, each will be described in the following review.

As a human resources director and teacher recruiter for the last 15 years, I have often stumbled on some hard-learned lessons of recruitment. These nuggets of insight would not surprise anyone involved in marketing and public relations. Insight #1 is: Know the language of your target audience. Insight #2: Go where they go. Insight #3: Develop brand recognition. As I constantly try to incorporate new tools, I ask the question, do these new tools add to these insights?

How does *Blogs, Wikis, Podcasts* help me as a human resources teacher recruiter? Let me explain. There is a vast gulf of understanding when it comes to communication between generations. No one has to explain that gulf to a parent. This was clearly demonstrated to me the first time I visited my son's blog. A blog is a weblog, a way for an author to instantly post any writing to the Internet. Richardson further describes them as "easily updateable Websites that are the most widely adopted tool of the Read/Write Web so far." I learned more about who my son was and what he valued through reading his blog. It was not a difficult transfer to see the professional usefulness of a blog in reducing the communication gap between recruiters and teacher candidates.

The book provides a "how-to" approach to interested novices who want to utilize blogs to enhance classroom instruction. Richardson describes the pedagogy and the practice of using blogs to "engage readers with ideas and questions and links." Just as teachers want to reach out to their students, so do I. Using the instruction from the book and coaching from my son, I created a blog about recruitment. It contains a great deal of my thoughts and advice about successful job searches. I am able to share real questions that I get from teacher

candidates. Many questions are universal in nature and, hopefully, assist teacher candidates who are looking for an edge in the job search process. It is, admittedly, very one-way. Sometimes, I do get comments posted to it from people who had either additional thoughts or questions.

Podcasts are audio recordings made by everyday people on topics of interest. Typically, it is available as an MP3 file. Richardson describes the explosion of people who have started to develop these multimedia broadcasts, which are like home radio. Listeners download these to their iPods and, therefore, become podcasts. The book section on podcasts was fortuitous for me. I was reading it at the same time that my school district was pushing forward an initiative to create district podcasts for leadership development. The school district decided that we could reduce the amount of time that building and central office administrators were away from their sites for training if they had access to leadership development materials in alternate ways, like podcasts. These could be accessed 24/7.

With assistance from others, a podcast was developed to explain our district hiring process. As it often happens, my podcast evolved into using video and PowerPoint. We eliminated the need for face-to-face trainings requiring administrators to be away from their work sites. It was succinct, effective and well received. I have to credit the book for explaining the basic elements of podcasts and guiding me through the initial development phase.

Wiki is short for wikipedia, an online encyclopedia that is constantly being added to and changed, therefore, constantly evolving. Richardson explains that most people understand the "pedia" portion. The wiki comes from the Hawaiian word "wiki-wiki" which means "quick." The more than 860,000 entries in Wikipedia are a worldwide collaboration of many authors constantly writing and re-writing facts as they are known. Richardson describes how the Indian Ocean tsunami of 2004 had a 76-word entry in the first nine hours. Twenty-four hours later, the entry had been edited more than 400 times and had grown to about 3,000 words, complete with photos and graphs.

*continued on next page*

## Book Review – **Blogs, Wikis, Podcasts and Other Powerful Web Tools for Classrooms**

*continued...*

The wiki portion of the book is still a work-in-progress for me. As I begin to understand its usefulness in the human resources field, I am sure to make better utilization of it.

If I had to develop a rubric on my use of technology in the human resources field, I would rate myself as “in progress.” Books, such as this, serve as a resource for improving my understanding and help me to better access technology. I ask readers to re-visit the three insights that I talked about at the beginning of this article. Has this book helped me to communicate in the language of my target audience? I want to reach my younger and/or more technology-oriented teacher candidates. In using these Internet tools, I believe that I am improving our communication.

Has this book helped me to “Go where they (teacher candidates) go?” Our experience has shown us that the vast majority of our teacher candidates find out information about our district and our vacancies on the

district Web site. The best way for us to reach these same candidates would be to fully utilize the Internet.

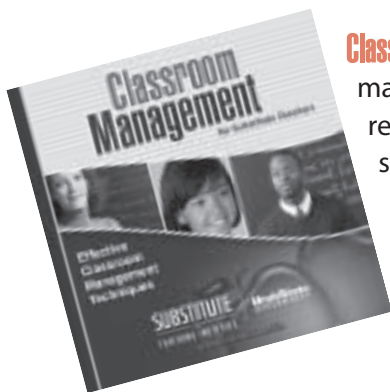
Has this book helped us in brand recognition? Long before the Internet was born, Marshall McLuhan said, “The medium is the message.” I believe that by utilizing technology to recruit, we are building our brand. We are providing the unspoken message that “we get it,” that we know how to communicate with “them.”

*Blogs, Wikis, Podcasts, and Other Powerful Web Tools for Classrooms* was written for the classroom teacher. Its lessons are, however, easily adapted for use in the work of the human resources administrator. See you on the Internet.

*Jack Kronser is director of recruitment at Douglas County School District in Castle Rock, Colorado.*

**To order your copy of *Blogs, Wikis, Podcasts, and Other Powerful Web Tools for Classrooms*, please go to [www.aaspa.org/publications/store](http://www.aaspa.org/publications/store).**

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## Features | HR Staff

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### Job Requisition Management

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# 2006-2007 AASPA Committee Members

AASPA would like to say, *"Thank You!"* to all the committee members who have helped make the work of AASPA possible this year.

## Conference Time & Place

Michele Fort-Merrill, Chair, CA  
Ray Bihun, MI  
Harold Fittrer, VA  
Kristy Hall, SC  
Leon Hobbs, FL  
Barbara Warren Jones, VA  
Peter Ianniello, NY  
Chris Israelson, IL  
Robin Koslo-Stahl, PA  
Dan Steele, CA  
Karen Tatum, AL  
Joe Koenigsknecht, Board Liaison, IL

## Constitution & Bylaws

Cathy Donovan, Chair, KS  
Jack Owens, CA  
Paul ShROUT, MO  
Margarie Waters, GA  
Jane Webb, Board Liaison, AR

## Legislative & Governmental

Jean Sophie, Chair, IL  
Debbie Bullock, DE  
Bill Coyle, OK  
Lyle Evans, VA  
Marv Feinberg, IL  
Paul Hertel, IL  
Sarah Meaker, FL  
Sophie Paul, FL  
Chuck White, OR  
Winston Odom, Board Liaison, VA

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Eric Cunningham, Co-Chair, VA  
Steve Williams, Region Rep., OR  
Cathy Skinner, Region Rep., IL  
Pat Valentine, Region Rep., PA  
Cary Dritz, Region Rep., CA  
Carrie Durley, Region Rep., TX  
Sanita Savage, Region Rep., SC  
William Addy, PA  
James Antis, PA  
Pam Arrington, SC  
Douglas Behnke, OH  
Lori Belha, IL  
Jim Buck, OR  
Daphne Buckley, MI  
Wayne Burke, KS  
Suzanne Burkholder, OH  
Michelle Burton, VA  
Linda Busfield, LA  
Marlene Bustani, Brazil  
Anne Callahan, PA  
Anthony Caliri, MA  
Deborah Coley, AR  
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Marcia Daniels, TX

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Henry Gonzales, CO  
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Gary O'Connor, NY  
Ramon Osuna, AZ  
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Rose Bard Peppin, CA  
Robert Peter, NY  
Fred Primm, AL  
Patrese Pruden, VA  
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David Ruhland, MI  
Fay Ruotolo, CT  
Valerie Schwartz, MD  
Richard Scott, UT  
Renee Sedlack, FL  
Terry Serbin, MI  
David Shull, IN  
Paul ShROUT, MO  
Marcia Smith, AZ  
Flip Steinour, PA  
Doug Sumner, KS  
Ojetta Townes, NJ  
Jaime Valentine, SK  
Michael Vransevic, PA  
Curt Wary, NJ  
Jane Webb, AR  
William Weber, MI  
Attila Weninger, IL

Kevin Wibbels, NE  
Beverly Williams, AR  
Bruce Zahradnik, WA  
Sanita Savage, Board Liaison, SC

## Nominations

Mary Hopkins, Chair, TX  
Gloria Simon, Co-Chair, VA  
Suzanne Burkholder, OH  
Richard Higginbotham, MI  
Marcie McKaig, WA  
Lorene Moore, NJ  
Cathy Rannels, PA  
Craig von Behren, IL  
Bill Weber, MI  
Barb Wright, WA  
Pat Valentine, Board Liaison, PA

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Ken Baden, OK  
Margaret Buxton, VA  
Reanee Ellis, GA  
Sheila Fields, IL  
Okema Harper-Evans, VA  
Yolanda Gavito, TX  
Kristy Hall, SC  
Mary Helt, NY  
Chris Israelson, IL  
Mary Jessie, GA  
Brenda Jones, NC  
Janet Kearney, OH  
Pam McBee, NM  
Stephen Miller, IA  
Noran Moffett, GA  
Therrell Myers, MI  
Christine Picha, MN  
Vida Santone, MO  
Gloria Simon, VA  
Marla Styles, NE  
Karen Tatum, AL  
Millie Williams, LA  
Carrie Durley, Board Liaison, TX

## Recognition

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Ken Baden, OK  
Ray Bihun, MI  
Jerry Byrd, TX  
Dan DePasquale, NE  
Yolanda Gavito, TX  
Therrell Myers, MI  
Lucia Schirard, CO  
Doug Sumner, KS  
Ryan Thomas, WY  
Cary Dritz, Board Liaison, CA

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Trini Garza, Chair, TX  
Danielle J.S. Diaz, NJ  
Carrie Gibson, NC  
Alex Martin, TX  
Angelia Nicholas, MD  
Addie Swinney, AL  
Beverly Williams, AR  
Steve Williams, Board Liaison, OR

## Ad Hoc Minority Recruitment

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Jan Beatty, IA  
Rebecca Cooper, GA  
Darlene Faltz, VA  
Ann Feldmann, IA  
Trini Garza, TX  
Robertta Hill, TN  
Patricia Lyons, TX  
Michelle Means-Walker, OH  
Sanita Savage, SC  
Addie Swinney, AL  
Bill Trost, OH  
Ed Wilgus, WA  
Millie Williams, LA  
Cathy Skinner, Board Liaison, IL

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Tom Johnson, Co-Chair, MA  
Cheryl Allen, FL  
Linda Buchanan, MO  
Joe Clark, OH  
Don Cooper, GA  
Debra Davenport, DE  
Amy Dillon, KS  
Cary Dritz, CA  
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Mary Larson, MD  
Cynthia Lusignolo, TX  
Bob McGrattan, NC  
Marcie McKaig, WA  
Sarah Meaker, FL  
Barbara Melanson, FL  
Linda Mitchell, IL  
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## No Personnel Professional Left Behind: Recruit New Members and Win!



AASPA's new member recruitment program is going strong, and current AASPA members have now recruited 54 new members since the beginning of the 2006-2007 membership year. Thank you to everyone who has participated so far in telling a friend about the benefits of AASPA membership. We recently drew a winner for our second prize:

**The winner of a \$100 Gift Certificate to the AASPA Bookstore is:  
Richard Schromm, Educational Support Service, Fair Oaks, CA**

The next prize drawing is August 31, 2007. Upcoming prizes include a free Career Center listing (worth \$150) and a **complimentary Kansas City 2007 Conference Registration!**

Whether it's by mail, fax, phone, or Web site, each time we receive a paid membership from someone who has identified you as his or her recruiter, your name will be entered into a drawing for the complimentary conference registration and other prizes.

**Help us ensure no personnel professional is left out or left behind!**

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# Personals...

Congratulations to **Dr. Michael Ford**, who has retired from his position as assistant superintendent, personnel services at Cedar Hill ISD in Cedar Hill, TX.

**Dr. Joe Koenigsknecht** has begun a new position as assistant superintendent of human resources at Township High School District 113 in Highland Park, IL. He was previously assistant superintendent of human resources for Barrington CUSD 220 in Barrington, IL.

Congratulations to **Patrick Kremer**, who has retired from his position as associate superintendent of Marshalltown Community School District in Marshalltown, IA.

**Larry Lobert** has begun a new position as director of human resources for the New Trier Township High School District 203 in Northfield, IL. He was previously assistant superintendent for human resources and labor relations at Grosse Pointe Public School System in Grosse Pointe, MI.

Congratulations to **Cathy Rannels**, who has retired from her position as director of human resources for Colonial Intermediate Unit #20 in Easton, PA.

Congratulations to **Patricia Valentine**, region III representative for AASPA, who has retired from her position as director of human resources at Bucks County Schools IU #22 in Doylestown, PA.

**Craig von Behren** has begun a new position as assistant superintendent of human resources at Naperville Community Unit School District 203 in Naperville, IL. He was previously director of human resources at Shaler Area School District in Glenshaw, PA.

**Darlene von Behren** has begun a new position as director of human resources at Evanston/Skokie School District 65 in Evanston, IL. She was previously director of human resources for Franklin Regional School District in Murrysville, PA.

*We are sure this is not a comprehensive list of news about AASPA members. E-mail us at [aaspa@aaspa.org](mailto:aaspa@aaspa.org) with more information about fellow AASPA members for our next publication.*

## Upcoming Affiliate Events

September 23-24, 2007 – Texas ASPA Fall Support Personnel Workshop – [www.taspa.org](http://www.taspa.org)

September 27-28, 2007 – Ohio ASPA/OAEE Fall Conference – [www.oaspa-oaee.org](http://www.oaspa-oaee.org)

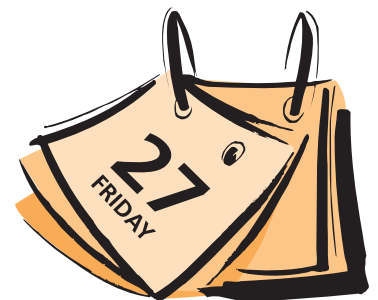
November 14-15, 2007 – Washington SPA/Oregon SPA Joint Fall Conference – [www.wspa.net](http://www.wspa.net)

November 14-16, 2007 – Arizona School Personnel Administrators Association Fall Conference – [www.aspaa.org](http://www.aspaa.org)

November 29-30, 2007 – Missouri Valley ASPA Conference – Contact: Dr. Nancy Biggs, [nbiggs@lps.org](mailto:nbiggs@lps.org)

December 5-7, 2007 – Texas ASPA/TAEE Winter Conference – [www.taspa.org](http://www.taspa.org)

*These events are also listed on AASPA's Web site at [www.aaspa.org](http://www.aaspa.org). If you are associated with an AASPA affiliate and would like to have your event listed in this newsletter and on AASPA's Web site, please submit your event online at [www.aaspa.org](http://www.aaspa.org).*



# AASPA's 69th Annual Conference

## ***Don't Miss the President's Reception at the American Jazz/Negro Leagues Baseball Museums!***



*Photos by Convention and Visitors  
Bureau of Greater Kansas City*



**Wed., October 17, 2007, 6:30 to 10:30 pm**

Experience the truly unique sights and sounds of Kansas City's historic 18th and Vine district, home to the American Jazz and Negro Leagues Baseball Museums. After enjoying the hors d'oeuvres buffet, take time to explore both museums or simply relax to the sweet sounds of blues in the Blue Room, a jazz club that was one of the hottest nightspots in the 1930's and '40's. Participants will be transported by bus to and from the hotel. This event is included in your registration –just make sure you arrive in time to enjoy it! Cost of guest ticket: \$65.

### **AASPA***perspective*

American Association of  
School Personnel Administrators  
533-B North Mur-len Road  
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