

September 27, 2010

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CASE announces new lobbyist

Elisabeth Rosen has been named the new CASE contract lobbyist. Rosen brings excellent credentials to the role as an experienced lobbyist with an in-depth understanding of the legislative and political process. Formerly of the lobbying firm Brandeberry-McKenna, her previous advocacy experience includes lobbying on behalf of such clients as the City of Denver, the Colorado Trial Lawyers Association, and the American Cancer Society. She is held in high regard by both Democrat and Republican policymakers, and viewed as someone with a strong work ethic and sense of integrity.

Rosen will work closely with **Deputy Executive Director Bruce Caughey**, who heads up CASE advocacy efforts, as well as the co-chairs of the Legislative Committee **Walt Cooper (Cheyenne Mountain superintendent)** and **David Crews (Norwood superintendent)**. CASE engaged in a thorough and rigorous process in evaluating qualified lobbyist candidates over the summer.

"Elisabeth's lobbying experience, strong communication skills, and effectiveness at building relationships will be great assets as she represents CASE and our more than 2,000 members," said Bruce Caughey, who will begin serving as CASE Interim Executive Director in January, 2011. "She has impressed us with her desire to customize her advocacy services in a way that will best meet our needs moving forward, and I have no doubt that she'll be of tremendous value to our organization."

Rosen took several years off from lobbying in order to start a family, and she is eager to begin her work with CASE. "Public education is something that I personally feel passionate about, and as a lobbyist, it's important to me that I advocate for issues I believe in," said Rosen. "I'm honored to represent CASE, and I look forward to learning from and meeting as many members as possible in the coming months."

Rosen is already hard at work in her new role. She attended the CASE Superintendents Conference last week and she will attend other association events in addition to representing CASE at the Capitol and in other policy settings. Welcome to the CASE team, Elisabeth!



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CASE Superintendents Conference a success

The annual CASE Superintendents Conference was held last week in Colorado Springs, and was marked by high attendance and a strong conference program. This was the ninth year that CASE has held this event, and with about 115 attendees that included superintendents and BOCES directors from all across the state, participation was up significantly from previous years.

The day-and-a-half long program kicked off on September 23 with a high energy drum line by students from Doherty High School and was followed by an inspiring Presentation of Colors by the Mitchell High School ROTC. Sessions that day focused on finance and budget matters, as well as important education topics and policies. **Deputy Commissioners Diana Sirko and Robert Hammond** presented on the chronology and implementation timelines for topics such as educator effectiveness (SB 191), accountability and accreditation (SB 163), and standards and assessments (CAP4K). There was also ample time built in for conference participants to discuss at their tables and then share comments and suggestions with Sirko and Hammond, who worked through the evening to compile the themes that emerged. The comments outline the kind of support superintendents would like to see provided by CDE to help districts implement these important education initiatives.

A presentation later in the afternoon on K-12 funding by **Colorado Springs District 11 Deputy Superintendent and CASE President Glenn Gustafson** provided superintendents with big-picture context about finance and budget. It was a perfect segue to **Assistant Commissioner Vody Herrmann's** session on the Teacher Jobs Bill, which offered the kind of candid and practical information that we all depend on and appreciate from her.

"It's more important than ever that we gather at CASE events like these," said **Cherry Creek Superintendent Mary Chesley**. "As school district leaders, we are facing so many challenges and can better strategize and understand the implications when we meet together."

After an early evening networking reception, conference attendees gathered for dinner and to hear **special guest speaker Paul Houston**, former American Association of School Administrators (AASA) Executive Director. Houston's speech on the spiritual components of leadership was inspiring and spoke to the reason superintendents and BOCES directors got into public education in the first place. A long line of conference attendees formed as Houston signed copies of his book as testament to his well-received speech.

The next morning, superintendents responded to the themes and issues raised in Houston's presentation, as well as to the reform initiatives shared by Sirko and Hammond. A compelling presentation on the Colorado budget and "The Bad Three" (60, 61, and 101) by **former director of the Office of State Planning and Budgeting Henry Sobanet** rounded out the morning's sessions.

"Our whole district is making CASE the sole source of administrator professional development opportunities," said

Archuleta superintendent and CASSA President-elect Mark DeVoti. “The best kind of professional development for me is surrounding myself with people who are in the same boat as I am in terms of doing this work despite great challenges. CASE provides these opportunities, and the Superintendents Conference is invaluable from a learning and networking perspective.”

During the morning session, **CASE Executive Director John Hefty** facilitated a discussion among participants about why CASE is so valuable to its members. Among the responses were comments like:

“As superintendents, we are constantly bombarded with information. CASE tells us the most essential and timely news and information in a very focused way that gives us exactly what we need to know.”

“The advocacy on all the issues and policies that matter most is critical to us.”

“As times get more tumultuous, it’s nice to know that we’re all in this together. It’s wonderful to have the opportunity to collaborate and sometimes commiserate. CASE provides the opportunity for us to feel welcome and supported.”

“We rely on the communications and know our voice is being heard through the advocacy work.”

Hefty also asked for feedback about what superintendents need from CASE in order to continue to be successful. The responses were largely similar and captured by the below comments:

“More of the same! We need ongoing and increased opportunities for collaboration.”

“As much as possible, we need a unified CASE voice on big education issues. We know that’s a challenge given the diversity of members but on high stakes bills, it’s really important.”



Prior to the end of the Superintendents Conference, Paul Houston graciously agreed to make some closing remarks and expand on the themes he had raised in his presentation the night before. Among the themes was the notion of every leader having an internal GPS that helps guide us in the direction we want to go. This concept is one that really resonated with the conference attendees; there was common acknowledgement of the power of this metaphor and the fact that often as superintendents and BOCES directors, outside factors and challenges intervene to take you off course. Houston commented that this is inevitable and sometimes as leaders, you’ll be forced to recalibrate and take an alternate path. The important thing is to maintain perspective and a sense of the big picture, which is easier to do when you remember to take care of yourself as a leader.

CASE is energized about the success of the Superintendents Conference. We’ll continue to provide every member with opportunities to gather not only to learn critical information and strategize together, but also to find inspiration and fresh perspectives about the very important work you do every day.

CASE website gets new look

We are very pleased to announce the upcoming new CASE website! We have spent the past months working on the new site, which will offer a more professional design and greater functionality. Count on the new site to continue to offer the features you use most (registering for events, checking out the latest association news, and managing your membership profile), but also expect some new design features that we know you’ll find useful. These include a rotating slideshow on the homepage to put front and center the top news and information that you need to know, a greater emphasis on social media through Twitter and Facebook (more on this in the coming weeks), and a streamlined navigation process to get you more quickly where you need to go.

The new website will go live this Wednesday (September 29), so on Wednesday afternoon and evening, the CASE site will be temporarily unavailable as we make the switch. The new website will be up and available starting

Thursday morning.

We are excited to share the new website with you, and look forward to hearing what you think. Please feel free to send any comments or suggestions to Melissa Gibson at mgibson@co-case.org.

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Time running out to renew membership

If you haven't already renewed your CASE membership, time is quickly running out. The new membership year began on September 1, and in the next couple of weeks, we will be discontinuing the member benefits of anyone who hasn't yet renewed. We don't want you to miss out on the advocacy services, professional development opportunities, and networking and communications that you've come to depend on from CASE.

To renew your membership, just visit www.co-case.org and click on the Member Portal. You can also email Melissa Gibson at mgibson@co-case.org or call us at (303)762-8762.

Annual Gallup poll reveals attitudes toward public education

Earlier this month, the 42nd Annual Phi Delta Kappa/Gallup Poll of the Public's Attitudes Toward the Public Schools was released. This yearly poll measures the American opinion about public education, including attitudes towards school funding, teachers, and charter schools. This year, the poll also asked about the federal role in education, including President Obama's education agenda.

Highlights from the poll findings include:

- **Approval for President Obama's support of public schools is slipping.** 34% of respondents gave him an "A" or "B" grade (down from 45% last year), and there was sharp opposition to some of the federal reform "turnaround" efforts that include the firing of teachers and principals.
- **Increased support for charter schools.** Nearly 70% of respondents say they like charter schools and would support seeing more of them.
- **We like our local schools!** Almost 60% of respondents who have children in public schools said they wouldn't want to move their child from their current neighborhood school.
- **Federal involvement isn't appropriate.** Respondents overwhelmingly believe that it should be up to individual states to set standards and implement accountability measures. There was strongest support for state-level control, followed by local school board control. Support for federal involvement ranked low.
- **Schools need more funding.** When asked to identify the biggest problem facing public education, lack of funding emerged as the most common response. Also on the list is student discipline problems and

overcrowded classrooms.

- **Time to re-think teacher pay.** Nearly 75% of respondents say teacher pay should be determined by quality of work and not a standardized pay schedule. The same percentage believes that there should be a stronger connection between teacher pay and student performance.

To read more poll data, just visit www.pdkpoll.org.

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Free Green Schools Summit!

On October 4-5, 2010, in Denver, the U.S. Green Building Council of Colorado is hosting the Green Schools Summit 2010. On Monday, October 4, a comprehensive pre-conference workshop will focus on how to green your school through design, maintenance and occupant behaviors. Then on Tuesday, October 5, there is a full day conference that has three distinct education tracks: 1) design, 2) operations, and 3) curriculum. There are learning opportunities for everyone, and we encourage you to click [here](#) to register or to learn more.

Please do not reply to this message. Questions? Contact Melissa Gibson at mgibson@co-case.org.