

# AGENDA

✧ We Believe In Public Education ✧



## Special 1999 GSBA/GSSA Annual Conference Issue

The World Series will have been decided by then, but educational leaders from all over Georgia will be abuzz December 1-4. What's all the fuss about? The best chance for school board members, superintendents and other educational leaders to participate in *the* professional development activity of the year that is geared toward their needs. The 1999 GSBA/GSSA Annual Conference, "Governing 21<sup>st</sup> Century Schools," promises a few days of high quality, highly useful information for educators looking toward a new century.

The event begins on Wednesday, December 1 with the GSBA New Board Member Orientation (NBMO). While this is billed for new board members, the workshop is an excellent primer on educational governance for any board member and superintendent. NBMO continues on December 2 when, also on that day, GSBA offers the E. Freeman Leverett School Law Seminar. The seminar offers the latest interpretation and information on rudiments of the law that impact school systems.

At noon on Thursday, December 2, the Exhibit Area opens and conference attendees can learn about the latest products and services available to enhance public education. Also in the Exhibit Area will be a special exhibit by GSBA that showcases all that the Association offers its members. Another favorite, Apple Computer, is sponsoring the Cyber Café where participants can experience Apple's speedy machines while checking e-mail or browsing the Internet.

On Friday, December 3, the 1999 GSBA/GSSA Annual Conference begins. "As with all of our activities, GSBA strives to bring to Georgia's educational leadership the kind of professional development activity that will heighten our improvement efforts," said GSBA Executive Vice President Gary Ashley. "We have succeeded once again in putting together a stellar program, one that will stay with conference participants even after they have returned to their districts and gotten back into the daily routine."



The conference program includes keynote addresses by Governor Roy Barnes, NSBA President Mary Ellen Maxwell, and well-known speakers, Bob Hughes, Dr. Timothy Mescon and Tamara Hall, who bring information to "raise the bar" in our school districts. The Awards Luncheon on Friday will reveal this year's winners of GSBA's coveted awards and the GSSA Superintendent of the Year Award. On Friday afternoon, conference participants can participate in several special interests clinics devoted to specific topics. Throughout the day, the Exhibit Area will remain open to give all attendees an opportunity to talk with vendors about their products and services. And at the end of the day, the Exhibitor's will host a reception for all conference attendees. Conference tip.....don't miss this first opportunity to win a door prize. You have to be there!

On Saturday, the conference gears up early with breakfast and our final general sessions. Another conference tip....you have to have registered for a door prize and be at the final general session— in person— in order to win one of the exciting door prizes offered by the Exhibitors.

See pages six and seven in this issue for the details on times, places and housing. As always, GSBA staffers are only a phone call or e-mail away should you have questions or need help with registering for the conference. This year, you can also register online and qualify for a special discount.

Yes, Atlanta will be buzzing with excitement in early December. Just make sure you are in on the chorus. ✧

The Newsletter of  
the Georgia School  
Boards Association.

October 1999

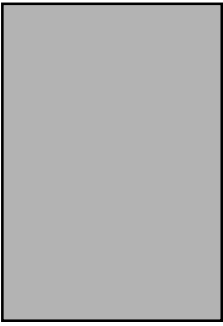
Volume 5

Number 2

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*Wachovia Full Page Ad*



## From the Executive Vice President...

### GSBA and Many Member Boards Welcome - Not Fear - Accountability

By Gary Ashley

Gary Ashley  
GSBA Executive Vice President

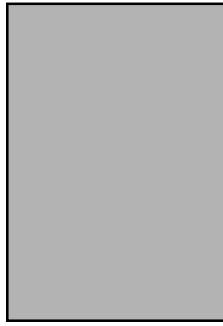
In my opinion, technically the new millennium won't begin until January 1, 2001. But it still is so compelling that we will be entering the year 2000 in a couple of months. The year won't be drastically different than others—that is if all of the Y2K alarmists are wrong. It's all in the number – 2000.

It's an important number, though. A symbol. A milestone. A benchmark. An opportunity to take stock of all that we've been doing, assess our effectiveness and make tough decisions about where we need to go. In short we need to spend some time thinking about accountability. But you know what? I think we've been doing a pretty good job of it. I think school boards across the state have demonstrated their willingness and desire to be held accountable.

Who's afraid of the big bad accountability wolf? GSBA isn't and the numerous school boards in Georgia that are fighting daily to raise the bar aren't either. Charter school petitions, social promotion, high-stakes testing, school safety and teacher training are just a few of the issues that school boards have to make decisions about. If you read the newspapers, you realize very quickly that there will be critics either way. The old adage is true—you're darned if you do and you're darned if you don't. But that's the news business. The news media is supposed to stir things up. In order to inform and enlighten they've got to sell newspapers and airtime, right?

That's part of accountability, though. First, being exposed to the critics and then answering to them. I'm proud to say that I witness daily boards having the stamina and strength to stay the course and make the hard decisions the right way. They make decisions based on what they feel is in the best interest of students—not themselves—and take responsibility for their actions. They open up the

*Continued on page nine...*



## From GSBA's President...

### The Year's Best Opportunity for Professional Development is Upon Us

By Y.N. Myers, Jr.

Y.N. Myers, Jr.  
GSBA President

It's that time of year again when we make plans to attend the GSBA/GSSA Annual Conference, "Governing 21<sup>st</sup> Century Schools." I certainly hope that you and your board will be present in Atlanta for what I consider to be one of the most important meetings of the year. There are so many reasons to attend. I'll give my list of the top four reasons to attend the conference.

One, this conference provides educational leaders the opportunity to hear from experts. Governor Barnes will provide us an update on the Education Reform Study Commission and where it will go from here. We all need to be well versed in the activities of this commission. No matter what the outcome of the Commission, the dialogue that is occurring now is of utmost importance to anyone involved with education and especially school board members.

This year's conference also gives us the opportunity to hear from NSBA President Mary Ellen Maxwell who will bring a national perspective to what educational governance will look like in the coming years.

In addition to these speakers, Bob Hughes, Dr. Timothy Mescon and Tamara Hall will share with us their insights into what lies ahead for us as we enter a new millennium. GSBA also has planned a number of special interest clinics that provide practical information to educational leaders. (See a listing of topics later in this issue of Agenda.)

The second reason to attend the conference is for the opportunity to network with your peers. There are precious few opportunities for us to talk with educational leaders from all parts of the state. I suppose you could pick up the phone and talk to anyone you want to at anytime, but there's something better about being able to talk to someone in person. Sometimes the best way to build understanding is to shake a hand and look a person in the

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"Who's afraid of the big bad accountability wolf? GSBA isn't and the numerous school boards in Georgia that are fighting daily to raise the bar aren't either."

—Gary Ashley



"Sometimes the best way to build understanding is to shake a hand and look a person in the eye. You can't get that over the phone or e-mail."

— Y.N. Myers, Jr.

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## Age and Beauty Combined in Risk Management Funds

The twin hallmarks of the GSBA risk management funds are age and beauty. The GSBA Workers' Compensation Group Self-Insurance Fund began its eighth year of operation this past July 1. It has outlived all the insurance alternatives that were available to school systems in 1992. Many insurance agents predicted that the GSBA Risk & Insurance Management System Fund would not survive. On July 1, the GSBA RIMS Fund began its sixth year of operation. It has added new members with the blessing of independent insurance consultants. Both funds are thriving because they offer their members modern risk management services. Financing of loss exposures is accomplished efficiently and economically. Both funds have introduced services and programs to prevent employee and student injuries and minimize administrative expense and disruption.

The beauty of the risk management funds comes from within. It is derived from the members themselves - 41 diverse, independent school systems. The funds are models of intergovernmental cooperation at its best. There is a strong sense of shared commitment and unity of purpose among the members. They view self-insurance as an opportunity to have more control over their individual affairs, while being responsible to their peers and the group as a whole. Beauty also comes from within the group's collective team of administrators and leaders who help improve school operations across the entire state and set new standards for work and campus safety.

### Risk Management Group Trustees Hold Summer Workshop and Fall Meetings

The combined 14-member group of Fund Trustees met in Macon during the summer to explore new ways of working together to promote risk management. They considered ideas for measuring and evaluating risk, reducing employee and student injuries and enhancing their own effectiveness. Workers' Comp Fund Chairman Howard Maxwell, Paulding County, and RIMS

Fund Chairman Vernon Payne, Clarke County, were extremely pleased with the discussion that took place.

In mid-September, the two boards of trustees met separately and took action that should produce several benefits for members of the funds. Both boards agreed to propose a bylaws amendment to increase the number of trustees from seven to nine for their respective funds. They both agreed to contribute proportionately \$15,000 to develop an innovative "Stress, Anger & Violence Prevention Program" that benefits both employees and students. Both boards approved the date for their Annual Meetings to be held concurrently, December 3 in Atlanta during the GSBA/GSSA Annual Conference. Elections for a number of Trustee positions will be held at the Annual Meetings.

The RIMS Fund Trustees voted to recommend a change in the name of the agency to **Georgia School Boards Association Risk Management Fund**. This decision came after considerable discussion of alternatives at the Workshop and prior meetings. All members will be asked to submit comments or other

suggestions, and a vote to change the name will be taken at the Annual Meeting.

The RIMS Fund Trustees voted to issue a resolution supporting the observance of America's Safe Schools Week, October 17-23. They appointed Blane Goss, Chatham County Schools risk manager, to fill the previously unexpired term that he held. Mr. Goss returned to Chatham County Schools after a successful short-term period of employment with a private company in Atlanta. The Trustees voted to join the newly created Association of Governmental Risk Pools (AGRIP), a national trade group of self-insurance funds for public entities. AGRIP sponsors professional development programs and a voluntary standards assessment program for its member organizations.

The Workers' Comp Fund Trustees received their first quarterly report of investment performance from the newly appointed fixed income portfolio manager, Trusco Capital, a SunTrust bank affiliate, and the investment management consultant, BT Alex Brown. Trusco was able to manage the portfolio in a way that outperformed the index selected by the Trustees. The Trustees appointed Vernon Payne, Clarke County Schools Board Member, to fill the unexpired term of Dottie Reynolds who resigned in June. ☺



*"Both funds are thriving because they offer their members modern risk management services. Financing of loss exposures is accomplished efficiently and economically. Both funds have introduced services and programs to prevent employee and student injuries and minimize administrative expense and disruption...The funds are models of intergovernmental cooperation at its best."*

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GA 30080

**First Union National Bank**  
P.O. Box 740074, Atlanta, GA 30374

**Frazier Service Co., Inc.**  
3286 Buckeye Rd., Atlanta, GA 30341

**Georgia Power Company**  
241 Ralph McGill Blvd., NE, 24th Floor,  
Bin 24, Atlanta, GA 30308

**Ga. School Equipment**  
137A North 85 Parkway, Fayetteville, GA  
30214

**Georgia-Pacific Corp.**  
133 Peachtree Street, NE, Atlanta, GA  
30303

**Gwinnett Chamber of  
Commerce**  
5110 Sugarloaf Parkway, Lawrenceville,  
GA 30043

**H Lloyd Hill Architects &  
Assoc.**  
222 Main Street, Gainesville, GA 30501

**H + M Construction Co.**  
P.O. Box 200, Jackson, TN 38302-0200

**Heery International**  
999 Peachtree St., N. E., Atlanta, GA  
30367

**Hussey, Gay, Bell & Deyoung  
International**  
P.O. Box 14247, Savannah, GA 31416



**Georgia School Boards Association**  
**Georgia School Superintendents Association**

**1999 Annual Conference**  
**December 3-4, 1999, at the**  
**Renaissance Waverly Hotel in Atlanta**



The 21st Century is nearly upon us and as the educational leaders of Georgia we must be prepared to govern our schools more effectively. GSBA and GSSA invite you to learn more about what public education in the next millennium will demand of each of us.

**Pre-Conference Activities**

**Wednesday, December 1, 1999**

1 - 5:30 p.m. New Board Member Orientation  
*Begins*

**Thursday, December 2, 1999**

8 a.m. - 5 p.m. New Board Member Orientation  
*Continues*

8:30 a.m. - 4 p.m. GSBA E. Freeman Leverett  
School Law Seminar

12 - 6 p.m. Exhibits Open

**Annual Conference Agenda\*\***

**Friday, December 3, 1999**

8:00 a.m. Registration/Exhibits Open  
8:30 a.m. First General Session -  
9:45 a.m. Break and Tour of Exhibits  
10:00 a.m. Second General Session -  
11:15 a.m. Break and Tour of Exhibits  
12:15 p.m. Awards Luncheon  
1:30 p.m. Exhibits Open  
1:45 p.m. Special Interest Clinics  
2:45 p.m. Break and Tour of Exhibits  
3:15 p.m. Special Interest Clinics Repeat  
4:15 p.m. Tour Exhibits  
5:00 p.m. Exhibitor's Reception

**Saturday, December 4, 1999**

8:30 a.m. Breakfast General Session  
9:30 a.m. Break and Tour Exhibits  
10:15 a.m. Final General Session  
11:15 a.m. Door Prizes  
11:30 a.m. Adjourn

Conference Pre-Registration Fee: \$185  
Conference Registration at the Door: \$200

\*\* Agenda subject to change.

**Registration/Housing**

Registration: Deadline for conference registration is November 22, 1999. Cancellations must be in writing and postmarked no later than November 22, 1999. A \$15 handling fee will be charged for all cancellations.\*\*\*

Include only one check for all registration fees and remit registration form (see page 15) and check to:

**GSBA Registrar**  
**5120 Sugarloaf Parkway**  
**Lawrenceville, Georgia 30043**

Questions concerning registration may be directed to:  
**Karen Hodges**  
**at 1-800-226-1856 or 770-962-2985**

Housing: You are responsible for making your own hotel reservations. Remember to state that you will be attending the GSBA/GSSA Annual Conference to obtain special rates. The deadline for housing accommodations is November 12, 1999, unless it is filled before then. If the Renaissance Waverly Hotel is filled, please call one of the additional hotels listed.

**Renaissance Waverly Hotel**  
**770-953-4500**  
**Sheraton Suites Galleria**  
**770-955-3900**  
**Embassy Suites Galleria**  
**770-984-9300**

**Register online at [www.gsba.com](http://www.gsba.com).**  
**Qualify for a special discount!**

\*\*\* An administration fee of 50 percent may be charged for cancellations received after November 22, 1999.



# Governing 21st Century Schools

## Conference Headliners

Governor Roy E. Barnes, Georgia's 80th Governor, has shown great commitment to improving education for all students. Hear him discuss the work of the Education Reform Study Commission, which he promises will "shake up" Georgia's educational system.

Mary Ellen Maxwell, president of the National School Boards Association, brings a national perspective on what school boards will look like in the 21st Century.

Bob Hughes is a retired executive from the Boeing Company and also served 20 years on the Lake Washington School District Board of Directors in Seattle. His strong background in technology and schools has made him a highly sought after speaker across the U.S.

Dr. Timothy S. Mescon, dean of the Michael J. Coles College of Business at Kennesaw State University, is a partner in The Mescon Group of Atlanta. He provides 21st-century thinking in the areas of business strategy, customer service, leadership and change management.

Tamara Hall, former member of the Bozeman, Montana, school board, is the author of "When Life Kicks- Kick Back: Survival Skills for Personal Crisis and Life's Challenges." Hear her inspirational message about life today.

## Special Interest Clinics

On Friday afternoon, conference attendees can choose from this exciting line up of special interest clinics:

- **"Demonstrating Accountability: The GSBA Standards Program"** - presented by GSBA Professional Development Specialist Billy Johnson and others
- **"Myths and Realities About Charter Schools"** - presented by Thomaston-Upson County Superintendent Frank King, Henry County Superintendent Harold Barnett, Cartersville City Board Member Greg Davis and members of the law firm of Harbin and Hartley
- **"Policy Manuals and the Future: GSBA Online Policy Services"** - presented by GSBA Legislative and Policy Services Specialist Don Rooks
- **"School Based Advocacy Program"** - presented by Gordon County Board Member Jerry Casey and Assistant Superintendent Vicki Spenser
- **"Make the Most of Your Construction Dollar"** - presented by the Facility Group Sr. Vice President Earl Ehrhart
- **"Character Education"** - presented by the Georgia Humanities Council Executive Director Jamil Zainaldin
- **"Effective Public Relations Strategies for Local School Boards"** - presented by Lewis Communications Vice President Tom Salter
- **"Learning Assistants: The Four-Legged Kind"** - presented by Paulding County Board Member Vicki Lacy

## Associate Members, Continued from page 6

**James W. Buckley & Assoc.**  
114 North Green St., Swainsboro, GA 30401

**Klein & Company**  
P.O. Box 40, Holly Springs, GA 30142

**L E Schwartz & Son, Inc.**  
279 Reid St., Macon, GA 31208

**M. B. Kahn Construction Company**  
P. O. Box 1179, Columbia, SC 29202

**Marriott School Services**  
14 S. Whisper Ct., Columbus, GA 31909

**Mid America Management, Inc.**  
4935 Soutfork Dr., 2nd Floor, Lakeland, FL 33813

**Nalley Motor Trucks**  
2560 Moreland Ave, SE, Atlanta, GA 30315

**National Gypsum Co.**  
4250 Grand Teton Parkway, Suwanee, GA 30024

**National Teacher Associates, Inc.**  
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**North Georgia Turf, Inc.**  
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**nSchool.com**  
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**Oconee Electric Membership Corp.**  
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**Parrish Georgia, Inc.**  
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Norcross, GA 30071

**Software Systems Unlimited, Inc.**  
1195 Airport Rd., Jefferson, GA 30549

**Southern A&E LLC**  
7800 The Bluffs, NW, Ste. A, Atlanta, GA 30168

**Southern Company Energy Solutions**  
241 Ralph McGill Blvd. NE, Atlanta, GA 30308

**Spectrum Industries, Inc.**  
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*Continued on page 10...*

*First Union Bank Full Page ad*

# GSBA PLANNER

## November 1999

- 1 NSBA Work-Alike Fall Meeting  
*Evergreen Conf. Center, Stone Mountain*
- 3-5 Ga. School Public Relations Association  
25th Annual Conference  
*Sea Palms, St. Simons Island*
- 4 GPEE Executive Committee Meeting  
*Atlanta*
- 4 GPEE Full Partnership/Board Meeting  
*Atlanta*
- 5-7 PAGE Fall Retreat  
*Augusta*
- 9 Leadership GSBA  
*Crowne Plaza Hotel, Macon*
- 10-11 Ga. Association of School Business Officials  
*Augusta*
- 12 Public Construction Seminar  
*Grand Hyatt Hotel, Buckhead*
- 10-13 NSBA Technology+Learning Conference  
*Dallas, Texas*
- 14-20 American Education Week
- 15 Ed. Reform Study Commission Meeting  
*Atlanta*
- 16 Workers' Comp Fund 2nd Quarter Meeting  
*GSBA Headquarters, Lawrenceville*
- 18 Georgia Board of Education Meeting  
*Twin Towers, Atlanta*

## December 1999

- 1-2 GSBA New Board Member Orientation  
*Renaissance Waverly Hotel, Atlanta*
- 2 GSBA Board of Directors Meeting  
*Renaissance Waverly Hotel, Atlanta*
- 2 GSBA E. Freeman Leverett School Law  
Seminar  
*Renaissance Waverly Hotel, Atlanta*
- 3-4 GSBA/GSSA Annual Conference  
*Renaissance Waverly Hotel, Atlanta*
- 3 GSBA Workers' Comp Fund Annual Meeting  
GSBA RIMS Annual Fund Meeting  
*Renaissance Waverly Hotel, Atlanta*
- 7-8 Summit on School Violence  
*Center for Continuing Ed., Athens*
- 16 GSBA Legislative Workshop V  
*Macon*

*Executive Vice President's Message, continued from page three...*

process to the community and invite discussion and, perhaps, make adjustments to previously approved policies or procedures. All of these characteristics are those of boards not afraid to be held accountable.

The almost 60 local school boards that are engaged in GSBA's program of standards have demonstrated another level of accountability. They have opened up the inner workings of the board for everyone to see. They have subjected themselves to scrutiny of a different kind. Are they operating efficiently? Are the board's policies in order? Is there a formal process to include various constituencies in the decision-making process? Are the board meetings conducted in a professional manner? Are board members properly trained? The 32 boards that have complied with the standards have undergone the intense examination, made any necessary adjustments to their policies and procedures, and can answer a resounding, "Yes!" to the aforementioned questions.

It's my hope that in the coming year—the year 2000—that we will see many more boards step up to the plate and pronounce their desire to demonstrate accountability through GSBA's program of standards. Just like the number 2000, the process can establish a benchmark for the board. A milestone. It's not a painless process, but who says we can't be the ones to stir things up? And stirring in and of itself is not a bad thing. When you stir things up, all of the ingredients are blended together after a while. For a board of education, unity and clarity of purpose are paramount in demonstrating accountability. GSBA's Standards for Local Boards of Education can be a tool boards use to get there.

As we approach the new millennium, consider your board's role in being accountable. Think about what is your board's benchmark for the year 2000. What will define your success in the eyes of the public? Will the milestone of the year 2000 be a defining moment for your board? Tough questions, but GSBA won't shy away from helping you answer them. ☚



**As of September 1999, the following boards of education have verified their compliance with the "Standards for Local Boards of Education."**

- Cartersville City
- Thomas County
- Madison County
- Carrollton City
- Ben Hill County
- Newton County
- Ware County
- Jefferson City
- Gordon County
- Commerce City
- Washington County
- Cobb County
- Bremen City
- Meriwether County
- Elbert County
- Thomaston-Upson County
- Baldwin County
- Taylor County
- Lowndes County
- Morgan County
- Worth County
- Jackson County
- Franklin County
- Coffee County
- Bleckley County
- Cherokee County
- Wilcox County
- Dalton City
- Lee County
- Greene County
- Colquitt County
- McDuffie County

*Associate Members,  
continued from page 7...*

**Sports Turf Company, Inc.**  
1487 Blackdirt Road, Whitesburg, GA  
30185

**SSC Services Solutions**  
406 Willow Ave., Box 19, Knoxville, TN  
37901

**Suntrust Banks, Inc.**  
P.O. Box 4418, Atlanta, GA 30302

**TECHLAN, Inc.**  
4900 Mercer University Dr., Macon, GA  
31210

**Turner Construction  
Company**  
3424 Peachtree Road, NE, Suite 200,  
Atlanta, GA 30326

**United Design, Inc.**  
7 Posey Street, Savannah, GA 31406

**UPS Foundation**  
55 Glenlake Dr., Atlanta, GA 30328

**VALIC**  
200 Ashford Center, N, Suite 100  
Atlanta, GA 30338

**Wachovia**  
P. O. Box 4148, Atlanta, GA 30302

**Waterford Early Reading  
Program**  
404 Half Hitch Court, Woodstock, GA  
30188

*President's Message, continued from page  
three...*

eye. You can't get that over the phone or e-mail.

The third reason to attend the conference is to celebrate the good things that are happening in educational governance. At Friday's luncheon, GSBA and GSSA will bestow their respective annual awards to those leaders who are shining stars in the educational community.

And, finally, reason number four. There is no other conference targeted specifically to those who govern education. From the speakers to the array of exhibitors present at the conference, everything is targeted to assist board members, superintendents and other educational leaders in governing and managing local school districts.

I sincerely hope that you take advantage of this opportunity. "Governing 21<sup>st</sup> Century Schools" will help us set our sights on the year 2000 and how we're going to improve the educational opportunities for the million-plus students in Georgia's public schools. ☞

## Association News

- Members of GSBA District 5 elected Sadie Dennard, Atlanta City board member, as their new District Director. Ms. Dennard will fill the unexpired term of Zenda Bowie who was elected GSBA Vice President in July. Ms. Dennard was elected at the District 5 meeting on September 27.
- Members of GSBA District 7 elected Jerry Casey, Gordon County board member, as District 7 Director. The term will begin July 1, 2000. The election was held at the District 7 meeting on October 4.
- At its last meeting on August 24, the GSBA Board of Directors renewed the contract of GSBA Executive Vice President Gary Ashley for another three years. "Mr. Ashley continues to do an outstanding job of managing this Association," said GSBA President Y.N. Myers, Jr. "We appreciate his efforts and look forward to continuing to work with him as we all strive to improve education in the future." ☞

*James Buckley*



## Georgia Leaders Get First Hand Look at the Future of Education

### BellSouth and Georgia School Boards Association Team-Up on Education Initiative

“The number of classroom computers, Internet connections and other technology applications are increasing every day in Georgia, however, many school leaders do not have the skills to make the best use of the technologies to impact learning,” said Gary Ashley, GSBA executive vice president. “BellSouth is offering a unique opportunity to school leaders to strengthen their understanding and impact student achievement.”

Legislators and education leaders participated September 27 in a computer simulation that provided a virtual, hands-on look at the challenges faced daily by Georgia school superintendents as they deploy technology in their schools. The event also briefed attendees on the urgent needs in education technology and helped them identify solutions to the current roadblocks in our education system’s path to technology integration.

The event is part of the BellSouth Foundation edu.pwr3 initiative, a \$10 million grant initiative to help Southeast public schools fully integrate the power of on-line technologies in the classroom. The BellSouth edu.pwr3 initiative builds on the BellSouth’s NetDay commitment, which provided \$25 million in advanced technology services and grants for the 1997-1998 school year to more than 6,400 schools in the Southeast.

“We are pleased to be part of an effort that is helping education leaders in Georgia harness the power technology can bring to the classroom,” said Phil Jacobs, president, BellSouth, Georgia. “Our NetDay experience of ‘wiring’ schools and working closely with school leaders taught us a lesson—the power of technology for education will be achieved only when administrators, teachers and students fully understand how to apply the technology to learning,” Jacobs added.

Working with superintendents, teachers, and selected schools, BellSouth edu.pwr3 is promoting the power of technology in three areas: the power to lead, the power to teach and the power to learn. The Power to Lead portion of the program provided superintendents from the Southeast a one-day development seminar focused on their leadership role in planning, budgeting and developing technology in their school districts. In Georgia, over 50 percent of all superintendents participated in the Power to Lead seminars. In addition, more than \$120,000 has been awarded in the form of personal development grants.

The initiative’s second component, Power to Teach, will invite school districts, state departments

and other teacher-training organizations to apply for grants to train teachers to integrate Internet, interactive audio and video, and other technologies into the curriculum over the next two years.


The final component, Power to Learn, will focus on three to five schools of diverse backgrounds and student populations to demonstrate the impact of fully deployed technology on school improvement. Grants, services, and consultations will help these schools accelerate the value of the technology to achieve higher standards and become more effective institutions.

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The grant initiative goes beyond the BellSouth Foundation’s annual investment in competitive grants and six special programs to improve education. Through this effort, BellSouth is working to ensure that schools in the South will lead the nation in using technology effectively in the classroom.

Superintendents, teacher trainers and education leaders can find out more about the BellSouth edu.pwr3 program by calling the BellSouth Foundation at (404) 249-2396, or by visiting [www.bellsouth.com/education](http://www.bellsouth.com/education).

The BellSouth Foundation is a corporate foundation, created by BellSouth Corporation in 1986. Since then, the foundation has made over 400 grants totaling more than \$40 million. Its mission is to improve education in the South by stimulating fundamental change in primary and secondary education to promote active learning and improved outcomes for all students. For more information, visit the BellSouth Foundation web site at [www.bellsouthcorp.com/bsf](http://www.bellsouthcorp.com/bsf).

BellSouth Corporation is a \$25 billion communications services company. It provides telecommunications, wireless communications, cable and digital TV, directory advertising and publishing, and Internet and data services to nearly 34 million customers in 19 countries worldwide. For more information on BellSouth Corporation, [www.bellsouth.com](http://www.bellsouth.com). 

*Full Page ad for BEERS Construction*

## News Briefs

*“We are now at a point that we must educate our children in what no one knew yesterday, and prepare our schools for what no one knows yet.”*

*– Margaret Mead*


The National School Public Relations Association (NSPRA) recently published “Great PR Advice for School Board Members.” The document shares the views of some of NSPRA’s past presidents on public relations issues relating to school board members. Here are some of the responses to the question, “What is the communications role of a perfect school board member?”

- “The perfect school board member seeks information about issues from a variety of internal and external perspectives and sources. He or she analyzes and discusses that information with colleagues, staff and constituents before reaching a decision. They communicate their views thoughtfully and clearly, discuss ideas and issues in a civil manner. They communicate with the news media about ideas or important issues, not personalities.” (Ken Muir, Public Relations Consultant and editor of NSPRA’s new book *School Public Relations: Building Confidence in Education*)

- “Regularly visit schools; regularly tell your acquaintances what you see. Listen to students and teachers– be their advocate. Leave administration up to administrators.” (Ann Barkelew, Sr. Vice President and General Manager, Fleishman-Hillard, Inc., Minneapolis)

- “A board member is a member of a team, working hard to express a point of view during the deliberations, but supporting the decision of the full board.

“A perfect board member will make sure policies reflect good district communications, that adequate resources are provided for the effort, and that the superintendent builds communication activities into every major effort to achieve district goals.” (Larry Ascough, Director of School Community Relations for School District U-46 in Elgin, IL, and Lew Armistead, President of LA Communications in Reston, VA)

- “Know the facts and interpret them to the community.” (Joe Davis, retired director of information and superintendent, and former director of the Education Management Center for Ohio State University in Columbus) 

*Parrish Georgia Half Page Ad*

Please return the first copy to GSBA at the address below.

# Registration Form 1999 GSBA/GSSA Annual Conference

December 3-4, 1999

Use this form or register online at [www.gsba.com](http://www.gsba.com).

## Pre-Conference Training Opportunities

**New Board Member Orientation**  
Referred to Below as: **NBMO**  
**Tract I and Tract II**  
December 1-2, 1999

**GSBA E. Freeman Leverett School Law Seminar**  
Referred to Below as: **School Law**  
**Tract I, Tract II and Tract III**  
December 2, 1999

*Renaissance Waverly Hotel • Atlanta, Georgia • (770) 953-4500*

Schedule	8 a.m.	10 a.m.	12 p.m.	2 p.m.	4 p.m.	6 p.m.
Wednesday (December 1)				<b>NBMO - Tract I</b> <small>*Note* New board members must take both Tracts I and II. Veteran board members may take either tract.</small>		
Thursday (December 2)	<b>NBMO - Tract I</b> <small>(Attorneys, Board Members and Administrators)</small>		<b>NBMO - Tract II</b> <small>(Attorneys, Board Members and Administrators)</small>			
			<b>School Law - Tract I</b> <small>(Attorneys, Board Members and Administrators)</small>		<b>School Law - Tract II</b> <small>(Board Members &amp; Administrators)</small>	
			<b>School Law - Tract III</b> <small>(Attorneys Only)</small>			
Friday (December 3)	<b>GSBA/GSSA Annual Conference</b>					
Saturday (December 4)	<b>GSBA/GSSA Annual Conference</b>					

**School System/Organization:** \_\_\_\_\_

Name: _____	NBMO		School Law			GSBA/GSSA Annual Conference	Total
	Tract I \$65	Tract II \$65	Tract I \$65	Tract II \$65	Tract III \$100		
Title: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Name: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Total _____
Title: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
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Registrations received after November 22 and all walk-ins are an additional \$15.

**Grand Total: \$** \_\_\_\_\_

Cancellations must be in writing and postmarked no later than November 22, 1999. A \$15 handling fee will be charged for all cancellations. A 50% administration fee may be charged for cancellations after the deadline of November 22 has passed.

## Publication Policy

*Agenda* is published bimonthly by the Georgia School Boards Association as a service to its member school boards. GSBA is a nonprofit organization for the state's 180 local school boards, which have joined together voluntarily to improve public education through cooperative effort. The articles published in each issue represent the ideas or beliefs of the writers and are not necessarily the views of GSBA, except where specifically stated.

You are invited to submit articles of 1,500 to 2,000 words dealing with topics of current interest to school board members. The editor reserves the right to determine whether the article is appropriate for the readership. Send manuscripts to Laura Reilly, *Agenda* Editor, Georgia School Boards Association, 5120 Sugarloaf Parkway, Lawrenceville, GA 30043.

Gary Ashley, Managing Editor  
Laura Reilly, APR, Editor



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FAX: 678 584-2286

GSBA's Web Site: [www.gsba.com](http://www.gsba.com)

## Superintendent Searches: The Status of GSBA's Process

GSBA is assisting in superintendent searches for the following school systems. If you are interested in any of these positions, call GSBA for information on application procedures.

### Searches Underway

<i>School System</i>	<i>Application Deadline</i>
Bibb County	November 12, 1999
Monroe County	January 7, 2000

### In the Selection Process

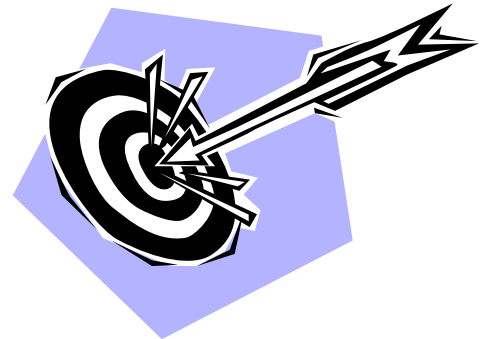
Atkinson County  
Carroll County  
Clay County  
Hart County  
Oconee County  
McIntosh County

**January 3-7, 2000, will be School Board Member Appreciation Week in Georgia. GSBA will be sending promotional materials to school districts in December, after the Governor signs a special proclamation. Make plans to recognize board members during this important week!**

Georgia School Boards Association  
5120 Sugarloaf Parkway  
Lawrenceville, GA 30043

# Look It Up! GSBA's Web Site Just Keeps Getting Better!

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