



OCSBA
Orange County School Boards Association

**Orange County
School Boards
Association**

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2008-2009

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SPOTLIGHT ON NEWS

November 2008 Edition

A Message from the OCSBA President – Susan Henry

With the excitement of the 2008 elections behind us we find ourselves, once again, facing an uncertain financial future. The entire nation and certainly our own communities are familiar with the recent mortgage crisis, market instability and economic downturn. As school board members the grim predictions are nothing new and the word coming from Sacramento is no surprise. The coming months will bring many challenges and opportunities.



As Winston Churchill once said, "The pessimist sees difficulty in every opportunity. The optimist sees the opportunity in every difficulty." Now more urgently than ever we need to remember why we choose to serve. We need to work together to always keep our students first. It is up to each of us to encourage open and honest discussions of the issues, to frame policies and plans only after consulting with those who will be affected by those actions, and then evaluate the effectiveness of those policies. It is not our responsibility to "run the schools" but rather to see that they are "well-run" through effective policies. An effective board member in Orange County needs to be open minded, creative, and, above all, an optimist.

Susan Henry

Governor Unveils "School Finder" to Increase Transparency and Accountability, and Empower Parents

Honoring his promise to California's parents and students to make school data more accessible, Governor Schwarzenegger has unveiled the state's "School Finder" web site. This web site, created in partnership with Microsoft and Google, allows parents to easily find and compare schools in their area on data such as, graduation rates and Academic Performance Index (API) scores, as well as information on student support services and advanced placement courses.

This vital information compiled in one easy-to-navigate web site, will increase school accountability and transparency, and put power back into the hands of California parents. "School Finder" empowers parents by arming them with the information they need to choose the best schools for their children or to demand better performance from schools their children already attend. This web site is available in both English and Spanish.

Visit the Web site at www.SchoolFinder.ca.gov.



All Sports. All Seasons.

Background

- Orange County Fire Authority and the Orange County Department of Education have partnered to launch the HYDRATED & HEALTHY public awareness campaign.
- The purpose of the campaign is to inform parents, coaches, youth, and the general public about the benefits of appropriate hydration practices to maintain overall health.
- The Orange County Medical Emergency Committee formed in November, 2007 and includes members from the following agencies; Orange County Health Care Agency, Children's Hospital of Orange County, 4th District PTA, California Interscholastic Federation, American Academy of Pediatrics, and Tustin, Capistrano, and Irvine Unified School Districts.

Campaign

- A website has been developed to provide information, resources, and streaming video to support this educational effort (<http://Hydration.ocde.us>).
- Wristbands are being distributed to youth across Orange County to signify the importance of staying hydrated.
- Posters and videos are being distributed to schools and athletic agencies serving Orange County youth programs.

Messaging

- In order to prevent heat-related illness, it is recommended that parents and youth develop a hydration plan that includes drinking fluids before, during, and after physical activity in all sports and in all seasons.
- Don't hesitate to call 9-1-1 in the event of an emergency. The Orange County Fire Authority would rather go out to check on a person and then cancel the call than miss a true medical emergency that could have a tragic outcome.
- Activation of the 9-1-1 system is critical to saving lives, even more important when concerning youth. Parents, coaches, and others supervising youth should dial 9-1-1 as their first line of emergency response as a precaution.

For further information contact Dr. Arthur Cummins, Administrator, Safe and Healthy Schools, Orange County Department of Education at: acummins@ocde.us.



Electronic Media and Youth Violence

New technology and youth seem destined for each other. They are both young, fast paced, and ever changing. Novel communication avenues, such as text messaging, chat rooms, and social networking web sites, allow youth to easily develop new relationships. New technology has many social and educational benefits, but caregivers and educators are concerned about the dangers young people face by using these technologies. Specifically, some are using electronic media to embarrass, harass, or threaten their peers. Researchers at the Centers for Disease Control and Prevention (CDC) call this type of behavior electronic aggression.

Electronic aggression is an emerging public health issue. Research shows an increase of 50% between 2000 and 2005 in the number of young people who have reported being victims of electronic aggression. CDC's Division of Adolescent and School Health and Division of Violence Prevention, along with the Adolescent Health Goal Team, have developed "*Electronic Media and Youth Violence: A CDC Issue Brief for Educators and Caregivers.*" The brief summarizes knowledge about this issue and provides suggestions for educators and caregivers on how to safeguard children from becoming victims of electronic aggression.

Highlights from the research indicate that:

- 9% to 35% of young people say they have been the victim of electronic aggression.
- A 50% increase in electronic aggression occurred between the years 2000 and 2005.
- Electronic aggression victims are significantly more likely to use drugs and alcohol, receive school detentions or suspension, skip school, experience in-person aggression, have emotional distress, and have relationship problems with their parents.
- Victimization occurs through all forms of technology: 25% in a chat room, 23% on a web site, 67% with instant messaging, 25% through an e-mail, 16% with a text message.

The brief also outlines steps educators, educational policy makers, and caregivers can take to address the issue of electronic aggression. Prevention suggestions include developing school policies on electronic aggression, establishing youth violence programs and educator training, creating a positive school atmosphere for students, and improving parent-child communication and parental monitoring of technology use. To further support parents, a companion parent tip sheet was also developed by CDC.

These resources are available online at the following link: *Electronic Media and Youth Violence: A CDC Issue Brief for Educators and Caregivers* http://www.cdc.gov/ncipc/dvp/YVP/electronic_aggression.htm. The parent tip sheet can be accessed at the following link: *Technology and Youth: Protecting Your Child from Electronic Aggression* http://www.cdc.gov/ncipc/dvp/Electronic_Aggression_Tip_Sheet.pdf. For more information about electronic aggression, please visit http://www.cdc.gov/ncipc/dvp/electronic_aggression.htm.



Political Action Group Efforts
 Wednesday, November 12, 2008
 5:30 to 6:00 p.m.

“The Hydrated and Healthy Campaign”

Presented by
Dr. Eric Handler, Chief Health Officer
 Orange County Health Care Agency
Dr. Arthur Cummins, Administrator
 Safe & Healthy Schools
 Orange County Department of Education

The Orange County Department of Education has partnered with the Orange County Fire Authority, and many other local agencies to launch the Hydrated & Healthy awareness campaign. The goal is to educate the public about the importance of youth staying hydrated during physical activity. Hydrating before, during, and after physical activity is the key to preventing heat-related illness. It is vital to recognize the warning signs of distress and act immediately to prevent serious injury, and even death. Parents, coaches, athletes, and others should develop a hydration plan that includes drinking fluids before, during, and after physical activities. You can access the Hydrated & Healthy website at <http://hydration.ocde.us>.



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OCSBA/ACSA Joint Dinner Meeting

Wednesday, November 12, 2008
 Irvine Marriott Hotel

**“Making Dollars Make Sense:
 Communicating about Public Education’s
 Fiscal Realities”**

Presented by
Tom DeLapp
 President, Communication Resources for Schools
 Former Assistance Executive Director for ACSA

We are fortunate to have the opportunity to listen to one of the most prominent speakers in California, Tom DeLapp. He feels the challenge to schools is that public schools have an almost insurmountable task: they are educating in California right now probably the most culturally, socially, and economically diverse society in the history of the world. One out of four students lives in poverty, we speak 130 different languages and dialects in the school system and the public schools are seen as the place where people solve social problems. His guiding principles are, first, to stand up for kids, second, to stand up for schools. His third goal is to enable school districts to rebut the argument that schools are failing.

CSBA ANNUAL EDUCATION CONFERENCE



The OCSBA Board of Directors invite all Orange County School Board Members and Administrators to a reception at the CSBA Annual Education Conference in San Diego. Come, meet, and visit with other conferees from districts throughout Orange County.

Thursday, December 4, 2008 • 5:00-6:30 p.m.
Manchester Grand Hyatt, Del Mar, Rooms A and B

For further information contact Blanca Zimmerman at (714) 966-4313
 or go to CSBA’s website: www.csba.org

MARK THE DATES
2008-2009

OCSBA Reception at CSBA Annual Conference
 Thursday, December 4, 2008, San Diego Manchester Grand Hyatt, 5:00 to 6:30 p.m.

ACSA Region XVII/OCSBA Joint Dinner Meeting – Irvine Marriott Hotel
 Wednesday, March 4, 2009, PAGE 5:30, Social 6:00, Dinner 6:30 p.m.
Speaker, Susie Vanderlip, Owner, LEGACY



OCSBA Annual Dinner Meeting/2009-2010 Board Elections – Irvine Marriott Hotel
 Wednesday, May 6, 2009, PAGE 5:30, Social 6:00, Dinner 6:30 p.m.