



# 2016 Annual Report

WASHINGTON STATE SCHOOL DIRECTORS' ASSOCIATION

## FROM THE PRESIDENT

# 2016: A year that stood apart

People will remember 2016 as a year that stood apart for a lot of reasons. Thankfully, I only need to write about those involving our association, WSSDA.

Perhaps our biggest challenge and success during the year was the hiring of a new executive director. An organization's success is often defined by its on-the-ground leadership. In this case, the selection of Tim Garchow, the former superintendent of Rainier School District, was a solid one.

The board was methodical, intentional and very hands-on in making the choice. We hired professionals to do the search, met for many hours, held spirited discussions and, in the end, agreed unanimously that he was the right leader.

I can't say it better than I did at the time. "He is smart, driven and a strong champion of our public schools."

That is just what we need.

In addition to leadership, an organization needs to have its collective head and heart in the right place if it is to make a difference. For WSSDA, that means having the right policy and values in place.

Heading into 2016, we knew that the biggest policy area would be defined by the newly passed federal Every Student Succeeds Act, one of the great accomplishments of the year before. The WSSDA board had previously invested its energy heavily in the effort to overturn No Child Left Behind. We knew we needed to be part of its replacement.

And part of it we were. All told, we had nine members on the various committees that help build the state plan for implementing the new law. We sought input and we got it. We made sure members were heard as the plan developed.

I am confident that the final plan, when it comes in 2017, will reflect a lot of hard work by us all.

And when it comes to values, 2016 also distinguished itself for the continued efforts we made to help raise understanding and commitment to equity in our

schools. Students deserve first, to know that we will do everything we can to give them the help they need to succeed.

A cookie-cutter approach doesn't work when it comes to students. They know it, their parents know it, and we know it. Our classrooms and teaching need to start from an understanding that not everyone begins from the same place.

We do get it. During the year we partnered with others to host the first statewide conference on the issue and to host two gatherings on the subject. We also engaged the Equity and Access Caucus during three larger events, including the WSSDA Annual Conference.

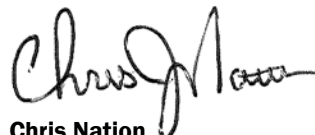
I also had the distinct honor of being part of a team to learn more about the subject from the Native American point of view at the Washington State Indian Education Summer Teaching Institute.

It was a big and important year for equity.

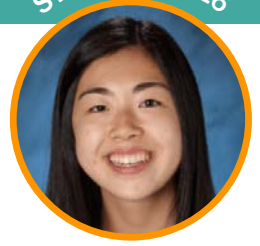
There is one final effort during 2016 that I need to single out. This was the year that we launched development of a new training tool for school directors. While fruition is still some time off, this may be the single-most important investment our association has made to help our members become better, more effective school board members.

This will be an on-line learning system for all school directors, from rookies to the most seasoned. Most importantly, perhaps, it will put learners in the driver's seat.

Thank you again for allowing me to be your president during 2016. It was an honor, and also quite a ride.



**Chris Nation**  
WSSDA President, 2016



**Yuna Shin** wants to break down some barriers for women in science. As a junior at Henry M. Jackson High School, Yuna was honored as grand prize winner of the Search for Hidden Figures video contest. Before that, she was part of a high school design team that was named best in state for its mobile app concept, a cost-effective medical tool for those with chronic brain disease. [Full Story](#)

## FROM THE EXECUTIVE DIRECTOR

# Listening to the collective voice of WSSDA

A man went down to a pet store and purchased a parrot to keep him company. He took his new pet home but returned the next day to report, "That parrot hasn't said a word yet!" "Does it have a mirror?" asked the storekeeper. "Parrots like to be able to look at themselves in the mirror." So, the man bought a mirror and returned home.

The next day he was back at the pet store announcing that the bird still wasn't speaking. "What about a ladder?" the storekeeper said. "Parrots enjoy walking up and down a ladder." So, the man bought a ladder and returned home. Sure enough, the next day he was back with the same story, still no talking.

"Does the parrot have a swing? Birds enjoy relaxing on a swing." Frustrated, the man bought a swing and returned home. On the fifth day, the man went to the pet store and announced that the bird had died. "I'm terribly sorry to hear that," said the storekeeper. "Did the bird ever say anything before it died?" "Yes," replied the man. "It said, don't they sell any food down at that store?"

Often times organizations think they know what their members need. Even with the best of intentions, benefits and services don't always align with the true wants and needs of those they serve.

Here at WSSDA, our members are the ones who determine the needs of our association. We are proud to have such well-established methods for gathering input from our members and the many ways for our members to have voice in the association's decisions.

The voices of 1,477 elected school directors of Washington State are the driving force in all that we do here at WSSDA. We hear them from the board members and committee members that you elect and during your delegate and legislative assemblies, where all districts have a vote. We hear from you in our biennial member surveys, the feedback forms you provide at regional meetings and in a dozen other ways.

And you are reflected in everything we do – from the choice of workshops and speakers at annual conference to our legislative proposals and policy reviews.

Each of the accomplishments that follow in this report was built on the effort, commitment and involvement of our members.

Thank you for helping us do so much in 2016.

**Tim Garchow**  
WSSDA Executive Director, 2016



*Mercer Island science teacher **Larry Bencivengo** doesn't take a summer vacation. Instead, he spent his last summer working at an ophthalmology lab to learn more about research aimed at restoring vision to those whose retinas are degenerating. The summer before, he studied brain-computer interfaces. When the school year starts, he brings that new understanding back into the classroom. [Full Story](#)*

## A LOOK BACK AT 2016

# WSSDA's TOP accomplishments



### Dues held flat for sixth straight year

WSSDA kept dues unchanged for the sixth straight year. The action followed the adoption of the 2017 final budget and a review of five-year projections. The 2017 budget adopted by the board includes total revenues of about \$3.3 million, with a comparable \$3.3 million in expenditures. The budget projects a slight surplus of about \$3,100 during the year. "We know how important it is to keep expenses down so schools can focus resources directly on the classroom," said WSSDA Executive Director Tim Garchow.



### Annual Conference draws crowd to Spokane

Passionate performances from students and keynoters highlighted the 2016 WSSDA Annual Conference in Spokane. More than 1,100 registered for the conference. This was a near-record for attendees at an event east of the mountains. Satisfaction rates for the more than 70 breakout sessions averaged nearly 90 percent. The conference also saw an uptick in exhibitors and a Student Innovation Challenge competition between teams of students from schools in Vancouver, Spokane and Federal Way. Social media buzzed at the event as attendees incorporated the hashtag #WSSDA2016 into their tweets.



### Law conference success leads to stand-alone event

The annual conference was marked by the largest pre-conference, early bird attendance ever, prompted in large part by the event's first law conference. With the help of stellar presenters, informative content and an active social media campaign, the inaugural event attracted 135 participants and set the stage for the WSSDA Law Conference becoming one of K-12's major can't-miss events going forward.



### Social media shows dramatic upswing

Activity and reach shifted into a higher gear in the world of social media. WSSDA closed out the final quarter of 2016 with a Twitter reach of 54,000, more than 40 percent above the same period the year before. Facebook reach also showed a strong increase. Overall, the number of people following WSSDA on Twitter increased by 22 percent to 1,738 and the number of friends on Facebook jumped from 600 to 700, or about 20 percent.

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### **Pasco, Riverview and Crescent named as School Boards of the Year**

The Pasco, Riverview and Crescent School Boards were named *Boards of the Year*. They were chosen from a field of 24 boards named earlier as boards of distinction, the most ever. The three boards were cited for use of data in decision making, a strong focus on student achievement and work to reduce opportunity gaps. In a separate awards program, the North Kitsap and Federal Way School Boards were honored for their efforts on behalf of diversity. Those awards were handed out by the Washington School Boards' Educational Foundation.



### **New accounting system spurs efficiency and transparency**

WSSDA implemented a new hybrid desktop/cloud accounting system, Sage 50. Implementation began in September, with testing and customization continuing through December. The system was launched with the New Year. The result is a system that is compliant with generally accepted accounting practices (GAAP). It is far more flexible than the old system, easier to access, provides more detailed information and has on-going vendor support. WSSDA can now track expenses and revenues easily and print out customized reports very rapidly. "I'm delighted to be working with this new system, which provides me with the flexibility to develop reporting that really fits our needs," said WSSDA Accountant Elizabeth DeGroff, who helped lead the implementation.



### **Poverty and racial inequality tops long list of challenges**

Poverty and racial inequality rose to the top of the list of challenges facing school directors in Washington state, based on new member survey data. Rounding out the top five challenges were closing the student achievement gap, facility issues, engaging the community and passing of levies and bonds. Members also said they wanted more political balance in the association's work and help to govern better. WSSDA quickly responded by adding a poverty immersion early bird session for the next annual conference, expanding legislative relationships on both sides of the aisle and redesigning its approach to board development.



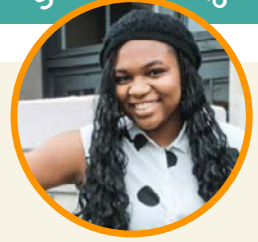
### **Policy and Legal Services continues expanding member services**

WSSDA's two flagship policy services, *Policy & Legal News* and Model Policy Online, continued their rise in popularity. The year ended with 95% of school districts subscribing to one or both services. The busy year saw three new policies, three new procedures and revisions to 31 current policies and procedures. WSSDA also contracted with 11 school districts for policy manual review services.



### **Legislative Assembly sets WSSDA agenda for big 2017 legislative session**

Nearly 150 school leaders representing 95 districts attended WSSDA's annual Legislative Assembly in September. This was a five percent increase in district participation over the year before. The 2016 assembly approved 38 new positions, added 14 Standing Legislative Positions, amended seven, and eliminated three. All of these positions are critical to WSSDA's year-round advocacy efforts. They included full funding of basic education, changing bond approval requirements to a simple majority and statewide bargaining for salaries, among others.



Everett High School senior **Trayana Rogers** gracefully balances her academics, extra-curricular activities and volunteer work. Her commitment to all three led the Snohomish County Branch of the NAACP to honor her with its Shirley Walthall award, named after the first African American teacher in Everett Public Schools. [Full Story](#)

## FINANCIAL REPORT

# Highlights

- **No annual dues increase** in 2012, 2013, 2014, 2015 or 2016.
- An **operating surplus** allowed WSSDA to set aside another \$200,000 for facility costs.
- **Mortgage debt decreased by \$80,000**, and the association will no longer have mortgage debt by June 2017.
- The Annual Conference in Spokane provided **revenue of \$607,845** with an expense of \$522,656.



## FINANCIAL REPORT

## Statement of Net Position

	Governmental Activities		
<b>ASSETS</b>	<b>2016</b>	<b>2015</b>	<b>Increase (Decrease)</b>
Cash and Investments	\$3,286,554	\$2,916,565	\$369,989
Other Current Assets	172,003	225,032	(53,029)
Capital Assets (Net of Depreciation)	1,159,906	1,190,564	(30,658)
<b>TOTAL ASSETS</b>	<b>\$4,618,463</b>	<b>4,332,161</b>	<b>\$286,302</b>
<b>LIABILITIES</b>			
Current Liabilities	\$169,016	\$152,105	\$16,911
Long-Term Liabilities	197,212	301,059	(103,847)
<b>TOTAL LIABILITIES</b>	<b>\$366,228</b>	<b>\$453,164</b>	<b>\$(86,936)</b>
<b>NET POSITION</b>			
Net Investment in Capital Assets	\$962,693	\$1,010,564	\$(47,871)
Committed	484,602	284,602	200,000
Unrestricted	2,804,940	2,583,831	221,109
<b>TOTAL NET POSITION</b>	<b>\$4,252,235</b>	<b>\$3,878,997</b>	<b>\$373,238</b>





Quincy's **Camille Jones** believes it's important to "do something hard, on purpose, every single day." The state's Teacher of the Year tells kids every day "you need to have grit, never give up." She says the honor gives her a chance to share the successes in her school district and to challenge kids "beyond what they think they are capable of." [Watch](#)

## FINANCIAL REPORT

# Statement of Activities

### Governmental Activities

## REVENUES

	<u>2016</u>
Annual Dues	\$1,742,874
Subscription Services	754,779
Events	765,434
Fee Based Services	135,032
Other Revenues	40,274
<b>TOTAL REVENUES</b>	<b>\$3,438,393</b>

## EXPENSES

Salaries and Benefits	\$1,550,078
Officers and Board of Directors	110,538
Committees and Task Forces	61,703
Events	496,040
Contracted Services	406,971
Operations/Maintenance	439,825
<b>TOTAL EXPENSES</b>	<b>\$3,065,155</b>

Excess (Deficiency) of Revenues over Expenses (Change in Net Position)	\$373,238
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Net Position, Beginning	3,878,997
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<b>NET POSITION, ENDING</b>	<b>4,252,235</b>
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## FINANCIAL REPORT

# Strong growth in 2016

The financial report is a condensed summary of the Statement of Net Position and Statement of Activities as of December 31, 2016. WSSDA ended the 2016 fiscal year with revenues exceeding expenses.

## STATEMENT OF NET POSITION

The condensed Statement of Net Position provides a broad overview of the association's finances. It serves as a useful indicator of WSSDA's financial position at December 31, 2016, as compared to the previous year end.

## STATEMENT OF ACTIVITIES

The Statement of Activities focuses on revenue and expense activity for the year.

Approximately 22% of revenues come from events hosted by the Association. These events primarily include regional meetings, law conference, legislative conference, equity conference and WSSDA's annual conference.

Another 22% of the Association's revenues come from the following subscription services.

- **BoardDocs:** This is a paperless meeting service that has been developed for school boards to help alleviate the enormous task of assembling, printing, distributing and revising agenda items and policies.
- **On-Call:** This is a public relations and communications publication for school districts. Subscribers in Washington state pay a fee directly to WSSDA. Out-of-state subscribers pay their state association, which sends a portion of those funds to WSSDA.
- **Model Policy Online:** WSSDA maintains its Model Policy Manual online. Each policy contains hyperlinks to cross-referenced policies, legal references and management resources. The system features rapid-fire search by keyword, title, and policy category (Essential, Priority, Discretionary), as well as a download function for ease of district distribution, review and customization.
- **Policy and Legal News:** This is a publication that allows subscribers to stay current with emerging policy issues. Also, this is the vehicle through which WSSDA updates its Model Policy Manual on a quarterly or as needed basis.

Approximately four percent of revenues come from fee-based services. These primarily include customized trainings and workshops provided to school boards, Leadership WSSDA, superintendent search, and school district policy reviews.





Mead seventh grader **Elaine Scott** used the skills and knowledge she learned in science class to connect her own fatigue and other symptoms with what is commonly known as Type 1 diabetes. Sure enough, Elaine's doctor confirmed the diagnosis. Elaine's quick thinking and her schooling may have helped save her life. [Full Story](#)

## OFFICERS AND BOARD OF DIRECTORS

# WSSDA Leadership

### 2016 OFFICERS

**PRESIDENT**  
**Chris Nation**  
Marysville  
msvlprint@aol.com

**PRESIDENT-ELECT**  
**Joanne Greer**  
Deer Park  
joanne.greer@dpsdmail.org

**VICE PRESIDENT**  
**Marnie Maraldo**  
Issaquah  
Maraldom@issaquah.wednet.edu

**IMMEDIATE PAST PRESIDENT**  
**Mari Taylor**  
Lake Stevens  
maritaylor42@gmail.com

### 2016 BOARD OF DIRECTORS

**DIRECTOR AREA 1**  
**David Iseminger**  
Lake Stevens  
schools1@iseminger.com

**DIRECTOR AREA 2**  
**Carol Van Noy**  
Riverview  
vannoyc@hotmail.com

**DIRECTOR AREA 2**  
**Claire Wilson**  
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cwilson@fwps.org

**DIRECTOR AREA 3**  
**Brenda Rogers**  
Bethel  
brogers@bethelsd.org

**DIRECTOR AREA 4**  
**Cindy Kelly**  
Port Angeles  
ctkelly@olympen.com

**DIRECTOR AREA 5**  
**Chuck Namit**  
North Thurston  
StrategemLLC@comcast.net

**DIRECTOR AREA 6**  
**Patty Wood**  
Kelso  
patty.wood@kelsosd.org

**DIRECTOR AREA 7**  
**Aurora Flores**  
Manson  
aflores1986@gmail.com

**DIRECTOR AREA 8**  
**Bruce Drollinger**  
Naches Valley  
brucedrollinger@msn.com

**DIRECTOR AREA 9**  
**Debra Long**  
Central Valley  
debralong@icehouse.net

**DIRECTOR AREA 10**  
**Harmon Smith**  
LaCrosse  
hjslax@pionnet.com

**DIRECTOR AREA 11**  
**Larry Ayre**  
Finley  
larryayre1947@yahoo.com





**Jake Reynolds** is 89 years old and retired, but he almost never misses a day volunteering at Olympia schools. He arrives before the morning bell and then he heads to his homeroom, a second grade classroom. He tests students on math facts, corrects homework, sharpens pencils and a lot more. All told, he put more than 722 hours in as a volunteer during the last year, and he has been volunteering for 30 years. [Full Story](#)

# About WSSDA

## MISSION

The Washington State School Directors' Association provides leadership and advocacy, and empowers its members with knowledge and skills to govern with excellence

## VISION

All Washington School Directors effectively govern to ensure all students' success.

## BELIEFS

- Public education is vital to our country's democratic way of life and local school boards are vital to the success of public education.
- Quality schools require ethical, effective governance and transformational leadership in order to maximize student learning.
- School directors are the Association's primary customers. They are best served through an innovative, professional and flexible organization which provides exceptional training and services in advocacy, governance and leadership.
- The Association is uniquely positioned and empowered by statute to provide training and services that are consistent with the roles and responsibilities of school directors.
- High functioning local school boards have a positive impact on the learning and development for each student.



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