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# PASBO REPORT

## On Your Mark, Get Set...Race to the Top!

### The Financial Benefits to Your District

The \$4.35 billion at stake in the Race to the Top Fund represents an unprecedented federal investment in reform. Secretary Duncan will reserve up to \$350 million of this stimulus funding to help states create assessments aligned to common sets of standards. The remaining \$4 billion will be awarded to states in a national competition.

The U.S. Department of Education has grouped states into five categories based on population, with the more populous states eligible for larger amounts of Race to the Top grants. Pennsylvania is among just seven states eligible for awards of between \$200 million and \$400 million, and it is our expectation that we will apply for the highest amount available to us.

While each of our 500 school districts stands to benefit from resources and tools PDE will make available using Race to the

Top grant funding, only participating districts will share in Race to the Top funding in exchange for implementing the reforms described below.

In addition, 36 school districts have individual schools that qualify for our proposed turnaround school initiative. These districts will receive an even greater level of Race to the Top funding in exchange for committing to one of four bold school intervention models (as defined in the Race to the Top guidelines) in these schools where raising student achievement has been the most challenging. (These districts already have been notified of their eligibility for this level of support and a list of the districts is available from PDE.)

Districts that choose to participate in Pennsylvania's Race to the Top program will need to formally adopt a memorandum of understanding with PDE. This MOU needs to be signed by the superintendent, the

local school board president and the local union president. Districts were asked to provide PDE with a preliminary letter of intent to participate by December 18, and then a formal MOU with a preliminary scope of work must be submitted to PDE by January 13, 2010.

The preliminary scope of work requires only that districts agree to specific areas of reform rather than to specific activities. A detailed scope of work is not required until 90 days after the awarding of Race to the Top funds. Participating districts will receive substantial benefits as part of their commitment to Race to the Top. Using the assumption that Pennsylvania will receive \$400 million and have 150 participating districts, at least \$200 million would be shared among participating districts, with allocations to participating districts rang-

*See Race to the Top, page 8*

## New and Improved Conference Schedule

BY SUZANNE K. YORTY

PASBO's effort to continually satisfy its membership has resulted in a few changes at this year's Annual Conference and Exhibits in Hershey, March 9 - 12. The 2010 conference schedule is packed to add even more value to your conference experience! Here are the highlights:

- ♦ A later start on Tuesday will allow you to spend a little less time out of the office with a later departure for Hershey. Preconference workshops will begin at 1:00 pm, followed by a seminar slot, exhibit time later that afternoon and the networking event Tuesday evening.
- ♦ Clinic Tables have been moved earlier on Wednesday to provide greater flexibility. You can catch one or more Clinic

Tables or extend your time in the Exhibit Hall.

- ♦ The Thursday evening event will have a new look and feel that you won't want to miss! Gone are the days of formal dress and long speeches.
- ♦ Friday morning offers more education with two seminar tracks and the Second General Session. Have lunch with us and still be on the road for home by 12:30 pm.

Both of this year's keynote speakers are bound to inspire you. Wednesday morning's First General Session features former NBA player Walter Bond with his message, "No One Can Stop You But You."

*See PASBO Annual Conference, page 13*

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# Making the Most of Your PASBO Membership - A Vendor Perspective

BY THOMAS T. BUTTS

As a Business Associate working in Pennsylvania, PASBO has proven time and again to be an invaluable resource to me. Throughout my career, I continually look to PASBO for a wide range of assistance. I always stress to the members and individuals I talk with how this organization has provided me with so many opportunities, a wealth of knowledge and resources I use all year long. Unfortunately the other thing I always stress is how surprised I am that these services all too often go completely unnoticed and underutilized by its business associate members. As a member of the Business Associates Advisory Committee, I'm reaching out today to my fellow business members to simply remind you that PASBO is also here for you. This organization is continually striving to give you the tools and resources you need to be successful in the school business marketplace. Whether you are new to PASBO or a grizzled veteran from the days of Seven Springs, there is certainly something here for you to take advantage of.

All too often, PASBO is thought of as just a conference. For most of us, that annual event is certainly a big part of our year, but that is truly only the tip of the iceberg. Many Business Associate members never even consider the rest of what is offered. Something as simple as the customized label service offered by PASBO seems very straightforward, however it can be a huge help for any business operating in Pennsylvania. PASBO staff can easily assist you in the creation of custom mailing labels and specifically design them around your core business. Mailing labels can be created based on a specific type or group of job descriptions or by simply focusing on one of the many PASBO regions. This service will greatly assist you in marketing your company directly to the individuals who need you most.

"Calling All Speakers" is another opportunity that many organizations never take advantage of. Throughout the year, PASBO looks for business members to assist them in the education of

their many members. As a registered speaker you can provide valuable insight into the many issues facing school districts today. You can be offered the opportunity to present at one of the numerous workshops, conferences and regional chapter meetings held throughout the state. This opportunity to showcase your organization and business expertise can easily put you into a position to be noticed and succeed.

Simply by becoming a PASBO member, every Business Associate receives and is included in the Annual Membership Directory and Buyers Guide. This publication is constantly updated and provides you with the contact information for its more than 1,600 members. When those members are looking for products and services, your business information is listed for them in the buyers guide section. It's available in printed form, but it is also one of the many helpful tools located on the PASBO web site. Take a moment to surf [www.pasbo.org](http://www.pasbo.org) and you will see it is packed with up to the minute information for the school business official and the Business Associate alike. A quick look will immediately show you why so many visitors hit that page each and every day. Information on conferences, regional chapters, committees, opportunities and training on every subject imaginable is right there at your fingertips. Whether you are gaining information or advertising to the individuals who are, the PASBO web site has something for everyone.

I've touched on just a few of the many tools and resources waiting for you to take advantage of. I would welcome any questions and certainly be willing to help any of my fellow members get pointed in the right direction. It is now up to you to take the next step. In today's economy, everyone should be making the most of what they do no matter what business you are in. PASBO is undoubtedly making the most of their efforts. The simple question is, are you?

*Mr. Butts is the Director of Community Services at Keystone Collection Group and is a member of the PASBO Business Associates Advisory Committee.*

## PASBO Annual Conference

*Continued from page 1*

The Second General Session on Friday will close the conference with keynote speaker Marlon Smith and his presentation, "Living with Purpose – Maximizing Your Potential."

One of the biggest changes this year is that there is no more President's Reception and Banquet on Thursday evening. Instead, there will be a Celebration from 6 pm - 11 pm, where guests can mingle, chat and enjoy some delicious food. The only remarks of the evening will be from President Laura E. Cowburn, PRSBA and the announcement of the Gary E. Reeser Memorial Award recipient. For just \$25 you will receive great food, drinks and entertainment from Hats and Shades. Don't miss the event!

If you have not yet registered for this year's conference, go online today at [www.pasbo.org](http://www.pasbo.org). Detailed information is available online as well as in your Conference Brochure that you received in the mail.

Please contact the PASBO office with any questions, (717) 540-9551. We hope to see you at the conference!

**Come to the Thursday Night Celebration and be entertained by**

**A Blues Brothers Tribute  
Hats and Shades**

**Thursday, March 11**



**Entertainment is included with your \$25 ticket price!**