



# KENAI PENINSULA BOROUGH SCHOOL DISTRICT

## Board of Education

Sammy Crawford, President

148 North Binkley Street Soldotna, Alaska 99669-7553

Phone (907) 714-8888 Fax (907) 262-9132

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## M E M O R A N D U M

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**DATE:** April 3, 2008  
**TO:** Members, Board of Education  
**FROM:** Sammy Crawford, President  
Board of Education  
**RE:** Trial NSBA Affiliate Membership

Kenai Peninsula Board of Education Board members, Mrs. Crawford, Mrs. Downing and Mr. Anderson, were approached by NSBA representatives at the 2008 Annual Conference to consider joining the national organization as an affiliate member.

Some benefits of this membership would be:

- A voice in national education issues
- Planning, policy, and governance resources to implement our district's vision
- Knowledge to make informed decisions to raise student achievement and enhance leadership team effectiveness
- Discounts on professional development opportunities

The introductory membership cost for the first year would be approximately \$3,315 (a 35% discount offer).

I recommend the Board approve the purchase of a one-year membership and, at the completion of the first year, to evaluate the value of continuing the membership.



*The National Affiliate Advantage*



## National Affiliate Program

### Defined

**...is a partnership that includes local districts, the NSBA Federation and the NSBA professional staff sharing resources and supporting the Key Work of School Boards.**



## Who are National Affiliate Districts?

**More than 2,400 strong, local districts representing nearly 50% of the students in this country that ...**

- **Participate** in their state school boards associations.
- **Support** NSBA's federal advocacy role.
- **Receive** NSBA's direct services.



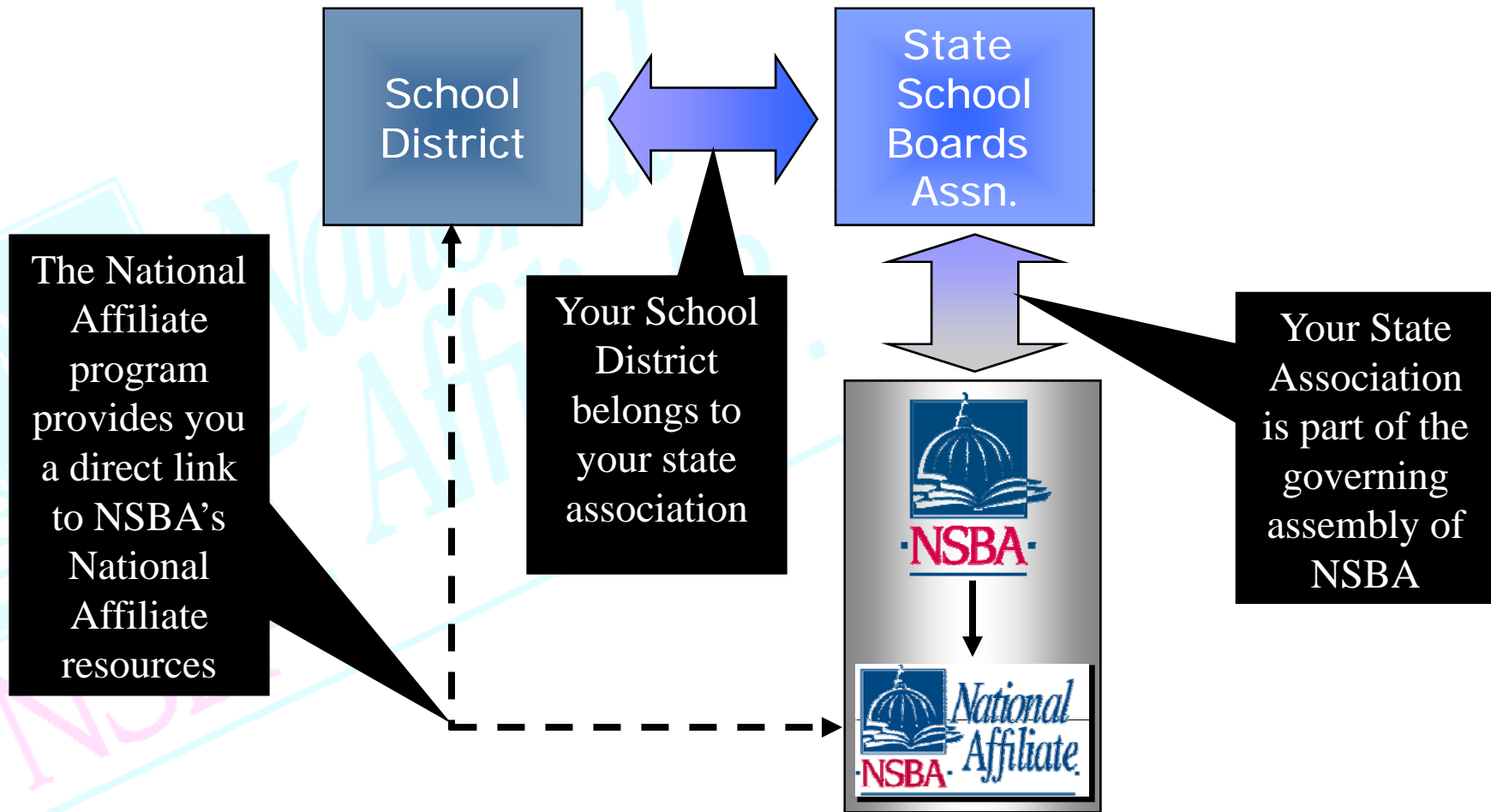
## A Common Commitment

### **National Affiliates share a common commitment with NSBA and State School Boards Associations**

- Dedicated to ensuring education excellence for all America's public school children.
- National Affiliates count on NSBA and on their state school boards associations for the informational resources that will help them make the best possible decisions
- They stand with NSBA and their state school boards associations as part of the unified voice



# National Affiliate Program Membership





## Supporting State Program Efforts

Membership in the National Affiliate Program also results in direct benefit to your state association.

A minimum of 5% of your membership is returned to your state association to help pay for programs designed to benefit your district at the state level.



# National Affiliate Program Membership

Providing National Affiliates with a  
**VOICE** in National Education issues

Planning, Policy, and Governance  
resources to implement your district's  
**VISION**.

**KNOWLEDGE** to make informed  
decisions to raise student achievement and  
enhance leadership team effectiveness.

**DISCOUNTS** on professional  
development opportunities.





**NEWS ANALYSIS**

**Supreme Court rules  
for parents in IDEA case**

Courtesy of American School Board Journal

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**School Board  
News**  
A Service for National Affiliates

[Print view](#)

**NSBA's NCLB legisla...**

Congress

**Who is speaking for you in Washington?**

Young said his bill, the No Child Left Behind Improvements Act (H.R.5709), "would address many of the unintended consequences of the federal legislation while holding states and school districts accountable."

The bill's language is consistent with that proposed by NSBA to establish an improved framework for accountability that fairly and accurately assesses student, school, and school district performance.

NSBA commended Young for his efforts and is urging school board members to contact their House members and ask them to sign on as co-sponsors.



# National Affiliate Program Voice

Providing National Affiliates with a  
**VOICE** in National  
Education issues



## National Affiliate Program Voice

- **Work to enhance existing legislation like the No Child Left Behind Act**
- **Work for legislation enabling districts to operate more effectively and devote more resources to raising student achievement.**
- **Hold legislators accountable for their commitment to education.**
- **Restore Medicare and Medicaid Services Funding to School Districts**



## National Affiliate Program Voice

- **Increase federal investment in education including special education and Title I.**
- **Funding support for No Child Left Behind mandates**
- **Full funding of IDEA mandates**
- **Work in conjunction with other national organizations to maximize legislative impact**



*Are you responsible for planning your district's future? We can help.*

Courtesy of American School Board Journal

Courtesy of American School Board Journal





# National Affiliate Program Vision

**Planning, Policy, and Governance  
resources to implement your  
district's VISION.**



## National Affiliate Program Vision

- Policy Research Briefs
- Networking Opportunities
- Key Work of School Boards
- Exclusive Online chats with the Center for Public Education
- Information Research Service
- National Education Policy Network
- Member's Only Access to Archived Information
- Periodic Reports



## Where We Teach

A new survey examines how urban teachers and administrators feel about their students' chances for success, with some surprising results

**Del Stover**

**If** a sizable number of teachers in America's urban schools question whether their students can succeed—no matter how good the instruction—what does that tell you? That these teachers are burned out? That they've given up? That their expectations for children are shamefully low?

Or are they finding 11th-graders in their classrooms who can't read—and they're simply reporting the harsh reality of what it means to teach in a big-city school serving a largely poor, at-risk population?

As many questions are raised as answers provided by *Where We Teach: The CUBE Survey of Urban School Climate*, a look at the attitudes and perceptions of nearly 5,000 teachers and administrators surveyed in urban school districts across the nation. The report was released in March by the National School Boards Association's Council of Urban Boards of Education (CUBE).

The survey findings reveal a number of reassuring attitudes inside the nation's urban schools. For example, the vast majority of adults say they hold high expectations for students and care whether children are successful. For the most

American School Board Journal/June 2007 37

## The Role of Technology

Del Stover

*From tools to skills, how can students navigate the digital world?*

What's different today is how students will use these skills in relationship to technology as workers and citizens in tomorrow's global economy, says Ken Kay, president of the Partnership for 21st Century Skills, a consortium of public and private organizations working to reach consensus on how 21st century skills should be incorporated into the K-12 curriculum.

School board members and superintendents may have heard the concept of ITC (information and communications technology) skills. "It's not how to operate a computer or piece of software," Kay says. "It's how to use technology to perform critical thinking" to sort through the world's massive and growing body of knowledge, pull out the information needed, evaluate its accuracy, and synthesize it into a form that can be used and communicated to others.

It's also about a prowess in functioning in a technological world. For example, while today's workplace values the ability to collaborate across a conference room table or in a factory-floor team, the 21st century will require this skill to encompass the use of telephone, e-mail, data sharing, video-conferencing, and more.

"How do you collaborate," Kay asks, "in a virtual workplace with someone halfway around the world that you never meet face to face?"

Such skills are essential to make sense of the political and social issues that will confront students as they become adults in a democracy, says Cornelia Brunner, deputy director of the Center for Children & Technology. At least one study has shown that, when college students are first exposed to the full range of ideas and information available to them, some become overwhelmed and embrace a narrow, defensive perspective. They latch on to an idea and no amount of evidence will change their minds.

"We really need to train kids to think logically and consider all information available to them," she says. "And, instead of talking about critical thinking in the abstract, we need to put in the hands of kids the tools to make use of this skill—the media conveying the messages. These skills have to be applied to what we call a 21st century content in civics and global awareness."

American School Board Journal/September 2007 29

*Do you have all of the information you need to make informed decisions?*

Courtesy of American School Board Journal





## National Affiliate Program Knowledge

**KNOWLEDGE** to make informed  
decisions to raise student  
achievement and enhance  
leadership team effectiveness.



# National Affiliate Program Knowledge

## Publications

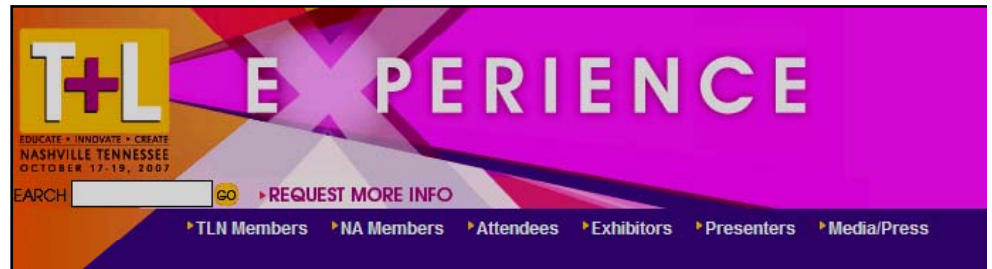
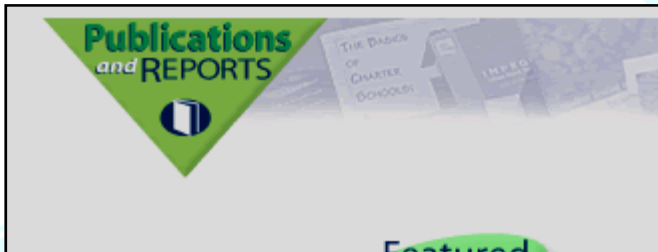
- School Board News
- SchoolGrants Biweekly Newsletter®
- American School Board Journal
- Key Work Publications
- Special Publications
- Leadership Insider
- Action Alert
- Research Brief



# National Affiliate Program Knowledge

## Professional Development

- Key Work of School Boards
- WebChannel NA – Monthly Webinar Series
- NSBA Annual Conference
- National Affiliate Center at NSBA's Annual Conference
- Council of Urban Boards of Education Meetings
- T+L Conference



68th Annual Conference  
**NSBA**  
 ORLANDO  
 MARCH 29-APRIL 7, 2008

Fresh. Focus. Strategies. Perspectives.

Search  GO

Register for the Conference

Housing Information and Reservations

Walk of Excellence

Early Bird Workshops

Mark Your Calendars Now for the Best of All That's Fresh!

Registration and Housing

- [Register online for the conference](#) and save with Early Bird registration through December 28, 2007.
- After you register for the conference and receive your registration number, [make your housing reservation online](#).
- [Download the housing form](#) and reserve your room via phone, fax, or mail.

**Conference Fees**

Before 12/28:

- National Affiliate: \$660
- Regular: \$820

After 12/28:

- National Affiliate: \$685
- Regular: \$850

**CONFERENCE REGISTRATION PRICING:**

If your district participates in NSBA's **Technology Leadership Network**, you'll enjoy the conference's most affordable registration fees. You'll also have access to several special events before and during the conference. To save even more, bring a team of 8 or more and take advantage of all the programming, networking, and professional development opportunities that have distinguished T+L for over 20 years!

NSBA **National Affiliates** also receive discounted rates. As an NA member, you may enjoy the TLN Networking Room, open Wednesday through Friday.

**Discount Registration:**

- TLN Member's Registration Fee: \$450
- NA District Registration Fee: \$475
- Non-Members: \$575
- All districts sending teams of 8 or more: \$375

*We can save you money!*



# National Affiliate Program Savings

**DISCOUNTS** on professional  
development opportunities.



## National Affiliate Program Savings

### 50% Discount:

- Technology Leadership Network (TLN)

### 20% Discount off NSBA:

- Annual Conference Registrations
- Most NSBA Publications



## National Affiliate Program Special Programs

The **National Affiliate** program has also designed special programs targeted to meet your specific needs.

- Council of Urban Boards of Education (CUBE)
- Rural and Small District Forum
- Large and Suburban District Forum





**Enroll Today**

## *The National Affiliate Advantage*

Ready To Join:

Click here for the [On-Line Enrollment Form](#)

Enter MT25 for a 25% discount on your first year's membership

To Learn More, Contact:

Gene Broderson

National Affiliate Services

703/838-6746 or [gbroderson@nsba.org](mailto:gbroderson@nsba.org)





NSBA

# National Affiliate Enrollment Form

**SPECIAL 35% INTRODUCTORY OFFER**

**YES!** My district is a member of our state school boards association and will enroll as an NSBA National Affiliate district at 35% off the regular first year's fee.

From: Name \_\_\_\_\_ Title \_\_\_\_\_

District Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Please contact \_\_\_\_\_ at our district office to complete our membership services delivery records.

### NATIONAL AFFILIATE PROGRAM ENROLLMENT 35% Introductory Offer

Student Enrollment	Annual Fees	Introductory Savings	You Pay
<input type="checkbox"/> Less than 250 students	\$850	\$297	\$553
<input type="checkbox"/> 251-999 students	\$1,450	\$507	\$943
<input type="checkbox"/> 1,000-2,499 students	\$2,550	\$892	\$1,658
<input type="checkbox"/> 2,500-7,499 students	\$4,000	\$1,400	\$2,600
<input type="checkbox"/> 7,500-14,999 students	\$5,100	\$1,785	\$3,315
<input type="checkbox"/> 15,000 or more students	\$8,250	\$2,887	\$5,363
<input type="checkbox"/> Council of Urban Boards of Education	\$12,500	\$4,375	\$8,125
<input type="checkbox"/> CUBE Small Enrollment	\$7,900	\$2,765	\$5,135
<input type="checkbox"/> Service Agencies	\$2,400	\$840	\$1,560

Your district's annual enrollment fee: \$ \_\_\_\_\_

YOUR INTRODUCTORY SAVINGS (35%) (—) \$ \_\_\_\_\_

Your district's first year fee: \$ \_\_\_\_\_

This offer cannot be used in conjunction with any other offer. Introductory offer applies only to districts not currently enrolled in the NSBA National Affiliate Program.

#### ATTENTION

#### Urban Districts With 15,000 or More Students

Your district is eligible to join NSBA's **Council of Urban Boards of Education (CUBE)**, a special component of the National Affiliate Program, serving the unique needs of urban school districts. As a CUBE member, your district will receive many important additional benefits including **strong federal advocacy** on behalf of 6 million students in urban public schools.

Regular annual fee for CUBE enrollment: \$12,500

**INTRODUCTORY 35% DISCOUNTED FEE \$ 8,125**

#### DISTRICT INFORMATION:

District name \_\_\_\_\_

District telephone (\_\_\_\_) \_\_\_\_\_

District fax (\_\_\_\_) \_\_\_\_\_

District e-mail \_\_\_\_\_

District enrollment \_\_\_\_\_

Month of board elections \_\_\_\_\_

**Please complete the information below and return to NSBA with a check or purchase order for the first year's fees:**

**PAYMENT:** Please check your payment method option below:

My district's check is enclosed, made payable to NSBA.

Please invoice my district.

Purchase Order #: \_\_\_\_\_

Attention: \_\_\_\_\_

Charge my district's:  VISA  AMEX  MASTERCARD

Credit Card #: \_\_\_\_\_

Expiration date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Cardholder's name \_\_\_\_\_

Signature \_\_\_\_\_

Cardholder's phone \_\_\_\_\_



#### Return payment by mail to:

National School Boards Association (NSBA)

PO Box 1807

Merrifield, VA 22116-8007



#### Fax back with your purchase order number to:

703-548-5560. Attention: Sally Beavers.

This option is not available if payment is by check.

Direct questions about National Affiliate benefits to Gene Broderson at (703) 838-6746 or e-mail at [gbroderson@nsba.org](mailto:gbroderson@nsba.org)



## National School Boards Association's National Affiliate Program

NSBA's National Affiliate program provides unique opportunities for school districts across the nation. Partnering with NSBA and its Federation of state school boards associations, gives you:

### A VOICE in National Education issues

- Advocacy staff of ten full time analysts and lobbyists - Monitoring, informing, and advocating for increased federal funding and improvements to national education legislation on behalf of your district and the 95,000 school board members across the country
- Legislative analysis – Clear and concise updates and analysis on federal legislation and its impacts on your local school district
- Grass roots legislative alerts – Targeted alerts and updates that equip your board members to participate in a national grassroots legislative campaigns.
- Legal Advocacy staff of four attorneys – Monitoring and submitting opinions on federal court cases that have implications for your local school board

### Planning, Policy, and Governance resources to implement your district's VISION.

#### Resources:

- Policy Research Briefs
- Information Services
- No Child Left Behind Resource Guide
- Center for Public Education
- Key Work of School Boards
- Leadership Insider

#### Member Only Resources:

- Sample Policies
- E-Mail Groups
- SchoolGrants Biweekly Newsletter
- Publication Archives
- National Education Policy Network (NEPN)
- On-line Opportunities with the Center for Public Education

#### Networking:


- NSBA Annual Conference
- National Affiliate Center
- T+L Technology Conference
- Council for Urban Boards of Education (CUBE) Issues Forum
- CUBE Annual Conference

### KNOWLEDGE to make informed decisions to raise student achievement and enhance leadership team effectiveness.

#### Publications:

- American School Board Journal
- National Affiliate *e-Update*
- School Board News

#### Professional Development:

- National Conferences and Meetings
- On-line Learning Center
- **WebChannel NA Webinars** 

### DISCOUNTS on professional development opportunities.

- Discounts at Meetings and Conventions
- 50% Discount on membership to the Technology Leadership Network
- Discounts on Publications

[www.nsba.org/na](http://www.nsba.org/na)

[nainfo@nsba.org](mailto:nainfo@nsba.org)

National Affiliates ... modeling the **KEY WORK** of school boards.