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Spotlight on Art

Here's a quick idea for website news or e-newsletter highlights for the summer months, when school news can be light. Take 20 or 30 pictures of student artwork. When you take the pictures make sure to include the student's name in the picture so you can identify the student artist later. Each week over the summer you can then feature a couple of different pieces of student art on your website. It is a great way to ensure that you have a spotlight on art every year, and to fill it what can be a "light" news time with one of your district's important programs. If you want to flush the artwork out into a lengthier story have a chat with the art teacher about the purpose of the project, the medium used and/or the artists studied. I guarantee the artwork will be a colorful and impressive addition to your home page!

Recycling Good News

Soda cans and water bottles aren't the only items worth recycling. You certainly had any number of great stories about student accomplishments during the 2011-2012 school year. But you may not be certain that everyone in your community had a chance to hear all your news. So, recycle those good news stories to help fill that summer news vacuum! Create a quick list of the highlights of the year and share them again over the summer. You can call it "Worth repeating!" or "The Best of 2011-2012," or any number of more creative names. We can really never do enough to ensure that our audiences hear our good news.

Submit proposals for PSBA's 2013 Legislative Platform

School boards are invited to submit proposals for consideration for PSBA's 2013 Legislative Platform. The association is accepting proposals until Friday, June 29. Guidelines for platform submissions are posted on PSBA's Web site, www.psba.org. The PSBA Platform Committee will review proposals and rationale submitted for the platform on Aug. 11. The recommendations of the committee will be brought before the Legislative Policy Council for a final vote on Oct. 18.

Recognize your Board for Legislative Efforts

PSBA is accepting nominations for the Timothy M. Allwein Advocacy Award. Last year, PSBA created a new award to honor the memory of its long-term chief lobbyist, who died unexpectedly. The Timothy M. Allwein Advocacy Award may be presented annually to the individual school director or entire school board to recognize outstanding leadership in legislative advocacy efforts on behalf of public education and students that are consistent with the positions in PSBA's Legislative Platform. The nomination process is now open and applications will be accepted until June 22, 2012. The award will be presented

during the PASA-PSBA School Leadership Conference in October. For more information and criteria details, click here <https://www.psba.org/about/psba/allwein-award-criteria.asp>

Employment Opportunity

The North Hills School District is seeking a highly qualified Communications Coordinator with excellent writing and interpersonal skills along with experience in media relations, website maintenance, social media, publication design and digital photography. Bachelor's degree in communications, English or related field required. Public school experience preferred. Send resume to Dr. Patrick Mannarino, Superintendent, 135 Sixth Ave. Pittsburgh, PA 15229 orphillipsl@nhsd.net.

News From Around the State and Nation

A new bill will require audits of charter schools to ensure that brick and mortar schools fund the actual cost per student at the charter school and not the cost at the brick and mortar school. It would also prohibit using taxpayer dollars for advertising for charters.

http://www.lehighvalleylive.com/breaking-news/index.ssf/2012/06/pennsylvania_push_for_cyber_sc.html

A similar story on the new charter school bill. Includes an interesting fact on the amount of taxes paid by homeowners in Bensalem due to charter school overpayments - \$36!

http://www.phillyburbs.com/news/local/the_intelligencer_news/bill-would-change-funding-formula-for-charter-school-cyberschools/article_2c4ff855-822b-5407-8e0d-2862a491ba72.html?mode=print

Attack on fund balances. Gov. Corbett recently criticized school districts for carrying too much money in reserve. You might want to consider updating your community on your district's fund balance.

<http://www.mcall.com/news/nationworld/pennsylvania/mc-school-fund-balances-corbett-20120611,0,6142729,full.story>