



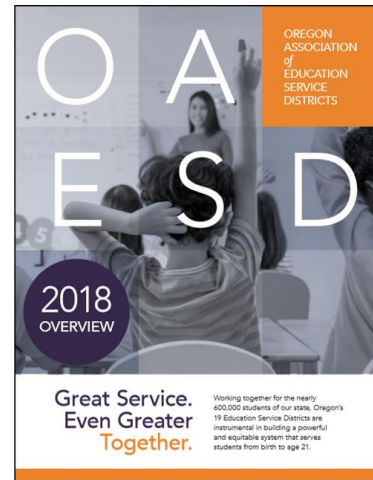
OAESD
Oregon Association of
Education Service Districts

Next Steps for the OAESD Communication Plan

This year, OAESD started a process of overhauling the way the organization communicates. The OAESD Governance Council approved contracting with ESD 112 in Vancouver, Washington to help modernize and improve our process and develop a strategic communication plan. In addition to this outside help, an ad-hoc workgroup was brought together consisting of superintendents, board members, staff, and communication specialists from local ESDs.

There are three major components to the initial scope of work:

The first work product was the development of an [OAESD Executive Summary](#) document that was used in the recently concluded legislative session. This document describes the key elements of the Oregon ESD system, the role ESDs have in the P-20 Support Network, and provides examples of the services and supports ESDs provide to school districts. The Executive Summary document is available to OAESD members. ESDs can develop a local insert as a powerful vehicle to communicate both the statewide and local importance of the Oregon ESD system. Additionally, Willamette ESD is available to help with a range of options to aid local ESDs in developing their own insert, from simply providing the source documents to contracting at an hourly rate for design work.



The second work product is a report about OAESD's challenges and opportunities regarding communication, public awareness, and stakeholder perceptions. The objectives include evaluating the effectiveness in sharing the value of ESDs; soliciting opinions, concerns and perceptions of stakeholders; discovering communications and service gaps; and organizing and building strategies to enhance visibility with key audiences. During this information gathering phase, a broad group of partners and constituents were interviewed. This group included ESD board members representing different sizes and geographic locations, ESD business managers, K-12 superintendents, K-12 school board members, legislators, statewide education leaders, statewide nonprofit leaders, and education association partners.

Lastly, this work will aid in a re-branding process in collaboration with OAESD membership. The goal will be to create a recognizable, professional brand identity for OAESD that will be incorporated into all materials, communications, and the OAESD website.

The Lake County Youth Mentor Program

In 2010, the [Lake County Youth Mentor Program](#) was started with a grant from the Oregon Community Foundation. The program operates under the supervision of the Lake County ESD with support from the Friends of the Mentor Program, a non-profit organization formed to provide oversight and financial support.

The program works with youth throughout Lake County to improve academic performance, reduce school absenteeism and discipline referrals, and help students prepare for future career choices. There are programs in Lakeview, North Lake, and Paisley. Students participating get their own personal adult to help them with issues from homework to bullying. Mentors working with students are volunteers and commit to spending one hour with them each week for a year. 73% of the initial matches remain together through high school graduation.

Lake County Youth Mentor Program helps youth make better choices regarding friendships, substance abuse, and improves school and community participation. The program offers both one-on-one and team mentoring opportunities. Mentors complete a background process that includes reviewing

employment information, references, fingerprints, and driving records.

Since the program started, 40 students have been engaged in one-to-one mentor matches and more than 90 students participate in team mentoring activities throughout Lake County annually. Students involved in the program have demonstrated a 20% improvement in their school grades, 38% decrease in absenteeism rates, 17% improvement in school behavior, and 48% improvement in behavior at home.

A Behavioral Specialist in the Lake School District observed that, "students in the program have shown great strides in a variety of capacities including attendance, self-esteem, academics, behavior, interpersonal relationships, school involvement, communication, and conflict management and resolution skills."

Dues Increase Stabilizes OAESD Budget



OAESD is an association of 16 member ESDs across Oregon. Each ESD pays dues that fund a part-time executive director, administrative support, lobbying services, conferences, and communication activities. The total organization budget is approximately \$200,000. Association dues contribute about \$115,000 each year and the remainder of the revenue comes from conference fees and sponsorships. As costs have risen over the years, the Association's reserves have been depleted and are no longer able to help balance the budget.

The OAESD Governance Council authorized a finance committee to study the OAESD budget and to make recommendations regarding the Association's revenue and expenditures. In February, the group made a recommendation to increase Association's revenue and reduce expenditures. While most of the Association's activities will remain intact, reductions in expenses were proposed in conferences and meeting expenses, communication activities, and by no longer paying dues to the national Association of Education Service Agencies (AESA) on behalf of OAESD members. These reductions will save the Association approximately \$27,000 in the 2018-19 fiscal year.

The Governance Council also approved a 25% increase in membership dues. The last time dues were increased was in 2012. This change will increase revenue approximately \$30,000 and, coupled with the expenditure reductions, will result in a balanced budget for 2018-19 without the ongoing use of reserves.

OAESD Spring Conference Around The Corner

The OAESD Spring Conference is coming up on May 17 and 18 at [Eagle Crest Resort](#) in Central Oregon. It will be a great opportunity to network with other ESD board members and staff, listen to keynotes and panel presentations focused on ESD issues, and learn about new Oregon ESD programs that will be showcased at the Innovation Awards. Both the [draft conference agenda](#) and [breakout sessions](#) will be finalized in the next few weeks.

For those of you who have not registered, there is still time. There is a discounted conference fee of \$275 if you register before April 20. Afterwards, that rate goes up to \$300. The deadline to register is on May 1 and rooms are available at Eagle Crest for an additional fee. To register, contact the board secretary at your local ESD.

Oregon ESD News

[AP Institute of the Cascades](#)- High Desert ESD in Bend is collaborating with Central Oregon Community College to offer Oregon's only Advanced Placement Institute. This summer participants can get more than 30 hours of subject-specific professional development for K-12 teachers to equip and enhance teaching of AP courses. Classes will be offered from August 6 to 9.

Does your ESD have something interesting going on the rest of the state should know about?
Send your ideas or suggestion to tucker@oaesd.org

Oregon Association of Education Service Districts is a partnership between:
Clackamas, Columbia Gorge, Douglas, Harney, High Desert, InterMountain, Jefferson,
Lake, Lane, Linn Benton Lincoln, Malheur, Multnomah, Northwest Regional, South Coast, Southern
Oregon, and Willamette Education Service Districts.