



SAN DIEGO CITY SCHOOLS

Staff Bulletin

November 18, 2005

INTERVIEW WITH GENO FLORES NEW SDCS SUPERINTENDENT OPENS UP TO *STAFF BULLETIN*

Geno Flores officially joined San Diego City Schools on October 18 as the new deputy superintendent. A lifelong teacher and learner, Flores has more than 29 years experience in education, 20 of those years as a teacher and coach. He also has served on numerous advisory boards at both the state and national level. In the late 1990's, Flores worked with Superintendent Carl Cohn in the Long Beach Unified School District as Director of Accountability in charge of the Research and Evaluation Unit. Flores led the district's High School Reform program.

In 2003, Flores joined the California Department of Education as the Deputy Superintendent of Public Instruction, overseeing the Assessment and Accountability Branch, which includes Standards and Assessment, Policy and Evaluation, and School and District Accountability.

Flores and his wife, Jana, have been married for 29 years. They have two daughters, Allyson, age 22, a graduate of UC Davis, and Taylor, age 19 currently enrolled at CSU Chico.

In this edition of *Staff Bulletin*, the new deputy superintendent shares with us his extensive background and his thoughts on the future in his new role with San Diego City Schools.

Tell us about your background.

I am a Southern California native, growing up Norwalk in the Los Angeles area. I received my B.A. in History and my Masters in Education, Teaching and Learning from Stanford University. I began my career in 1976 as a high school history teacher in a small town in southern San Luis Obispo County – the only high school there at the time. It's funny because at the time I thought, "Oh, I'll just do this for a short time and then move on to a 'real' job." But students have a way of getting to you. I actually left the profession once and worked in aerospace, but I came back because I realized I really missed it and that I needed to be in education. I was also a varsity football coach, varsity softball coach and track coach, was involved in our mentor teacher program and worked on community outreach.

Once I became comfortable with what I was doing, and more confident, I also became more professionally active. I served as the chair of the (State Board of Education) History-Social Science Committee, Visual and Performing Arts Committee and Health Subject Matter Committee. I later served as vice-chair of the Curriculum Commission and later as the chair. I was on the Commission for five years. The Commission is an advisory body to the State Board of Education, and was responsible for developing the first curriculum frameworks and standards. It also advises the state on textbook adoption processes.

This was during the 90's when there was quite a bit of debate, maybe even a little controversy, on how we as educators described new areas of the curriculum. I was working on a new health framework, health and human development, family life, etc. It was difficult for people to agree what described a family, for example, since families come in all shapes and sizes. You had even then grandparents raising grandchildren, and that needed to be acknowledged.

It was politically charged at times, and we had to remind ourselves and others that we don't want to stop teaching important subjects because we can't find or agree on a good 'term' for it. It takes a lot of work to do things the right way.

What happened to you at that point?

Remember that during this entire time, I was still a classroom teacher and it was very challenging being away from the classroom so often. I knew that I had to make a choice about going back to the classroom, or pursuing what was becoming a passion in regards to assessment and accountability. I never intended to land in administration, but I ended up leaving teaching in 1994 to be the project coordinator for UCLA's Center for Research on Evaluation, Standards and Student Testing (CRESST), the group that developed the National Board for Professional Teaching Standards, and oversaw development of performance-based assessments for Los Angeles Unified.

After that, I was recruited by Carl (Cohn) to go to Long Beach Unified and was appointed Director of Accountability, in charge of the Research and Evaluation unit. I served as the district's advisor to the Public Schools Accountability Act of 1999 and led the district's High School Reform program.

In 2003, I was privileged to join the California Department of Education as the Deputy Superintendent of Public Instruction, overseeing the Assessment and Accountability Branch, which includes Standards and Assessment, Policy and Evaluation, and School and District Accountability.

And now, I'm here in San Diego. My first day was Tuesday, October 18, which was only about a month ago, and I am really enjoying it.

So, how does the future look?

I have GREAT confidence in public schools. I came here with an outsider's perspective that San Diego City Schools has a quality educational system in

place. Sure, there are challenges like space, choice, enrollment but those issues are shared by all large urban school districts. It's my role to help ensure that the mechanisms and personnel are in place for student support that help guarantee that all children receive a quality education.

And I believe that the public needs to be involved in public school because that is who we serve – the public. We want our public schools to be better places and we need the assistance of *everyone* to do so. Not just teachers, not just school staff, and not just parents. We need the community to raise its hand and say “Yes! We need to and want to get involved.”

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READY, SET, BUILD! *SCRIPPS RANCH BREAKS GROUND ON NEW MIDDLE SCHOOL*

On November 16, students from Marshall Middle School helped break the ground on what will be their brand-new middle school. The Future Thurgood Marshall Middle School will open in Fall 2007 to serve 1,800 Scripps Ranch students in 6th – 8th grades.

The new campus, off of Pomerado Road near Alliant International University, will help relieve overcrowding and establish regular grade configurations throughout Scripps Ranch. The current/old Marshall Middle School will revert to an elementary school to accommodate students from E.B. Scripps Elementary, which was built as a temporary school.

The Advanced Choir and Band of Marshall Middle School performed patriotic songs at the ceremony, followed by guest speakers including Superintendent Dr. Carl Cohn, Board Member Katherine Nakamura, and Dorothy Leonard, Chair of the Independent Citizens' Oversight Committee. Rick Novak, principal, and Bob Kiesling, chief facilities officer, served as emcees.

The new 162,000-square-foot campus, which spans 26 acres, will feature:

- Three 3-story classroom buildings at 35,000 square feet each
- Performing Arts Theater with 298 seats
- Library
- Multipurpose building
- P.E. building
- Administration building
- Six acres of joint use playfields, two competition tennis courts and six multipurpose courts
- Energy efficient design features and state-of-the-art technology

The project is funded by Proposition MM, the \$1.51 billion bond measure passed by San Diego voters in 1998. Proposition MM is funding the modernization of 161

existing schools and construction of 12 new and three rebuilt schools. For more information, go to www.sandi.net/propmm.

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PARTNERSHIPS IN EDUCATION ANNUAL REPORT REVEALS HUGE CONTRIBUTION OF THE COMMUNITY

Established in 1982, the district's Partnerships in Education Program (PIE) forms collaborative arrangements between schools and organizations including businesses, government agencies and military commands, as well as service, educational and cultural community organizations. Partnerships focus on human resources rather than the donation of funds.

The success of the program lies behind providing business and community organizations an opportunity to:

Take an active role in the business of educating our students;

Gain a working knowledge of public education today; and

Ensure a brighter economic future for our students, the San Diego community, and the nation.

Run by the Community Relations Department, the PIE program is one of the district's most enduring. The department recently released its annual report, which includes detailed statistics about the program compiled from schools and partners themselves.

Approximately 22,000 volunteers share their talents and expertise by participating in a myriad of school activities designed to enhance the education experience. The volunteers- parents, business/community members, college students, K-12 students, senior citizens and others- represent a microcosm of the economic, social, racial, religious and educational backgrounds within the San Diego Community. During 2004-2005, these volunteers logged more than 676,000 volunteer hours, valued at more than \$11.8 million. (The 2004 monetary value of one hour of volunteer time was \$17.55, established by the Independent Sector, Washington, D.C.)

According to the report:

- Business/community and Regional Occupation Program (ROP) partner donations of goods and services reached an all-time high of more than \$8.7 million in 2004-2005, representing a 44 percent increase from 2003.
- The total human, financial, and in-kind goods and services donated by all volunteers and partners totaled more than \$20.6 million, which is an increase of 23 percent over the past two years.
- Partners and volunteers collectively stated that their primary reasons for involvement focused on improving student motivation and improving their behavior, attitudes and self esteem. Nearly 60 percent of respondents listed "improve student motivation" as their objective.

Even with more than 1,200 partners, each partnership is unique and individually planned by the school and partner. Each year, the Board of Education ratifies partnership agreements that detail how to match the needs of the schools with the resources of the partner. The Board also recognizes exemplary partners each year. On November 8, 2005, the Board honored partnerships between 11 schools and partners ranging from the San Diego County Fair to Wells Fargo Client Services to the Naval Pacific Meteorology & Oceanography Center San Diego.

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FROM THE GROUND UP
THE LANDSCAPE IS CHANGING AT CENTRAL ELEMENTARY SCHOOL

The dream of having a full-scale garden is becoming a reality at Central Elementary School. The changing landscape at the City Heights campus is the result of the school's ***From the Ground Up*** project, a collaboration between students, teachers, parents, volunteers and community partners.

So far, the project has produced 20 garden beds filled with vegetables and flowers, an orchard with various fruit trees and an outdoor classroom. The project is teaching students about self-sufficiency, resourcefulness, interdependence, nutrition, health and the environment. Students are learning first-hand about planning, building, growing, nurturing, harvesting and sharing the bounty of a garden.

The school has partnered with local chef and owner of Terra Restaurant, Jeff Rossman, and William Tall, farmer and owner of City Farmer's Nursery. Terra Restaurant hosted a benefit for the project on Tuesday, November 15, 2005, from 5 to 7 p.m., and on Friday, November 18, 2005, the restaurant staff conducted cooking demonstrations for the students using foods from the garden. In addition to Rossman and Tall, the YMCA's "6 to 6" program has supported the project by including the garden in its curriculum, giving students opportunities to maintain and nurture the garden.

With continued support from the community, this project can only grow. The school hopes that From the Ground Up will rejuvenate the City Heights Community Garden project that was displaced with the expansion of Interstate 15. According to Central Elementary School principal, Staci Monreal, "our vision is to create a park-like oasis in an urban setting."

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SCHOOL BOARD, TEACHERS, CIVIC GROUPS MEMORIALIZE TEACHER WHO HAS BEEN LYING IN AN UNMARKED GRAVE FOR NEARLY 50 YEARS

Board Member John de Beck of the San Diego City Schools (SDCS) Board of Education and San Diego Education Association (SDEA) President Terry Pesta joined members of the Louis Rose Society for the Preservation of Jewish History and other organizations today at Mt. Hope Cemetery for a special graveside ceremony honoring Henrietta Rose, who taught in the San Diego school system for 45 years.

Rose, daughter of San Diego pioneer Louis Rose, died a spinster at age 84 in 1957, and was buried in an unmarked grave. Her father, an entrepreneurial businessman, is known as San Diego's first Jewish settler and entrepreneur. Arriving in San Diego in 1850, he served in many public positions in San Diego, including stints as a member of the San Diego City Board of Trustees, the first County Board of Supervisors, the County Grand Jury, and—of particular note for this occasion—the San Diego School Board. Louis Rose was an important and positive force in the development of the city and county of San Diego, and was instrumental in establishing the Jewish community in the area.

“We are here to correct an historic error. Henrietta Rose has reposed here anonymously in an unmarked grave for nearly half a century,” said Norman Greene, co-founder of the Louis Rose Society, at the headstone's unveiling.

Greene, along with Louis Rose's biographer Donald H. Harrison, decided it wasn't fitting for a woman who had served her community so well to lie forgotten in an unmarked grave. Accordingly, they arranged for a stone to be donated by KRC Rock and a plaque to be designed by Karman Ltd. of Los Angeles so that Henrietta could be memorialized.

The plaque memorializing the late educator bears the logos of San Diego City Schools, the San Diego Education Association, the Louis Rose Society and of the Order of the Eastern Star, a Masonic organization which Henrietta served in 1901 as a worthy matron. The plaque also features biographical information.

“I was pleased to sponsor the resolution which my colleagues adopted unanimously earlier this year authorizing school board participation in this ceremony,” SDCS School Board Member John de Beck added. “It is a great pleasure to now have a marker and a place where people can remember her long years of service.”

Noting Rose's influence on generations of students, SDEA President Terry Pesta said he has had “the opportunity to meet thousands of dedicated teachers who have followed in her footsteps. Over the course of 45 years of teaching, Henrietta Rose affected many, many people.”

After the unveiling of the rose-colored headstone, Rabbi Scott Meltzer of Ohr

Shalom Synagogue led a traditional Jewish memorial prayer in honor of teachers, *El Moleh Rachamim*. Meltzer called the headstone and plaque “a place on this earth that bears a name and a memory” of the departed Rose.

Rose began her teaching career in 1895 as the very first teacher at Roseville Elementary School—in the Pt. Loma area laid out as a town site by her father—and continued her career at Middletown and Sherman elementary schools, before transferring in 1922 to Roosevelt Junior High. After her retirement, she served as treasurer of the Retired Teachers Club.

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NEWS YOU CAN USE

OVERFLOW PARKING FOR BOARD MEETINGS

During Board of Education meetings at the Education Center, overflow parking is now available at First Southern Baptist Church at 4353 Park Blvd. This parking arrangement is available ONLY for Board Meetings regularly scheduled for Tuesdays from 2:30 - 6:00 p.m. (typically the 2nd and 4th Tuesdays of the month). The church is located on the east side of Park Blvd. between Meade and El Cajon Blvd. (across from Birney Elementary). In exchange for the use of the church parking lot, the church will use a portion of the Education Center parking lot on Monday evenings from 5:30 - 9:00 p.m.

SUPPORT P.E./HEALTH/ATHLETICS, ATTEND THE 2006 BUICK INVITATIONAL

As a fundraiser, the district's P.E./Health/Athletics Department is selling tickets to the 2006 Buick Invitational PGA Golf Tournament, taking place January 23-29, 2006. Tickets are currently being sold and will be available for purchase until January 22, 2006.

INTERNATIONAL HOUSE OF BLUES FOUNDATION “BLUES SCHOOLHOUSE” PROGRAM

The International House of Blues Foundation (IHOFB) is a non-profit organization dedicated to bringing the arts to schools and communities through programs that promote cultural understanding and encourage creative expression. The IHOFB Blues SchoolHouse (BSH) is a standards-aligned program that teaches students about the music, art, history, and cultural impact of the blues and traditions of related folk art. During BSH programs, the House of Blues venue is utilized as a multimedia classroom where students and teachers (grades 7-12) experience a guided art tour or presentation of the House of Blues' Folk Art Collection and a live musical presentation that traces the evolution of the blues musical form. BSH programs are offered FREE OF CHARGE to San Diego Unified District public schools. Blues SchoolHouse Components are: guided tour of House of Blues Folk Art Collection; live, interactive musical presentation; distribution of BSH Classroom Guide to participating teachers; and a teacher workshop: Learning about American Culture through Blues Music & Folk Art.

FREE GOLF CLINICS FOR SCHOOLS

Gary Kilgore, director of instruction for the Nike Golf Learning Centers at the Tecolote Canyon Golf Course, will put on free in-school clinics and clinics at Tecolote Canyon. He is also offering a special discount on group classes for family and friends of San Diego City School employees. For more information, call Gary at 858-366-7666.

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HALL OF FAME

- **Dewey Elementary School** is one of only three county schools nominated by State Superintendent of Public Instruction, Jack O'Connell, for consideration by the U.S. Department of Education as a national model of excellence. Dewey, in the Midway District, is among 35 California public schools nominated by O'Connell for the 2006 No Child Left Behind-Blue Ribbon Schools Program. A school can qualify for the honor when more than 40 percent of its students are from low-income families and its math and English test scores rank in the top 40 percent statewide. Congratulations to Dewey for being nominated for this prestigious honor.
- Congratulations to **Terilyn Burg** for being selected Employee of the Month for Maintenance and Operations. Terilyn works as M&O Program Assistant in the Energy/Utility Management unit. She was nominated by her peers for excellent job performance and outstanding customer service. She is highly regarded by her co-workers and is a valued member of the M&O team.
- **Claudia Dunaway**, Lead Speech Pathologist, and **Mary Kay Chandler**, Senior Speech-Language Pathologist, are among the featured speakers at the annual convention of American Speech-Language-Hearing Association (ASHA) being held at the San Diego Convention Center, November 18-20, 2005. Dunaway and Chandler are members of a panel presenting on the topic, *Serving Students with Language Learning Disorders Collaboratively: A Transdisciplinary Model*. The ASHA convention, which attracts approximately 10,000 attendees annually, is the most comprehensive conference for speech-language pathologists, audiologists, and speech, language and hearing scientists in the nation.
- In October 2005, the **Proposition MM Communications Program** was selected to receive the Edwards L. Bernays Mark of Excellence award from the Public Relations Society of America. The award is for being the best public relations program for a non-profit/government organization in San Diego. This prestigious award Proposition MM for its comprehensive approach to informing the community of progress; involving the community in critical decisions; and effectively integrating broad strategies including media exposure, special events and community relations. The awards program is the public relations industry's highest and most comprehensive form of recognition in the San Diego region.

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SCENES FROM SCHOOLS

- Superintendent Carl Cohn and Board Member Katherine Nakamura visited Serra High School for the fall “Team 8” Serra Cluster Community Meeting. Here, they are joined by the “Team 8” Principals. From Left to Right: Susan Levy (Farb), Alan Richardson (Vista Grande), Bethney DeVew (Miller), Dr. Cohn, Katherine Nakamura, Donna Somerville (Serra), Listy Gillingham (DePortola), Janie Wardlow (Tierrasanta) & Tracy Linyard (Kumeyaay).
- Lafayette Elementary students “stomped” out drugs during Red Ribbon Week with a visit from the “Stomp” CREW. Students and staff alike participated in the show, learning to “Say No to Drugs” through drumming, call-and-response chants and general silliness. Approximately 25 students who are deaf and use American Sign Language as their primary mode of communication also participated, feeling the beats and following along through an interpreter.
- Board Member Shelia Jackson helped the students of Carver Elementary with one of their Red Ribbon Week activities. Students brought cans of food in all week, culminating with them working in groups to build tall, creative, visually interesting towers representing the theme “We ‘CAN’ Say No to Drugs.” At the end of the event, all the food collected was donated to the Kroc Center for homeless and needy families, which is especially important as the holidays are approaching.
- Eighth grade science student, Kyle Hoffer, wanted to know if riding a roller coaster affects memory loss. Under the guidance of NASA doctors and scientists, Kyle tested his hypothesis at the Belmont Park Giant Dipper Roller Coaster on Saturday, November 5, 2005. Kyle’s experimentation is part of his Greater San Diego Science and Engineering Fair project. Kyle is an advanced 8th grade science student at Marshall Middle School in Scripps Ranch.
- On Wednesday, November 2, the 10th grade class of the School of Digital Media & Design (part of the Kearny High School Educational Complex) conducted a beach clean up with San Diego Coastkeeper, formerly the San Diego Baykeeper. The event was part of a project-based learning assignment to develop a public service campaign for a non-profit organization. The clean up stretched from the foot of the Ocean Beach Fishing Pier to Dog Beach. Students split up in teams working with teachers and representatives of San Diego Coastkeeper.
- The students and staff at Johnson Magnet for Space Exploration and Technology Elementary School enjoyed a week full of Red Ribbon activities that culminated in an assembly and reception honoring those San Diegans that “Take Care of Others.” This included people from recovery outreach organizations such as CRASH, Freedom House, Deaf/Hard of Hearing Recovery, Alcoholics Anonymous/Alanon and Convoy Mental Health Systems.

The assembly began with students reading persuasive essays written to convince others never to take drugs. Kameelah Hopkins, Breahna Jones, Nickolous Hickerson and Krista Pomele told students, staff and parents that drugs, alcohol and tobacco can devastate a person’s body and family. This was followed by special guest speaker Cartralia Wade who gave a first hand account of her own experiences.

All guests were presented with student-made badges that read, "A Heart for Others." Following the assembly guests were invited to host classrooms for a reception and to continue discussion on the topic of staying drug free.

- Chargers wide receiver Keenan McCardell and A.G. Spanos visited Pacific Beach Middle School this week for the grand opening of the school's new fitness center, built with funds from a \$25,000 Chargers Champion grant received last spring. Students, staff, and the special guests officially dedicated the state-of-the-art fitness center, which includes stationary bikes, treadmills and a "Dance Dance Revolution" station.

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STUDENT SALUTES

Please look for "Student Salutes" in a future edition of *Staff Bulletin*.

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SAVE THE DATE

- Please join the Special Education office at a **Retirement Celebration** in honor of Michele Freeman Fettig on Tuesday, November 29, 2005, from 11:30 a.m. to 2 p.m. in Annex 2 at the Education Center. After 38 years with SDCS, Michele will be missed! Please take this opportunity to wish her a fond farewell. To RSVP, call Lavelle Ward at (619) 725-7700.

- The Jane Johnson Fund for students' with orthopedic and medical challenges is holding its first annual benefit, "**The Luck of the Children**," on March 17, 2006, at the Admiral Kidd Club. The benefit will include dinner, raffle prizes and a silent auction. If you are interested in purchasing a ticket, contact Jennifer Hunt at jhunt@sand.net.

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IN MEMORIAM

Please look for "In Memoriam" in a future edition of *Staff Bulletin*.

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CLASSIFIEDS

For Sale:

Designer, brand name **children's clothes** - 50-70% off store prices.
www.magickidsusa.com. Use discount code MK14799 when ordering.

2001 Harley Dyna Super Glide - 8400 miles. \$2,000 extras, windshield, t-bag, charome, gargaged/covered. \$13500, obo. Mike, (619) 224-1679.

For Rent:

3br/2ba Lemon Grove home, quiet cul-de-sac, new paint, carpets, appliances, landscaping, excellent neighborhood. \$2,000/month. Available December 15, 2005. Larry, (619) 660-2460.

Wanted:

4-5 good quality **road bikes and/or mountain bikes**-please no department store bikes. Will pay up to \$500.00 each. Please e-mail me @ jsurf@cox.net or call (619) 200-7768.

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