



San Diego Unified School District

Staff Bulletin

December 2006

PARTNERSHIPS IN EDUCATION: Still Going Strong after 25 Years

The San Diego Unified School District's Partnerships in Education (PIE) program has a great deal to celebrate. The program marks its 25th anniversary this year with a record-breaking 1,541 partnership. PIE plays a key role in the goal to strengthen parent, community, business and higher education support on our road to becoming America's best.

Established in 1982, this award-winning program cultivates collaborative arrangements between our schools and organizations including businesses, government agencies, military commands, and service, educational and cultural community organizations. Under the outstanding leadership and guidance of the SDUSD Community Relations Department, the PIE program is one of the district's most enduring.

On Tuesday, November 14, the Board of Education formally ratified 107 new partnerships. In addition to ratifying new partnerships, the board recognized thirteen exemplary partnerships. IBM, SPAWAR Detach, San Diego City College, Helicopter Anti-Submarine Squadron Light, San Diego County Dental Society, Homecomings Financial, Carrillo Credit Union, Athletes for Education Foundation, California School Fitness, the City of San Diego Metropolitan Wastewater Department, Sunrise San Diego Optimist Club, UCSD and Vulcan Materials Company were honored, along with their partner schools and programs, for the difference they are making in the lives of our students.

Partnerships focus on human resources rather than the donation of funds. The success of the program thrives by 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 future for our students, the San Diego community and the nation.

"The Partnerships in Education Program forges relationships that are built upon a shared vision, shared values, mutual needs and a passion to make a difference in the lives of students," said Janet Delaney, Community Relations Director. "It is my hope that our Partnerships Program represents a win-win relationship for the schools and the San Diego community."

More than 22,000 volunteers, including partners, share their talents and expertise by participating in a myriad of school activities designed to enhance the education experience. Parents, business/community members, college students, K-12 students, senior citizens and others open their hearts and their minds to help our students. They represent the many diverse economic, social, racial, religious and educational backgrounds within the San Diego community.

According to the latest figures, 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.) To learn more, visit Partnerships in Education at http://www.sandi.net/depts/comm_relations/pie.html.

Save the Date. The 25th Anniversary Celebration of the Partnerships in Education program will be held on Thursday, May 3, 2007, from 4 to 6 p.m., at SeaWorld Adventure Park.

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Getting to Know You: William Kowba, Chief Financial Officer

A scholar and a gentleman, new Chief Financial Officer William 'Bill' Kowba joined the San Diego Unified School District this fall after a distinguished career in the Navy. In his final military assignment, he developed a global network of Navy supply centers at more than 100 locations staffed by nearly 7,000 logistics, acquisition, and financial professionals. The veteran Supply Corps officer was the first commander of this Fleet and Industrial Supply Centers organization, a Navy logistics force that has implemented the first streamlined waterfront financial and acquisition operations.

His extensive career included three shipboard tours, two Pentagon assignments, and establishment of the first regional comptroller organization in the Pacific Fleet. He realigned and centralized the financial operations of 26 Navy installations in three states and retired recently at the rank of Rear Admiral.

Born and raised in Rochester, New York, Kowba graduated with a bachelor's degree from St. Bonaventure University. Subsequently, he earned master's degrees from both the University of Richmond and Webster University. Additionally, he has received his MBA at UCLA's Anderson School, where he was recognized as an Edward W. Carter scholar. He is also a graduate of the Tuck School Executive Management Program at Dartmouth College and is a Navy certified financial specialist.

His wife, Maureen, is a retired Navy Nurse Captain. They successfully balanced two Navy careers and raised their two children while making a dozen permanent change of duty station moves.

Kowba now leads the San Diego Unified School District's Financial Operations Division which includes Accounting Operations, Budget Operations, Office of Resource Development and the School Liaison Office. He oversees all district financial matters including accounting, accounts payable, fiscal control, position and expenditure control, pupil accounting, grant coordination, mandated cost management, and budget development.

Staff Bulletin asked him to share his first impressions of the district, some additional background and what he hopes to accomplish here.

What are your first impressions of the district?

Extremely positive. I came aboard on 8/28/06, the date that Dr. Cohn hosted a "welcome back" assembly of the district leadership. It was a terrific start. I was impressed with the energy, sense of purpose, and focus that was clearly present at that gathering. That initial observation has been reinforced time and again. I have quickly concluded that there are passionately dedicated individuals on our district staff, at every level and in every functional area. They have sincerely made students the top priority and becoming America's best school district the ultimate objective. Simply put, we have great people and a truly meaningful mission.

What are you most looking forward to this year?

First and foremost, I want to quickly build a baseline of knowledge of both district and Financial Division operations and become a contributing team player. In doing so, I want to develop a viable rapport with all of the various stakeholder groups, understand their needs, and work closely with them to satisfy resource requirements. I want to make a difference in achieving Dr. Cohn's five goals, especially securing adequate funding for our schools. That is a critical focal point for me as the Chief Financial Officer.

What is most important for us to know about you and your office?

I would like all of the components of the district to engage the Financial Operations Division in their issues and have us join their teams in pursuing various initiatives. We want to be involved, provide timely and relevant financial counsel, and deliver solid resource options. We recognize that funding is a key factor across the full spectrum of district operations and as such, our budget analysts, financial accountants, and technicians want to be solution providers.

Who or what has influenced you the most and why?

I have just completed a Navy career. My values, leadership perspective, and pursuit of excellence have been indelibly shaped by this tremendously meaningful experience. I had the great fortune to work with a talented and diverse group of people over many years and in different assignments in the Navy. The officers and sailors were unselfishly devoted to service and a higher calling. They signaled “Can Do” and exceptional customer service in all their words and actions. I have found numerous parallels to the Navy on our SDUSD team with the singular spirit and determination of our instructional and operations teammates. Consequently, it was a very clear-cut and meaningful crosswalk for me from the service to the school district.

What unique background and strengths do you have that will have the greatest impact upon our students and schools?

Having worked in many different settings at home and aboard, at headquarters as well as field activities, and in both very large and very small organizations, I have tried to develop a flexible and pragmatic approach to getting things done based on best efforts and sensitivity to people, mission, and accountable leadership. My previous career experiences have confirmed for me that there are usually several ways to address a given situation. One needs to “walk in the shoes” of other individuals, appreciate their viewpoints, and maintain an honest, open dialogue. I want to apply this open-minded approach and flexibility in supporting our students and our schools.

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Getting to Know You: Joan McRobbie, Ethics Officer

National education policy analyst, strategic planner and award-winning journalist Joan McRobbie has worked with and assisted hundreds of school district leaders and education researchers. She believes that the more ethical an organization is, the more excellent it can become. Recently chosen as San Diego Unified School District’s first ethics officer, she understands the importance of all schools, offices and employees earning the trust, confidence and support of the publics they serve.

A cum laude graduate in history from D’Youville College in Buffalo, New York, she earned her Masters of Public Administration from Harvard University’s John F. Kennedy School of Government.

As a newspaper reporter and magazine writer in the San Francisco Bay area, she won the San Francisco Press Club award for best news-feature writing, the National Federation of Press Women award for best in-depth magazine writing, and the Lincoln Steffens Trophy for best investigative reporting. Later, as the author of scholarly articles about class size, student achievement and school and college partnerships, McRobbie earned a national reputation for influencing federal, state and local education policy.

For 15 years she worked for WestEd as associate director of communication, as California liaison, and finally as senior policy associate, second in command at one of the nation’s largest education research and consulting firms. In collaboration with RAND, the American Institutes for Research, Policy Analysis for California Education and EdSource, she led the WestEd team in a four-year evaluation of California’s multi-billion dollar class size reduction initiative.

Most recently, she served at EdSource as director of strategic communication initiatives, providing impartial information, research, analysis and data on complex California education policy issues. She knows how to translate perplexing issues into plain language that generates public understanding, dialogue and action.

To start the dialogue on the importance of ethics here, the *Staff Bulletin* asked her a few questions.

What are your first impressions of the district?

Everyone here has been very warm and welcoming. Overall, there is a palpable sense of optimism. People in a range of roles are making a point of telling me how positive they feel about the district's current leadership. Even people around town have volunteered to me, as a newcomer, their upbeat reactions and sense of possibility. I know there are concerns. That's normal with change. But I'm struck by the mood of anticipation. The district truly is poised to soar, and I can see that there is a deep bench of commitment, caring, and talent here to make that happen. It's a good time to be a student in San Diego.

What are you most looking forward to this year?

Clearly, this is a terrific moment to have come on board. I'm excited about the opportunity to work with and learn from people across the district. I have long worked at education research, development, and policy agencies, but this is my first time inside a school district, where the bell rings on Monday morning. I'm looking forward to this different rhythm and urgency and to the chance to make a more direct contribution.

What is most important for us to know about you and your office?

My job involves developing systematic ways to ensure that all employees are aware of the ethics code and understand the laws and rules it incorporates. But it's about much more than compliance. The ethics code embodies the system's values. So my role is really about helping to give voice to those values. We're public servants, trusted to be good stewards of taxpayer resources. And especially, we're about education. Parents entrust their children to us. That's a huge responsibility. Part of teaching kids is modeling fairness and respect. That can be hard, because what's fair and what's right are not always clear. My office can offer concrete help. We can generate conversation about difficult issues—for example, around what kinds of questions to ask ourselves when working through ethical dilemmas. How do we weigh one value against another? This kind of dialogue is not a stand-alone effort. It's part and parcel of the drive toward excellence. It can foster openness, integrity, and teamwork, key ingredients of high performance. And if people come to feel that the organization's values reflect their own deeply held ideals, that's highly motivating.

Who or what has influenced you the most and why?

For one, my sixth grade teacher, a taskmaster who believed in me. We got off to a rocky start when she asked if I'd gotten help at home on an essay that I'd actually written in study period. Ouch. But the backhanded compliment made me think I could write. That somehow became mixed with the messages that affected all of us boomers—from the likes of JFK, MLK, and other civil rights leaders. I gravitated to social issues journalism, later shifting to education policy with a focus on urban school districts and students. Throughout, great inspiration has come from seeing ordinary individuals who step outside themselves to improve one small corner of the world, then end up making an extraordinary difference.

What unique background and strengths do you have that will have the greatest impact upon our students and schools?

I've spent years studying urban school issues and districts and convening urban experts, notably superintendents and deputy superintendents of California's largest urban districts. I understand the complexity and frustrations as well as the urgency to get it right, especially for kids who have not been well served historically. I've seen how some big districts get so caught up in things like special interest politics and turf protection that the child tying his shoes and heading for school in the morning seems almost off the radar screen. And I've seen the opposite—powerful results for students when the focus is squarely on teaching and learning and there's cohesion across all the pieces district-wide. So I bring that experience and perspective. Coupled with good listening and communication skills, I hope to draw on this background to help us all keep our eye on the ball.

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Becoming America's Best

Serra High School Student Receives National Recognition for Honoring Our Nation's Veterans

Serra High School junior Tom Smith has been selected as the National Stories of Service Youth Representative from San Diego. His appointment was officially announced at the nation's Veterans Day activities in New York City on Saturday, November 11.

For the past two years, Tom has set an outstanding example as a youth leader in his community by personally producing nearly 20 digital stories, and helping recruit and train other youth in support of an ongoing Stories of Service program at the Veterans Memorial Museum in Balboa Park.

His work received national recognition when last summer he produced a video for Jonna Doolittle Hoppes about the life of her grandfather, the legendary Jimmy Doolittle, who led the famous air raid on Tokyo after the attack on Pearl Harbor. The video will be featured at the annual Doolittle Raiders convention in San Antonio, Texas in April 2007.

More recently, Tom helped a family from the Imperial Valley produce a video tribute to their son, Erik, who was killed in the war in Iraq. The video is part of the Stories of the Fallen, a program to honor members of the latest generation of men and women who have made the ultimate sacrifice in service to their country.

Stories of Service is a national initiative of the Digital Clubhouse Network, The History Channel, the Franklin and Eleanor Roosevelt Institute, and Youth Service America that encourages the Net Generation to apply their skills and energy to help preserve an important part of America's history.

Stories of Service mobilizes youth volunteers to use computers and a free web-based intergenerational digital storytelling toolkit to create short video documentaries about veterans in their community that can be shared with schools, museums, and libraries, and with a global audience over the internet. The curriculum and sample digital stories can be found at www.stories-of-service.org.

The goal of this year's Stories of Service program is to produce digital stories of as many of the personal stories of America's "greatest generation" as possible before they are lost to us forever. It is estimated that nearly 2,000 World War II veterans die each day.

Youth who participate in the Stories of Service program receive official recognition from the program partners, including a prestigious Community Historian Award and an invitation to attend a special Memorial Day rally in Washington, D.C. in May, where their work will be officially presented to the Library of Congress and becomes part of America's permanent memory.

As the National Stories of Service Youth Representative for San Diego, Tom will be the official point of contact for the program and will be working with his counterparts in other cities and towns across the country to help engage other youth, schools and community organizations to follow his example. He will also be a member of the Program Advisory Board that helps the Stories of Service partners define program plans at the local, state and national level.

"We are proud of Tom and his achievements, and for being such an inspiration to communities throughout America," said Joseph T. Kolano, Executive Director of the AMVETS Service Foundation, which sponsors the Stories of Service program in California. "We hope that Tom's example will encourage other young people to produce at least one digital story of a local veteran in their community by next Memorial Day."

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Dates to Remember

December 18, 2006- January 1, 2007

Winter Break for Traditional Schools, Central Office

January 2, 2007

Traditional Schools, Central Office Reopen

December 18, 2006 – January 15, 2007

Winter Break for Year- round Schools

January 16, 2007

Year-round Schools Reopen.

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News You Can Use

Work Phone Numbers Now Required in PeopleSoft

Employees are asked to enter their work phone number into PeopleSoft by Friday, December 15.

Please print and follow these simple instructions:

1. Log onto the DWA portal at <https://dwa.sandi.net>.
2. Under "SDCS Applications", click [Human Resources 8.9](#).
3. On the PeopleSoft menu, click "Self Service".
4. Under "Personal Information", click [Phone Numbers](#).
5. Click the "Add a Phone Number" button.
6. Under "Phone Type", select "Business" from the drop-down in menu.
7. Enter work phone number, area code first, in the "Telephone" field. Example: 619/725-8000
8. If applicable, type your phone extension in the "Extension" field
9. Click the "Preferred" checkbox. (Very important)
10. Click "Save" at the bottom of the page
11. NOTE: Additional phone types can also be updated at this time.

Be sure to keep work phone numbers updated as changes occur. For assistance, contact the Human Resources Substitute Help Desk at (619) 725-8090.

December Safety Tips from School Police Crime Prevention Unit

- Holiday shopping can be an invitation for vandalism or theft. In order to prevent acts of vandalism or theft to your personal vehicles, remember to remove any items of value from plain site or view. Also, roll up all windows and lock your vehicle, manually or electronically.
- As Winter Break approaches and throughout the upcoming new year, please remind all children to wear proper protective equipment when skateboarding or bicycle riding. Helmet, knee pads and elbow pads should be worn while skateboarding; helmet when riding a bicycle, as required by law.

Parent Forum Scheduled for January

Superintendent Carl Cohn, Area Superintendent Chelsea Smith and Assistant Superintendent Nellie Meyer are hosting a Parent Forum on Wednesday, January 10, 2007, from 6:30 to 8:30 p.m., in the Bell Jr. High library/media center. The forum will give parents the opportunity to ask questions and share their opinions or concerns about the district. Parents from throughout the district are welcome to attend. Child care and translation services will be provided. Light refreshments will be served. For information, contact Judy Fiedler at jfiedle1@sandi.net or (619) 725-7225.

Office Depot Offers 15% Holiday Discount to SDUSD Employees

Visit any Office Depot retail location between December 3 and December 8, and receive a 15% discount on a wide assortment of products available such as computer software, Calendars and Planners, Portfolios and Brief Cases, Office Furniture and Desk Accessories, and more. For more information, contact John Groll at jgroll@sandi.net or (858) 496-1989.

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Hall of Fame

Area 4 Superintendent **Vince Matthews** is one of 17 business executives, senior military leaders and career educators nationwide who have graduated from the 2006 Broad Superintendents Academy. The academy is a rigorous ten-month executive management program run by The Broad Center to train working CEOs and other top executives from business, non-profit, military, government and education backgrounds to lead urban public school systems.

Toler Elementary Principal Harlan Klein and three SDUSD students are featured in the September 2006 issue of the Character Development Center Newsletter published by the School of Leadership and Education Sciences (SOLES) at the University of San Diego. **Carlee Roberts** from Dingeman Elementary, **Celia Smith** from De Portola Middle School and **Betsy Lee** from Kearny High Educational Complex were winners in the SOLES' 2006 Character Matters essay contest. The students' award-winning essays are published in the newsletter along with an interview with Klein, entitled *Principal of Character*. To read the newsletter, go to <http://www.sandiego.edu/academics/soles/instcenter/icce/Director1.html>.

David Wray, from the Revere Center, and **Richard G. Ayala**, from Distribution, are the October winner's of the district's Recycling Office contest. Each won two tickets to Landmark Theatres. David won a complementary meal at El Torrito and Richard won a \$10 gift certificate to BJ's Restaurant. Interested in participating in the contest? Download the [card](#) at http://prod031.sandi.net/Energy/pdf/pledgecard_form.pdf. Completed cards can be put in district mail, or faxed to Andrea Eaton at (858) 627-7414.

San Diego High School of International Studies is one of 50 U.S. schools to be selected winners in the *Got Milk? Healthiest Student Bodies* contest. The school will receive a \$1,000 grant in recognition of its commitment to helping its students maintain healthy lifestyles. School of International Studies 2006 graduate Adam Takeda nominated the school for its efforts to educate students on the importance of good health via a variety of school-sponsored wellness and athletic programs.

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Scenes from Schools

Crawford Educational Complex held a staff and student leadership and diversity conference the week of November 6 -9. The complex has more than 1,600 students, of which 93% are from different ethnic groups, speaking more than 10 languages. The student leadership conference included motivational speakers, video presentations on leadership qualities, and a panel of Eastlake High School students.

Motivational speaker Ken Johnson touched the students. "He was very inspiring and he taught me to be more grateful for what I have. I want to get more involved in little things after attending this conference," said one student who attended the event.

The theme of the conference was "I was born to lead" and taught students to have a greater understanding of the qualities of personal and public leadership as it relates to successful living.

Keeynan Bolden, a ninth grader at Crawford's Invention and Design Educational Academy (IDEA), said, "The conference taught us to be positive leaders and not followers; to bring people up and not down."

SHADES, Eastlake High School's diversity program, shared a 90-minute presentation that looked at positive ways to handle cultural differences. The panel focused on "taking a bite out of racism, sexism and classism." Eastlake students dialogued with Crawford students about issues that confront students in a multi-cultural society. This was the first such cultural exchange program between San Diego Unified students and students from Sweetwater Union High School District.

The conference had a beneficial impact on the students. They came together as a school and learned about dismantling racism, being who they are and not focusing on ethnicity. "Everyone needed this leadership conference. The biggest benefit for the students? There was less tension and it brought people closer," explained 11th grader Gamaliel Padilla.

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In Memoriam

Mary Chamberlain died on August 14. She was a Teacher at Field Elementary School at the time of her retirement.

Alvin Miller died on November 9. He was a Teacher at Vista Grande Elementary School at the time of his death.

Ralph Rudner died on November 13. He was a Military Science Teacher at Crawford High School at the time of his retirement.

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Classified

For Sale

1995 Mazda pick-up truck. Good condition. \$2500. Call Jim at (619) 540-2299.

Book sets: Danny, Champion of the World, 35 copies + Teacher's Guide, \$35 ; BFG, 20 copies, \$20; Chocolate Touch, 24 copies, \$24; Robinson Crusoe , 15 copies, \$15; Junior Great Books, 1st semester Series 3, 24 copies, \$50. Call Janis at (619) 582-8990, ext. 2417.

2001 Ford Escape 4X4. Fully loaded. One owner. 80,000 mi. 20+ MPG. Extra clean. \$9,500. Call Chuck at (858) 627-7529.

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