

VIP Focus



A publication of the Michigan Association of School Boards

Are your schools safe and secure in time for back-to-school?

Safety is an integral part of educational planning

FANNING HOWEY

In today's environment, school security is an integral part of educational planning. A student who feels safe and secure is better able to focus on learning. Fanning Howey has provided safety strategies for hundreds of schools across the country. We can help increase the security of your students and staff by utilizing one or more of the following options:

Entrances

If you don't monitor your entrances, your problems may be right outside your front door! A strategically located administration office can allow you to monitor the main entrance as well as the main corridors. Secure entry vestibules are another easy way to increase control of your building.

Access

Swipe cards, key fobs, PIN codes, gated restriction of areas and photo ID systems are just a few of the ways to control who has access to your school. Installing security systems at all exterior doors allows you to monitor and maintain a record of entrances and exits. Fenced-in play areas and courtyards let students safely enjoy the outdoors.

Video Surveillance

Motion-sensor video cameras can help alert you to unauthorized activity. But having cameras throughout the school isn't enough. All cameras must be linked to a main control center where video can be monitored, stored and accessed by designated staff and safety/police/fire officials. If suspicious activity is observed, various areas of the school can be isolated and "locked down."

Line of Sight

By utilizing key ideas from the Crime Prevention Through Environmental Design (CPTED) theory, schools can easily

incorporate passive security measures inside and out. Long, open corridors with wide staircases allow for easy observation by teachers. Locker rearrangement can greatly enhance line of sight.

Emergency Response

In the event of an incident, you must be prepared. The Teacher Emergency Locator System (TELS) provides teachers with key fobs that trigger alarms and allows security to locate and track their movement in case of emergency. This improves critical response time and facilitates police and fire department notification. Mass notification systems allow you to address all students and staff at once to provide information or instruction.

REAL-WORLD EXAMPLE

Romeo Community Schools • Romeo, Michigan

District-wide technology projects touched 12 different buildings, including the Romeo Engineering and Technology Center. Security features include Web-based indoor/outdoor IP security cameras, allowing first responders to "look" inside the building via the Internet.

"Our district-wide IP-based security camera system is an excellent surveillance tool, operating exactly as Fanning Howey designed it," said Mark Nelson, information technology manager for Romeo Community Schools.

Fanning Howey offers a wide range of services that helps protect your students, staff and physical assets. For more information about how Fanning Howey can help your school, contact 866.477.8211 or visit www.fhai.com.



What's in focus...

Doing business with MASB's VIPs is good business.

Your Very Important Partners help bring quality professional development and urban conference scholarships to you. This publication brings you valuable information on what matters to your district—from your VIPs.

LeadStrong 

SET SEG philanthropy supports public schools

Helps students seize educational opportunities



In this era of economic uncertainty, Michigan schools face significant financial challenges. As a result, many districts can't afford to provide funding for supplementary school programs and student extracurricular activities. Through philanthropic outreach, SET SEG seeks new ways to support Michigan public schools.

SET SEG is a nonprofit provider of insurance services for schools and a strong advocate of public education. As the exclusive sponsor of the annual MASB Education Excellence Awards program, and founder of the SET SEG Educational Foundation, SET SEG believes education is the key to a bright future for Michigan. This motivating belief is what drives the company to sponsor the awards program and provide financial assistance through its foundation.

The MASB Education Excellence Awards program helps Michigan public schools obtain positive media and community recognition. The program highlights innovative, creative and proven educational programs that foster student achievement in public schools. SET SEG became sole sponsor of the awards program in 2001. Since then, it has dedicated \$180,000 to support and improve the prestigious competition. The funds are used to host an awards luncheon, and purchase the plaques, trophies and street signs that all Education Excellence Award winners receive. A significant portion of the funding also is used for cash prizes to continue and improve the programs in districts that win the Michigan's Best phase of the competition.

The SET SEG Educational Foundation is a tax-exempt philanthropic organization and was established in 2005 to provide students in Michigan with the financial assistance to attain their educational goals. The Foundation's mission is to enable students to pursue enrichment opportunities

that advance learning, leadership and civic responsibility. It achieves this mission by providing services, scholarships, grants and other forms of financial support directly to Michigan public schools.

In July 2008, for the second consecutive year, the SET SEG Educational Foundation's scholarship program helped students from several Michigan public high schools attend the highly acclaimed Michigan Association of Student Councils/ Michigan Association of Honor Societies (MASC/MAHS) Summer Leadership Camp at Albion College. The camp enables high school students from public schools throughout Michigan to participate in interactive, experiential activities. The lessons equip students with valuable skills that will aid them in their academic pursuits and future endeavors, while helping them become confident leaders. Through its scholarship program, the Foundation has awarded high schools a total of \$10,050 during the last two years, up to a maximum of \$1,250 per school. Recipients of the 2008 SET SEG Educational Foundation scholarships include:

- Brandon High School, Brandon School District
- Burt Township School, Burt Township Schools
- Clintondale High School, Clintondale Community Schools
- Fraser High School, Fraser Public Schools
- Garber High School, Essexville-Hampton Public Schools
- Manton High School, Manton Consolidated Schools
- Onaway High School, Onaway Area Schools

SET SEG is a close partner of MASB and provides high-quality, competitively priced employee benefits, property/casualty and workers' compensation insurance programs to Michigan public schools. To learn more about SET SEG and its educational philanthropy, contact 800.292.5421 or visit www.setseg.org.

MASB VIP members support public education

Doing business with VIPs is good business

Accounting & Audit

Hungerford, Aldrin, Nichols, Carter & P.C.
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GMB Architects•Engineers
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Kingscott Associates, Inc.
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Progressive AE

SHW Group

TMP Associates, Inc.

TowerPinkster

Wold Architects & Engineers

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Bear, Stearns & Co., Inc.

Michigan Purchase Card Consortium

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Public Financial Management



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VIP Focus

Familiar problems bring new solutions to Michigan

Contracting companies provide alternatives, choices for school districts

With new legislation controlling the state budget still undecided, school districts are facing an all too familiar problem. School officials and their boards are forced to make challenging budget decisions with uncertain school aid numbers. In addition, it's believed that today's economic uncertainty is cause for caution in budgetary decision making, as the possibility of school aid proration isn't unprecedented.

In every challenge, there's an opportunity. All across Michigan, school districts are utilizing educational contracting to offset the losses in per pupil funding due to outbound migration of students and their families, as well as the changes in economic allocation from state legislation. More and more districts are lowering their labor costs through educational contracting and many districts that have used contract employment in the past are expanding the number of segments in their district utilizing contract employees.

Traditionally, across the country, popular segments for third party employment included food service, transportation and custodial services. For over 12 years, Michigan companies have facilitated contract administrators in local school districts, to prevent outbound migration of experienced school leaders to other states. Contract employment made sense to retain Michigan's own, home grown administrators in the districts that valued their years of hard work and dedication. Today, Michigan districts are using contract employment to lower the cost for substitute teachers, athletic coaches and more. Program offerings are changing and expanding to better meet the needs of the district.

For example, one Michigan company has addressed the traditional segment of contracting transportation, with the community involving approach as seen with substitutes, administrators and coaches. PCMI, a 13-year veteran of educational contracting in Michigan, has developed a program through the Michigan Educational Transportation Services (METS) to provide a contract bus driver program utilizing the existing bus fleet. This new approach, unveiled throughout this year's conference and exhibit season (including the 2008 MASB Annual Conference), allows dis-

tricts to maintain control of their equipment and still realize a cost savings through a contract employment transportation program.

Unlike other "clean sweep" transportation programs that often displace local employees, METS facilitates drivers from the local community, familiar to the district to provide the level of service the district and students deserve. The program also maintains full compliance, and in some cases, can improve a district's compliance to state and federal requirements as a dedicated team focuses on each employee profile allowing the transportation director to more effectively focus on the performance of his or her duties. This unique approach has shown tremendous potential since its inception and school officials and board members alike have appreciated the cost savings, strict compliance and safety standards while being able to work with the existing district equipment investments.

The upcoming school year will no doubt provide a financial challenge for many districts. It's important for school officials and board members to investigate the many cost saving, contract employment opportunities that have proved so successful throughout the state. As the state continues to face its own economic challenges bringing districts some traditional problems, it's exciting to see that Michigan companies are providing innovative, non-traditional solutions. Michigan's educational contract companies help lower district costs while employing experienced professionals, allowing schools to retain the programs our students need to compete in today's ultra competitive global economy.

This message brought to you by PCMI. For more information, contact Bernard J. Pelc, Professional Contract Management, Inc., 810.765.0893.



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Raymond James & Associates, Inc.
Stifel, Nicolaus & Company, Inc.
Wachovia Securities

Construction Management

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Contractors Association
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Mechanical Contractors Association of Detroit, Inc.
Michigan Chapter National Electrical Contractors
Association (NECA)
The Christman Company

VIPs, continued on back cover

Ready to build or renovate?

Five often overlooked considerations

1. Strategic Project Planning

Entering into the construction process with a solid strategy is critical. How do your facilities relate to your educational objectives? How will your district grow and change? Where should your facilities be located to best accommodate students and the community? Often times, districts give significant consideration to curriculum concerns but overlook how facilities can support the curriculum in the most cost effective manner. For example, if you have multiple high schools, do they each need their own performing arts center, or is it possible to have a regional facility? Districts that are consolidating buildings will want to evaluate which buildings are the most cost effective to operate and/or what pieces of property are most valuable and leverage those opportunities accordingly. It's a lot to consider.

2. Establishing a Budget and Schedule

Costing out a project is essential, as many projects tend to go 10-20 percent over budget. What are your needs versus things that would be nice to have? It's also important to devise an appropriate timeline and determine how much space your staff, students and community will need. In addition, be prepared to address site challenges such as access to utilities, geotechnical considerations and environmental concerns.

3. Selecting a Project Delivery Method

There are many different project delivery methods, from the traditional design-bid-build to multiple construction management models. Keep in mind that there are many variations within these categories. For example, if you decided to use the "construction manager as advisor" method, you, the owner, hold all the contracts with the subcontractors. Many times, organizations don't understand the various roles and responsibilities related to the various methods, and it's easy to get drawn into the wrong one, taking on unnecessary exposure and liability in the process.

4. Selecting the Team

This involves choosing the right architect, general contractor and construction manager (if necessary) for the project. When it comes to selecting the best fit, remember—you don't need a heart surgeon to remove a mole. Make sure you choose the right architect and contractor for your budget and select a builder that specializes in building to that price point.

It's no secret that when it comes to planning and managing a construction project, a district's responsibilities extend far beyond just hiring the architect and construction manager. Consider the following responsibilities.

5. Navigating the Construction Process/Change Order Management

Once construction is underway, it's important to constantly monitor the key aspects of construction. These include scheduling of materials and long lead items, and coordination of sub-consultants. Additionally, at some point in the process, the construction manager will likely come to you and say, "We need to do X, and it's going to cost you Y." Are you prepared to negotiate these change orders?

And That's Just the Beginning!

As you can see, these are just five of several responsibilities incumbent upon the owner. Projects are increasingly becoming more complex, and many owners simply don't have the staff expertise to handle that complexity. Enter the owner representative.

Interestingly, entrusting the construction process to an owner representative is nothing new. For years, Fortune 500 companies have had their own internal real estate departments, freeing up management to focus on what they do best—running their organizations.

An owner representative is your advocate and exists solely to represent you and your interests. They can coordinate your construction process, from planning through post-construction, providing the talent to assure the job is done correctly, on time and on budget. As they have no conflicts of interest, owner representatives can recruit and coordinate multiple architects and construction managers, if necessary, to make sure your project benefits from the top talent available at multiple firms. This reduces time and improves quality—at the same cost.

*This message brought to you by Plante Moran
CRESA. For more information contact Teresa Pollock,
248.375.7343.*

plante
moran

VIP Focus

Kids lay bricks for new elementary school

L'Anse Creuse Public Schools celebrates new addition to the community

This summer, several students and “contractors for a day” of the new Green Elementary School laid the first brick for construction of the school. Contractors assisted the students who carefully placed a concrete block for the foundation for the new 71,000 sq. ft. elementary school in Chesterfield Township, part of the L'Anse Creuse Public School District. The new building will replace an existing school with the same name, and is slated to open in time for the 2009–10 school year. The project is a result of community support with the passage of the district's 2005 \$210 million bond issue.

The new two-story, 550-student school replaces an original 1929 building and represents at least the fourth school on the site, dating back nearly 150 years to a one-room, log building. TMP Associates of Bloomfield Hills designed the new school to include 15 classrooms for grades one through five, three kindergarten rooms, a gymnasium and special classrooms for music, art, Spanish and special education. Several multi-age classrooms capable of supporting joint grade level instruction will also be included.

The new, up-to-date media center is located near the entrance to the school and includes a full computer lab. The center will include a broadcast room, which will allow students to transmit video and audio to each classroom, as well as throughout the district, if required. Designers also included a reading “Inglenook” within the center, complete with fireplace, to balance “high tech with high touch.”

For safety and convenience, new bus and auto drop-off loops will be created, along with additional parking.

Additional TMP projects include additions and remodel-



ing at nine L'Anse Creuse facilities, as well as the recently opened 70,000 sq. ft. South River Elementary School.

This message brought to you by TMP Associates, Inc. For more information contact Dawn Lyman at 248.338.4561.



New Products and Program Ideas

Make your conference experience complete with a visit to the Exhibit Show—a vast and exciting marketplace of contractors, technology, food service, transportation vendors and more—all designed for today’s educator. You’ll have a chance to try out new software, browse the latest publications, talk to the industry’s leading consultants for facilities, construction and finance and explore other exciting opportunities to collect ideas to support the practical application and ultimate vision of successful education.

ExhibitShow

2008

School Products
and Services

The 2008 Exhibit Show

- Meet with businesses that want to do business with school decision-makers.
- Build relationships with exemplary companies who have student achievement in the forefront of their minds.
- Exclusive face-to-face time for members to network with exhibitors.
- Look for exhibitors with the “VIP” ribbon—they support your professional development opportunities.
- Whether you’re building a new school or outsourcing transportation or food services, now or in the future, this is the place to be.
- There is no other place to meet with school-related businesses under one roof.



Another Year of Great Prizes and Fun!

Take Part in the Scavenger Hunt and Win!

For two days you can enter your name in several drawings for terrific prizes from exhibitors. Spend time talking to exhibitors and see how they can benefit your school district. Get your scavenger hunt card stamped by select exhibitors. Once your card is completely filled, you can enter it into the grand prize drawing. Two grand prize winners will be selected at the end of the show – you don’t want to miss out on the cash prize drawing of \$250 each!

You must be present to win!

Grand Opening & Reception

Thursday, Oct. 30 — 3:30 to 5:30 p.m.

Dessert at the Show

Friday, Oct. 31 — 12:30 to 2:30 p.m.

Sponsored by United Dairy Industry of Michigan

MEEMIC offers mini-grants

The MEEMIC Foundation for the Future of Education's mini-grant program offers up to \$2,500 for creative programs that enhance current curriculum. The next deadline (for winter semester funding) is fast approaching-Aug. 29, 2008. All Michigan educational employees are eligible to apply simply by going to www.meemic.com, clicking on "Especially for Educators" and following the links to the online application. We hope that through the leadership you provide on the local school board, you'll help us in spreading the word about this important funding opportunity. Examples of recipients include:

- Flushing High School, math lab sensors for data measurements, \$775
- Bach School, authors/illustrators program for Ann Arbor Book Fest, \$2,000
- Jackson Area Career Center, alumni art exhibit/examination of art professions, \$750
- Albion College, learning fair venue for education interns portfolio, \$2,500
- Vern Van Y Elementary, in school Peruvian village aids area study, \$550
- Macomb ISD, Stitches Program provides HIV/AIDS instruction, \$1,750
- Morley Stanwood Middle, field trip to Kettunen Nature Center for 5th grade \$1,300
- Model Elementary School, music teacher for developmentally disabled students, \$2,000

VIP Focus

Member News & Happenings



Dean Trailways, Inc. & Dean Transportation welcomes you back!

As a MASB VIP Member, Dean Trailways of Michigan and Dean Transportation would like to welcome all school board members and administrators back for the start of another school year. We are looking forward to seeing you at this year's MASB Exhibit Show on Oct. 30-31 at the Grand Traverse Resort. Dean Transportation specializes in transporting children and adults with special needs, while Dean Trailways of Michigan provides charter motorcoach transportation for school field trips, church groups and business travel needs. Please visit us at Booth 409 to find out more about how we can assist you with your transportation needs.

Dean
Transportation, Inc.

Stifel Nicolaus adds new staff to serve Michigan districts

St. Louis-based Stifel, Nicolaus & Company, Inc. has hired four public finance bankers from Wachovia Securities LLC to staff their new East Lansing office. The bankers are Brenda Voutyras, Robert Regan, Annette Schoenheider and Gregory Baracy. All four bankers hired by Stifel come from the A.G. Edwards East Lansing office, which Wachovia Bank acquired last year.

Stifel Nicolaus was founded in 1890 in St. Louis, Missouri and has been aggressively expanding its public finance operation both nationally and locally here in the Great Lakes State. Nationally, Stifel Nicolaus operates nine public finance offices and has been a leading underwriter of school bonds in Colorado and Missouri. The newly opened East Lansing office will complement the already 50 retail and institutional brokers located in 11 offices throughout the state.

Brenda Voutyras will continue her role as lead banker and managing director, leading Stifel's Michigan school bond practice. Voutyras had previously been employed with the A.G. Edwards/Wachovia team since 2001. Robert Regan will join the team as a first vice president. Regan was vice president with A.G. Edwards since 2004. Annette Schoenheider was named vice president at Stifel. She had worked as an associate and support banker at A.G. Edwards/Wachovia since 1989. Greg Baracy will join as an associate, serving as an analyst with the Stifel team. He served as an analyst at A.G. Edwards since 2006. Also joining the Stifel team is James Pratl, who will focus on the trading and underwriting of Michigan school bonds out of the St. Louis Office. Mr. Pratl previously served in this capacity while employed with A.G. Edwards/Wachovia in the St. Louis office.

"Stifel Nicolaus was a perfect fit for our school bond practice. They are a growing firm that is committed to the municipal bond market both nationally and regionally," said Brenda Voutyras. "The capabilities and culture at Stifel remind us a lot of the A.G. Edwards business philosophy. We look forward to making Stifel the number one underwriter of Michigan school bonds."

Look for the Stifel Nicolaus team at the MASB Exhibit Show held at Grand Traverse Resort in Traverse City, Oct. 30-31.

STIFEL
NICOLAUS



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MASB Mission Statement

To provide quality educational leadership services for all Michigan boards of education, and to advocate for student achievement and public education.

2008-09 MASB Officers

President: Paula Saari
President Elect: Janice Holz
Vice President: Gregory Peoples
Past President: Michael Rochholz
Interim Executive Director: Kathy Hayes

Director, Conference/Exhibit Planning & Business Affiliates

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