

# THE Leader

  
American Federation of  
School Administrators  
AFSA, AFL-CIO

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A NEWSLETTER OF THE AMERICAN FEDERATION OF SCHOOL ADMINISTRATORS

## Union Plus: Adding Value to AFSA Membership



As an AFSA member you have the power to win your rights and secure a better life for yourself and your family. For decades, school leaders and other workers in our economy have strengthened their voices by organizing and forming unions to address key workplace issues like compensation, benefits and workplace rules. The power of speaking with a united voice has not only improved employees' lives, it also has increased America's standard of living and built the largest and most prosperous middle class in the world.

Building on this collective strength of employees in all walks of work life is the goal of Union Plus, a program of benefits and services offered exclusively to union members to take advantage of the collective purchasing power of

approximately 13 million active and retired workers who are members of 56 national and international unions.

Looking for savings on your cell phone? Need legal advice? Looking for car tires at VIP prices? Union Plus programs, backed by the AFL-CIO, of which AFSA is an affiliate, consist of benefits and services available exclusively to us as union members. They provide more quality, value and service than comparable programs available to the general public.

Union Plus currently offers more than 40 programs to meet the diverse needs of union members—everything from personal finance, health discounts, travel

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## Future of Public-Sector Unions in Supreme Court's Hands

*Friedrichs v. California Teachers Association*, an appeal heard Jan. 11 by the U.S. Supreme Court, could prove to be the most damaging case for public service union members in U.S. history.

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## Crisis and Bereavement Resources How Can Schools Help Emotionally Distressed Kids? St. Louis Public School Principals Receive Needed Training from Leading Experts

*More and more educators in the St. Louis community are challenged with students in crisis as tragic events occur in their community and in their homes. While trained to teach subject matter, educators are provided only limited tools to help students in crisis.*

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## Hard Work Pays Off: AFSA Members' School Earns National Recognition

*This year, the United States Department of Education recognized 335 schools out of 98,000 nationally as National Blue Ribbon Schools. AFSA could not be more proud of Montclair Elementary School, located in Oakland, and its leader, Principal Nancy Bloom, for receiving the National Blue Ribbon Award.*

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## AFSA: It Pays to Be a Member

### Educators Professional Liability Insurance

All regular, working Members of AFSA who are in good standing are covered by a general liability policy that covers up to \$1 million in the case of an unfavorable judgment in a civil lawsuit naming the Member as parties or defendant arising out of: bodily injury to a student; accidental death of a student; assault or battery accusations; corporal punishment; personal injury for libel, slander or defamation of character; violation of the right to privacy or detention; and damage or destruction to the property of others. We have expanded that coverage to include employment liability acts or omissions.

### AFSA Legal Action

AFSA provides up to \$25,000 of coverage for defense costs associated with denial of constitutional rights, "failure to educate" and criminal charges arising from school activities, when regular members in good standing are named as parties or defendants, provided that there is complete exoneration of the criminal charges. The plan also provides up to \$25,000 to cover defense costs for criminal proceedings when named as parties or defendants resulting from corporal punishment regardless of outcome, and up to \$5,000 of punitive damages.

For a complete list of member benefits, please visit:  
<http://afsaadmin.org/for-members/benefits/> ■

# Strengthening School Leaders' Voices

On Dec. 10, President Obama signed into law the Every Student Succeeds Act (ESSA), which will put an end to many of the failed policies of the No Child Left Behind Act (NCLB).

ESSA marks a significant victory for public education—for teachers, for principals and, most importantly, for children. I am pleased to report that the legislation includes many changes AFSA has advocated for several years. Specifically, ESSA will:

- end NCLB's Adequate Yearly Progress (AYP) requirement;
- end the federal government labeling as failing those schools that do not consistently make AYP;
- eliminate the School Improvement Grant (SIG) school turnaround models (all of which required the immediate removal of the principal); and
- bar the secretary of education from mandating, directing or controlling anything to do with evaluation systems, effectiveness definitions and professional standards, certification or licensing related to teachers, principals or school leaders.

AFSA also has worked very closely over the past couple of years with the National Association of Secondary School Principals (NAESP) and the National Association of Elementary School Principals (NAESP) to advocate for several principal-specific policies to be included in the new law. And, as a direct result of our collaboration, we were able to achieve several important gains in ESSA, including:

- new flexibility for states to create principal evaluation systems that are based on multiple measures and only "in part on evidence of student achievement";

- unprecedented language that allows states to spend up to 3 percent of their Title II dollars on principal-specific professional development;
- new language to improve recruitment, preparation, placement, support and retention of effective principals and other school leaders in high-need schools;
- new opportunities and funding for school improvement activities that are not overly proscriptive and begin with a needs assessment and capacity analysis;
- new opportunities for schools to access technology to improve learning; and
- new language that requires state plans to include information about how they will work with districts to provide effective transitions of students to middle grades and high school to decrease the risk of students dropping out.

AFSA battled hard to win many of these changes. However, we did not do it alone. I thank all of the AFSA members who participated in the AFSA Action Alerts on these issues, contacted your members of Congress, and truly made a difference. It is your voice that matters the most, and it is your voice that will continue to make a difference in your schools and communities.

And your voice is more important than ever, especially regarding the principal-specific professional development funding under Title II. While



AFSA President Diann Woodard

states are allowed to spend up to 3 percent on these activities, they are not required to do so. I know that, as a school leader (I used to be one—believe me, I understand), it is not in our nature to advocate for ourselves. We put our students, staff, parents and buildings ahead of ourselves without a second thought.

However, in order to receive the training and professional development funds, you need to successfully carry out your leadership responsibilities; you must make your voice heard on this. AFSA members must be vigilant in monitoring the state's implementation plans.

Given the flexibility states will have in the use of the funding, it will be important that we monitor monies spent to ensure it appropriately keeps with the mission of helping the underserved and disadvantaged. There also must be purposeful testing that helps guide curriculum and helps us monitor and adjust our lesson planning and the curriculum.

If you missed the webinar our union hosted on ESSA on Jan. 14 covering many of the highlights of the legislation and what you can do in your states to translate the federal victories into significant change at your district level, please visit the AFSA website, where it will be archived for your viewing. We also will be working with your local presidents, and will make sure your state education agencies understand these issues matter to school leaders. ■

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## NCLB Gets Left Behind

# New Law Brings Great Focus to School Leader Training



Early in December, Congress passed and President Obama signed into law the Every Student Succeeds Act (ESSA), effectively kicking to the curb many of the worst provisions of the No Child Left Behind Act (NCLB).

ESSA will put an end to what AFSA President Diann Woodard called “the test-and-punish policies that have dogged educators and schools through a one-size-fits-all accountability system that has done little to promote a well-rounded and complete education for every student.”

“There are good reasons to celebrate our success in securing many provisions in ESSA that improve the chances of our profession getting fairer evaluations,” Woodard said, noting that principal evaluations no longer are required to be based in significant part on student test scores, and will be based on multiple measures of effectiveness.

Research has proved that principals who create a culture that sets high expectations of achievement and support effective instruction are second only to a great teacher in the classroom for improving student achievement.

The new law includes several other provisions that AFSA and its coalition allies pressed for, including the School Principal Recruitment and Training Act, championed by Rep. Susan Davis (D-Calif.) and Sen. Al Franken (D-Minn.). It also clarifies *school leader* to mean a principal, assistant principal or certain other officials within the school building.

Equally important, under ESSA, states may reserve up to 7 percent of their Title I funds for school improvement activities that are not rigidly prescribed at the federal level, but that begin with a needs assessment and capacity analysis.

Though the legislation will support elementary schools to meet challenges with struggling students and help states expand early learning to all 3- and 4-year-olds, it does not dedicate resources for low-performing middle and high schools. The measure does require state plans to include information about how the state will work with districts to provide effective transitions of students to middle grades and high school, to decrease the risk of students dropping out.

“The collaboration our union did with the National Association of Elementary School Principals and the National Association of Secondary School Principals, and the unprecedented level of lobbying we engaged in to overcome the worst of NCLB, will now need to be repeated in state capitals to ensure that what has been gained in principle at the federal level is not lost in practice in the states,” Woodard said.

ESSA eliminates such federal measurements as adequate yearly progress, and it ends the federal accountability system that forced “failing” schools into pre-determined turnaround models. Instead, it puts states in charge of developing their own metrics for school success and interventions for schools that fail to perform adequately. However, it will require states to continue the existing testing regimen.

The new law keeps the goal of bringing all U.S. students up to top standards in reading and math, and keeps some—but not the suffocating number—of mandatory tests that federal policy used to determine the fates of teachers, students and schools under NCLB.

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# Future of Public-Sector Unions in Supreme Court's Hands

*Friedrichs v. California Teachers Association*, an appeal heard Jan. 11 by the U.S. Supreme Court, could prove to be the most damaging case for public service union members in U.S. history.

Questions and comments from the justices during the appeal included sharp questions about union dues, agency fees and what they are spent on—and what they are not used for. The court is to issue its decision on *Friedrichs*, the top labor case on the current Supreme Court calendar, by the end of June.

The *Friedrichs* appeal of a lower-court decision seeks to overturn a nearly 40-year precedent that allows the use of “fair share” fees for public-sector unions. If the court were to rule in favor of the lawsuit, brought by 10 California teachers and a teachers’ group (Christian Educators Association International)—and funded and backed by the anti-worker, anti-union National Right to Work Committee—it would undermine the ability of public-sector unions to represent the interests of their members.

At issue in *Friedrichs* is the ability of unions to collect what are known as “agency fees” from public employees who elect not to join a union but nonetheless benefit from union collective bargaining activities. For more than 30 years, the Supreme Court has upheld the constitutionality of agency fees, but plaintiffs in *Friedrichs* seek to limit union rights.

“*Friedrichs* is a pernicious, intentionally union-busting case,” said AFSA Executive Vice President and Council of School Supervisors & Administrators (CSA), AFSA Local 1 President Ernest

Logan. “A labor-adverse ruling would have a devastating effect on the ability of unions to collect dues from members and non-members who now benefit from collective bargaining agreements.

“Should the plaintiffs prevail,” Logan said, “over the long term *Friedrichs* could decimate the lives of countless American families who now enjoy middle-class lifestyles attainable because of union contracts that ensure they are adequately compensated for their labors.”

Indeed, Justice Elana Kagan estimated that thousands of union contracts and 10 million workers could be affected by the court’s ruling. Meanwhile her colleague, so-called “swing vote” Justice Anthony Kennedy (he frequently is the deciding vote in 5–4 cases), said during the session that “agency fees require that [workers] subsidize unions on the issues they disagree with. The union is making these [workers] compelled riders...” Based on their lines of questioning and remarks, Justices Kagan, Stephen Breyer, Sonia Sotomayor and Ruth Bader Ginsburg seem aligned in favor of unions.

CSA expressed appreciation of New York City Mayor Bill de Blasio’s decision to file an amicus brief in *Friedrichs*. New York State and 22 other states also filed amicus briefs, filings in support of the notion that rules governing labor relations in this country over the past several decades work.

“New York stands with its unions and the working- and middle-class families that unions protect,” said de Blasio. “Unions have been key in the fight against inequality, and their role remains vital today, when workers’ rights are

increasingly under attack. New York City is proud to join a broad coalition of civic leaders urging the Supreme Court to respect historic union rights.”

The city’s brief explains how New York City pioneered collective bargaining for public employees, and how the city adopted agency shop fees to protect workers and the public through a fair and effective collective bargaining system. The fees are modeled after successful private-sector labor-relations strategies.

Workers made their presence known outside the Supreme Court during the appeal, with representatives from across the spectrum of industries attending a rally on the courthouse steps.

Prohibiting agency fees would strip jurisdictions like school districts throughout the country of a tool that for years has helped foster productive relationships between governments and their public workforces.

“From its beginnings, this case has been specifically crafted for the most conservative Supreme Court in living memory,” said AFSA President Diann Woodard. “Unless it’s defeated—and our union and the AFL-CIO are deeply committed to its defeat—*Friedrichs* would force millions of public employees, including our members, into a right to work model that would undermine the decades of progress we’ve made through collective bargaining.

“There’s no way we can let that happen.” ■

~Press Associates Inc. contributed to this story.

## How Can Schools Help Emotionally Distressed Kids? St. Louis Public School Principals Receive Needed Training from Leading Experts

More and more educators in the St. Louis community are challenged with students in crisis as tragic events occur in their community and in their homes. While trained to teach subject matter, educators are provided only limited tools to help students in crisis.

Providing support and care during a loss or crisis is the responsibility of the entire school community, not just those in the counseling office. Now, more than ever, while students are facing the loss of a family member, friend or peer in the community, it is necessary that all adults within the school community are trained to handle maintaining an active learning environment.

AFSA sponsored a professional development opportunity on supporting grieving students and staff for the Administrators Association of the St. Louis Public Schools (AASLPS), AFSA Local 44, in Missouri. Principals and administrators gathered on Dec. 10, 2015, to gain more knowledge and training on student grief from leading experts.

The event was held at the St. Louis Public Schools (SLPS) headquarters where Superintendent Dr. Kelvin Adams, AASLPS President Carey

Cunningham and AFSA General Vice President Dr. Cynthia Warren of AASLPS welcomed hundreds of attendees. “We don’t have enough social workers and counselors for every single student,” Adams said. “The people in this room need to have the skills and abilities to navigate through supporting families when dealing with tragedies.”

The morning consisted of a presentation, panel and Q&A session. Bereavement experts David Schonfeld, M.D., Anthony Salvatore, Ed. D., and Dominick Nigro, M.S., gave valuable insights and shared their personal experiences dealing with student grief. Schonfeld, director of the National Center for School Crisis and Bereavement, discussed all the proper steps to take when a death occurs and how to make adjustments over time. “Crisis events are defined not by the events, but your ability to cope with them,” Schonfeld stressed.

Nigro, who worked for the New York City Public Schools for 32 years, spoke on his experience dealing with crisis during the Sept. 11 attacks. “We’re living through an era that the president has described as the new normal,” Nigro said. “Whether it happens within a school building or happens in a theater, children are involved.”

The room became very emotional when Salvatore, former assistant principal at Sandy Hook Elementary School in Newtown, Conn., shared his experience dealing with the tragedy of the shooting deaths at the school and the importance of self-care and peer support. Although, he was not assigned to Sandy Hook when the shootings took place, Salvatore talked about dealing with survivor’s guilt. He emphasized how necessary it is for schools to have access to bereavement



Superintendent Dr. Kelvin Adams introducing the panel of bereavement experts (seated left to right) Dominick Nigro, M.S., David Schonfeld, M.D., and Anthony Salvatore, Ed. D.

resources, and for personnel to have the proper training, because a tragedy can occur at any time.

Attendees learned how vital it is for them and other school personnel to be prepared to support grieving students, and gained memorable takeaways. “Just listening to these real experiences brought a sense of reality that these tragedies are continuing to happen today,” said Dr. Thomas Cason, AASLPS, AFSA Local 44. “This seminar applies to current issues, and these resources will be most rewarding for preparing administrators.”

“As school leaders, we have a new reality that requires us to prepare ourselves to be an effective source of support to our students, families and staff when experiencing trauma or grief. And that’s a new role for school leaders,” said Susan Reep, AASLPS, AFSA Local 44.

As one of the founders of the Coalition to Support Grieving Students, AFSA continues to be actively involved in providing members with resources on bereavement in schools. To learn more about the resources and the coalition, visit [www.grievingstudents.org](http://www.grievingstudents.org). ■



# Honoring More Than 35 Years of Advocacy

This issue, AFSA honors a deserving member of our organization, Winston Barrington Johnson, a member of Hartford Principals' and Supervisors' Association (HPSA), AFSA Local 22.

After serving as a tireless advocate and supporter of students for many years, Johnson is retiring from his director of prevention services position in Hartford Public Schools (HPS), a challenging role to fulfill in an urban school district like Hartford, where students often are exposed to violence and death.

"Winston is always the first on the scene, to soothe troubled hearts.... and he does so graciously and generously. It will be difficult to replace Winston and I 'feel' for the next director who is hired to fill Winston's shoes," said Sandra

Inga, HPSA president and AFSA general vice president.

Prior to his position of supervising more than 60 social workers districtwide, Johnson worked as a social worker himself for HPS for more than 35 years. He also taught as an adjunct professor at the Springfield College School of Social Work and the University of Connecticut School of Social Work.

Throughout his career, he has made invaluable contributions to his community. Some of Johnson's achievements include being recognized as city-leader for 100 Men of Color in 2014, Hartford Public Schools Employee of the Month in 2006, being named Social Worker of the Year in 2003 by the Connecticut Association of School Social Workers, and recognition of his



Winston Barrington Johnson

contributions to the community by CATCH—Committed Adult to Children of Hartford.

We applaud the extraordinary contribution to, and impact on, Hartford Public Schools, communities and students by this dedicated AFSA member over the years. AFSA could not be more thankful and proud of Johnson's hard work and dedication, and wishes him a long, happy and healthy retirement.

If you would like to nominate an AFSA member for our next newsletter, please email [nspina@AFSAadmin.org](mailto:nspina@AFSAadmin.org). ■



Here's one more thing union families can share.

**Save on education expenses with Union Plus.** The rising cost of higher education can be a real barrier to union families who want the best for their kids. Union Plus offers annual scholarship awards, discounts on college test prep courses and college counseling, plus grants to help erase college loan debt. Don't let money complicate your family's college goals. Turn to Union Plus for help.

  
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**Learn more at:**  
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# Hard Work Pays Off: AFSA Members' School Earns National Recognition

This year, the United States Department of Education recognized 335 schools out of 98,000 nationally as National Blue Ribbon Schools. AFSA could not be more proud of Montclair Elementary School, located in Oakland, and its leader, Principal Nancy Bloom, for receiving the National Blue Ribbon Award.

Bloom is an AFSA member and also an executive board member of the United Administrators of Oakland Schools, AFSA Local 83. The National Blue Ribbon Award is based on academic excellence or the school's progress in closing achievement gaps.

"We do what we do because we think it's the right thing, and it can feel strange to be honored this way because we're just doing our job," Bloom said at an award ceremony in Washington, D.C., for the Blue Ribbon schools. "If you teach and act and run the school as you're supposed to, the good stuff falls into place."

Oakland Unified School District Superintendent Antwan Wilson attended the award ceremony also. After the event, Wilson said the Oakland community "also should reflect on the factors that led to Montclair's success—factors we must replicate in all of our schools across the city, no

matter the zip code." Wilson identified the key factors in Montclair's achievement as consistent, effective leadership, a strong school culture and connecting with the community.

Bloom has been with Montclair for 10 years, and has provided critical effective leadership during that time, a key reason why the school has enjoyed continued academic success, leading to the national recognition.

A strong school culture is established by setting high standards, with a primary focus on student learning, teacher collaboration and maintaining a fun and fulfilling environment. At Montclair, each student receives individual attention, with targeted support as needed. Also, in the entire duration of Bloom's tenure, not one student has been suspended. "We always talk (to the students)," Bloom says. "There's always a better way than suspension."



Montclair Elementary staff members proudly receive the Blue Ribbon Award in Washington, D.C. (Left to right: Kindergarten Teacher Karen Nicola, District 4 School Board Director Nina Senn, Principal Nancy Bloom, NBRSDirector Aba Kumi and Oakland Unified School District Superintendent Antwan Wilson. Photo courtesy of United Administrators of Oakland Schools.)

By having nearly half of its student population attend from outside the Montclair neighborhood, there is a strong connection not only to the immediate local community, but also to the greater Oakland education community. The school has several parent volunteers who have children attending the school from different areas. District 4 School Board Director Nina Senn, a volunteer at Montclair, was especially inspired by the award. "Yes," she said, "I'm very proud of Montclair, and deeply appreciate Principal Bloom and the amazing teachers, staff and families who go the extra mile every day. I also believe that by coming together across the city to share best practices, we can deliver a Blue Ribbon-quality educational experience to every child in Oakland." ■



## ATTENTION AFSA MEMBERS

AFSA Scholarship applications must be completed and postmarked no later than **Feb. 29, 2016**. For details, visit [AFSAadmin.org/scholarship2016](http://AFSAadmin.org/scholarship2016).

# Department of Education Joins Principals During Month of Celebrating Leadership

Last October, AFSA, the National Association of Secondary School Principals (NASSP) and the National Association of Elementary School Principals (NAESP) led the celebration of National Principals Month, a time to spotlight the crucial role principals play in school and student success.

Throughout the month a number of activities are scheduled, all designed to call attention to principal leadership among the education community and the general public. In 2015, students participated in a video contest to show appreciation for their principal, Principals Month resolutions were introduced in both chambers of Congress, and social media messages thanking school leaders were posted throughout the month.

The most exciting event took place during the last week of October. High-ranking officials at the U.S. Department of Education participated in a “Day in the Life of a Principal,” where they shadowed more than 80 principals in the Washington, D.C., area, including some AFSA members. The principal shadow visits marked a concerted effort by the department to learn more about the challenges school leaders face on a daily basis, and the critical role they play in ensuring all children receive a high-quality education.

“As a school leader, I am responsible for implementing policy that is practical from the policy maker’s standpoint, but sometimes difficult to implement on the school level due to lack of resources or other constraints,” said Anita Berger, a DCPS principal. “The shadow experience by the department afforded the opportunity to observe the challenges that some policies create and the practicality of them all.”

AFSA attended a debriefing session hosted by U.S. Education Secretary Arne Duncan and Delegated Deputy Secretary John King at the Department of Education after the week of shadowing visits. At the event, Duncan, King and department staff discussed what they learned on their school visits, what impact federal policies have in schools, and how to better support the principals in their roles as the key levers of school culture, teacher evaluation and student achievement.

Some of the topics discussed were:

- How principals have a hand in everything and are involved with every aspect of the school. From teachers, support staff, students, parents, external partners, contractors and more, the principal oversees all aspects of the operation.
- The principal sets the tone. When students arrive and they see their principal in a good mood, they are being led by example. Principals lead people. They are managers. They set the bar.
- Schools need more social and emotional support for students.
- Excessive testing takes up too much time and emphasis during instruction.
- The best principals know how to make other people leaders.



Secretary of Education Arne Duncan



Anita Berger, DCPS principal, and her shadow Gabriel Esquenazi, Office of Innovation and Improvement.

AFSA is proud to take part in such a significant celebration. National Principals Month and Shadow-a-Principal Week offer an opportunity to celebrate the role of principals in strengthening teacher practice, raising student achievement and improving schools. They also remind the public of the need for policy makers at the federal, state and local levels to put a stronger focus on and provide greater funding for school leadership. ■



# President Obama Signs \$1.06 Trillion Fiscal Year '16 Spending Package Into Law

On Dec. 18, 2016, President Obama signed the FY16 omnibus spending package into law that funds all federal government programs at \$1.067 trillion through the end of fiscal year 2016, and increases education discretionary spending by \$1.171 billion.

Specifically, the spending measure increases funding for 36 education programs and decreases spending for three education programs, including School Improvement Grants by \$55 million. It also eliminates funding for Title I Evaluation, Transition to Teaching and First in the World programs. All other programs were level funded, including a major AFSA priority—the School Leadership program, which received \$16.3 million. In addition, Health and Human Services programs related to pre-K education fared well in the final bill—Head Start received an increase of \$570 million, while Child Care Development Block Grants received a \$326 million increase.

This funding package adheres to the terms of the two-year Boehner budget deal, completed in the fall of 2015, which increased the nondiscretionary spending caps (which fund all domestic spending programs, including education) for FY16 by \$25 billion and for FY17 by \$15 billion. AFSA, a member of the Committee for Education Funding, worked hard on the ultimately successful campaign to raise the federal spending caps and thus increase funding for education. AFSA's message during the

campaign was that these spending caps were preventing Congress from making robust investments in essential federal programs that boost the economy, including education.

While a far cry from the approximately \$5.2 billion increase in education spending needed to restore to FY12 levels education programs that sustained cuts over the past few years, the cap raises prevented massive cuts to all education programs in FY16 and FY17. However, when the Boehner deal sunsets after FY17 and the Budget Control Act's provisions again control the process, education spending cuts may happen again. For instance, under the Budget Control Act's caps, FY18's spending cap would be \$12 billion less than FY17's cap. To prevent these cuts, a new deal would have to occur.

## Student Data Privacy on the Back Burner for Now

Although House Education and the Workforce Chairman Rep. John Kline (R-Minn.) expressed interest in attaching a Federal Educational Records Privacy Act (FERPA) rewrite to the Every Student Succeeds Act (ESSA), the final

version of ESSA did not contain a new FERPA or any other meaningful changes to federal privacy law. The purpose of the FERPA rewrite bill is to bring the privacy laws into the Digital Age, ensuring schools take appropriate steps to safeguard students' digital records and not just their paper files. AFSA continues to monitor this bill's progress and has expressed concerns over potentially problematic provisions that would assess fines for FERPA violations.

One useful provision, Rep. Luke Messer's (R-Ind.) amendment to allow Title II funds for professional development for teachers about student data privacy, was added to the final ESSA bill.

With the arrival of 2016, it is expected that the FERPA rewrite and other legislation to hold vendors accountable for misusing student data for commercial purposes will resurface. One bill, authored by Reps. Jared Polis (D-Colo.) and Messer would prohibit ed-tech companies from selling student data and using data collected to target advertisements to students. The bill also would require vendors to be more transparent about their privacy policies, the type of information collected and with whom that information is shared. It would grant the Federal Trade Commission enforcement authority over the provisions contained in the bill. A Senate counterpart, introduced by Sens. Richard Blumenthal (D-Conn.) and Steve Daines (R-Mont.), also exists and could move in 2016. ■

A person wearing a white t-shirt with a floral pattern is holding a small green plant in a pot made of several round cookies. The background is a blurred outdoor setting with green foliage and a person in a blue shirt.

Here's one more thing  
AFSA families can share.



American Federation of  
**School Administrators**  
AFSA, AFL-CIO

**Plan ahead** with a mortgage from Union Plus. The Union Plus Mortgage program, with financing provided by Wells Fargo Home Mortgage, is one of some 40 benefits available to help union members. The program is exclusively for union members, their parents and children. Benefits include mortgage hardship assistance to help protect members' homes in the face of financial hardship. With Union Plus, a mortgage is more than a monthly payment. It's long-term protection for everything your home means to you.



**Learn more at [UnionPlus.org](http://UnionPlus.org)**

**When you send flowers,** Union Plus sends back savings. Union Plus offers union families 20% off flowers, plants, wreaths and gift baskets from Teleflora. Order online with a Union Plus Credit Card and save 25%. Teleflora delivers through local florists, so freshness is assured. Sending flowers makes two people feel wonderful—your loved one and you!



**Learn more at  
UnionPlus.org/Flowers**



Here's one more thing  
union families can share.

## UNION PLUS: ADDING VALUE TO AFSA MEMBERSHIP

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deals, pet services, a scholarship program and many others.

As important as the price savings Union Plus offers are the extra service and value that we and our families receive, such as special assistance to union members who face financial hardship due to a layoff, strike, disability or natural disaster.

In other words, just as our AFSA membership gives us a stronger collective voice in our profession, Union Plus strengthens our buying power as consumers and helps us navigate through major life milestones and hardships.

No dues money goes into the development or operation of any Union Plus

program, and there is no Union Plus membership—current and retired AFSA members *automatically* are eligible for AFSA's Union Plus benefits.

Union Plus' unionized staff are members of Office and Professional Employees International Union Local 2 and constantly monitor the programs to ensure their providers comply with high-quality, worker-friendly standards. The result is that union members like us get the value and the service we deserve! Union Plus benefits guarantee satisfaction, so working families never need to settle for less.

## Learn More About How Union Plus Can Help You

From the day of its founding by the AFL-CIO nearly 30 years ago, Union Plus has been looking for ways to better meet the needs of union members and our families through meaningful discounts and benefits.

**School leaders also can call** the leader line at 1-800-472-2005 (8:30 a.m.–4:30 p.m., ET, weekdays) to find out which benefits you and your members are eligible to use. ■

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## NEW LAW BRINGS GREAT FOCUS TO SCHOOL LEADER TRAINING

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ESSA lets each state determine how to meet those standards, and it specifically bars the federal government from pushing one particular method, such as the Common Core. It also bars federal dollars from following students to private

schools. And it targets more federal aid to pre-K and early childhood education—all of which AFSA supported.

"The law takes major strides in ensuring strong federal guardrails for accountability, shining a light on resource inequities, reducing reliance on high-stakes testing and increasing access to preschool," said Sen. Patty Murray (D-Wash.), the top Democrat on the Senate Education and Labor Committee who worked closely with AFSA in winning passage of the legislation.

"All principals, from pre-kindergarten to grade 12, must meet the demands and responsibilities of providing every student with a high-quality education," Woodard said. "But we know from hard experience that to achieve this standard, states will need to provide their school districts with the necessary resources—especially for communities plagued by unemployment and poverty. If anything, ESSA raises the stakes for states to meet those needs." ■



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