

**It's a  
NEW DAY...**

**There's a New Vision...**

**... In the South Euclid-Lyndhurst Schools.**

**HARVARD \* YALE \* PRINCETON \* CASE – These are some of the colleges to which 2012 SE-L graduates have been accepted.**



# Newsletter

## Superintendent's Message

# A NEW DAY for South Euclid-Lyndhurst Schools

**W**ith a feeling of optimism, and a sense of promise for the future of our school district, I extend a formal greeting. I officially began as your superintendent on August 1, 2012, although my work in the district began well before that date. Already I have had a chance to meet many of you in and around town. I begin my tenure at the South Euclid-Lyndhurst Schools with high expectations and a firm belief that our district can begin anew with revived leadership, while not breaking stride from some of the fine accomplishments of our students and staff. With this newsletter, I hope you will take note of some of the important issues concerning our district and learn a bit about some of the renewed energy that we have already experienced in my short time as superintendent.

For those who do not know me I am an educator at heart having served at every level in education, from teacher, building principal, curriculum director, assistant superintendent and superintendent at a similar-sized school district in Northeast Ohio. I believe in the potential of our students, and that our job, first and foremost, is to educate our children giving them the best opportunities to succeed in life. I was raised in a family of educators and two of my three adult children are teachers, so you might say that I am engrained with the desire to educate and to help our students. I am a former collegiate athlete and coach, and I plan to incorporate

a hardworking, goal-oriented and formally competitive nature in the work we do together as a school district. I plan to do this in a few ways:

### **To be transparent with our community:**

In just a few short months, I have witnessed the wonderful story that the students and staff of our district have to share. That's why I plan to be out and about in the community, meeting people and sharing our good news with you. I have met with elected officials from both communities, business leaders, clergy representatives, parents and senior citizens. My belief is that no one tells the 'story' of an organization better than the organization—and its leadership—and you can count on seeing me in our school buildings and throughout the community.

### **To begin a strategic planning process:**

One accomplishment from my past that proved invaluable was the initiation and execution of a formal strategic planning process. Engaging community stakeholders in the process helps our organization understand what the community expects of its schools. Bright days are ahead for our schools and focused planning will help us get there.

### **Provide financial stability for the District:**

The district has an operating levy on the ballot: Issue 115. Until public education funding in Ohio changes, school districts

are compelled to ask local taxpayers for their support. I am encouraged by the support I have heard and seen already to pass Issue 115. I encourage you to read our treasurer's article inside to learn more about Issue 115. **WE NEED YOUR SUPPORT!**

The past few months have been quite rewarding. Encouragement, support and kindness are words that describe my interaction with the people who represent this district. You will see and hear more from me. Please feel free to visit or call. My door will continually be open to you!

*Linda N. Reid*

**Linda N. Reid**

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# Based on Preliminary Data, SE-L Schools Improves Overall District Report Card to Effective

The Ohio Department of Education recently released preliminary data of individual school districts throughout the state of Ohio, and it appears that the South Euclid Lyndhurst Schools improved its overall rating from Continuous Improvement to "EFFECTIVE" for the 2011/2012 School Year, marking the 11th time in the past 12 years that the district has achieved this status.

SEL Schools improved its Performance Index and also met value added expectations, an improvement over the prior year. In doing so, this combination of improvements appears to have enhanced the overall rating of the SEL Schools to EFFECTIVE.

"SEL faculty and staff have always taken great pride in how well our students perform academically. This past year, collectively we recognized the need to intensify our efforts to recapture our academic tradition and community legacy of producing students who are college and career ready," said Director of Instruction, Dr. Veronica Motley.

Specifically, the district took deliberate steps to improve through its continuation and expansion of targeted, individualized intervention and enrichment programs, as well as utilizing a variety of quality resources that support daily instruction. Staff increased its use of progress monitoring practices that measure the academic growth of each child.

"We are happy with the overall progress that was made from one year to the next, in terms of our District Report Card,"

said Superintendent Linda N. Reid. "But we are not satisfied, and will continue to strive to improve even on this good news for the district."

On an individual school building basis, all three SEL elementary schools received an EXCELLENT rating for the second consecutive year, while Brush High School received an EFFECTIVE rating for the sixth consecutive year. Showing a mark of improvement was Greenview Upper Elementary School, which resumed an EFFECTIVE rating.

*"...SEL faculty and staff have always taken great pride in how well our students perform academically..."*

– Dr. Veronica Motley

Early data released by the Ohio Department of Education reveals that significant improvements were made by students at Greenview Upper Elementary School and Memorial Junior High School, and these two buildings helped to drive the overall district rating upward.



## Alumni Excellence!

Michael E. Matoney is the Chief Executive Officer of two agencies which deal with chemical dependency and adolescent behavioral problems. He earned a B.S. in social services at Cleveland State University in 1978, a Master's Degree in social work at Case Western Reserve University in 1980, and an M.B.A. at Cleveland State University in 1995. He is a 1974 graduate of Brush High School.

Michael began his career as a youth minister at St. Clare Church in Lyndhurst, Ohio from 1977–1979. He then became a child care worker at Bellefaire in Shaker Heights, Ohio from 1979–1981. His initial employment with New Directions was as a program management supervisor,



**Michael E. Matoney  
Class of 1974**

counselor, and family therapist from 1981–1985. From 1985–1989, he was a clinical supervisor for the Merrick Programs in the adolescent chemical dependency unit at Huron Hospital in East Cleveland, Ohio.

He served as the director of the adolescent chemical dependency unit at Barberton Citizens Hospital, in Barberton, Ohio from 1989–1993. In 1994, Michael was the manager of the pediatric clinic at MetroHealth Medical Center in Cleveland, Ohio.

Michael returned to New Directions as the Executive Director in 1994. New Directions merged with Crossroads at the beginning of 2011 and he became the chief executive officer of both facilities. New Directions provides "quality life-changing treatment to chemically dependent adolescents

and their families dealing with emotional, behavioral and psychiatric needs." Crossroads' mission is to "promote the health and well-being of children, adolescents and their families by providing the highest quality, efficiently delivered, behavioral health services that are accessible, comprehensive and integrated within the community." New Directions is located in Orange, Ohio and Crossroads is located in Mentor, Ohio.

In 2009, Michael was named to the Joint Commission on Accreditation of Healthcare Organizations as a Behavioral Health Surveyor. The Joint Commission is the organization that must inspect and certify all medical facilities in the country. Michael is an adjunct faculty member at both John Carroll University and Ursuline College. He is a national speaker on adolescent drug and alcohol treatment issues.

Since 1978, Michael has been a Cleveland high school football official and since 2000, he has been an Ohio college football official.

# Get the Facts About ISSUE 115

*"District leadership anticipated [the last levy passed in 2008] to last only two years... the schools have "stretched" that... for four years."*

– Paul J. Pestello, Treasurer, South Euclid-Lyndhurst Schools



**T**his November, voters in the communities served by the South Euclid Lyndhurst Schools are being asked to approve Issue 115, the district's 5.9 mill funding request for operating expenses. This article presents some of the highlights of Issue 115, the history behind the request, and what the voters can expect if Issue 115 is passed. As always, you can learn more information about district financial matters by contacting the treasurer's office at 216-691-2048, or by visiting our web page online at [www.sel.k12.oh.us](http://www.sel.k12.oh.us).

Issue 115 is a continuing levy for district operations, which will generate approximately \$4.5 million a year for a continuing period of time, beginning in the month of January of the year AFTER the issue is passed. In other words, if voters pass Issue 115 this November 2012, collections of this amount will begin in January 2013. The additional money generated by passing Issue 115 will go towards expenses related to district operations, including educational programming, district supplies, personnel and other day-to-day expenses of the schools. Money generated by Issue 115 basically maintains funding levels for areas of operations, which have helped our students to succeed. Not passing this issue may result in reductions to educational programming, increased class sizes, increases to classroom fees and pay to participate fees as well



**Paul J. Pestello, Treasurer,  
South Euclid-Lyndhurst Schools**

as potential reductions to transportation and athletics.

The last time the South Euclid-Lyndhurst Schools came before voters with a similar request was in 2008, which was successfully passed by the voters. At the time, district leadership anticipated the funding generated by this issue to last only two years. Because of the combination of increased efficiency, making cuts when necessary and utilization of additional grant funding for certain aspects of district operations, the schools have "stretched" that voter-approved funding for four years.

The district remains steadfast in its commitment to responsible financial stewardship, but the unpredictable nature of public education funding in the State of Ohio requires the financial team to be

very cautious about the district's future. There's no telling if the factors above that permitted us to stretch funding from the last levy, will exist in the future. Additionally, current financial projections indicate that the district will face close to a \$1 million deficit for FY 2014 and a \$7.8 million deficit in FY 2015. It is a little known fact that our school district receives approximately 13% of total General Fund revenues from the State Foundation Program (87% comes from our local taxpayers) and that total has steadily declined over the last two years due to the Governor's most recent budget. In addition, the District saw the elimination of Tangible Personal



*New superintendent Linda N. Reid with Issue 115 co-chairs, Dr. David Miller, Council President, City of South Euclid and David A. Frey, Vice Mayor & Ward 1 Councilman, City of Lyndhurst*

Property Tax Loss Reimbursement from the State – a loss of almost \$2.3 million per year.

If passed, Issue 115 will cost the average owner of a home valued at \$100,000, approximately an additional \$15 each month... or, \$3.50 per week. As you have seen in other district materials, the financial leadership of the district believes that Issue 115 allows our schools to remain positioned for continued success and academic achievement for our schools. Thank you for taking time to understand the facts about Issue 115, prior to voting this November.

# 10 "Fantastic Facts"

...About the South Euclid-Lyndhurst Schools



Even though many, many fantastic facts characterize the South Euclid-Lyndhurst School District, below you will find our "Top Ten" Fantastic Facts that we want to share with the community.

- 1 HARVARD \* YALE \* PRINCETON \* CASE – These are some of the colleges to which 2012 SE-L graduates have been accepted.
- 2 All three of the Elementary Schools in the South Euclid-Lyndhurst Schools have been rated "EXCELLENT" two years in a row.
- 3 Memorial Junior High School's seventh-grade Power of the Pen team captured first place among 15 teams in district competition in January 2012, while three students at Greenview Upper Elementary rank in the "top ten" in the entire state for the "First in Math" program.
- 4 Currently, Brush High School offers 11 Advanced Placement courses, and 10 Honors-level courses.
- 5 Brush High School has been rated "Effective" by the Ohio Department of Education 6 years in a row.
- 6 Among our teaching staff, 230 have Master's Degrees and 2 have earned their Ph.D.'s.
- 7 The South Euclid-Lyndhurst Schools have earned special recognition for its celebration of diversity, including the Schott Foundation Achievement Award.
- 8 Of the many participants in the 23 varsity sports offered in 2012, 7 student-athletes earned scholarships to continue their athletic careers in college.
- 9 Brush High School's Hacksaw Robotics Team placed fourth in the For Inspiration and Recognition of Science and Technology (FIRST) Challenge State Championships in February, and has gone to the world championships three times in the past 10 years.
- 10 The Brush Arcs Marching Band, with more than 160 student-participants, has been featured throughout the country in the Azalea Festival Parade of Nations in Norfolk, Virginia and performed at The Ohio State University (skull session), Walt Disney World Epcot, area band festivals, and local parades.



## Calendar of Events

**Last Home Varsity Football Game**

October 26, 2012

**Election Day**

November 6, 2012

(No School for Students)

**Thanksgiving Recess**

November 21- 23, 2012

**Winter Break**

December 24- January 7, 2013

**School Resumes**

Tuesday, January 8, 2013

**BROWN & GOLD CARD**

**Present your card at any  
Brush High School event  
for FREE attendance!**

SE-L School District residents 55 and older are eligible for Brown & Gold Card membership. Present your card at any Brush High School event for FREE attendance. To sign up stop by the Board of Education office at 5044 Mayfield Road, Lyndhurst, or email us at [gardner@sel.k12.oh.us](mailto:gardner@sel.k12.oh.us) or call 216.691.2016.

## South Euclid-Lyndhurst School District Board of Education

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Stay up to date on SE-L events at [www.sel.k12.oh.us](http://www.sel.k12.oh.us) and by following us on Channels 22 & 99.

You can also follow SE-L on

