Navigating the Future

» Toll Fellows: Passageway to Leadership

» Social Media: A New Course in Communications
63rd Annual Meeting of the Southern Legislative Conference

Winston-Salem, North Carolina

August 15-19, 2009

Featuring Plenary presentations by

Janet Cowell
North Carolina State Treasurer
Economic Turbulence and State Investment Strategies

Harry Markopolos
From Madoff to Medicare

M. Ray Perryman, Ph.D.
President, The Perryman Group, Texas
Generating Economic Development During Times of Extreme Fiscal Stress

PROGRAM HIGHLIGHTS

Program highlights for this year’s Annual Meeting include:

- an AgForum on food safety;
- a discussion of autism and schools;
- a review of the recent multistate effort to establish common core standards for education;
- an overview of high speed rail initiatives;
- a preview of issues related to the reauthorization of federal transportation legislation;
- a conversation on the South’s energy future;
- policy opportunities for bridging the rural-urban divide;
- new directions in farmland preservation;
- a review of the mortgage meltdown and state responses to it;
- an examination of resilient communities in the aftermath of natural disasters;
- a preview of the federal transportation bill and the successor to SAFETEA-LU;
- an overview of infrastructure trends;
- a review of the role of vocational rehabilitation and supported employment in the current economic situation; and
- a discussion of the rise of HIV/AIDS and teen pregnancy in the region.

Visit us at www.slcatlanta.org/NC2009.html for more information

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States Hope to Reap Benefits from Changes in Science, Technology, Engineering and Math Education
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Social media has changed the way state governments do business. Read the stories about how state officials are using social media in a series of articles beginning on page 8, then visit Capitol Comments, the CSG blog, to find out how Attorney General Rob McKenna uses the new media to communicate with his staff and constituents. Visit the State News Web site at statenews.csg.org and click on State Snapshots for a list of the nation’s governors and which of the top five social media sites they use: Facebook, MySpace, Flickr, Twitter and YouTube.

Check out details from sessions at the CSG regional meetings at Capitol Comments. The American Recovery and Reinvestment Act of 2009 provides more than $300 billion in potential funding for states and state-related programs.

The Council of State Governments designed StateRecovery.org as a service to states to quickly decipher potential funding opportunities and share best practices by tracking how executive, legislative and judicial branches of state government are responding to this historic legislation.

Look for the Capitol Comments indicator throughout the magazine to find Web extras on the CSG blog.

New State News Web site
Check out the State News’ Web site and gain access to online articles and special Web extras!

statenews.csg.org

capitol trivia

Question:
What state has the highest motor fuel excise tax rate?
What state has the lowest?

To find the answer, log onto the State News Web site at statenews.csg.org.
› **120 Days: How States Spent Stimulus in First Days**

States had 120 days to spend the first wave of stimulus funds on transportation, and that deadline has passed.

While some states are doing well in spending the money on meaningful transportation projects, “most states failed to fulfill pressing transportation needs,” according to a Smart Growth America report. Smart Growth America is a Washington, D.C.-based coalition of national, state and local organizations focused on improving the ways the nation plans and build towns, cities and metro areas.

Nearly one-third of the stimulus money, or $6.6 billion, went to building new road capacity, but a much smaller piece of the pie—only 0.9 percent was spent on public transportation, according to the report.

The report examined the $26.6 billion in flexible transportation money distributed to the states and Washington, D.C., taking a snapshot of stimulus spending reported to the federal government by early summer.

According to *The Washington Post*, more current figures than those used by Smart Growth America show that Virginia, for example, has now spent more money on pedestrian, bike and rail projects. Some of those weren’t reflected in the report, according to the newspaper.

For that reason, Virginia Transportation Secretary Pierce R. Homer, cautions about the use of the report and other such spending snapshots like it. Homer told *The Washington Post* that an analysis of spending priorities would instead be more appropriate next spring or summer, when the state has spent its entire $694.5 million in surface transportation.

The 50-state survey from Smart Growth America is available at http://www.smartgrowthamerica.org/documents/120days.pdf.

› **Green Jobs Grow Faster Than Others**

Green jobs are growing nearly two and a half times faster than jobs in general, according to a report released this summer by The Pew Charitable Trusts. That may explain why governors across the country, including Michigan Gov. Jennifer Granholm and North Carolina Gov. Bev Perdue, are knee-deep in their own work force and job training initiatives that focus on energy sector jobs.

According to Pew, the clean energy economy grew at a national rate of 9.1 percent, beating out the growth rate of traditional jobs, which grew by only 3.7 percent between 1998 and 2007. Job growth in the clean energy economy outgrew overall job growth in 38 states and Washington, D.C., during that same time period, according to the Pew report.

Through the Recovery Act, nearly $85 billion in direct spending and tax incentives for energy- and transportation-related programs is directed to the states, according to the report, and:

- 23 states adopted regional initiatives to reduce the global warming pollution from power plants;
- 46 states offer tax incentives encouraging residents and corporations to use renewable energy or adopt energy efficiency systems and equipment; and
- 29 states and Washington, D.C., have renewable portfolio standards, requiring certain amounts of power to come from renewable energy sources.

States Address ‘Sexting’

States are now dealing with what happens when a minor sends a sexually explicit photo—usually of themselves—in a text message to another minor. It’s known as sexting and at least three states have passed legislation specifically to carve out exceptions for teen sexting so the teens won’t be charged with child pornography or land themselves on sex offender registries.

Florida did not have such an exemption when one Orlando teen sent such a text.

Phillip Alpert was 18 when he sent a photo of his naked 16-year-old girlfriend—that she had taken and sent to him—to dozens of her friends and family after an argument, according to CNN. Alpert was charged with sending child pornography and is now required to register as a sex offender on the state’s registry, CNN reports.

Utah was the first state to change its laws to treat the offense as a juvenile crime, passing a bill that reduces the penalty for sending or receiving such a message for someone under age 18 to a misdemeanor, while those over 18 could still face felony charges.

Under similar legislation passed in Vermont, minors caught sexting would not be charged with a felony or forced to register as sex offenders as long as the picture was taken voluntarily and sent voluntarily by that person to another. Instead, offenders could face misdemeanor charges in juvenile court.

Similar legislation was passed in Nebraska and similar legislation is pending in Ohio with Senate Bill 103 and House Bill 132—both introduced this April, according to eSchool News, a newspaper covering technology news for educators.

Virginia and Oklahoma have also explored the issue.

States Work Force Agencies Step Up

Since the recession started, the more than 2,000 state work force and job placement agencies nationwide have seen nearly twice as many out-of-work employees walk through their doors, according to Stateline.org in early July.

And now the agencies are turning to retraining those workers for new jobs—not their old ones. Those efforts are boosted by $4 billion in stimulus funds, according to Stateline.org.

In Michigan, the state’s 25 Michigan Works! agencies are the one-stop gateways to Gov. Jennifer Granholm’s No Worker Left Behind program. Michigan’s unemployment rate reached 14.1 percent in May, according to the latest statistics from the U.S. Department of Labor’s Bureau of Labor Statistics.

The Michigan program offers free tuition at local community colleges for new job skills and is receiving an overwhelming response, according to the Michigan Department of Energy, Labor and Economic Growth Web site.

There are 78,000 people enrolled in the No Worker Left Behind program and 7,800 people on the waiting list to get job retraining through the program, The New York Times reported in July.

North Carolina, where the jobless rate reached 11.1 percent in May, according to the Bureau of Labor Statistics, received the OK to use Recovery Act dollars to fund the state’s $75.9 million Energy Plan to create green jobs, among other goals, according to a press release from the governor’s office.

Part of those funds will go to JobsNow, which focuses on retraining workers.

Tennessee, where the unemployment rate reached 10.7 percent in May, according to the Bureau of Labor Statistics, will use $29 million in stimulus funds to retrain 10,000 workers over the next two years, according to The Tennessean.
The Nation’s Top Connected Governors

When it comes to the big five social networking sites, some governors have it going on. From updating state residents on the governor’s news and events to sharing pictures and video, governors across the country are using Facebook, Twitter, Flickr and YouTube to reach out. The governors aren’t using Myspace, though.

In a YouTube video called “Social Media 101,” Gov. Rick Perry explains how people can use various social media sites to keep up with him.

Photo courtesy of a video posted on YouTube from Texas Gov. Rick Perry’s 2010 campaign for governor, Texans for Rick Perry.

› The Big 5
Governors who use four of the five major social networking sites

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› The Still Pretty Connected 9
Governors who use three of the five major social networking sites

“This transformation has allowed government officials to relate and interact with their constituents in a very informal, frequent manner.”

—Ben Self, Blue State Digital

Source: Charts were researched by Mikel Chavers surveying for Facebook profiles, Myspace profiles, Twitter accounts, Flickr use and YouTube use. The source for this social networking site information is based on information from the governors’ press offices. Press offices for all 50 governors were contacted and 31 responded to the survey. See more information from the informal survey at the State News Web site.
State Officials Connecting with Constituents in a Whole New Way

State officials across the country are using social media to get their message out in a whole new way. They’re also using what many are calling Web 2.0 to keep track of information they need to know.

By Mary Branham

When a professor at a regional Kentucky university gave inaccurate information about provisional ballots in the 2008 general election, Secretary of State Trey Grayson found out about it on Facebook.

He and his staff were monitoring the social networking site to keep tabs on the election. Some students at Western Kentucky University posted comments about the professor’s advice, and Grayson saw problems. Not only were the students’ votes not going to count—they were registered to vote elsewhere and couldn’t vote in Bowling Green, Ky.—but the precinct serving the college was running low on provisional ballots.

So the secretary of state’s office contacted the Warren County clerk, who is responsible for voting in
The New Public Sphere

Others use two or more. Thirty-one states responded to the survey, which is online at statenews.csg.org.

“Governor (Deval) Patrick believes strongly in the power of civic engagement—that government works best when citizens are invested and involved in government processes from beginning to end,” said Brad Blake, director of new media and online strategy for the Massachusetts governor.

Patrick is among the nation’s top connected governors—he uses four of the five major social networking sites, according to the State News survey.

That involvement is critical, said Minnesota Rep. Laura Brod.

“I just truly believe we are at a point in our history that people have got to pay attention because there’s a lot going on that impacts them and also impacts their future,” Brod said.

One way to get them to pay attention is to go where they are, Blake said. “We’re creating ways of getting information to people in the online space where they already are,” he said.

Where they are is Facebook, which has more than 200 million active users, half of whom log on at least once a day, according to the Web site. They’re also on Twitter,
with between 4 million and 5 million users, according to Marketing Charts, an online publication covering marketing trends. And those numbers are growing.

“It’s a no brainer for a politician to use the new media,” said Florida Sen. Dave Aronberg. “You’re not going to be misquoted if you are the one sending out your own communication. It’s also a great way to engage the voters in a two-way conversation.”

Aronberg and Brod regularly tweet—the term used for the 140-characters-or-less message sent on Twitter—to share news from the floor when their legislatures are in session. That keeps their followers up-to-date on issues of the day.

But both legislators found the use of Twitter and other new media led them in other directions.

“I was using it as a messaging tool and then it morphed into a linking tool,” Brod said.

The medium allowed her to link to people who agreed with her, as well as those who disagreed with her. “It was a very effective way of creating debate around issues,” she said.

Aronberg encourages dissenting opinions. “I don’t want to hear only from people who think like I do,” he said.

Getting the Message Out

While that interaction in a new type of public sphere is important, government officials are also finding the new media gives them the opportunity to get their message out to many more people.

When Grayson, Kentucky’s secretary of state, launched an online program to allow anyone in the state wanting to start a business to file the paperwork through his Web site, he promoted it in the traditional media—garnering some print and radio coverage—and in new media using Facebook and Twitter. In just a few months after launch, more than 20 percent of eligible filings were made online, he said.

Grayson primarily credits the new media for that adoption rate.

Blake from the Massachusetts governor’s office, said the media landscape is shifting and people who may have previously gotten their news through the traditional media—newspapers, television and radio—are now going online for news.

These social networking sites give information specifically to those who want it, those friends or followers tuned in to specific officials. Those officials often offer followers a choice in the way to get their news. Washington Attorney General Rob McKenna, for instance, maintains a blog, Twitter and Facebook accounts, and also posts videos regularly on YouTube, often about the consumer protection services his office provides.

“People like to consume information by video as well as by text,” he said. “I think there’s no question the public is better informed because there are so many more tools at our disposal.”

Those tools, for the most part, are free.

“We don’t have any spare dollars so the ability to use Twitter, Facebook, e-mail, the Internet, to get our
“(Gov. Arnold Schwarzenegger) is a regular twitterer and from what we can tell, the most followed governor.”
—Jeff Macedo, deputy press secretary for California Gov. Arnold Schwarzenegger

Some call it micro-blogging, but officially Twitter is a real-time short messaging service—referred to as "Tweets" or news/status updates—that works over multiple networks and devices, according to the Twitter Web site. Tweets, or the status updates, must be 140 characters or less and can be updated through text messaging, instant messaging or online. Along the same idea as the site’s tagline ("What are you doing?"), people can follow breaking news updates or they can track their favorite politician. Basically, users just sign up and then update their 140-character messages as often as they choose. By mid-summer, California Gov. Arnold Schwarzenegger had nearly 600,000 followers, those people subscribing to his Tweets. He’s the top-ranked state official according to followers, based on a list compiled by Twitterholic.com, a Web site tracking Twitter users. Schwarzenegger ranks 128 based on the number of followers, the Web site list shows.

Flickr is an online photo management and sharing tool—and politicians have been using it to share their photos of events and campaign images. Flickr users can upload photos and video—and take them down—from the Web, from mobile devices, from their home computers and from whatever software they are using to manage their content, according to the Flickr Web site. Users can share the images or video on the Flickr Web site, in RSS feeds, by e-mail, by posting to outside blogs or other ways, according to Flickr. For example, Wisconsin Gov. Jim Doyle just launched his Flickr account this summer—www.flickr.com/photos/governor-doyle—and the first photos to go up were from his June and July events, including a photo of the governor handing out healthy sack lunches to Madison, Wis., school children.

State government officials are using YouTube to broadcast their speeches, events and other campaign coverage. Anyone and everyone worldwide can upload original videos and watch videos on YouTube, according to the site. Users on the site broadcast first-hand accounts of current events, videos about hobbies and interests, and the quirky and unusual—and they are all out there to see, according to YouTube’s company information.

An informal survey by State News of the governor’s offices found no governor has a MySpace page—although there are still some state government politicians on the site. Users can create unique personal profiles through the site to find and communicate with friends, according to the MySpace user agreement. They can share photos, blogs, video and pictures. Politicians are also able to host their own MySpace profile—and that was going on particularly with the 2008 presidential election. Politicians included features such as fundraising widgets and places to sign up for support on their profiles.

Facebook now has more than 200 million active users worldwide who use the site to connect with friends, family and co-workers. Users can share messages, photos, videos and news, update status messages and more, as well as keep up-to-date with life in their circle of friends real time. Each profile page contains a wall that acts as a message board for the user’s friends or supporters. Political figures can set up their own profile pages where other users can click to support them. Kentucky Secretary of State Trey Grayson has a Facebook page (he has nearly 4,000 Facebook supporters) where he regularly uploads videos and news updates, and lists his favorite movies, favorite music and interests. Who knew one of Grayson’s favorite movies was "Caddyshack"?

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So You Want to Connect ...
message out is huge,” said Grayson of Kentucky.
And while the tools are technology driven, they’re not difficult to pick up, said Brod, who admits she’s “not overly technologically adaptive.”

Nor should the new media be considered simply technical or “Web stuff,” said Blake.

“These are pretty major cultural changes, not simply technology issues,” he said.

Blake works, for instance, with the governor’s press office to use Twitter to get messages out, and with the constituent services staff to answer questions from Massachusetts residents.

“It’s not about the technology at all,” he said. “It’s about what you do with it.”

Getting to Know You
A side benefit of social media is that constituents see their elected officials as a person and not just as a legislator or secretary of state or attorney general.

Brod said she mixes in personal tweets with legislative news. “For me, it’s also a tool I can use so people can see me as a very well-rounded, but very busy and very normal individual,” she said.

“Sometimes I think people think state legislators do nothing other than legislate.”

But painting an accurate picture requires an authentic interaction—that means the named sender has to actually send the message, and not an intermediary, said Aronberg.

“People want to see their elected officials as real people and not as staged candidates controlled by pollsters and spinmeisters,” he said.

But even that requires some personal vetting of information.

Grayson once commented on the play of a University of Kentucky basketball player during a loss by the Wildcats. That created a “Twittergate” controversy of sorts, he said, and made national news.

“I expressed an opinion as a fan and forgot I’m secretary of state,” he said. The incident was a good reminder that an official is always an official when he’s making comments, said Grayson. “It was a reminder that my opinions might matter a little bit more too,” he said.

That in itself may show the power of these social media, and the importance they may play in government, according to Self of Blue State Digital. And those still holding out need to get past their hesitation, he said.

“You can do it now or you can do it later but you’re going to have to do it someday,” he said. “It’s just about getting over the mental stumbling block of doing things a little bit differently.”

—Mary Branham is managing editor of State News magazine.

Old Rules, New Media
Open Records Laws Apply to Government Business, Regardless of Outlet

When Minnesota state Rep. Paul Gardner tweeted from the House floor about two colleagues in May, he was hit with ethics charges.

His colleagues, Tom Emmer and Mark Buesgens, said Gardner’s comments on the social networking site Twitter violated the spirit and letter of the ethical rules of the Minnesota House of Representatives, according to Minnesota Public Radio. The ethics committee agreed and recommended Gardner make an oral apology to the House of Representatives.

Gardner also canceled his Twitter account, MinnPost.com reported.

His lesson is one that could serve others well.

With Facebook, Twitter and other new media, government officials have a whole new arena for communication with their constituents. But they also have to play by the old rules applying to ethics and the law.

Alexis Lambert, sunshine attorney for Florida Attorney General Bill McCollum, said officials—regardless of level of government—must remember that.

“The medium is never as important as the content,” said Lambert. “The content is the key.”

That means if a Facebook or MySpace page, Twitter or YouTube account deals with government business, it’s subject to the same rules as official government documents created in the traditional way, Lambert said.

McCollum’s office in April issued an opinion at the request of the city of Coral Springs, Fla., which started a Facebook page for the city. The city asked if the page would be subject to all the administrative rules that apply to open records.

The rules apply regardless of the medium, according to Lambert.

“The city would have to make sure they maintain that page, that they archive screen graphs on a daily basis and stay within archiving rules of public records,” Lambert said. She said the city’s “friends list” on Facebook is also open to inspection.

While the ruling only applies to government agencies and officials in Florida, Lambert said many states often follow Florida’s lead in open records cases.

“The real thing that government agencies need to be paying attention to is just making sure elected officials, members of boards are not using the technology as a way to get around open government laws,” Lambert said.

And officials need to determine the purpose of their page or account. Pages for personal use don’t fall under the same scrutiny as those for official government use. The laws also don’t apply to a politician’s campaign account in any new media.

But Lambert cautioned officials to stick to the original intent of a page. Once government business is discussed on a page, she said, that page becomes subject to the state’s sunshine laws.

She thinks it’s a good idea to keep personal and government e-mail and accounts completely separate, and advises elected officials and public servants to be careful with what they say on these sites—commonsense rules that anyone should follow.

“Really if you don’t want your grandma to read it, don’t tweet it,” Lambert said.

—Mary Branham
The New Disaster Dialogue

Social Media Has Taken Some in the Emergency Management Community by Storm

New media sites like Twitter and Facebook are allowing people to stay up-to-date in times of disaster. But emergency management officials believe the new communications strategies also present challenges.

By Alexa Noruk and Beverly Bell
It was a whole new way for the Arkansas emergency management department to communicate with the public during the April tornadoes. For the first ever, the agency used Twitter to share real-time updates with those in the path of the tornadoes.

Dave Maxwell, director of the Arkansas Department of Emergency Management, said it makes sense to use these social networking sites to communicate information.

“People are using Internet sites like Twitter to get real news,” he said. “This means that we need to join these sites to make sure the public receives accurate information about what is going on.”

And those sites offer one other benefit: Maxwell said even when the power went out, residents were able to stay current on information because Twitter provides the option of sending alerts to cell phones.

“Twitter has proven to be a valuable resource when it comes to getting information to the public during a disaster,” he said.

But even with the benefits, there are questions. Emergency management offices need to decide which social networking sites to include in their communications strategy, how to balance those with traditional communications methods, and how to ensure inaccurate information doesn’t create havoc.

The warning came through, loud and clear:
People in the Mena need to get to their storm shelters now to take safety measures
9:05 p.m., April 9 from TinyTwitter

The tiny tweet was followed by information needed by those in the storm-ravaged areas of Arkansas.

@artornado: shelters have been set up in Mena. 1) Dallas Ave Baptist Church: 300 Dallas Ave 2) 1st Assembly: 2221 Souttherland
11:04 p.m., April 9 from twhirl

Twhirl is a desktop program that allows users to cross-post updates on various social sites, including Twitter.

@artornado: Governor Beebe has sent 30 Arkansas National Guardsmen to assist with security in Mena
11:29 p.m., April 9 from twhirl

RT @ARForestryComm: crews in Polk, Little River, Howard, Montgomery and Pike meeting at staging area to find out where assistance is needed
11:04 a.m., April 10 from twhirl

Reaching Out in Disasters
Arkansas isn’t alone in using new media to get the message out in times of disasters.

The District of Columbia Homeland Security and Emergency Management Agency used Twitter to communicate with residents and visitors during the weeklong celebration for President Obama’s inauguration.

In addition to Twitter, The Florida Division of Emergency Management started posting daily and weekly situational reports on YouTube in January as a way for Floridians to get the latest information on any kind of hazard or weather event.

These agencies are realizing one clear advantage of social media: Because disasters can happen at any time, sites like Twitter and Facebook provide fast, diverse communication to a wide audience. Emergency managers can now distribute vital notifications to thousands in a matter of seconds by hitting the send or post button. And they have the opportunity for a two-way dialogue between government officials and the public.

“Using Twitter … we’re now able to get feedback on our public information efforts in real time without waiting for an op-ed in the weekend newspaper,” said Florida Division of Emergency Management
Director Ruben Almaguer. This allows officials to correct erroneous information and make adjustments to response efforts.

Dialogue can also be helpful in recovery after a disaster or emergency. Updates on the availability of lifesaving ice, water and food can direct survivors to staging areas and problems can be communicated immediately to the government.

**Social Networking Challenges**

But using social networking in emergency management poses special challenges, according to Leyisia Palen, a computer scientist at the University of Colorado-Boulder. State emergency management agencies must decide how to manage the growing number of communication options, she said.

“Social media isn’t a guaranteed benefit for any organization,” she said. “Using social media amounts to more of a seismic change (in the way they communicate).”

An earlier and significant shift occurred with the advent of 24-hour news channels, which transformed disasters from isolated, local experiences to events on a world stage. Now, social media is taking it to the next step, providing as-it-happens reports from those on the scene and answer questions from interested friends and relatives trying to find answers.

That need to know now is one of the stumbling blocks for states, according to Palen. Constant monitoring and input requires staff, which is particularly challenging in the current economic environment. For its part, Florida emergency management relies on the cross-training of personnel to handle the traditional as well as social media.

There are also real concerns about the importance of maintaining “official” news sources, especially in a disaster scenario. Before a state emergency management agency releases critical alerts, it must check with many levels of state and local government. Darnell isn’t sure how this strict protocol can incorporate social media without losing the spontaneity inherent in the latter.

“The very thing that makes (the emergency management community) effective is the structure that social media, such as Twitter, eliminates,” he said.

If official word isn’t available, those impacted by a disaster will seek answers wherever they can get them. “When official sources aren’t enough, people will take measures into their own hands,” said Palen. “Who knows if that source will be accurate?”

Related to this is what can happen when one false message—either deliberate or accidental—is sent over a social network. In a disaster, people can get hurt and lives can be lost if bad information is circulated. It can also ripple through traditional outlets and require valuable time in damage control.

Another issue is that the law governing public information is out of sync with the regulation of social media. “How does social media communication fit into the larger open government policy?” asks Almaguer.

Communication methods are changing faster than the policy and statutes overseeing it. Almaguer believes government agencies must understand this and be ready to justify their information decisions after the fact.

A fickle public can also pose a problem. During the lead-up to the 2009 Presidential Inauguration, tens of thousands flocked to the D.C. agency’s portals, including its official Web site and Twitter feed, Darnell said. After the parades and parties, the number of followers dropped dramatically. The agency will continue to use Twitter, but Darnell believes the key for state emergency management is determining how to stay on the public’s radar when there isn’t a disaster.

Renee Preslar from Arkansas Emergency Management agrees. “If you stay relevant and consistent in your messages, you can keep interest and form relationships,” said Preslar, the agency’s deputy public information officer. “If you are only visible when the tornado hits, your audience isn’t going to be as engaged or responsive as they should be.”

**Social Media is Here to Stay**

Regardless of the challenges, social media is here to stay, experts say. “This is a phenomenon that we can’t just put back in the box,” said Darnell.

Harvard Business Publishing in June reported that more than half of Twitter users tweet only once every 74 days, raising questions about the site’s long-term appeal. But Twitter grew by 752 percent in 2008, representing an increase of unique users to 4.43 million in December, according to Compete.com, which studies Web site usage. In contrast, Facebook claims that of its 200 million users, 100 million log in at least once a day.

Even worries about a generational divide over these technologies are diminishing. Facebook’s fastest growing demographic is age 35 and older. According to Insidefacebook.com, an independent blogger that tracks Facebook statistics, within the 35 and older segment, the group growing the most is women 55 and older.

“We don’t often stop to think about it, but how did we adapt to news media or using 9-1-1?” Palen said. “In 10 years, the 20-somethings will be 30, and then 40. The shift has to start somewhere.”

Almaguer believes the technology changes emergency management is witnessing are normal and constant. “Back in 1992, when Hurricane Andrew hit, (the Florida Division of Emergency Management) was cutting edge, using early computers … and that wasn’t that long ago,” he said.

Adopting Web 2.0—the term used to apply to the new generation of Web development and design—doesn’t mean abandoning the traditional for the trendy. It’s about leveraging current information platforms, and being visible to as many groups of people as possible.

“We have to go where the masses are,” says Almaguer.

It’s a lesson the Federal Emergency Management Agency is learning as well. FEMA is establishing a presence on various social media sites. That activity is likely to kick into a higher gear because the new FEMA administrator, Craig Fugate, was an avid fan of social media in his previous position as the Florida director.

The only certainty for social media users and skeptics alike is that disaster communication will continue to evolve.

“(Social media) will become so normal, and will no longer pique the interest of researchers, making the task of understanding and harnessing the technology all that more important now,” Palen said.

—Alexa Noruk is a legislative policy analyst and Beverly Bell is senior policy analyst for the National Emergency Management Association.
NEW MEXICO WELCOMES LAWMAKERS TO THE LAND OF ENCHANTMENT

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Sex education has taken on a whole new venue: Some states offer teens the ability to ask questions and get answers through text messaging services and Web sites.

By Tim Weldon

The text comes in: *I’m 14 and am going to lose my virginity but am not on birth control. Am I at high risk for pregnancy?*

The response: *Yes. A sexually active teen who does not use birth control has a 90% chance of becoming pregnant within a year. You need to use protection. Even if you don’t become pregnant you are still at risk of an STD.*

This actual interchange is an example of information provided through the Birds and Bees Text Line, funded by the state of North Carolina. Teens can text a question about sexuality and get an answer, usually within 24 hours. The phone numbers are deleted and the entire process is anonymous.

Communicating information about sexual relationships, pregnancy and sexually transmitted diseases has come a long way from the days when teenagers learned about those topics through sex education textbooks or pamphlets in school, or, if they were fortunate, through face-to-face conversations with their parents in their living rooms after dinner.

Even the more recent and increasingly graphic sexual health information published in teen magazines or broadcast on television networks appear to be passé. Now, a growing number of teenagers send and receive text messages by the dozens, belong to multiple online social networking sites, and use blogs, widgets and Twitter, which have only
recently joined the lexicon of tech-speak. These media have become new avenues to send or receive sexual information.

As teenagers turn to these digital sources of information—the new media—public health officials are finding a golden opportunity to inform young people about preventing unplanned pregnancy and STDs.

Birds and Bees Texting

In North Carolina, which has one of the nation’s highest teen pregnancy rates, the Adolescent Pregnancy Prevention Campaign of North Carolina developed the Birds and the Bees Text Line to answer questions about sex, relationships and STDs. North Carolina’s General Assembly earmarked approximately $250,000 for the campaign, and $5,000 of that funding is used to operate the Birds and Bees Text Line.

And the questions are still coming in.

Text question: Is it legal for a 17-year-old to be with a 14-year-old?
Text answer: It is legal but is it a good idea? … It’s best to stick with someone your own age.

Text question: If you have sex under water do you need a condom?
Text answer: Yes, use a condom to protect against pregnancy and STDs every time you have sex.

In its first three months, the Birds and Bees Text Line received approximately 700 questions. Kay Phillips, the line’s director, said 11 staff members are trained to provide non-judgmental answers to the queries. “Our purpose is to reduce teen pregnancies and STDs,” she said. “The purpose is not to teach kids how to have sex. … Our purpose is to help these kids learn and make better decisions.”

Pushback from Parents

Phillips acknowledges, however, she has received criticism at meetings throughout North Carolina. That criticism often comes from parents who oppose a program that enables their children to receive information about sex, including contraception, from anonymous staff working for a publicly run program, particularly since North Carolina mandates abstinence-only sex education curriculum in schools.

“I totally agree that (talking about sex) should be done in the home, but the reality of that is that it is not being done in the home,” Phillips said. She adds, “If there is an opportunity, we … encourage them to talk to their parents. But as you know, not every person out there has a happy family life.”

Bill Albert, chief program officer for the National Campaign to Prevent Teen and Unplanned Pregnancy, also known as The National Campaign, agrees information about sex should come from parents. But that doesn’t always happen.

“Sometimes a young person might have a question that they are too frightened to ask their parents,” Albert said, referring to the Birds and Bees Line, “And they are going to ask somebody, and I’m pleased that a responsible group is trying to answer them.”

But Albert also has pointed comments for parents who categorically oppose the use of new media to provide information about sex and relationships to teens.

“I don’t understand in this day and age this antiquated notion that a lot of parents have that ‘I can shield my kid from topic X.’ I think that is almost impossible in this day and age,” he said.

The National Campaign launched a Web site for teenagers that provides information about sex, pregnancy, relationships and STDs. During May 2009, the Web site, www.stayteen.org, included situational quiz questions. More than 400,000 people participated. The Web site also operates a widget, which can be embedded in a teenager’s social networking site, such as Myspace or Facebook, to provide them with a link to credible sexual information every time they use their social networking pages.

The National Campaign’s Web site also allows young people to ask nonmedical questions about sex and relationships. Albert points out one of the values of Web 2.0—the term used to apply to the new generation of Web development and design—is the interaction it provides, inviting comment and conversation from teenagers about sensitive subjects.

He acknowledged the Internet contains considerable misinformation about sexual health, but he believes www.stayteen.org is a way to combat potentially harmful information.

Reaching Teens Where They Are

The problems of teen pregnancy and STDs among adolescents and young adults are well-documented. According to the Centers for Disease Control and Prevention, after declining steadily between 1991 and 2005, the teen pregnancy rate is again increasing nationally. In 2007, there were 42.5 births per 1,000 females in the 15- to 19-year-old age group. It marked the second consecutive year the teen pregnancy rate increased.

Adolescents and young adults also account for the highest reported rates of two STDs—gonorrhea and chlamydia, according to statistics from the Centers for Disease Control and Prevention. Young people ages 15 to 24 have five times the
reported chlamydia rate and four times the reported gonorrhea rate as the general population, the CDC reports.

Public health officials are discovering that using forms of the media popular with young people—such as cell phones, the Internet and social networking sites—is one way to provide information that might help prevent an unwanted pregnancy or an STD.

“We’re pretty slow, especially in public health, to get on the bandwagon,” admits Rachel Kachur, health communication specialist for the CDC. “And I feel we’ve done a decent job of figuring out how to be in these spaces, because we have to put accurate, useful information out there in order to compete with all that other stuff that’s out there.”

Kachur insists that adolescents want information about sexual health, but don’t always know where to access reliable and nonjudgmental facts. She believes the new media have the potential to reach many of them.

“Kids go online to get health information, and one of the main topics they’re looking for is sex and sexuality,” she said. “Kids are using the Internet for health information. … It’s up to us to provide them with reliable information and credible resources.”

Children and adolescents between the ages of 8 and 18 consume an average of 44 hours of media time per week, according to Albert from the National Campaign to Prevent Teen and Unplanned Pregnancy. He points out that’s more time than they spend in school and more time than most young people spend with their parents. “Teens are already knee-deep in cyberspace. Why would you not try to reach them there?” he asks.

Kachur believes the use of new media offers young people a way they can “feel normal” about their sexual development.

“When kids are coming into their own sexuality and trying to figure out who they are, they can find others like them online. That’s really important when you think back at how difficult it is to be a teenager and trying to fit in,” Kachur said.

Other Programs Join the New Media

Deb Levine, executive director of California-based ISIS Inc., a nonprofit organization focused on developing technology for promotion of sexual health and healthy relationships, was instrumental in the creation of GoAskAlice at Columbia University in 1993, believed to be the first Web site where people could anonymously ask questions about sexual health issues. More than 15 years later, she is still encouraging policymakers to embrace technology as a means of providing sexual information to young people.

“The computer and technology is not a panacea,” she said. “It works best in combination with other ways of reaching young people. … So it’s not that this is going to replace other ways that we communicate, but it’s a complement to other services that we’re providing.”

Through a CDC-funded program, the New Media Institute at the University of Georgia led an effort in 2008 for students from seven colleges to produce videos that can be broadcast onto someone’s cell phone to fight the spread of HIV. What came from that program is The AIDS Personal Public Service Announcement project, designed to increase awareness of the importance of HIV testing and to encourage young people to get tested.

“They’re spending more time on the phone than with any other medium. It’s a device that is constantly with them,” the institute’s director, Scott Shamp, pointed out. “That’s where they’re going for answers. That’s why we need to make sure that those answers are easily available and that they’re accurate. And that young people can make the right decisions based on that information.”

Nevertheless, technology hasn’t quite caught up with Shamp’s project. He says less than 5 percent of the population owns cell phones capable of receiving the videos broadcast by his students. Currently, the videos are primarily available on YouTube. As technology evolves, however, Shamp believes it will become easier to get the videos to young people’s cell phones.

Other projects using new media to provide information about sexual health issues include the ‘KnowIt’ campaign and HIV testing locator, a collaborative project between the CDC and the Kaiser Family Foundation. It allows users to text their zip code to “KnowIt” (566948) and receive a text message identifying the location of a nearby HIV testing center. Those without cell phones can receive the same information online at www.HIVtest.org.

In California, ISIS partnered with the California Family Health Council and the California Department of Public Health to create a text messaging program called HookUp. To use the service, users text ‘hookup’ to the phone number 365247 and are signed up for weekly health tips. Each tip provides information to help users locate local clinics for STD testing and reproductive health services.

Inspot.org, also run by ISIS, operates in 12 states and 12 metropolitan areas to allow users to find local STD testing resources. It also permits users who are diagnosed with an STD to notify past sex partners so they can be tested. The infected person has the option of remaining anonymous, as 80 percent of the site’s users do, according to Levine of ISIS.

Kachur with the CDC believes policymakers are missing a tremendous opportunity if they don’t use new media for STD and pregnancy prevention programs.

“I think in any health promotion program that has any money going into any policy related to STD prevention or pregnancy prevention, there should be a new media component to it,” she said. “If you’re going to do a health campaign, there should be a piece that provides funding for new media. … It can’t be a novel thing anymore. It is what it is. Kids are the first ones to adopt it. If we want to reach them we’ve got to be in these places.”

—Tim Weldon is an education policy analyst with The Council of State Governments.

“Kids go online to get health information, and one of the main topics they’re looking for is sex and sexuality.”

Rachel Kachur, Health Communication Specialist | Centers for Disease Control and Prevention

www.csg.org
How is social media—Twitter, Facebook, YouTube—changing government?

“(The Internet and social media) allow for large groups of individuals to collectively exert their beliefs and kind of influence over a set of elected officials or politicians in a way that they hadn’t been able to organize before. While previously that influence was left to lobbyists or large fundraisers, now suddenly you have governments and elected officials who are responsible to a large number of constituents, which I think is a good thing for democracy overall.”

What benefits do these new media have for government officials and the public?

“From a citizen standpoint, being able to be more in touch with what is going on statewide or with elected officials is a great thing. It all comes down to tearing down walls—walls that have stood for a long time between citizens and the government that is there to support and help them.”

What should officials consider when setting up a Facebook, Twitter or other social networking account?

“Number one is make sure you have real reason for doing it. There are plenty of people doing it just to check the box. At the end of the day that doesn’t really gain you anything. It kind of loses credibility with people who had hoped to have a better kind of interaction with you.”

How do you achieve the goals you set for these networking sites?

“In most cases, that means you need to have a real, authentic interaction with people online. It’s not just a new place to push out press releases. It’s not just a new place to say the same sort of things you say or to link to media coverage or to link to new polls. It’s a place to help build support for you whether you are an organization or a state level politician. And you build that support the same way you build support from someone in person. It’s in some ways no different than a rally where you go around and shake a bunch of people’s hands and meet them and speak to them.”
What does social networking hold for the future of politics and government?

“It is the wave of the future, maybe not necessarily Twitter or Facebook or any one of the individual tools, but people now have learned through the Obama campaign—and otherwise—to interact with their elected officials in a very different way. It doesn’t matter whether you’re running for city council, state house, state senate, governor, whatever it is you’re running for.”

Where do you start?

“… the basics are really important, so having a good Web site with a professional design and ability to interact and engage with people and to tweak and make changes to the Web site on a quick and efficient basis is incredibly important. … And then you can reach out and do other things like YouTube and Twitter and Facebook, which you can use to help drive traffic to your Web site and to engage with people who might be on the sites themselves.”

How do you pick a networking site to use?

“You have to really start with goals. … Then you go to the most trafficked site whether it’s YouTube, Facebook or Twitter and use those to build supporter lists and reach out to people through social networks to reach other individuals and then to drive them back to your Web site where you can ask them for the key things. It depends on what your goal is.”

Are there things officials should consider before launching these sites?

“From an image perspective, a lot of politicians have learned this, anything you do now is recordable and uploadable to the Internet in 20 minutes. … So you have to remember that everything you’re doing is in public and treat it as a public medium. That said, you don’t want to have every word and every line you type vetted through 15 different lawyers, because then you lose not only your timeliness but also the authenticity and realness of the interaction. It’s a tough balance.”

Are there drawbacks for public officials using these sites?

“Obviously when you open up your area for feedback, you have to be prepared to get feedback. … Communication is one-tenth of the work and nine-tenths is actually dealing with the results of that communication.”

What advice would you give to a legislator or governor’s office or agency for using new media?

“I think first I would not be distracted by the latest and greatest trends, and instead focus on the building blocks correctly. Make sure you have a Web site that looks like it’s new and modern … and make sure you’re communicating. Have easy ways for people to join your e-mail list and communicate with that e-mail list regularly in an authentic, timely and engaging manner. Once you do those things and are doing those things regularly, then I think you can start looking at external sites …”
A Message from the CSG Executive Director

State leaders today are often confronted with issues that are not easily resolved but who answer to a public that want change to happen quickly. Technical fixes are often embraced before leaders take the opportunity to clearly diagnose a problem and consider all the factors that will allow them to craft real solutions. Adaptive leadership, however, is more beneficial and produces better results but the incentives in political systems often discourage it. By learning more about this leadership model, public policymakers will gain insight into how best to respond to problems and how to be truly effective in crafting solutions.

—David Adkins

The Henry Toll Fellowship Program is one of the nation’s premiere leadership development programs for state government officials. Founded in 1986 and named after CSG founder and Colorado legislator Henry Wolcott Toll, Toll Fellows is the only program of its kind that serves all three branches of state government from across the country. The program serves to equip talented state leaders with the skills and strategies to meet the challenges ahead. Each year’s class includes 40 of the nation’s emerging state leaders, 10 from each of CSG’s four regions.
CSG EAST | Eastern Leadership Academy
Sept. 13-17, 2009

Each year, 40 state officials from the 15 Eastern region member jurisdictions gather in Philadelphia, Pa., for the Academy. This select group of state officials from all three branches of government receive training to enhance leadership skills and study the most significant policy issues facing the states today. The Council of State Governments Eastern Regional Conference holds this conference in partnership with the distinguished Fels Institute of Government at the University of Pennsylvania.

For more information on ELA, contact Michelle Shiwamber at mshiwamber@csg.org or (212) 482-2320.

MATTHEW DUNLAP’S KEY TO EFFECTIVE LEADERSHIP »

“Assume all responsibility singly, and broadcast credit widely. You can’t do it alone, so don’t pretend you do. But if something goes wrong, be the public face; apologize, outline what corrections are being made, and support your people.”

JAMES ELDREDGE’S FAVORITE LEADERSHIP QUOTE »

“Few men are willing to brave the disapproval of their fellows, the censure of their colleagues, the wrath of their society. Moral courage is a rarer commodity than bravery in battle or great intelligence. Yet it is the one essential, vital quality for those who seek to change a world that yields most painfully to change.”

— Robert F. Kennedy

Catherine Benham | Assistant Fiscal Officer, Vermont

Catherine Benham has always been a proponent of education finance and health care reform. Benham has worked in Vermont’s nonpartisan legislative Joint Fiscal Office since 1993 and as the associate fiscal officer since 1995. She started and managed a legislative commission bringing about reform initiatives for those two issues and helped develop the Vermont Energy Efficiency and Affordability Act, which took effect this year.

Benham made a commitment to public service to help people. She said she was influenced by the "opportunity to work on current issues that could have an immediate and direct impact on citizens" and hasn’t been disappointed.

Matthew Dunlap | Secretary of State, Maine

Matthew Dunlap knows from experience the importance of the interbranch cooperation and communication that is embodied by the Toll Fellows Program. Dunlap served four terms as a state representative before moving to the executive branch where he is serving his third term as secretary of state.

This multi-branch experience gives Dunlap a unique perspective on state government, and he said communication is a key to success in public service. Whether in the legislature or the cabinet, Dunlap has worked hard to listen to his constituents and to stay in touch with the needs of the people he serves.

James Eldridge | Senator, Massachusetts

For James Eldridge, politics is personal. Eldridge—a first-term senator who served three terms in the Massachusetts House—said his mother set an example for public service by the enormous impact she had on dozens of lives as an elementary school teacher.

During his first term in office, Eldridge fought for a one-time death benefit to compensate for lack of life insurance coverage offered at the time of a firefighter’s death. Eldridge also fought to require Massachusetts municipalities to hold life insurance policies for volunteer firefighters.

Eldridge also has a personal interest in health care reform, and worked tirelessly on Massachusetts’ state health care reform in 2006.

Jennifer Gonzalez-Colon | Speaker, Puerto Rico

The decades-long grassroots movement to make Puerto Rico the 51st state led Jennifer Gonzalez-Colon to run for office in 2002. Since becoming the speaker of the House this year, Gonzalez-Colon has presented legislation on this issue and looks forward to working with Congress and the White House to seek a resolution. Her colleagues in the Capitol think Gonzalez-Colon capable of living up to her goals.

In addition to her desire to see Puerto Rico realize statehood, Gonzalez-Colon, of San Juan, hopes her service in the House will provide an example that will inspire future generations to enter public service.
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<th>**Terry Hayes</th>
<th>Representative, Maine**</th>
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<td>Terry Hayes of Buckfield, often seeks the role of convener. She believes it's important to bring members of both political parties together to face the tough problems facing her state. Hayes, despite having served in the legislature only two years, knows that bipartisan effort will be needed to address the budget crisis facing Maine, and most other states. Hayes said the rising costs of health care and education contributes to the lion's share of her state's budget woes.</td>
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<th>**Peter Leishman</th>
<th>Representative, New Hampshire**</th>
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<td>After returning to his hometown of Milford after college, things had changed and Peter Leishman wasn’t happy about some of the changes. That’s what led him to politics, he said. After several terms in local office, Leishman first ran for statewide office in 1996, and has served in the state legislature for 13 years. Leishman, who owns and operates a shortline railroad, has worked on legislative initiatives in rail during his time in office, including House Bill 1404, which addresses commuter rail liability insurance issues. He believes without this legislation, the reintroduction of commuter rail to New Hampshire would have been nearly impossible.</td>
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<th>**Ian McConnel</th>
<th>Director, Department of Justice, Delaware**</th>
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<td>Former Marine Ian McConnel is working within Delaware’s current budget constraints to start the Delaware Consumer Protection Council, a body that meets regularly to coordinate consumer protection efforts across the state. “I hope to create and build relationships across state lines,” he said. “These challenging economic times highlight the need to leverage collective resources to meet our goal of protecting our citizens.” McConnel, a native of Philadelphia, also organized the first Mid-Atlantic Regional Attorneys General Consumer Protection Conference to bring together regional stakeholders in the field of consumer protection. McConnel has served as director of the Consumer Protection Unit at the Department of Justice in Delaware since July 2008.</td>
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<th>**Nellie Rivera-O’Reilly</th>
<th>Senator, Virgin Islands**</th>
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<td>As the only female senator in the Virgin Islands legislature, Nellie Rivera-O’Reilly seized on the themes of change and hope during the 2008 presidential election to embark on her first bid for a seat in the Virgin Islands Senate. Rivera-O’Reilly of St. Croix is dedicated to representing the underserved populations—namely women, children and the homeless. She is working to pass legislation that would create the Children’s Ombudsman Office, which she hopes will help protect the rights of children in her territory. She also hopes to change the political landscape in the Virgin Islands by helping encourage more women to seek elected office.</td>
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<th>**Jeffrey Shaw</th>
<th>Legislative Aide, Connecticut**</th>
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<td>Jeffrey Shaw has worked on many issues as a Connecticut House legislative aide for the past four years, but his greatest influence may be his impact on increasing the use of technology to improve communications across Connecticut government. He’s helped develop a new e-mail response messaging system and electronic newsletters, and to incorporate video and audio files on the legislature’s Web site. Shaw entered public service because of his interest in global warming in college. His growing concern about the effects of global warming in his lifetime and beyond led him to seek his first elected office on his local town committee in Fairfield.</td>
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<th>**Raymond Williams</th>
<th>Chief of Staff, Virgin Islands Lieutenant Governor**</th>
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<td>Raymond Williams wears many hats as he serves the people of the Virgin Islands. In addition to his role as the chief of staff to the lieutenant governor, Williams serves on the Public Services Commission and is also an elected member of the Board of Elections. Williams worked for two years to make the Public Services Commission more efficient and effective. As a member of the Public Services Commission, he worked to hire staff to fill the engineering, public relations and legal needs of the organization, previously covered by costly consultants. His efforts have greatly reduced the operating budget of the commission.</td>
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**JEFFREY SHAW’S FAVORITE LEADERSHIP QUOTE**

“A leader leads by example, whether he intends to or not.”

— John Quincy Adams

**RAYMOND WILLIAMS’ BEST PIECE OF ADVICE**

“Always maintain respect and humility as you successfully ascend in life such that you never know when you may be right back where you started.”
CSG SOUTH
Center for the Advancement of Leadership Skills
Oct. 3-7, 2009

The Council of State Governments Southern Legislative Conference is in its third year of offering a revamped leadership program, the Center for the Advancement of Leadership Skills, known as CALS. Nominations are solicited from 10 of the region’s 16 states on an alphabetically rotating schedule. Each class of 30 participants from each of the 10 states comprise the class. Unique among CSG leadership programs, CALS rotates among university partners in the region.

For more information contact Lori Jones-Rucker at ljones-rucker@csg.org or (404) 633-1866.

ANGELA COCKERHAM’S FAVORITE LEADERSHIP QUOTE »

“Leadership is not magnetic personality that can just as well be a glib tongue. It is not ‘making friends and influencing people,’ that is flattery. Leadership is lifting a person’s vision to higher sights, the raising of a person’s performance to a higher standard, the building of a personality beyond its normal limitations.”

—Peter F. Drucker, political economist

JOSEPH DOYLE’S FAVORITE LEADERSHIP QUOTE »

“There is no limit to what you can accomplish or how far you can go, if you don’t care who gets the credit.”

—Robert Woodruff, Coca-Cola

Beth Chapman | Secretary of State, Alabama

For Beth Chapman, the key to effective leadership is “to view leadership as a gift of service to help others, not a right of passage for self-promotion,” she said. As such, she’s been dedicated to electronic voting in her three years as secretary of state.

“It is my belief that electronic voting is the future of democracy,” said Chapman, of Greenville. “It will bring many challenges, including protecting the integrity of the ballot and ensuring the trust of the voters. It is a new world, but one that must be explored for the furtherance of democracy.” Under her lead, the Alabama Department of State’s business division now offers online filings.

Angela Cockerham | Representative, Mississippi

Angela Cockerham was first elected to the Mississippi House in a 2005 special election. She was re-elected to her first full term representing the state’s 96th District, which includes Magnolia, where she lives, in 2007. Cockerham recognizes open lines of communication are essential to serving her constituents. During the legislative session, she updates her district with a weekly radio broadcast as well as with numerous speaking engagements.

“Throughout my years serving in the legislature, I have learned that my constituents and state at large want to be informed,” said Cockerham, “and they want the ability to have their opinions heard. I strive to make my constituents active participants and beneficiaries of government.”

Jean Davis | Director of International Trade Division, North Carolina Department of Commerce

Jean Davis, a native of Boston, may work for state government but her focus is global. Domestically, North Carolina is known as the leading producer of textiles and furniture. It is Davis’ goal that one day the state will carry the same reputation overseas.

“During these rough economic times, our tendency is to retreat into our shell, and perhaps throw up protectionist measures, but my goal is to continue to show the positive change the state can experience from international engagement,” said Davis, who has served as trade director for two years.

Joseph Doyle | Administrator, Georgia Governor’s Office of Customer Service

Georgia’s voluntary turnover rate is 6.6 percent higher than the national average, a trend that costs the state more than $250 million a year. Joseph Doyle hopes to change this trend and make Georgia “a great place to work.” Doyle’s job, which he’s held for five years, is to identify the gap in workplace retention and recruitment strategies between the private and public sector—and bring a lot of change with little money.

“Most of the gaps can be closed without spending money,” said Doyle, of Lynchburg, Va. “We will lead an initiative to work with agency leadership to drive improvements in employee satisfaction in the same way we are successfully improving customer satisfaction.”
Kelley Goes | Secretary of Commerce, West Virginia

As West Virginia faces the economic downturn, Kelley Goes, a native of Pittsburgh, is leading her state’s business development efforts while facing budget cuts. “The biggest challenge will be maintaining a high level of service in the face of shrinking state revenue,” said Goes, who serves as commerce secretary since January 2007. “The Department of Commerce sees much opportunity ahead for economic development in West Virginia, but only if the state is positioned to take advantage of such opportunity.”

In addition to traditional workforce and business development, Goes is dedicated to expanding the availability of broadband and other similar technologies and is a member of the state’s Broadband Deployment Council.

Mike Green | Senator, West Virginia

Two of the biggest issues facing the nation are economic recovery and the environment—and those issues are looming large for West Virginia, according to Sen. Mike Green. As the youngest member of the West Virginia Senate, where he served for three years, Green was a member of both the energy and natural resources committees.

“Being a state rich in natural resources, we must continue to provide leadership and remain proactive as the nation moves toward cleaner, greener energy,” said Green, a native of Raleigh County. “It is imperative we keep West Virginia and the nation focused on the natural resources this nation offers to help decrease our dependency on foreign energy sources.”

Tom Ivester | Senator, Oklahoma

Tom Ivester wasn’t even in America when he decided to run for office. Ivester was a commander in Afghanistan and it was that experience that led to his current role as a state senator. “During my tour in the poor country of Afghanistan, the importance of what America means to the world really set in,” said Ivester, of Sayre, Okla. “It also reinforced my belief in the importance of effective leadership and that one person can make a difference.”

He authored the Taxpayer Transparency Act in 2006, his first year in office, that created a state Web site where Oklahoma residents can see where tax dollars are being spent.

John Minton | Chief Justice, Kentucky

John Minton is worried about the economy’s impacts on the court system. Minton faces the same struggle as any other cabinet or state program director—how to provide the same level of service on a much smaller budget.

“Under normal circumstances the economy does not have a great impact upon the running of the court system. But these economic times are anything but normal,” said Minton, of Bowling Green, Ky., who has served on Kentucky’s high court for three years and on the state’s Court of Appeals for three years. “The current budget shortfall in Kentucky has negatively impacted all aspects of state government, including public defenders, prosecutors and corrections—all of which have a direct influence upon the operation of the court system.”

Deborah Bell Passeur | Special Judge, Alabama

Before pursuing a law career, Deborah Bell Passeur worked as a patrol officer and undercover agent in Virginia Beach. Helping underserved populations is one motivating factor behind her involvement in the growing push to rewrite Alabama’s Constitution. Passeur, now with 27 years of judicial service, believes the state’s governing document is archaic and discriminatory.

“(The Alabama Constitution) was designed to maintain power in the hands of a few and to disenfranchise blacks and poor people,” she said. “It contains many archaic provisions which impede economic development and improvements in education and it has the most regressive tax system in America.”

Herman Williams | Governor’s Community Affairs Director, Arkansas

As a U.S. Army officer, Herman Williams served in Operation Desert Shield/Storm and was stationed in Germany, England and Scotland during his military career. “After witnessing a lack of access to government and services such as health care and adequate housing, I was inspired to search for ways to help,” said Williams, of Little Rock.

In his role as community affairs director, a position he’s held for two years, Williams is responsible for insuring effective communication between Arkansas’ capitol and the citizenry. In addition to improving the community outreach of the governor’s office, Williams is engaged in the debates surrounding education and economic development.

TOM IVESTER’S FAVORITE LEADERSHIP QUOTE »

“In any moment of decision, the best thing you can do is the right thing, the next best thing is the wrong thing, and the worst thing you can do is nothing.”

—Theodore Roosevelt
C/',/L-.'\r
The Bowhay Institute for Legislative Leadership Development
July 10-14, 2009

The Bowhay Institute for Legislative Leadership Development, nicknamed BILLD, is the only leadership training program designed just for Midwestern legislators. Conducted by The Council of State Governments’ Midwestern Office, BILLD helps newer legislators develop the skills necessary to become effective leaders, informed decision-makers and astute policy analysts. Each year, a select group of Midwestern lawmakers in their first four years of service develop and enhance leadership skills and analyze some of the most significant policy issues facing the states.

For more information please contact Laura Tomaka at l.tomaka@csg.org or (630) 925-1922.

ANNETTE DUBAS’ FAVORITE LEADERSHIP QUOTE »

“Few will have the greatness to bend history itself; but each of us can work to change a small portion of events, and in the total; of all those acts will be written the history of this generation.”

—Robert F. Kennedy

Staci Appel | Senator, Iowa

Staci Appel truly believes that one person can make a difference. “I wanted to be the change I had talked about for so many years, and I wanted my children to grow up learning that they could be that kind of person who went after goals and made a difference in the world around them,” said Appel of Ackworth.

In her third year as a senator, Appel is chair of the State Government Committee, one of the largest and most complex committees in the Iowa legislature. She also sits on the Agriculture, Appropriations, Education and Rebuild Iowa committees and serves as assistant senate majority leader.

Tom Dermody | Representative, Indiana

Tom Dermody uses his experiences as a small business owner and former school board president to navigate the pressing economic and education issues in the legislature. “We are at a turning point in the state’s history. We have made bold moves toward property tax reforms and the next step will be reforming our state’s education system,” said Dermody of La Porte.

When asked to describe the first-term representative, Iowa Gov. Mitch Daniels said, “He is unusually thoughtful, invariably well-informed, firm in his viewpoints but always collegial and open in a way that promotes constructive compromise.”

Jason Dilges | Commissioner of the Bureau of Finance and Management, South Dakota

Jason Dilges is dedicated to interbranch communication. “People work very hard every day in South Dakota to try to make a better life for themselves and their families,” said Dilges of Pierre.

“We in government can assist those families in achieving their dreams by tailoring their government to suit them best.”

Dilges was an economist at the Bureau of Finance and Management in 1997 and was promoted by South Dakota Gov. Mike Rounds to commissioner after Rounds’ 2002 election. “I was impressed right from the start with his intelligence, knowledge and his ability to explain economic and budgeting issues and options to legislators,” Rounds said.

Annette Dubas | Senator, Nebraska

Transparency is key for Annette Dubas. Dubas, who was elected to the Senate from Nance County in 2006, believes in transparency and effective communication with colleagues and constituents alike. “My concept to improve government is ensuring my actions are transparent, accountable and easily accessible,” she said. Dubas hails from a rural farming community, and her experience and knowledge of agriculture and renewable energy led to committee leadership roles in the legislature. She played a key role in the introduction of renewable energy legislation and believes that it “holds great economic promise for our state and is especially promising for rural communities.”
DAVİD SCHANKER’S SECRET TO EFFECTİVE LEADERSHIP »

“The secret to effective leadership is to embrace change with enthusiasm. Change is eternal; it can be resisted, but never overcome. Leadership is about enabling the community (or organization) to respond to change in the most effective way possible.”

—Ronald Reagan

TOM PEARCE’S FAVORITE LEADERSHIP QUOTE »

“Freedom is never more than one generation away from extinction. We didn’t pass it to our children in the bloodstream. It must be fought for, protected, and handed on for them to do the same, or one day we will spend our sunset years telling our children and our children’s children what it was once like in the United States where men were free.”

—Ronald Reagan
The Western Legislative Academy is celebrating its 10th anniversary as the premier training program for newer Western state legislators. The annual three- and a half-day classroom experience sharpens legislative skills and helps build stronger state legislatures. Admission into the academy, sponsored by The Council of State Governments—WEST, has become very competitive, each year drawing more than 90 applicants from the 13 Western states who compete for 39 slots.

For more information contact Mary Lou Cooper at mcooper@csg.org or call (916) 553-4423.

Susan Pang Gochros | Chief Staff Attorney, Hawaii

Over the last 24 years, Susan Gochros of Honolulu has worked in all three branches of government. Now the chief staff attorney in the state judiciary, a position she has held for nearly nine years, Gochros helped in her past roles to design the state Lemon Law, which protects consumers of new and used cars, and to establish a state-certified arbitration program to resolve consumer disputes.

She has a personal interest in juvenile advocacy, which led her to work on the creation of Hawaii’s Juvenile Detention Alternatives Initiative, a program to avoid the incarceration of juveniles whenever possible.

Jim Jacks | Representative, Washington

Jim Jacks’ parents built a solar house in 1984 and he’s been interested in alternative energy ever since. In fact, he’s brought that interest to the legislature after being elected in 2008. “Changing the way our electricity is generated and transmitted is crucial to our future success as a state and a nation,” Jacks said.

Jacks, of Vancouver, also believes education is key to helping Washington rebound from its current fiscal crunch. “The United States has the shortest school day and the shortest school year of any of the industrialized nations,” said Jacks. “I think that is a bad policy choice for our children and our country.”

Brenda Lyttle | Director of the Department of Family Services’ Child Support Enforcement Division, Wyoming

Brenda Lyttle has spent most of her career serving as an advocate for the families and children of Wyoming. Wyoming Sen. Tony Ross praises the Iowa native’s efforts on this front. “Ms. Lyttle is continuously looking for ways to improve the Child Support program,” said Ross, a 1999 Toll Fellow.

Under her leadership the last six years, the Wyoming Child Support Enforcement Program has become the nation’s third highest performing child support organization. Her dedication to children and education also led her to run for the Community College’s Board of Trustees.

Kevin Meyer | Senator, Alaska

In Alaska, it’s either finance or natural resources. Those are the top issues, according to Kevin Meyer of Anchorage. After working for various petroleum and natural gas companies, Meyer is primarily interested in using Alaska’s wealth of natural resources to sustain the budget while also exploring additional forms of alternative energy such as hydroelectric and wind energy to help expand Alaska’s portfolio.

While he previously served seven years in the state House, Meyer’s efforts in this his first year in the Senate have impressed Senate President Gary Stevens. “Among the (Legislative Budget and Audit) committee’s responsibilities this year has been the review and dissemination of a $100 million fund for alternative energy projects,” said Stevens. “I have been impressed by Sen. Meyer’s leadership in this critical issue.”

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JIM JACKS’ FAVORITE LEADERSHIP QUOTE »

“Leadership is a performance and you are always on stage.”

—Unknown

BRENDA LYTTLE’S FAVORITE LEADERSHIP QUOTE »

“Get 70 percent of the information you need to make a successful decision, and then go with your gut.”

—General Colin Powell

NANCY SAITTA’S FAVORITE LEADERSHIP QUOTE »

“If your actions inspire others to dream more, learn more, do more and become more, you are a leader.”

—John Quincy Adams
### Toll Alumni » Where Are They Now?*

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<td><strong>The 2010 Toll Fellows Program will be held Aug. 21–27, 2010,</strong> in Lexington, Ky. Applications will be available in December. <strong>If you have questions or are interested in applying please contact Krista Rinehart at</strong> <a href="mailto:krinehart@csg.org">krinehart@csg.org</a> or (859) 244-8249.</td>
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*Editors note: An asterisk (*) indicates the author is no longer with the organization noted above.

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**Toll Alumni **

### Supreme Court

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**Lieutenant Governors**

- Becky Skillman of Indiana
- Jari Askins of Oklahoma
- Phil Bryant of Mississippi
- Anthony Brown of Maryland
- Brian Krolicki of Nevada
- Brad Little of Idaho
- John Bohlinger of Montana

**Secretaries of State**

- Kate Brown of Oregon
- Ron Thompburgh of Kansas
- Pedro Cortes of Pennsylvania
- Trey Grayson of Kentucky
- Todd Rokita of Indiana
- Mark Hammond of South Carolina
- Lorraine Cortes-Vazquez of New York
- Mary Herrera of New Mexico

**Congress**

- Sen., Mary Landrieu of Louisiana
- Rep. Henry Cuellar of Texas
- Rep. Adam Schiff of California
- Rep. Timothy Murphy of Pennsylvania
- Rep. Barbara Cubin of Wyoming

**Federal Officials**

- U.S. Labor Secretary Hilda Solis
- Former U.S. Secretary of Transportation
- Mary Peters
- U.S. Senate Sergeant-at-Arms Terrence Gainer

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A single father, Trujillo, who has served as deputy secretary of state for two and a half years, is deeply concerned about the future of New Mexico’s education and health care systems for the next generation. “Our children must be healthy with a balanced nutrition in order to participate in school and remain focused,” said Trujillo. “We must provide a variety of educational experiences in order to bring out the most positive attributes in each child that will help to strengthen our society as a whole.”

Curren Price came to elected office via the classroom after teaching at a Los Angeles community college where the plight of California’s underserved populations left a lasting impression. “I grappled with significant disparities in education between the affluent and the underserved. This experience further enlightened me to the disparities that underserved communities experience in a variety of other economic circumstances such as income, access to capital for small businesses and home ownership,” Price said.

In his freshman term in 2006 Price authored 30 legislative measures, which caught the attention of Speaker Karen Bass. “He has earned the reputation of a thoughtful and effective leader, with nine of his bills receiving unanimous, bipartisan support,” she said.

During the height of Nevada’s housing boom in the 1990s, Nancy Saitta— in her third year on the Nevada Supreme Court— recognized a judicial system overburdened with an unusually high number of construction defect cases—complex cases requiring many attorneys. Saitta created the Complex Litigation Division and in the first two years, two-thirds of the cases were resolved outside the courtroom. It relieved the burden of more than 200 cases from the judicial docket.

“I am proud to say that this program has streamlined the manner in which these and other complex cases are moved through the system and continues to resolve more cases than any other traditional system,” said Saitta of Las Vegas.

Education was Rep. Nancy Todd’s driving force when she ran for state representative five years ago. Todd, who spent 25 years as a public school teacher, is co-sponsoring legislation focusing on concurrent enrollment and provides more postsecondary opportunities. Todd, of Aurora, has also worked with administrators, executive branch members and fellow legislators on recommendations for Recovery Act funds.

“I believe that my role in the Colorado General Assembly is to serve as a catalyst for change and equality in learning opportunities, facilities, teacher quality, funding sources and to bring greater respect and accountability for the educational field,” she said.

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Bringing universities and businesses into the classroom is providing a promising future for students—and for Ohio and other Midwestern states focused on stepping up science, technology, engineering and math education.

By Jennifer Ginn and Kate Tormey
Two years ago, the Ohio General Assembly placed a big bet on the future of the state’s children with its plan for science, technology, engineering and math education, known as STEM—a growing idea of how to bring in new partners to help design schools that stress those subject areas.

The bet was that strengthening STEM education would yield higher paying jobs in a state that is now suffering a double-digit unemployment rate of 10.8 percent, according to the latest data from the U.S. Department of Labor Bureau of Labor Statistics.

“If we want to have high-paying jobs for more people in this state, it’s a simple equation,” said state Sen. Jon Husted, one of the primary supporters of House Bill 119. “We have to be better educated. The skills most in demand are STEM skills.”

Back in 2007, Ohio was taking action. The legislature passed and the governor signed House Bill 119 dedicating more than $200 million in the biennial budget for a STEM education initiative. The funding was divided into several areas, including establishing STEM schools—some located on business campuses—for grades six to 12, Programs of Excellence, which are STEM programs for kindergarten through eighth grade, scholarships for students to attend Ohio colleges and universities, professional development for teachers and increasing the supply of STEM/foreign language secondary teachers.

Ohio’s latest STEM school is the MC2 STEM High School in Cleveland, located on General Electric’s headquarters’ campus. The school started in August 2008 with a class of 93 ninth-graders, all of whom are eligible for free or reduced-price meals. Each year, the school will add one more grade level. G.E. employees serve as mentors for the students and students get the opportunity to do internships at the plant.

Strengthening STEM skills, in fact, is the focus of a number of initiatives not just in Ohio, but throughout the Midwest. A handful of states—including Illinois, Indiana and Kansas—already have or are launching STEM schools.

Ohio STEM Learning Network

David Burns, director of sustainability for the Ohio STEM Learning Network—which is partnered with the Ohio Department of Education—said the state has five STEM hub sites that target low-income and minority students in Akron, Cincinnati, Cleveland, Columbus and Dayton. So far, only Columbus and Cleveland have STEM schools up and running. A second school in Columbus and schools in Cincinnati and Dayton are scheduled to open this fall.

In order to establish a STEM school, the site must have three essential elements—interest from public schools, involvement of a college or university and a business or industry committed to working on the project. The hub brings all the partners together, each of which are heavily involved in setting up how the school will operate. State funding helps establish the school, along with donations from foundations and private partners, while the Ohio STEM Learning Network provides resources and shares best practices.

“We’re asking the business partner to be an active, engaged player in the game,” said Burns, “not somebody who’s donating something.”
STEM schools are urged to talk about education as an economic development issue, an idea state business leaders have embraced.

“It’s one of the most important tools for economic growth in this state,” said Sean Yoder, executive director of the Ohio Business Alliance for Higher Education and the Economy. “If we’re not able to grow and develop and attract talent, then we know we’re not going to be able to compete in the 21st century.”

Everyone Can Achieve

The first STEM school in Ohio was the Metro Early College High School in Columbus. It began accepting students in fall 2006. It is a partnership with the Columbus-based Battelle—the world’s largest independent research and development firm—and Ohio State University, with funding from the Bill and Melinda Gates Foundation. Of the nearly 300 students enrolled at the school, 43 percent are eligible for free or reduced-price meals.

“If a student exits high school with algebra 2 as the last math class they took, they are at that time remedial in college,” Principal Marcy Raymond of the Metro School said. “In the STEM field, they’re expecting (the student to be) calculus-ready. The high school barrier keeps kids from being able to access college. They have to pay more to take remedial work to be where they should have been if they were in the STEM environment. We’re trying to remove barriers to choosing engineering, to choosing chemistry.”

At both the Cleveland and Columbus schools, students complete classes not when they spend a certain amount of time in the classroom, but when they can demonstrate they’ve learned the skills. For some students, one class may take 16 weeks; for others, it may take 20. Students at both schools also can take college classes while still in high school and earn credits that will transfer to any college or university in the state. At the Metro School, it’s possible for students to graduate with up to 90 college credits.

STEM Connects with the Economy

Andrea Prejean, senior policy analyst for the National Education Association, said Ohio’s view of looking at STEM education as an economic development tool is a wise choice.

“I would say that it’s pretty vital for the continued economic growth of our country,” Prejean said. “So much of what’s going to come in the future, in terms of jobs and careers, are going to be connected to STEM. Maybe a student won’t become a scientist, but the skills students learn when thinking about science … are what students are going to need in the future to be successful.”

A new report by the Carnegie Foundation—“The Opportunity Equation: Transforming Mathematics and Science Education for Citizenship in the Global Economy”—suggests that while science and math and the analytical skills they teach are vital for understanding and competing in the global economy, they have received too little attention in recent discussions about school reform. This is important, the report states, because “…the only job categories for which both demand and wages are continuing to grow are ‘non-routine analytic’ positions, requiring good judgment, an ability to solve problems, and strong communications, information management, and synthesizing skills.”

Prejean believes states are making an effort to increase STEM education for their students, but it has not been the kind of coordinated effort that can lead to lasting change.

“You get a project that gets started because they have a grant, then the grand ends and it hasn’t been institutionalized in the state. At the end of the grant, that project kind of goes away and we often lose out on what we might have learned,” she said.

Prejean said state legislators and executive branch officials need to look at how they communicate the need for STEM education to their constituents, how professional development and time for professional development and collaboration is handled for teachers and how to keep experienced teachers in the classroom.

Prejean said it is time to change the cultural norm of where it’s socially acceptable to not be good in math.

“I don’t think it’s unusual for people to say I don’t understand math,” she said. “They’re not embarrassed by that. They think they’re just part of the larger population. They do need to be embarrassed.”

—Jennifer Ginn
Illinois Spreads STEM Education Model

When Illinois Math and Science Academy President Max McGee took a group of students on a recent trip to Singapore, he was well aware of that country’s top-notch math and science education reputation. So he was thrilled when the academy’s students held their own in conversations with some of the most distinguished scientists in the world.

McGee said he believes the students’ abilities can be, in part, credited to the academy—a residential program for academically talented students in 10th through 12th grades. The Illinois Math and Science Academy has been producing scientists, mathematicians and engineers for more than two decades. Created by the legislature in 1985, the residential program currently educates 650 students in a rigorous hands-on, STEM-focused curriculum. Admission is highly competitive.

The state-supported school does not charge tuition, room or board, but does levy activity fees on a sliding scale, making the cost similar to attending a traditional public high school, said McGee. But the school isn’t part of the state’s K-12 education system. It’s part of the state’s higher education system, which McGee said is key to achieving the school’s mission.

“Because we are under higher education, we can hire certified teachers, but also a lot of teachers who have been experts in their field—real physicists, engineers and biologists—literally people who are at the top of their professions and have an enormous amount of expertise they can bring to our students,” McGee said.

The other advantage is that the academy can adopt a class schedule more in line with those offered at universities. On Wednesdays, for example, juniors and seniors conduct independent research with mentors at off-campus laboratories, universities and medical facilities.

He said many people assume the school’s highly talented graduates leave Illinois for academic powerhouses such as MIT or Cal Tech. But in fact, about half of them attend in-state universities—a huge return on investment for the state.

And the school’s mission to promote excellence in science and math education isn’t limited to the students on its campus. Each summer, the Illinois Math and Science Academy staff conduct summer camps throughout the state for students of all ages, in hopes of sparking interest in STEM fields. The school offers a number of professional development programs for math and science teachers, aimed at training them in hands-on teaching techniques that inspire young minds.

Kansas Reversing Brain Drain

Kansas is planning a similar STEM school.

This fall, 26 Kansas students will form the first class of the Kansas Academy of Mathematics and Science, an academically rigorous program for students interested in math and science.

The school was created in 2006 by the legislature in response to a growing concern that the state was falling behind other states—and other countries—in turning out engineers and scientists.

“This really was an attempt on the part of the state of Kansas to identify some of our young people who have a particular interest in math and science and give them the opportunity to be challenged at a collegiate level while they are still high school age,” said Sen. Laura Kelly, who supported legislation to create the academy.

Housed at Fort Hays State University, the two-year residential high school program is available to students from throughout the state after completing their sophomore year. Students will receive instruction alongside college students from university faculty and graduate with 68 college credits.

The curriculum is focused on math and science courses, with opportunities for research, internships and hands-on experience under the direction of faculty with doctorate degrees. Students also will be exposed to some of the state’s growing industries, such as wind energy and biological and plant sciences.

While Kelly stresses the school isn’t a panacea for the state’s brain drain issues, she is confident the school is one step toward showing students there are plenty of opportunities in STEM fields in Kansas.

“We recognize that we need to really reshape our educational structure to meet the demands of today’s world, and this is exactly the sort of thing we will do,” Kelly said.

Ron Keller, director of the Kansas Academy of Mathematics and Science, believes the school gives Kansas a leg up on other states when it comes to keeping young, talented individuals in the state.

“This is something that had been a need in the state for a long time,” he said. “A lot of our top students have gone to other institutions around the country because there hasn’t been something for them (in Kansas).”

—Jennifer Ginn is an education policy analyst and Kate Tormey is a policy analyst/assistant editor at The Council of State Governments.
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Science, Technology, Engineering & Math Education is Focus of Session

“In a world increasingly dominated by technology, I believe our economy, our environment, and our future depend on improving STEM education.” —Delaware Sen. Ted Kaufman, the only former engineer in the U.S. senator

Innovate-Educate New Mexico and the K–20 California Education Technology Collaborative, as part of the 2009 CSG-WEST Annual Meeting set for Oct. 5–8 in Santa Fe, N.M., will host Western legislators, education experts, state government leaders and industry participants for a full-day program on science, technology, engineering and math education, know as STEM education.

Dave Ferrero, head of the Gates Foundation STEM U.S. Initiative, will kick off this special education event.

Participants will review how Western states can invest one-time stimulus funding to build a technology-based education to generate jobs and accelerate economic growth. In addition, lawmakers will confer with industry specialists on what states need to know to build a 21st century workplace.

Innovate-Educate New Mexico brings together leaders in K–20 education and private industry to prepare students to be globally-competitive in tomorrow’s workforce. The K–20 California Education Technology Collaborative promotes online teaching and learning opportunities.

For more information, click on www.csgwest.org or call (916) 553-4423.

Global Justice Information Sharing Initiative Impacts States

The ability to share justice and public safety data ultimately results in safer communities because crucial information can be quickly and accurately available to all those protecting our nation’s public.

That’s the charge of the U.S. Department of Justice’s Global Justice Information Sharing Initiative. The initiative, through recommendations from its Global Advisory Committee, advises the U.S. attorney general on standards-based electronic information exchange to provide timely, accurate, complete and accessible justice-related information from all levels of government. The initiative’s advisory committee draws expertise from key personnel from local, state, tribal, federal and international justice entities (including representatives from the American Probation and Parole Association and the National Association of Attorneys General—both CSG affiliate members).

Members of the Global Justice Information Sharing Initiative practitioners, who are volunteers, are looking for ways to do their jobs in the most effective and efficient manner, at the best cost and with maximum return on investment.

The initiative means there is now:

▪ information-sharing solutions and recommendations inclusive of input from the entire justice landscape, at all levels of government (32 member agencies);
▪ agreement on technology standards and best practices;
▪ approved national privacy and security policies; and,
▪ cost-effective methods of doing business: the “build once, reuse many times” principle.

For more information about the Global Justice Information Sharing Initiative and how it can assist in your state’s information sharing needs, visit http://www.it.ojp.gov/global. The committee’s next meeting is Oct. 21 in Washington, D.C. For more information or to register, call (850) 385-0600, ext. 285 or e-mail dlindquist@iir.com.

Public Comment Period Open for Emergency Management Standard

In accordance with the procedures set forth by the American National Standards Institute, the Emergency Management Accreditation Program has opened a 45-day period for public comment on the Emergency Management Standard by EMAP.

This comment period, which began July 1, allows the public to carefully review the standard and submit formal comments with substantiation to EMAP for review. The comment form is available online at www.emaponline.org. An electronic copy of the standard is also available online. All comments will be taken into consideration and valid comments will be answered in written form.

For more information about the process or finding needed materials, contact EMAP staff at (859) 244-8222.
CSG Members Briefed on Transportation in D.C.

A group of state legislators got a chance to hear directly from Congressional committee staff, Obama administration officials and others about plans for the future of federal transportation programs. The Council of State Governments hosted five state legislators from around the country at a legislative “fly-in” meeting June 23–24 in the nation’s capital.

The meetings took place during the same week a House subcommittee approved a six-year, $500 billion replacement for the current federal authorization for transportation programs, nicknamed SAFETEA-LU. It expires Sept. 30.

But as the CSG members heard frequently throughout the two days, the bill stands only a slim chance of becoming law this year.

The Obama administration has instead asked Congress to approve an 18-month extension that would keep funding at current levels to allow time for lawmakers to debate how to pay for new spending and how to substantially restructure transportation programs.

David Matsuda, deputy assistant secretary for policy at the U.S. Department of Transportation, told meeting participants the administration is generally supportive of the ideas expressed in the House authorization bill, but shoring up the Highway Trust Fund and waiting out the recession are immediate priorities.

“Once we get past the crisis, we can have a better dialogue,” Matsuda said.

Despite the disappointing news for anyone still expecting a full-fledged authorization bill this year, CSG’s meeting participants came away energized to take the case for a major transportation overhaul to colleagues at CSG regional meetings this summer and fall.

Those participating in the meeting were:
- Connecticut Deputy House Speaker Bob Godfrey, who serves as CSG vice chairman;
- Georgia Department of Transportation Commissioner Vance Smith, who served as chair of CSG Southern Legislative Conference Economic Development, Transportation and Cultural Affairs Committee;
- Montana Sen. Jim Keane, chair of the CSG-WEST Trade and Transportation Policy Committee;
- Minnesota Rep. Alice Hausman, a CSG Transportation Policy Task Force member; and
- Tennessee Senate Majority Leader Mark Norris, chairman of the CSG Transportation Policy Task Force and vice chairman of the CSG Southern Legislative Conference.

Santa Fe Welcomes Lawmakers to CSG-WEST Annual Meeting

Lawmakers can choose from a smorgasbord of Western policy sessions from energy to state budgets to health and education at the CSG-WEST annual meeting Oct. 5–8 in Santa Fe, N.M. Actor Val Kilmer and other notables will engage in a lively discussion about “Films on the Frontier.”

The setting is the old Southwest with its adobe walls, kiva fireplaces and hidden courtyards, but the agenda is strictly new West. Pollster John Zogby will tell you about “The Way We’ll Be” in 2020. Political commentator David Gergen will deliver lessons in political leadership for the 21st century.

Conference-goers are invited to a special “Women in Politics” event with the president of the Women’s Campaign School at Yale University. A live auction to benefit women seeking political careers is all part of the fun.

The Annual Legislative Training Assembly promises unforgettable media training and lessons in getting beyond political gridlock. National Public Radio’s Dr. Zorba Paster offers his prescription for staying healthy in the legislative environment.

Spend a day at the North America Summit where policymakers are invited to join experts from the U.S., Canada and Mexico in talks about key border challenges and opportunities.

After the day’s work is done, attendees will enjoy the warm hospitality of Santa Fe with spicy comidas, a colorful Mercado and vibrant Southwest art and music.

New Mexico Rep. Jose Campos serves as chair of CSG-WEST, and Speaker Ben Lujan and President Pro Tempore Tim Jennings are honorary co-chairs of the meeting. To register or get more information, click on www.csgwest.org or call (916) 553-4423.
This calendar lists meetings as designated by CSG’s Annual Meeting Committee. For details of a meeting, call the number listed. “CSG/” denotes affiliate organizations of CSG. Visit www.csg.org for updates and more extensive listings.

› August 2009

Aug. 2–5  CSG/ERC Annual Meeting—Burlington, VT—The Hilton Burlington Hotel. Private sector contact is Michelle Shiwanter at (646) 383-5728 or mshiwanter@csg.org. Public sector contact is Cynthia Valle at (646) 383-5726 or cvalle@csg.org.

Aug. 5–8  CSG/WEST Western Legislative Academy—Colorado Springs, CO. Contact Mary Lou Cooper or Cheryl Duvauchelette at (916) 533-4423 or csgw@csg.org.

Aug. 9–12  CSG/Midwestern Legislative Conference—64th Annual Meeting—Overland Park, KS. Contact Cindy Andrews at (630) 925-1922 or cindyrew@csg.org, or visit www.csgmidwest.org for more information.

Aug. 9–12  National Association of State Technology Directors (NASTD) 32nd Annual Conference & Technology Showcase—Montgomery, AL—Renaissance Montgomery Hotel & Spa at the Convention Center. Contact Pamela Johnson at (859) 244-8184 or pjohnson@csg.org. Visit www.nastd.org.

Aug. 15–19  CSG/Southern Legislative Conference—63rd Annual Meeting—Winston-Salem, NC. Contact Elizabeth Lewis at (404) 633-1866 or visit www.slcatlanta.org for additional information.

Aug. 21–24  Southern Governors’ Association (SGA) 75th Annual Meeting—Williamsburg, VA. Contact Liz Purdy Porter at (202) 624-8977 or sgap@ssn.org.

Aug. 23–26  CSG/American Probation and Parole Association (APPA) 34th Annual Training Institute—Anaheim, CA—Hilton Anaheim. Contact registration at (859) 244-8204 or kchappell@csg.org. Visit www.appa-net.org.

Aug. 30–Sept. 2  National Association of State Treasurers (NAST) Annual Conference—Dana Point, CA—St. Regis Monarch Beach. Contact Adnée Hamilton at (859) 244-8174 or ahamilton@csg.org.

› September 2009

Sept. 12–17  2009 Henry Toll Fellows Leadership Conference—Lexington, KY—Hyatt, Downtown. Contact Krista Rinehart at (859) 244-8249 or kreinhart@csg.org.


› October 2009

Oct. 1–7  CSG/Southern Legislative Conference 2009 Center for the Advancement of Leadership Skills (CALS)—Morgantown, WV. Contact Lori Jones-Rucker at (404) 633-1866 or visit www.slcatlanta.org for more information.

Oct. 5–8  CSG/WEST Annual Meeting—Santa Fe, NM. Contact Cheryl Duvauchelette or Kristy Bivens at (916) 533-4423 or csgw@csg.org.


› November 2009

Nov. 2–9  Interstate Commission for Adult Offender Supervision (ICAOS) Annual Business Meeting—Reno, NV—Grand Sierra Hotel. Contact Barno Saturday at (859) 244-8235 or bsaturday@interstatecompact.org.

Nov. 4–7  20th Border Legislative Conference/2nd Annual Americas 2020 Summit—San Antonio, TX. Contact Edgar Ruiz or Martha Castañeda at (916) 533-4423 or eruiz@csg.org or mcustandez@csg.org.

Nov. 12–15  The Council of State Governments 2009 Annual Conference—La Quinta, CA—La Quinta Resort & Club. Contact registration at (800) 800-1910 or registration@csg.org.

Nov. 16–18  Military Interstate Children’s Compact Commission 2nd Annual Meeting—La Quinta, CA—La Quinta Resort & Club. Contact Crady deGolian at (859) 244-8068 or cdegolian@csg.org.

Nov. 29–Dec. 1  National Association of State Treasurers (NAST) Issues Conference—New York, NY—The Barclay InterContinental Hotel. Contact Adnée Hamilton at (859) 244-8174 or ahamilton@csg.org.

› December 2009

Dec. 1–3  Interstate Commission for Juveniles 2nd Annual Meeting—Albuquerque, NM—Hyatt Tamaya Resort & Spa. Contact Crady deGolian at (859) 244-8068 or cdegolian@csg.org.
Although the federal government tends to get more attention, state officials are often on the front lines of cutting-edge trends and issues. On the other hand, sometimes in the community of state governments, the more things change, the more they stay the same.

In print since 1958, State News (formerly State Government News) has chronicled many of the changes ... and continuities. Here’s what we reported on:

❖ 40 years ago—August 1969
Changes in Education
Lieutenant governors in June 1969 called for major changes in the public education system. The state officials, at the eighth annual meeting of the National Conference of Lieutenant Governors, now the National Lieutenant Governors Association, a CSG affiliate, called for a major re-examination of the public school system, according to an article in the August 1969 State Government News. Their resolution called for compressing the education system into a shorter span, improving the curricula and increasing its flexibility.

Update: States throughout the country are making changes to education. One effort is the growth of schools focusing on science, technology, engineering and math education. Read more about these STEM schools on page 31.

❖ 25 years ago—May 1984
Raising and Lowering Drinking Age
Some state officials were angered by a congressional decree that they raise the drinking age to 21 or lose highway funds, the August 1984 State Government News reported. The National Minimum Drinking Age Act of 1984 was not a mandate, but the 27 states with lower drinking ages faced losing 5 percent of federal highway funds in 1986 and 10 percent in 1987, according to the article.

In a letter to then-U.S. Senate Majority Leader Howard Baker, then-New York Sen. John J. Marchi, a CSG Executive Committee member, said the objective of reducing highway deaths with the act was laudable, but the use of what he called “legislative blackmail” was not, according to the article.

Many states had lowered the drinking age in the 1970s after a constitutional amendment that gave 18-year-olds the right to vote and the Vietnam War, in which 18-year-olds fought and died.

Update: All states still abide by the 1984 law that sets the minimum drinking age at 21. But some college presidents have called on lawmakers to consider lowering the drinking age to 18. The presidents—from about 100 of the best-known universities including Duke, Dartmouth and Ohio State—say the current laws encourage binge drinking on campus, according to an August 2008 article in USA Today.

The movement called the Amethyst Initiative began quietly recruiting presidents more than two years ago to provoke national debate about the U.S. drinking age, which is among the highest in the world. Mothers Against Drunk Driving opposes the initiative, USA Today reported.

❖ 10 years ago – August 1999
Changing Health Care
Don Sundquist envisioned the South leading the nation in providing health care to everyone when he was governor of Tennessee in 1999. The goal was set forth when Sundquist served as president of the Southern Governors Association, an affiliate of The Council of State Governments. Sundquist established a task force on medical technology to bring the South together to pave the way for telemedicine in the region, he told State Government News for the August 1999 issue.

The task force set up three working groups to address the exchange of health information, reimbursement and licensing, and infrastructure and regulation. “If we are willing to improve the health care of all of our citizens, we have to make sure we don’t have any barriers—or state lines—that prevent the development of these kinds of opportunities,” Sundquist told the magazine.

Update: Congress is once again considering revamping the nation’s health care system. A contentious debate is raging on Capitol Hill over health care reform, which has the potential to compound state budget woes. While there is growing bipartisan interest in passing reforms targeted at expanding access for the uninsured, the price tag of overhauling the nation’s health care system is approaching upwards of $1 trillion and members of Congress are exploring any and all options to contain costs.

Competing House and Senate proposals would mandate the expansion of Medicaid coverage to as much as 150 percent of the federal poverty level. According to the Congressional Budget Office, the expansion of Medicaid could cost as much as $500 billion over 10 years. The question is: Who will cover these costs?

Visit the State News Web site and click on State e-News to read more about these proposals.
Spencer Wells, Ph.D.
Friday, Nov. 13
The National Geographic Explorer-in-Residence has dedicated much of his career to studying humankind’s family tree and closing the gaps in knowledge about human migration. He leads National Geographic’s Genographic Project.

Jon Meacham
Saturday, Nov. 14
The Newsweek editor won a Pulitzer Prize for American Lion, a biography of Andrew Jackson. At Newsweek, he supervised coverage of politics, international affairs and breaking news as managing editor.

Ben Self
Saturday, Nov. 14
The founding partner of Blue State Digital and new media guru served as the Democratic National Committee technology director and supervised the technology of projects of the national party during the 2008 election.