

OASBO 2017 AW Finance Track Course Description Quick Guide

Course Name	Course Description
<p>Municipal Bond Market - Regulatory Update and Best Practices</p> <p>Michael G. Sudsina, Managing Partner, Sudsina & Associates, LLC, Steve Szanto, Managing Director, Sudsina & Associates, LLC, Greg Van Wagnen, Senior Advisor, Sudsina & Associates, LLC</p>	<p>The financial meltdown of 2008 caused Congress to enact the Dodd Frank Wall Street Reform and Consumer Protection Act that has now become known to have a direct impact public finance offers, including school treasurers. Issuers of municipal debt are now obligated to make annual information disclosures regarding outstanding debt issues that if not properly handled could cause unfavorable actions to be taken against the school district and its treasurer. Dodd Frank also placed new regulatory requirements on municipal advisor, bond underwriters and bond attorneys that are important for school treasurers and their staffs to understand as they go forward with new debt issuances and the management of existing outstanding debt. A thorough explanation of the regulatory requirements and how they impact school treasurers will be addressed by this presentation as well as a discussion of best practices to remain in compliance with the regulations. The objective of this presentation is to inform school treasurers and business officials about the new SEC regulations and provide updates that have occurred over the past 12 months, including how to adhere to regulations in practice. The participants will gain an understanding of the regulations and how the new rules will impact school officials' activities surrounding the planning and issuance of municipal bonds. Participants will also be provided a list of best practices in debt management that comply with the new regulations including a discussion of GFOA and other best practices for the industry.</p>
<p>Investing in a Rising Interest Rate Environment</p> <p>Ted Sumnar, Senior VP and Managing Director, Institutional Investments, Huntington Capital Markets</p>	<p>After waiting nearly 10 years for short term rates to go higher, Ohio public investors now find themselves in a rising interest rate environment. Higher interest rates can mean thousands if not hundreds of thousands in extra investment income for some school districts. The presentation will discuss different methods of investing that will take advantage of higher future short term interest rates. The presentation will also discuss typical investment philosophies such as laddering and the barbell method of investing. Finally, the presentation will discuss the pitfalls of trying to time the market and risks of selling investments securities prior to maturity. At the conclusion of this session, Treasurers will be able to identify different methods of investing during rising and declining interest rate cycles. Treasurers should also learn how these market cycles affect their ability to earn interest income on their investments. Being a good steward of taxpayer dollars is central to a Treasurer's role. Effectively investing idle cash in the best yielding options allowable under the Ohio Revised Code is something that can make a huge difference to the school district and I believe warrants CPIM accreditation.</p>
<p>Presenting Complex Financial Information & Creating Understanding</p> <p>Ernie Strawser, Consultant, Public Finance Resources, Inc., Katie Henes, Treasurer, North Olmsted City Schools</p>	<p>An effective presentation of financial data to boards of education and other stakeholders is essential to sound financial management and public policy decisions. This session will focus on the very real presentation challenges facing today's school district treasurer and will offer sound examples to use at their own district. Examples that will be discussed include: "Dealing with negotiations and a cash balance." "Confronting complex local levies and state revenue interaction in a way that addresses bias." The seminar will include tips for making sense of complex information for both the 'lay' person and the financially informed. As a result of effective communication of the complex the CFO will improve understanding and financial strategies and policy decision making. This presentation will discuss the very topics that can lead to greater financial stability and informed public policy decision-making.</p>

Best Practices in School Budgeting

Scott Gooding, Treasurer/CFO,
Gahanna-Jefferson Public
Schools, Jenni Logan,
Treasurer/CFO, Lakota Local SD,
Ryan Stechschulte, Treasurer/
CFO, Toledo City School District

The Government Finance Officers Association (GFOA) has developed a set of Best Practices focused on budgeting to better align resources with student achievement. These Best Practices align with the work of Smarter School Spending for Student Success. GFOA has worked with practitioners, researchers, and other education finance experts to identify Best Practices in school and community college budgeting. These Best Practices aim to leverage the budget process to align resources to student outcomes. In addition, the GFOA is recruiting school districts to participate in its early adopter group, the Alliance for Excellence in School Budgeting. Members of the Alliance will benefit from interactions with approximately 30 other districts and hands on training in the implementation of the Best Practices. The Smarter School Spending process and resources can help your district achieve the Best Practices and be eligible for GFOA's annual budget awards. School districts are constantly being asked to do more — improve student learning — with the same or fewer resources. Standards are rising. Technology is evolving rapidly. Requirements for teachers are becoming more rigorous, and their need for effective feedback and development is greater than ever. District leaders, confronting these pressures, know that their ability to succeed goes only as far as their ability to find resources to support their goals. Smarter School Spending for Student Success is an educational movement started by districts and for districts to help increase student achievement during these times of both greater expectations and greater budget constraints. It introduces a new way of aligning resources (people, time, and money) with your district's student achievement goals. SmarterSchoolSpending.org provides districts with free processes and tools to carry out the Smarter School Spending effort out in your district, plus connections to technical assistance providers and an online community to provide districts with support each step of the way. The Smarter School Spending process and tools were developed directly from the work done in four demonstration districts and were informed by leading researchers in the field of education. The Parthenon Group and KSA-Plus Communications coordinated the creation of SmarterSchoolSpending.org with extensive support from Fayette County Public Schools (KY), Knox County Schools (TN), Lake County Schools (FL), Rochester City School District (NY), the Boston Consulting Group, the District Management Council, and McKinsey & Company. Smarter School Spending is about more than just your district's finances. It is a system wide effort to change the way that your district does business. It will allow your district to identify its priorities for improving student achievement, pay for those priorities, and engage the community each step of the way. Districts that go through the process will produce a strategic finance plan for the next three to five years, an easy-to-understand annual budget document, a stakeholder engagement plan, a plan to continue the work for years to come, and most important, a district wide culture that prioritizes the smart and strategic use of resources aligned to student achievement outcomes. At the conclusion of this session school business officials will have a better understanding of the budgeting best practices being developed and shared nationwide. The topics covered in this presentation are important to school district business officials, timely, and provide in depth information on the topics covered. This presentation will cover the best practices that have been developed and shared nationwide in depth. Treasurers and School Business Officials will leave this session with a greater understanding of the value of implementing this approach to school district budgeting.