

NJSBA
Delegate Assembly




***Our Association
Moving Forward:***
Executive Director's Report

November 21, 2015
Dr. Lawrence S. Feinsod
Executive Director



New Jersey School Boards Association
www.njsba.org | 609.695.7600 | 888.88NJSBA


Good morning. I'd like to begin my report with some words of inspiration ...that were developed for, and by, the staff of the New Jersey School Boards Association.



THE WHY OF NJSBA

**Promote the achievement of all students
through effective local governance of public education.**

Effective public education governance requires a full understanding of, and commitment to, student achievement. Recognizing the importance of every child, NJSBA provides training, advocacy, resources, and guidance to empower boards of education to advance student achievement.

 New Jersey School Boards Association www.njsba.org

I've often referred to NJSBA's "Why" statement.

It describes **WHO** we are at NJSBA, **WHAT** we do, and **WHY** we do it. It focuses on service to you, the state's local boards of education, as you work to advance academic achievement.

ADVOCACY: 2015-2016

- **Accountability Regulations**
- Ethics Commission Opinions
- Focus of NJSBA Goals
 - Seniority: Last In, First Out
 - Special Ed. Cap Adjustment
 - State Mandates
 - Pension Reform
 - Funds for Tech
 - Federal Advocacy



New Jersey School Boards Association

www.njsba.org

In 1914, the Association was founded so that New Jersey's local boards of education could address state leaders with a united voice...so that local school boards could join together to support all movements for the advancement of public education...or, in other words, to enable us to *advocate* effectively.

Today, our Strategic Plan, our Goals and our activities—that is, **HOW** we accomplish our mission—focus strongly on Advocacy.

This fall, as part of our Advocacy agenda, we initiated two

efforts aimed at state policies that are hand-cuffing board members and paralyzing district operations.

The first involves New Jersey's Accountability Regulations. You may remember when the first Accountability Regulations went into effect in 2008. They went too far...even restricting the type of paper and the color of ink you could use in brochures. Over the years, some of the unreasonable provisions were changed, but today the regulations still create an administrative burden and additional expense for school districts.

The regulations are scheduled to sunset in November 2016, so we have 12 months to work toward effective change. Toward this end, we have created the NJSBA Task Force on New Jersey's Accountability Regulations. It consists of staff and local school board members, as well as a consultant from the New Jersey Association of School Business Officials (President Lou Pepe). I asked Mike Kaelber, our director of legal and labor relations services, to chair the group. It held its first meeting on Thursday. President Don and I attended the first part of the meeting to offer

the charge and to thank everyone.

Our goal is the adoption of revised regulations that ensure responsible and efficient school operations, but without the red tape, administrative burden and expense.

ADVOCACY: 2015-2016

- Accountability Regulations
- **Ethics Commission Opinions**
- Focus of NJSBA Goals
 - Seniority: Last In, First Out
 - Special Ed. Cap Adjustment
 - State Mandates
 - Pension Reform
 - Funds for Tech
 - Federal Advocacy



New Jersey School Boards Association

www.njsba.org

This year, the New Jersey School Ethics Commission released dozens of opinions addressing board member conduct. Some of the opinions put handcuffs on local board members and negatively impact their ability to govern the schools.

I have no doubt that members of the School Ethics Commission are well-intentioned, good people who, like all of us, want to support ethical behavior. However, these recent opinions are resulting in unintended consequences.

NJSBA has communicated local school board members' concerns to

the School Ethics Commission and to key state officials. Our goal is to ensure ethical behavior without paralyzing school officials in carrying out their responsibility to manage and govern public education. In other words, we need to bring the School Ethics Act back into context. We will keep you updated on our progress.

ADVOCACY: 2015-2016

- Accountability Regulations
- Ethics Commission Opinions
- **Focus of NJSBA Goals**
 - Seniority: Last In, First Out
 - Special Ed. Cap Adjustment
 - State Mandates
 - Pension Reform
 - Funds for Tech
 - Federal Advocacy



New Jersey School Boards Association

www.njsba.org

For 2015-2016, we have also set goals to raise the awareness of lawmakers and the public—and to advocate for change—in several key areas:

- Seniority (last in, first out);
- The need for a levy cap adjustment for special education;
- Unfunded and underfunded state and federal mandates;
- Pension and health benefits reform;
- Funding for technology infrastructure;
- Federal-level advocacy, and

- Legislation that is consistent with the recommendations of our special education and school security task force reports.

We are also taking a new approach...a more proactive one...in dealing with legislative issues. Not only will we define issues and lobby on proposed legislation, but we will also craft legislation and actively seek sponsors.

To keep our members informed and engaged in advocacy, we launched a new tool at this fall's county school boards association meetings. It is a mobile advocacy platform, which is designed to alert you to important developments, connect with legislators, and build those important relationships.

RESOURCES/GUIDANCE

- **Website Redevelopment**
- Sustainability/STEAM
- Expanded Field Services
- County School Boards Associations



New Jersey School Boards Association

www.njsba.org

As you can imagine, advocacy is infinitely more complex than it was when NJSBA was founded a century ago. In fact, so is the entire world of public education.

Today, to govern effectively, local boards of education and their members need a wide range of information and assistance. Providing these services is another essential component of NJSBA's mission.

Let me address our progress in four areas, starting with the

redevelopment of NJSBA's website.



In many ways, an organization's website is its public face. But it has to be more than pretty. It has to be user-friendly, easy-to-navigate, and uncomplicated.

Our current website is attractive, and it contains layer-upon-layer of valuable information. But that information has become increasingly hard for our members to find.

That's why, one of my goals this year is the construction—from the ground up—of a new njsba.org...a website that will provide

access to the information and services you need...faster and easier.

I am very excited about this project, and am pleased to tell you that we will launch the new site early next year.

RESOURCES/GUIDANCE

- Website Redevelopment
- **Sustainability/STEAM**
- Expanded Field Services
- County School Boards Associations



New Jersey School Boards Association

www.njsba.org

NJSBA has also made a commitment to advancing sustainable practices in school districts. It's a matter of a healthy school environment and healthy school finances.

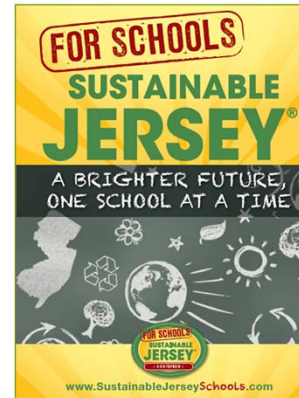
This month, at the request of Mark Biedron, state Board of Education president, I made a presentation to the state board about NJSBA's initiatives in sustainability. Our efforts include a research study on the academic benefits of "greening" existing school buildings. They include training and consultative services for school districts. And they involve partnerships with higher

education, the state and federal governments and environmental groups, such as the U.S. Green Building Council. In fact, we were recently honored by the council for our partnership with the DOE for our work on the Green Program of Study.

RESOURCES/GUIDANCE

Sustainable Jersey for Schools

- Partnership with Sustainability Institute at TCNJ
- October 2014: Launched
- October 2015: 59 schools have earned certification
- **November 2015**: **328** schools and **131** school districts registered



New Jersey School Boards Association

One of our flagship efforts is “Sustainable Jersey for Schools.”

We are a founding partner in this program, which leads to certification of public schools for implementing policies, programs and practices that promote sustainability.

We launched the program at last year’s Workshop, and the response among school districts has far exceeded our expectations.

- Within one year, more than 325 schools and over 130 school districts have registered with Sustainable Jersey for Schools.
- Last month, at Workshop 2015, we recognized the first group of schools—59 in all—that earned certification.

That certainly is an impressive record for a one-year-old program. And the beneficiaries will be our students, and our taxpayers.


RESOURCES/GUIDANCE


A Commitment to STEAM Education

Teacher Preparation


Discussions with...

- Higher Ed. Commission
- Legislators
- NJDOE





USGBC-NJ Award
N.J. Green Program of Study
Innovative Initiative for 2015
 NJSBA and NJDOE



New Jersey School Boards Association

www.njsba.org

We are also dedicated to promoting education in the STEAM areas. That is, science, technology, engineering and mathematics—the fields where we will see the most job growth in the 21st Century—as well as in the Arts, which provide balance, perspective and which, research shows, enhance achievement in the STEAM areas.

Over the summer, NJSBA initiated meetings to discuss the need for more teacher pre-service and in-service training in integrative STEAM education. Participants include officials of the Higher

Education Commission and the Department of Education, as well as Assemblywoman Mila Jasey, who chairs the Assembly Higher Education Committee.

RESOURCES/GUIDANCE

- Website Redevelopment
- Sustainability/STEAM
- **Expanded Field Services**
- County School Boards Association



New Jersey School Boards Association

www.njsba.org

NJSBA provides a wide range of resources, guidance and services to local school districts onsite. These services, delivered by our field service staff, promote effective school board governance. They include superintendent and board self-evaluation, goal-setting, strategic planning, and superintendent searches. In recent years, the need for these services has grown.

Your NJSBA Field Services Team

www.njsba.org/find-your-fsr

Jane Kershner, Director



Office:
609-279-5253

Business Cell:
609-219-2191
jkershner@njsba.org



Jesse Adams Jr.
Field Service Representative

Burlington, Camden (partial) and Mercer

Business Cell:
609-219-2194
jadams@njsba.org



Alfred Annunziata
Field Service Representative

Bergen

Business Cell:
609-499-5122
aannunziata@njsba.org



Mary Gassman
Field Service Representative

Hudson, Middlesex and Ocean (partial)

Business Cell:
609-508-0100
mgassman@njsba.org



Theresa Lewis
Field Service Representative

Camden (partial), Gloucester and Salem

Business Cell:
609-462-3253
tlewis@njsba.org



Robynn Meehan
Field Service Representative

Passaic (partial), Sussex and Warren

Business Cell:
609-499-4603
rmeehan@njsba.org



Charlene Peterson
Field Service Representative

Essex, Morris and Passaic (partial)

Business Cell:
609-219-2196
cpeterson@njsba.org



Gwen Thornton
Field Service Representative

Hunterdon, Somerset and Union

Business Cell:
609-219-2190
gtthornton@njsba.org



Kathy Winecoff
Field Service Representative

Monmouth and Ocean (partial)

Landline:
609-449-1623
kwinecoff@njsba.org



Charlene Zoerb
Field Service Representative

Atlantic, Cape May and Cumberland

Business Cell:
609-273-9960
czzoerb@njsba.org



New Jersey School Boards Association

www.njsba.org

Therefore, as part of our 2015-2016 budget, we added an additional field service representative...so that we can deliver more onsite services to you efficiently and effectively. We now have a complement of ten field reps. Our newest addition is Mary Gassman, who serves school boards in Hudson, Middlesex and Ocean counties.

RESOURCES/GUIDANCE

- Website Redevelopment
- Sustainability/STEAM
- Expanded Field Services
- **County School Boards Associations**



New Jersey School Boards Association

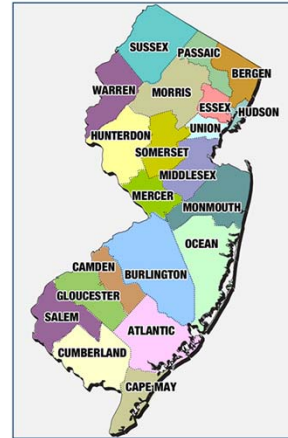
www.njsba.org

As I've said many times before, the success of the New Jersey School Boards Association is directly linked to the success of the county school boards associations. That is one reason why I have made a commitment to visit all 21 county associations again this year. Thus far, I have been to 10 county meetings.

RESOURCES/GUIDANCE

County School Boards Associations

- Advancing member advocacy, information and training at county and local levels
- Focus on critical issues: PARCC, Ethics, Common Core
- 39% increase in attendance



New Jersey School Boards Association

www.njsba.org

Last week, we invited Commissioner Hespe to the joint Essex/Passaic County School Boards Association meeting. I was pleased to host a dialogue with him regarding the issues that are on the minds of our members. Over 90 board members attended the program.

Attendance at this fall's county meetings increased substantially—by 39 percent—over last year.

We've found a formula for success. One element consists of the

critical program topics, such as the effective use of PARCC data, the state's review of the Common Core State Standards, recent Advisory Opinions of the New Jersey School Ethics Commission, and integrating technology into the curriculum.

Good programs and good speakers...not a bad combination.

Training & Professional Development

WORKSHOP
2015 | PARTNERS IN STUDENT
ACHIEVEMENT

OCT. 27-29, 2015 • ATLANTIC CITY CONVENTION CENTER



*Camden Co. Vo-Tech Robotics Team at **Workshop 2015***



Sen. President Steve Sweeney with NJSBA leaders and key lawmakers



New Jersey School Boards Association

www.njsba.org

Our annual Workshop is one of our most important vehicles for delivering training and professional development. This year's conference was, once again, a great success—thanks to the work of our amazing staff.

Whether it was Travis Allen, our keynote speaker, spending time on the Exhibit Floor to talk with board members about digital learning...or the Senate President, Assembly Majority Leader and other key lawmakers sharing their viewpoints during our Legislative Session...or seeing the talents and accomplishments

of our students on stage and in the STEAM/Green Command Center...Workshop 2015 was one of the most successful to date.

Training & Professional Development

WORKSHOP 2015 | **PARTNERS IN STUDENT ACHIEVEMENT**
OCT. 27-29, 2015 • ATLANTIC CITY CONVENTION CENTER

- **Excellent Programming: 250+ Sessions**
- **Financial Goals Met**
- **Attendance—
Nearly 8,000**



New Jersey School Boards Association

www.njsba.org

Workshop 2015 exceeded all of its financial goals. That's important, because in 2015-2016, for the first time, district dues will make up less than 70 percent of all NJSBA revenue. The financial success of Workshop is a major factor in reaching that benchmark.

Training & Professional Development

- **ETS Renews \$55,000 Grant**
for 2016 New Board Member Orientation



New Jersey School Boards Association

www.njsba.org

Another reason why NJSBA has been reducing reliance on dues is the work the Educational Leadership Foundation of New Jersey, or ELF-NJ.

ELF-NJ's mission is to support training, professional development and other programming for New Jersey's local boards of education.

Today, I am pleased to announce that, this year, ELF-NJ has once again secured a gift, totaling \$55,000, from the Center for

Advocacy and Philanthropy at the Educational Testing Service.

The grant will enable NJSBA to provide its weekend Orientation conference—considered the nation’s premier training program for new school board members—at no cost to our members. This year, we will be conducting two weekend programs, in January and in March.

So far this year, ELFNJ has received \$310,000 in funding to support training and professional development.

Training & Professional Development

Governance I
New Board Member Orientation

elf Funded through the Educational Leadership Foundation of New Jersey



New Board Member Certification (NBM)

- For newly elected/ appointed members
- Earned during first 2 years of service
- Requires completion of training in key areas

Strengthening Existing Certification Levels

- Reinstating Exam as Requirement

 New Jersey School Boards Association www.njsba.org

New Jersey's local school board members undergo more professional development than any other elected officials. They are the *most* trained board members in the nation. My goal is for them to be the *best* trained. That's critical because research clearly shows a linkage between a well-trained, well-functioning school board and student achievement.

Engaging school board members in professional development early in their service will help us accomplish our goal.

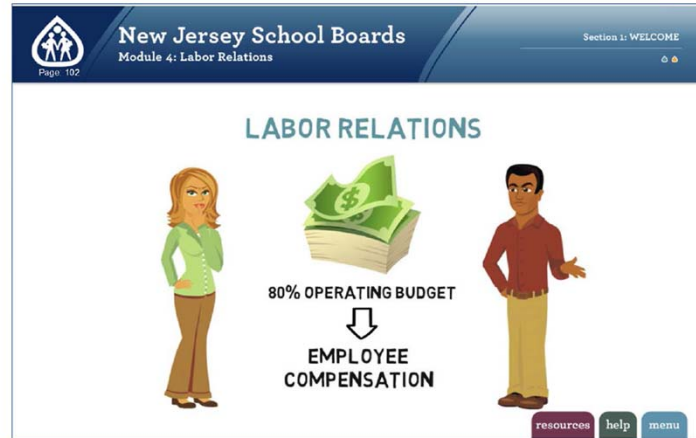
Toward that end, the NJSBA Board Member Academy is launching a new program, designed for board members in their first and second years in office. It's called the New Board Member Certification, or NBM.

We are also strengthening our existing certification programs, including the Master Board Member and Certified Board Leader programs, by requiring that members pass an exam before earning these designations, and by increasing other requirements.

Training & Professional Development

Goal: Continuous Improvement

January 2016: New online Governance training



NJSBA has always had “good” training programs. But, if our board members are to be the best trained in the nation, we have to ensure that our programming moves from “good” to “great.”

An area in need of improvement has been the online mandatory training.

To address the issue, our Training & Professional Development Department has been working with an online program development firm on new training modules for the Governance

1, 2 and 3 programs.

Right now, the programs are in the “alpha” stage, so further refinement will take place. But what I’ve seen so far is very impressive. The modules are clear, concise and informative—truly an advancement in our online training.

We would like to give you a four- to five-minute preview this morning.

The new online programming is expected to go live in January.

NJSBA
Delegate Assembly

***Our Association
Moving Forward:***
Executive Director's Report

November 21, 2015
Dr. Lawrence S. Feinsod
Executive Director

 New Jersey School Boards Association
www.njsba.org | 609. 695. 7600 | 888.88NJSBA

The investment we make in the professional development of board members is an investment in the success of public education.

You serve as the link between the community and its schools. You ensure the proper oversight of public education. And, more than any other public officials, your actions have a direct impact on the lives of our children.

I thank you for your support and your dedication.