

NJSBA  
Delegate Assembly



- ***Relationships***
- ***Relevancy***
- ***Results***


December 10, 2016  
**Dr. Lawrence S. Feinsod**  
Executive Director



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

Good morning to New Jersey's citizens extraordinaire! It's always a pleasure talk with each and every one of you—whether we're at Workshop, a county school boards association meeting, or the Delegate Assembly.


The leadership you provide to your local school districts, your enthusiasm for public education, and your aspirations for our school children are what drive the New Jersey School Boards Association. It gives us inspiration.



**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.

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It is the “why” behind NJSBA and what we are all about.

At the Delegate Assembly, it’s also a pleasure for me to report on the progress of the New Jersey School Boards Association.

## Strategic Plan: Finance

*Increase non-dues revenue through the Educational Leadership Foundation of New Jersey and public-private partnerships*

PERCENTAGE OF DUES VERSUS TOTAL ASSOCIATION REVENUE					
YEAR	DUES	TOTAL REVENUE	DUES AS PERCENT OF TOTAL REVENUE	WORKSHOP REVENUE	WORKSHOP AS PERCENT OF TOTAL REVENUE
2009-10	\$ 7,459,299	\$ 9,796,565	76.1%	\$ 1,540,803	15.7%
2010-11	\$ 7,142,871	\$ 8,921,057	80.0%	\$ 822,322	9.2%
2011-12	\$ 7,146,930	\$ 9,415,482	75.9%	\$ 1,350,851	14.3%
2012-13	\$ 7,114,446	\$ 9,742,299	73.0%	\$ 1,495,694	15.4%
2013-14*	\$ 7,066,907	\$ 9,950,593	71.0%	\$ 1,658,933	16.7%
2014-15	\$ 7,114,314	\$ 9,973,932	70.2%	\$ 1,825,592	17.6%
BUDGET 2015-16	\$ 7,114,310	\$ 10,356,671	68.7%	\$ 1,802,984	17.4%
BUDGET 2016-17	\$ 7,114,310	\$ 10,489,259	67.8%	\$ 1,917,634	18.3%

\* 2013-2014: Reflects reduction for Sandy-impacted districts.



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As the result of sound financial planning, NJSBA’s annual budget does not call for any change in member dues for the eighth consecutive year. We recognize the financial challenges facing your school districts. These challenges include inadequate state funding, a 2 percent tax levy cap, and the need to ensure safe and adequate facilities.

These challenges are not going away. And neither is your need for training, information and advocacy to help you govern effectively. Therefore, NJSBA’s budget can never be a “no-

growth” document. Rather, it is a financial plan increasingly supported by non-dues revenue—to be exact, 32.2 percent and growing. In short, we are successfully working to secure corporate contributions.

And the first R—relationships—plays an important role in that effort.

## Strategic Plan: Finance

*Increase non-dues revenue through the Educational Leadership Foundation of New Jersey and public-private partnerships*



- Funds All County School Boards Association Training Programs
- ETS – fully funds March New Board Member Orientation
- New Jersey Schools Insurance Group – fully funds January Orientation
- Other contributors...NJM Insurance, Investors Bank, U.S. Army, Bristol-Myers Squibb, Verizon, Cooper Levenson



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Financial relationships established through our Corporate Partners program and the Educational Leadership Foundation of New Jersey are essential to NJSBA's professional development programs.

That's good news for the county school boards associations, for our orientation programs, for Workshop...and for you.

Today, every single county school boards association training program is provided free of charge, thanks to \$135,000 in

funding secured through ELFNJ and our business partnerships.

Four years ago, we set out to revitalize the county associations with a combination of good programs, good locations and good food for members, who attend the meetings after having worked all day.

That formula has succeeded. As I reported in May, county meeting attendance grew by 70 percent over the past three years.

We are also being innovative. This year, on three occasions, the county associations will host tri-county meetings linked through distance learning technology. Thanks are due to one of our corporate sponsors, Promedia, for providing the necessary technology at no cost.

As I've said many times before: The strength of our county associations is essential to the health of NJSBA. And the success of NJSBA helps local school boards members throughout our state.

Through the efforts of ELFNJ, our fund-raising arm, we restored the nation's premier training program for new school board members: the weekend orientation. And this year, we gained an additional sponsor—the New Jersey Schools Insurance Group. NJSIG is providing \$50,000 to fully fund the January 2017 orientation weekend. And our long-term sponsor, ETS, will continue to fully fund the March weekend program...for the fourth year in a row.

But partnerships are not only about money.

## **Strategic Plan: Student Achievement**

*Collaborate with all entities involved in the advancement of public education*

### **U.S. Army**

- **iSTEAM Education**
- **Workshop Platinum Sponsor**



**Lt. Col. Edward Croot**, Commander  
Mid-Atlantic Recruiting Battalion



**SFC George Johnson**  
STEAM Education Specialist



**Lt. Gov. Guadagno**  
at NJSBA  
Headquarters to  
support Military  
Opportunities Day



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One of our most exciting relationships involves the U.S. Army. And yes, the Army provides a \$20,000 sponsorship at Workshop. But it also plays a strategic role in our efforts to advance STEAM education in local school districts.

Today, the Army is fully funding the placement of a STEAM education expert on our staff. That expert, Sergeant First Class George Johnson, consults with local school boards on policy and programs to advance STEAM education.



Our relationship with the U.S. Army is unique among school boards associations nationwide.

## “STEAM” TANK CHALLENGE

### Workshop 2016



Atlantic County IT Students  
with Commissioner Kim Harrington



Bayonne High School



West Orange High School

The Army was also instrumental in the STEAM Tank competition at Workshop. Through that program, 17 student teams from across the state demonstrated their inventiveness and knowledge of the STEAM education areas.

On Tuesday, we will be presenting awards to the two schools that placed first in the STEAM Tank competition. Stay tuned for the announcement.

You know, students have always had a presence at Workshop

through programs and performances. The STEAM Tank competition took that participation to a new level. It certainly illustrated the true goals of school board membership.

**Strategic Plan: Student Achievement**

*NJSBA will be THE leader in advancing student achievement to the highest levels through training and collaboration with other entities*

**Collaboration and Partnerships**

• U.S. Army	• Rutgers School of Management and Labor Relations
• NJ Business & Industry Association	• Garden State Coalition of Schools
• The College of New Jersey	• NJ Charter Schools Association
• NJ State League of Municipalities	• Commission on Higher Education
• Office of the Lieutenant Governor	• NJ State Board of Education
• NJ Department of Education	• LEE Group
• Governor's Office	• Legislative Leadership

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Student achievement is at the foundation of everything we do. NJSBA's current Strategic Plan sets several objectives in advancing student achievement, including partnerships and collaboration.

Over the past two years, NJSBA has built relationships with a wide range of organizations—within the education community, in higher education, and in the business and non-profit sectors.

- Our collaboration with The College of New Jersey has helped

build the Sustainable Jersey for Schools program. Membership in that program has grown to 40 percent of the state's operating school districts.

- Our relationship with the state Department of Education and the New Jersey Institute of Technology has produced Future Ready Schools – New Jersey. This new initiative will help schools promote digital learning.
- Through a partnership with the Rutgers School of Management and Labor Relations, NJSBA is leading a pilot project in ten school districts. The project is studying the positive impact of labor-management collaboration on student achievement.
- Our ongoing relationship with the New Jersey PTA, the NJEA, the school administrators association, school business officials and principals and supervisors has involved a number of legislative and programming initiatives.

## **Strategic Plan: Leadership and Advocacy**

*Strengthen existing partnerships while developing new linkages that promote effective public education*



**Kim Harrington, Acting Commissioner, and former Commissioner David Hespe**



**Monthly meeting with State Board President Mark Biedron**

**Meeting on school funding with Senate President Steve Sweeney**



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NJSBA also maintains a healthy exchange of ideas with the people in Trenton who make decisions that impact our schools. We have strong lines of communication with the legislative leadership and the governor's staff. We take part in monthly one-to-one meetings with the State Board of Education president. And we enjoy an excellent relationship with Acting Commissioner Harrington and the New Jersey Department of Education.

## Strategic Plan: Leadership and Advocacy

*Advance advocacy at the local and county levels.*

Summer 2016:  
37 Legislative District  
Meetings



With Senate GOP Leader Tom Kean, Jr.



With Assemblyman Taliaferro (3<sup>rd</sup> LD)



With Sen. Cruz-Perez (5<sup>th</sup> LD)



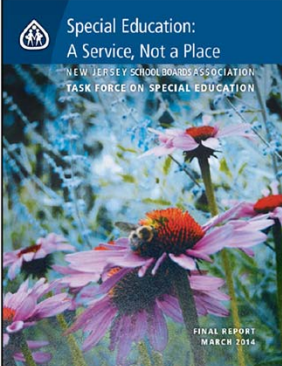
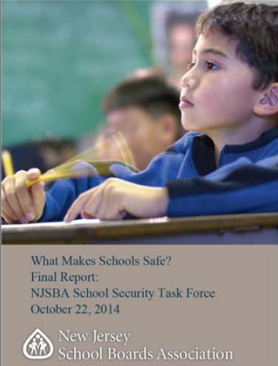
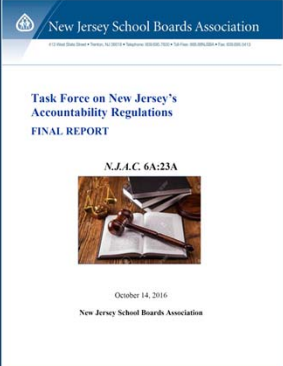
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Our goal is also to enable you to advocate for your schools and students with your representatives in Trenton.

**Strategic Plan: Leadership and Advocacy**

*Become the “go to” resource during development of educational policy*

 <p>Special Education: A Service, Not a Place NEW JERSEY SCHOOL BOARDS ASSOCIATION TASK FORCE ON SPECIAL EDUCATION FINAL REPORT MARCH 2014</p>	 <p>What Makes Schools Safe? Final Report: NJSBA School Security Task Force October 22, 2014 New Jersey School Boards Association</p>	 <p>New Jersey School Boards Association Task Force on New Jersey's Accountability Regulations FINAL REPORT N.J.A.C. 6A:23A October 14, 2016 New Jersey School Boards Association</p>
<p><b>September 6: Response to Intervention Bill Signed into Law</b></p>	<p><b>November 30: Governor Signs Bill Creating New Class of Specially Trained School Officers</b></p>	<p><b>November 16: Commissioner Proposes Easing of CSA Salary Cap</b></p>


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Recent events underscore the relevancy of our Association.

Last month, we saw a positive development when the acting commissioner of education proposed loosening the restrictions in the five-year old superintendent salary cap. NJSBA’s year-long study of the state’s Accountability Regulations played no small part in that change.

On November 30<sup>th</sup>, the governor signed legislation creating a new category of law enforcement officers assigned to schools—



Class III officers. The measure was a major recommendation of NJSBA's School Security Task Force. It gives school boards the cost-efficient option of employing retired police officers, who are specifically trained to work with students.

Earlier this fall, the governor signed legislation implementing a recommendation from another NJSBA study group, the Task Force on Special Education. The new law creates a Response to Intervention, or RTI, initiative in the Department of Education. RTI enables early identification of students at risk academically, provides needed instructional and behavioral support and, in some cases, averts the need for classification.

Too often, research studies are relegated to collecting dust on library shelves. I am happy to say that two years after their release, NJSBA's studies of school security and special education are having a positive impact.



**WORKSHOP 2016**  
PARTNERS IN STUDENT ACHIEVEMENT

$$y_{\sin} = -1$$

$$x - \frac{\pi}{4} = -\pi + 2k\pi$$

$$x = \frac{\pi}{4} - \pi + 2k\pi$$

$$x = -\frac{3\pi}{4} + 2k\pi$$

October 25–27, 2016 · Atlantic City Convention Center

**RECOGNIZING THE VALUE OF EVERY STUDENT**

**Exceeded All Goals**

- Attendance (8,100)
- Training/Programming
- Financial



Camden County Tech Robotics Team with Keynote Speaker Fredi Lajvardi



Hunterdon Central Reg. H.S. Fiddle Club

As we continue focusing on the third R— results—let me commend our Officers, the membership and the NJSBA staff for the most successful Workshop to date.

Workshop 2016 met all of its goals in the areas of training, attendance and finance. Ninety-four percent of the state’s boards of education were represented at the conference. The speakers were inspiring, the programming informative, and the focus on board members’ roles in student achievement impressive.

Workshop was truly a true success.

**REFLECTIONS**  
From Dr. Larry Feinsod, executive director, NJSBA

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**Post Election 2016**

No matter how you voted on November 8, you have to agree that the campaign leading up to the 2016 Presidential Election was unlike any we have seen in our lifetimes.

While the transition between the election and inauguration normally produce calmer seas, the week following this year's election has been anything but placid.

I've heard from many people with concerns about the lack of civil discourse and its impact on schoolchildren. Some, taking a positive slant, believe that we have an opportunity for a teachable moment, setting a positive tone for our students.

In response, I've asked our staff to identify resources on teaching children about the election and the role that parents and teachers play in the learning process. There is no absence of information. From these resources, I've drawn several critical points, which can guide educators and parents:

- America's greatness stems from many factors, including our right to disagree with each other and with our government.

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As we close out a very successful 2016 and look ahead to 2017, the question for many of us is this: *What does the future hold?*

I would not be going out on a limb by saying that, at the federal level, we can expect change in education policy.

Following the election, I wrote a “Reflections” column that addressed how we can speak with our students about the election and government. I was pleased to see the positive response I received from so many of our members.

We also issued a statement on the nomination of Betsy DeVos as U.S. Secretary of Education.

In it, I said, the following:

“We urge Secretary-nominee DeVos and the incoming administration to take a balanced approach to the federal government’s role in educational policy and to support our public schools, which strengthen the nation’s culture and economy. Public education is a local function, a state responsibility and a national concern.

“In New Jersey, which historically has been a gateway to waves of new citizens, the critical role of public education cannot be understated. The New Jersey School Boards Association will remain resolute in its support of public education and its commitment to the advancement of learning for all of our state’s 1.4 million public school students.”

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As an advocacy organization, we always weigh our words carefully. But we do not have to be careful about our support for public schools, or our knowledge that public education is the bedrock of our democracy.

Thank you for all that you do for the children of New Jersey.