

MINUTES
of the
BOARD OF DIRECTORS MEETING
September 25, 2015

The New Jersey School Boards Association Headquarters
Trenton, NJ

BOARD OF DIRECTORS
MINUTES OF SEPTEMBER 25, 2015
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MINUTES

BOARD OF DIRECTORS THE NEW JERSEY SCHOOL BOARDS ASSOCIATION HEADQUARTERS TRENTON, NJ

SEPTEMBER 25, 2015

A regular meeting of the Board of Directors was held on Friday, September 25, 2015 at the New Jersey School Boards Association headquarters, Trenton, NJ.

Executive Committee members present were Donald Webster, Jr., president; Daniel Sinclair, vice president for county activities; Michael R. McClure, vice president for finance; Jason A. Jones, vice president for legislation/resolutions, and Dr. Lawrence S. Feinsod, executive director.

Association staff present were Frank Belluscio, deputy executive director/director of communications; Cynthia Jahn, Esq., general counsel; Francis J. Pullo, director of finance; Vincent DeLucia, director of training & professional development; Ray Pinney, director of county activities & member engagement; Michael Vrancik, director of governmental relations; Joseph Hsieh, director of information technology; Jane Kershner, director of field services; Michael Kaelber, director of legal & labor relations services; Patty Maillet, director of business development; Kimberly Blum, director of human resources; Kristen Krulikowski, administrative/search assistant, and Ann Marie Smith, administrative assistant, executive office/communications.

The following members and alternates of the Board of Directors were present:

Atlantic	Not Represented	Somerset	Thomas Kasper
Bergen	Diane Holzberg	Sussex	Ray Morris
Burlington	Dr. Michael Lee	Union	Helen E. Kirsch
Camden	Naomi Davidson (Alt.)	Warren	Gusna Rutledge
Cape May	Not Represented		Christy Tighe (Alt.)
Cumberland	Not Represented		
Essex	Shane Berger	County	
Gloucester	Not Represented	Association	
Hudson	Dr. Michael Baruch	Leadership	Cynthia Auberger
Hunterdon	Dr. John Kulick		Ginny Murphy (Alt.)
	Laurie Markowski (Alt.)		
Mercer	Not Represented	Urban Boards	George Cook
Middlesex	Lucy Bloom		Jonathan Hodges, M.D., (Alt.)
Monmouth	Mark Bonjavanni		Marsha Hershman
	Cherie Adams (Alt.)		Tafari Anderson
Morris	Irene LeFebvre (Alt.)		
Ocean	Not Represented	Vocational	Not Represented
Passaic	Jeff Fischer		
Salem	Eileen Miller	NSBA Rep.	Not Present
	Dominick Miletta (Alt.)		

ROLL CALL

President Webster called the meeting to order at 7:00 p.m. A roll call indicated four officers, urban boards, county association leadership and 15 counties were represented.

MOMENT OF SILENCE

President Webster asked for a moment of silence in remembrance of military personal who lost their lives this past year.

FLAG SALUTE

President Webster led the members in the Pledge of Allegiance.

MISSION STATEMENT

President Webster led the members in reciting the Association's Mission Statement.

OPPORTUNITY FOR PUBLIC COMMENT

Richard Snyder acknowledged Governor Christie and Senator Jim Whelan for their passage of the bill authorizing a teacher leader endorsement to a teacher's instructional certificate.

He also asked if he could attend workshop, to which staff responded yes, he can attend Workshop at the membership rate in acknowledgement of his previous years of service as a member of the NJSBA Board of Directors.

RECOGNITION OF RETIRING MEMBERS AND ALTERNATES

President Webster recognized the following retiring members and alternates: Barbara Coscarello, member, Urban Boards Committee; Frank Storm, alternate member, Urban Boards Committee; Christine Kane, member, Gloucester County (not present), and Jerome Page, alternate member, Atlantic County (not present).

RECOGNITION OF NEW MEMBERS AND ALTERNATES

President Webster recognized the following new board of director members and alternates: George Cook, member, Urban Boards Committee; Jonathan Hodges, alternate member, Urban Boards Committee; Naomi Davidson, alternate member, Camden County; Anthony Fasano, alternate member, Sussex County; Christy Tighe, alternate member, Warren County, and William Monk, alternate, Urban Boards Committee (not present).

OATH OF OFFICE

President Webster administered the Oath of Office to all Officers and Board of Director members and Alternates.

CODE OF CONDUCT

In accordance with GO Policy/8250E and 8318E, Officers, Board of Directors Members and Alternates were asked to complete, sign and hand in their Code of Conduct/Conflict of Interest forms.

ACTION ITEMS

Roll Call Agenda Items

ACES Grant Request – ELFNJ

The Board of Directors was asked to approve an application from the Educational Leadership Foundation of New Jersey (ELFNJ) for grant funding through the Alliance for Competitive Energy Services (ACES) in the amount of \$125,000 for fiscal year 2015-2016. This grant will enable ELFNJ to provide services in specified program areas, as set forth in the proposal. The Board members were reminded that during the fiscal year 2014-2015, ELFNJ was able to supplement ACES funding with \$193,570 in donations received from corporate contributors.

President Webster called for a motion to adopt the Education Leadership Foundation of New Jersey's request to the Board of Directors for grant funding through ACES in the amount of \$125,000 for fiscal year 2015-2016 to enable ELFNJ to provide services in specified program areas.

*Mr. Kasper moved to **APPROVE** the ELFNJ grant request. The motion was duly seconded and carried. Vote was unanimous.*

Revisions to Governance and Operations policies: GO/3515.1 (telephones) and GO/4133.8 (cell phones)

The Board of Directors was asked to approve revisions to GO Policy Nos. 3515.1 and 4133.8. GO/3515.1 (attached).

President Webster called for a motion to adopt the revised policies upon first reading and waive second reading.

Mr. Rutledge moved to **APPROVE** the policy revisions. The motion was duly seconded and carried. Vote was unanimous.

Consent Agenda Items

1. Approval of the Open Session Meeting Minutes of May 15, 2015
2. Approval of the Closed Session Meeting Minutes of May 15, 2015
3. Approval of the NJSBA Legislative Committee appointments

*Dr. Lee moved to **APPROVE** the Consent Agenda Items. The motion was duly seconded and carried, with five abstentions: Naomi Davidson, John Kulick, Lucy Bloom, Tafari Anderson, and Laurie Markowski.*

EXECUTIVE DIRECTOR'S REPORT

Dr. Feinsod introduced two new NJSBA staff members: Mary Gassman, field service representative for Hudson, Middlesex and part of Ocean Counties; and Patti Rees, county activities coordinator for Bergen, Essex, Hudson, Hunterdon, Middlesex, Morris, Passaic, Somerset, Sussex, Union and Warren Counties.

Dr. Feinsod also summarized the following developments that have taken place since the last meeting of the Board of Directors on May 15, 2015:

- *Website Redevelopment* – To resolve the difficulty our members are experiencing in navigating the NJSBA web site, it was decided to rebuild the site from the ground up. Last May, the Board of Directors approved funds for this project. Following a formal proposal process, MightyBytes, a Chicago-based website architecture firm was selected to assist in the development of a web site that is intuitive, easy to navigate, and can serve as a primary resource on school district governance, educational issues, and strategies to advance student achievement. The project completion date is early 2016.
- *Business Development* – Plans are underway to increase members' use of three fee-based services – NJSBA's TEC (technology for education and career), which offers technological equipment and services to NJSBA members at reduced costs, the Grant Support Services program, and the NJSBA School Policy Service. NJSBA is moving toward this goal through coordinated marketing plans, the refinement of products, and the development of new products. The primary goal of these programs is to help members acquire products and services at lower cost, as well as enable NJSBA to reduce reliance on dues as a revenue source.

NJSBA is also reducing dues-reliance through the work of the Education Leadership Foundation of New Jersey (ELFNJ). The Educational Testing Services (ETS) has confirmed its commitment to gift ELFNJ \$55,000 to fund one of the two New Board Member Orientation weekends. The support of ETS enables NJSBA to provide this exemplary training program at no cost to members.

- *Sustainability* – This summer NJSBA took a major step toward the goal of attaining LEED certification for its headquarters building by awarding a contract to the Green Building Center of Lambertville for a feasibility study and implementation.

Launched in November 2014, the Sustainable Jersey for Schools Certification program now has 109 school districts, an increase of 55 percent since last May, and 283 schools, a 39 percent increase since the spring, participating in the program.

The U.S. Green Building Council, New Jersey Chapter (USGBC) will be honoring NJSBA and the New Jersey Department of Education for their work on the Green Program of Study in sustainable design, during its annual event at Montclair State University. USGBC is also granting NJSBA \$7,000 for a part-time Green Schools Intern at NJSBA.

- *iSTEAM Education* – Over the summer, NJSBA initiated a meeting with Assemblywoman Mila Jasey, chair, Assembly Higher Education Committee; Alan Guenther, representative of Secretary of Higher Education Rochelle Hendrix; Assistant Education Commissioner Peter Shulman, to discuss the need for more teacher pre-service and in-service training in integrative Science, Technology, engineering, Arts and Mathematics. NJSBA representatives were, Don Webster, president, John Bulina, immediate past president and Dr. Larry Feinsod, executive director.
- *Advocacy* – For 2015-16, NJSBA has set goals to raise the awareness of lawmakers and the public, and to advocate for change, in seven areas: seniority (last in, first out); levy cap adjustment for special education; unfunded and underfunded mandates; pension and health benefit 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.

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

This year, Dr. Feinsod will visit all 21 counties to deliver the message that school board members can make a difference when they advocate for their communities' children. He will present a video featuring legislators asking school board members to communicate with them about the impact of legislation on local districts.

In order to keep members informed and engaged in advocacy, NJSBA is launching a mobile advocacy platform, which is designed to alert members to important developments, and communicate with legislators. Dr. Feinsod guided members through the sign-on process for the platform.

Mike Vrancik, director of governmental relations, provided an update on the series of summer meetings held for school board members and legislators to discuss the impact of legislation on local school boards in the legislator's legislative districts. Mr. Vrancik reported that Assemblyman Patrick Diegnan, chair of the Assembly Education Committee, invited NJSBA to provide him with a "wish list" of legislation NJSBA would like to put forward for him to support. He indicated interest in supporting a bill to cap special education costs. He also took under advisement the list of actionable items from NJSBA's Special Education and School Security Task Force reports.

Staff also had a very productive meeting with a relatively new legislator, Assemblyman Jack Ciattarelli, Legislative District 16, who also expressed interest in many of NJSBA's advocacy goals.

In general, legislators do want to hear from local school board members who are their constituents.

NJSBA has created an internal task force, which will draw heavily on input from members, to develop a strategy to address the Accountability Regulations, which are scheduled to sunset in November 2016. The task force will make sure that the current regulations are replaced with reasonable controls that promote responsible action and accountability but do not handcuff boards and their administrative staffs with red tape, restrictions and additional expense.

Leadership for Educational Excellence (LEE), a coalition of the major statewide education organizations, has agreed to explore legislation and other strategies to address the recent School Ethics Commission Advisory Opinions.

County School Board Associations – Over the past two years, the county associations have been revitalized as evidenced by the increased attendance. This fall, these efforts are continuing with programs focusing on critical issues including the PARCC assessments and the Common Core State Standards. Two of the Department of Education's top officials are conducting these programs.

New Jersey Standards Review Committee – The New Jersey Department of Education's review of the Common Core will involve a committee of stakeholders, representing teachers, parents, principals, superintendents and school board members. The Department of Education selected two school board members to serve as NJSBA's representatives on the committee: Dominick Miletta of Pittsgrove, who is an alternate member of the Board of Directors for Salem County, and Immediate Past President John Bulina of Tabernacle Township. The committee is scheduled to issue a report in January.

Chapter 78 - On Aug. 13, the New Jersey Public Employment Relations Commission (PERC) validated NJSBA's position concerning health benefit contributions under the 2011 pension and health benefit reform (Chapter 78). In its August ruling, PERC agreed with the NJSBA's interpretation of the law when it held that:

- The maximum Chapter 78 contribution levels will remain in effect for school districts with multi-year collective bargaining agreements that began prior to sun-setting, and
- In the future, when those contracts expire, the contribution levels remain in effect unless the board agrees to change them through negotiations.

Training – NJSBA is developing a new board member certification program (NBM) for newly elected/appointed members that can be earned during the first two years of service. It will require completion of training in key areas. The existing certification programs, including the Master Board Member and Certified Board Leader programs, are being strengthened by requiring members pass an exam before earning those designations and by increasing other requirements.

WORKSHOP 2015 UPDATE

Patty Maillet, director of Business Development, provided an update on Workshop 2015:

- Workshop highlights the relationships NJSBA has developed with key education leaders around the state. It serves as a bridge to enhance student achievement
- Nearing the financial and participation goals in all areas
- Sponsorships are up this year from last year
- Offering 250 programs, including action labs, group sessions, learning labs and mandatory training
- In cooperation with the New Jersey Department of Education (NJDOE) and the New Jersey School Buildings and Grounds Association, there will be a number of programs that qualify for Continuing Education Credits toward certification for schools facilities managers. Also in cooperation with the New Jersey Department of Community Affairs (DCA), a number of programs will be offered that qualify for Continuing Professional Development Credits toward certification for school purchasing personnel.
- 428 boards are registered to date
- Continuing the 100 percent club competition, which means 100 percent of a county's districts are registered for Workshop
- Four student performances scheduled
- The opening ceremony will take place at 9 a.m., Tuesday, October 27
- Two days of Lunch and Learn, featuring free lunch and a wide variety of training programs, will be offered on the exhibit floor.
- The stage has been moved further away from the learning labs to control for sound
- Leadership Breakfast, Officers' Reception and the annual Dance Party will take place at Harrah's new conference facility

PRESIDENT'S REPORT

President Webster reported on the following:

- President Webster is now a trustee of the Sustainable Jersey. In addition to the group's level of expertise and the resources they provide, they are now attracting grants because of their interest in health and welfare programs. Districts can take advantage of these grant programs.
- Summer meetings with legislators were very engaging. The legislators were very interested in NJSBA's concerns. They were particularly impressed with NJSBA's task force reports on school security and special education.
- On the federal level, the big battle right now is over the federal budget so education issues are being pushed to next spring. Those NJSBA members going to the Federal Relations Network in February may have a better chance of directing legislative attention to some of the outstanding education bills on which NJSBA would like to see action.
- Larry and the NJSBA officers attended the National School Boards Association (NSBA) Leadership Conference in August in Chicago. During the conference, NJSBA hosted a very successful Northeast Regional leadership program and business meeting.

- President Webster has been appointed to be one of two representatives from the Northeast Regional delegation to the NSBA nominating committee.
- President Webster noted the expanded STEAM program area at Workshop 2015 and that all exhibitor booths are sold out. There is a small waiting list.

INTERACTIVE SESSION

Dr. Feinsod facilitated a group discussion on how school districts have been approaching the issue of employee contributions to health benefits (Chapter 78 – PERC decision), the impact on negotiations, and plans to address the looming “Cadillac” tax on employers, including school districts, that provide high-cost health coverage as defined by the Affordable Care Act.

UNFINISHED BUSINESS

1. There is increasing concern about charter school funding, particularly the “hold harmless” resolution recently passed in the legislature. There is a resolution circulating that may be presented to NJSBA for advocacy on this issue.
2. Board members would like any legislation drafted to address a cap on special education costs to be presented to them before going to the legislature.
3. Districts should be advised that municipalities may be thinking about moving elections back to April from November. Although the statute was revised to require municipalities to inform districts of their intent to do so, districts should be diligent in making sure they have opportunity for input on the decision.

NEW BUSINESS

There was no new business.

ADJOURNMENT

There being no further business, Mr. Rutledge moved to adjourn the meeting. The motion was duly seconded and carried. The meeting was adjourned at 9:08 p.m.

Respectfully submitted,



Lawrence S. Feinsod, Ed.D.
Executive Director