

MINUTES  
of the  
BOARD OF DIRECTORS MEETING

November 3, 2017  
7 p.m.

The New Jersey School Boards Association Headquarters  
Trenton, NJ

BOARD OF DIRECTORS  
MINUTES OF NOVEMBER 3, 2017  
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BOARD OF DIRECTORS  
NEW JERSEY SCHOOL BOARDS ASSOCIATION  
TRENTON, NJ

November 3, 2017  
7 p.m.

A regular meeting of the Board of Directors was held on Friday, November 3, 2017 at the NJSBA headquarters, Trenton, NJ.

**Executive Committee members present were** Daniel Sinclair, president; Christy Tighe, vice president for county activities; Brandon Pugh, vice president for legislation/resolutions; Donald Webster, immediate past president, and Dr. Lawrence Feinsod, executive director.

**Executive Committee members not present were** Mike McClure, vice president for finance.

**Association staff present were** Frank Belluscio, deputy executive director/director of communications; Cynthia Jahn, Esq., general counsel; Michael Vrancik, director of governmental relations; Jane Kershner, director of field services; Vincent DeLucia, director of training and professional development/educator-in-residence; Carl Tanksley, director of legal and labor relations services; John Faford, director of budget and finance; Ray Pinney, director of member engagement; Kimberly Blum, director of human resources; Joseph Hsieh, director of information technology; Patrice Maillet, director of business development; Billie Barnett, member services representative; and Ann Marie Smith, executive administrative assistant, executive office/communications.

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

Atlantic	Dr. Anne Erickson	Salem	Eileen Miller
Bergen	Diane Holzberg		Dominick Miletta (Alt.)
Burlington	Not Represented	Somerset	Robert Morrison
Camden	Naomi Davidson (Alt.)	Sussex	Ray Morris
Cape May	Not Represented	Union	Helen Kirsch
Cumberland	Tremanisha Stewart	Warren	Paul Williams (Alt.)
Essex	Sandra Mordecai		
Gloucester	Peter Calvo	County	Cynthia Auberger
	Karen Vick (Alt.)	Association	Ginny Murphy (Alt.)
Hudson	Not Represented	Leadership	
Hunterdon	Charles Miller (Alt.)		
Mercer	Anthony Messina (Alt.)	Urban Boards	Marsha Hershman
Middlesex	Not Represented		William Monk (Alt.)
Monmouth	Mark Bonjavanni		Diane Johnson (Alt.)
Morris	Not Represented		
Ocean	John Barton (Alt.)	Vocational	Barbara Dawson
Passaic	Not Represented		
		NSBA Rep.	Not Represented

**ROLL CALL**

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

## **MOMENT OF SILENCE**

President Sinclair asked for a moment of silence for the victims of the hurricanes in Texas, Louisiana and Puerto Rico and the terrorist attack in New York, during which a former New Jersey school board member was a victim.

## **FLAG SALUTE**

President Sinclair led the members in the Pledge of Allegiance.

## **MISSION STATEMENT**

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

**OPPORTUNITY FOR PUBLIC COMMENT** – No public comments.

## **RECOGNITION OF NEW MEMBERS/OATH OF OFFICE**

The Board of Directors recognized Paul Williams, the new alternate member representing Warren County, who took the oath of office with the following returning members: Diane Holzberg, Peter Calvo, Karen Vick, Ray Morris, and Cynthia Auberger.

## **NJSBA 2016-2017 AUDIT REPORT**

Robert Swisher, partner, Suplee, Clooney & Company, NJSBA's independent auditor, reported on the NJSBA 2016-2017 audit. The Association is in excellent financial health. The auditor's report contains no notes recommending adjustment to the Association's financial/business practices.

## **REPORT OF THE PRESIDENT AND OFFICERS**

*President Dan Sinclair* reported on the success of the September 9 and October 6 strategic planning forums; the first meeting of the Task Force to Study Educational Opportunities for Non-College Bound Learners; the success of Workshop 2017, and a meeting that he and Dr. Feinsod attended with the NJEA.

*Vice President for County Activities Christy Tighe* reported on the array of topics covered in county meetings over the last few months including SEL (Social Emotional Learning Competencies); student safety; legal aspects of social media use; student homelessness and human trafficking; legal issues in special education; the importance of arts education, and a county STEAM Tank Challenge. Ms. Tighe also reported on a new governance training series, *Foundations for Success*. The three sessions will focus on School Finance, Student Achievement, and School Law. They will be offered regionally, hosted through the county school boards associations.

*Vice President for Legislation/Resolutions Brandon Pugh* reported on the Legislative Committee meeting held on September 16 during which there were two guest speakers, Rose Accerra, president of the New Jersey State PTA, and Diana Pasculli, from the Chief Public Affairs Office of the New Jersey Department of Education. Ms. Accerra discussed the work of the NJPTA, their partnership with NJASA and their advocacy efforts. Ms. Pasculli provided an update on the Every Student Succeeds Act (ESSA) as it relates to assessing local district performance. Mr. Pugh also reported on the Resolutions Subcommittee meeting held immediately following the Legislative Committee. In anticipation of the NJSBA Delegate Assembly, scheduled for November 18, the Subcommittee considered three resolutions, reviewed select NJSBA Positions/Policies as part for the periodic review process, and discussed a charter school issue

tabled from the Delegate Assembly in May. Mr. Pugh also reported on the advocacy programs held during Workshop 2017, including the New Jersey State Board of Education session and the New Jersey Legislative Panel discussion. He also attended “The Presidents Own” United States Marine Band performance at Washington Township High School and met with cadets of the Air Force JROTC program.

*Immediate Past President Donald Webster* reported on his involvement with the Sustainable Jersey for School Awards Program at Workshop 2017. Ninety-three awards were presented this year. He acknowledged Patty Maillet and Lynn Anderson for their work on finding sponsors for the awards program. Mr. Webster also reported on the first meeting of the Task Force to Study Education Opportunities for Non-College Bound Learners held on November. He chairs the task force. The organization meeting included greetings from President Sinclair, receiving the charge from Dr. Feinsod, discussion of the process needed to accomplish its goal, setting the meeting schedule and developing a survey for the members and their local school districts.

## **REPORT OF THE EXECUTIVE DIRECTOR**

Dr. Larry Feinsod’s report focused on two proposals critical to the future of the Association: the Strategic Plan that will guide NJSBA through the year 2020, and an assessment of NJSBA’s technological infrastructure and necessary improvements. His report began with a summary of the progress made under the current Strategic Plan.

### *Summary of recent achievements under the current Strategic Plan:*

- Continued to build relationships with a wide range of organizations within the education community, in higher education and in the business and non-profit sectors;
- Conducted research on student achievement, special education, school security, the accountability regulations and the superintendents salary cap, which has enhanced NJSBA’s status as a leading advocate and contributed to changes in statute and regulations that give school boards more flexibility.
- Provided members with the opportunity for dialogue with their legislators, face-to-face, through visits with lawmakers from virtually every legislative district and legislative forums through the county school boards associations. This past summer, the governmental relations staff held a record number of legislative district meetings.
- Developed a leadership track, improved governance training and launched a new series titled, “Foundations for Success,” which will be offered through the county associations and will satisfy the Accountability Training requirements.
- Created a new on-line superintendent evaluation tool in cooperation with the NJASA.
- Achieved savings of over \$202 million for school boards statewide through the Alliance for Competitive Energy service program.
- Grew its Corporate Membership Program to 40 companies, exceeding the goal set at 25 members in 2016-17.

- Met all of its financial goals for Workshop 2017.
- Achieved its highest non-dues revenue in its 103-year history. Non-dues revenue now constitutes 34.2 percent of the NJSBA budget.

Dr. Feinsod also introduced the proposed 2018-2020 Strategic Plan, which sets 21 objectives in five goal areas: (1) Student Growth, Learning, Well-Being and Success; (2) Direct and Support Services for Local Boards of Education; (3) Advocating for Public Education; (4) Developing New Jersey’s School Board Members, and (5) Building a “Future Ready” Association. It will guide the Association through the year 2020.

#### *Technology Assessment*

Michael Esolda, NJSBA Technology consultant, presented the Technology Assessment recommendations. Aligned with the Strategic Plan, the Information Technology Assessment calls for replacement or updating of hardware and software to ensure effective delivery of current and future services to the membership; the upgrading or replacing of NJSBA’s Customer Relationship Management System (i.e., the membership database); professional development for staff, and development of an IT strategic plan.

#### *Advocacy Update*

Michael Vrancik, Director of NJSBA’s Governmental Relations Department provided an advocacy update. The report addressed the impact of the November election; concern on the Federal level about special education regulatory proposals, and the impact of the Federal tax reform proposal.

### **ACTION ITEMS**

#### **Consent Agenda Items**

1. Open session minutes of the September 15, 2017 meeting
2. Legislative Committee Appointments

President Sinclair asked for a motion to approve the consent agenda items.

*Ms. Miller moved to APPROVE the consent agenda items. The motion was duly seconded and carried with five abstentions on the September 15, 2017 meeting minutes: Ms. Holzberg, Mr. Calvo, Ms. Vick, Mr. Morris and Ms. Auberger.*

#### **Roll Call Agenda Items**

1. Approval of the 2016-2017 NJSBA Audit.

President Sinclair called for a motion to approve the 2016-2017 NJSBA Audit.

*Ms. Davidson moved to APPROVE the 2016-2017 NJSBA Audit. The motion was duly seconded and carried. Vote was unanimous.*

2. Approval of the 2018-2020 NJSBA Strategic Plan.

President Sinclair called for a motion to approve the 2018-2020 NJSBA Strategic Plan.

*Dr. Erickson moved to APPROVE the 2018-2020 Strategic Plan. The motion was duly seconded and carried. Vote was unanimous.*

3. Approval of the IT Assessment Recommendation.

President Sinclair called for a motion to approve a one-time expenditure, not to exceed \$500,000, from the undesignated free balance, to upgrade the Associations' technological infrastructure as indicated in the September 22, 2017 Information Technology Assessment.

*Mr. Williams moved to APPROVE the one-time expenditure, not to exceed \$500,000, from the undesignated free balance, to upgrade the Associations' technological infrastructure. The motion was duly seconded and carried with one abstention: Ms. Davidson.*

**INTERACTIVE DISCUSSION**

Members shared their feedback on Workshop 2017.

**UNFINISHED BUSINESS**

There was no unfinished business.

**NEW BUSINESS**

There was no new business.

**ADJOURNMENT**

There being no further business, *Ms. Miller moved to adjourn the meeting. The motion was duly seconded and carried. The meeting was adjourned at 9:14 p.m.*

Respectfully submitted,



Lawrence S. Feinsod, Ed.D.  
Executive Director