



New Jersey School Boards Association

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MEMORANDUM

TO: EXECUTIVE COMMITTEE

FROM: DR. LAWRENCE S. FEINSOD, EXECUTIVE DIRECTOR

DATE: JANUARY 9, 2018

SUBJECT: DEPARTMENTAL UPDATES

Each department director provided an update on activities that have taken place since the October 19, 2017 Executive Committee meeting posting. Time will be provided at our January 9, 2018, meeting for any questions or clarification.

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Attachment

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DEPARTMENTAL REPORTS TO NJSBA EXECUTIVE COMMITTEE

January 9, 2017

Business Development

Workshop 2018 Update: I will be providing an update at the meeting

- Program Proposals going out on February 9
- Website will be going live on March 1
- Registration and Housing will open on April 2
- Marketing Plan to educate members about 21 county onsite badge printing beginning in March

Business Development Conference Schedule

- Technology Conference - March 9
- Charter School Conference - March 22
- School Security Conference - June 1
- Programs will be held at Mercer County College from 9:00 a.m. – 3:00 p.m.

Marketing: The marketing team continues to hold bi-monthly coordination meetings for communication channels to our members, which includes Website, email marketing, video, podcasts, newsletters, and magazine.

Call Center:

- The 2018 Census project is beginning. The goal is to have the all school district census updated by March 1.
- The Call Center continues to ensure that all members are taking their mandated training.
- The new 2018 online mandated training courses are up and running for members.
- The NBMO programs are all full with each program having over 25 members on the waiting list.

Policy Manual Wellness Checks: Jean and Steve have done over 50 policy wellness checks so far this year.

Finding, Buying and Saving Technology: Our committee continues to meet to discuss and identify opportunities to streamline, and make more efficient, the technology procurement process for school districts.

NJSBA TEC: We continue to market our new 21st century classroom products and services and School Security products to school districts.

Communications

The **Annual School Public Relations Forum** will take place on March 2 at NJM Headquarters in Ewing. The program, “Social Media: Too Much—or Not Enough—of a Good Thing,” will look at the advantages and disadvantages of school districts’ use of social media. We will include a session on how to positively engage the community through social media. In addition, legal and ethical concerns for individual board members will be addressed.

An update of the **A+ Ideas** website, which features best practices in several areas of school programming and board governance, is nearing completion. The relaunching of the website is scheduled for this month.

On January 3, Dr. Feinsod and President Sinclair participated in the annual **School Board Recognition Month** ceremony during the State Board of Education meeting. They received a resolution, approved by the board, commending the efforts of New Jersey’s 5,000 citizens who serve their communities’ public schools with dedication and no compensation. NJSBA has coordinated School Board Recognition Month in New Jersey since 2002. A special webpage at www.njsba.org/recognition includes materials and resources communities may use to express their appreciation for the efforts of their boards of education. Governor Christie was expected to issue a proclamation declaring January 2018 as School Board Recognition Month in New Jersey late last week.

The January/February issue of ***School Leader*** features a profile of Bruce Young, 2017-2018 Board Member of the Year, an article about the 2017 STEAM Tank Challenge winners, and a special section on Future Ready Technology.

We assisted the Member Engagement Department in developing scripts for a video on this **history of school district regionalization**, presented at the Sussex County School Board Association public forum last month and for the Monthly Minute feature.

The Graphics Unit has updated or organized program books for Bargaining at the Table and the weekend New Board Member Orientation. It also began work related to the **Workshop 2018 theme**. In addition, the unit is updating the online NJSBA Job Descriptions Manual, a dues-based service offered through our Policy Unit.

County Activities and Member Engagement

County Activities

Attendance at November and December county meetings was very good. Program highlights included board members and social media (Bergen County) and the new Foundations for Success, which enables board members to fulfill mandated training (Camden, Gloucester, Burlington and Salem). The Sussex County School Boards Association sponsored a public forum on regionalization, which attracted 175 attendees. The next Sussex County meeting will continue the discussion.

BlogTalkRadio/Education Matters

We recently completed two podcasts, one for newly elected board members and the other on special education law. In January, we will produce two podcasts. One will address the pension

crisis in New Jersey, featuring Tom Byrne from the New Jersey Pension and Health Benefit Study Commission. The other podcast will be part of our series on school law.

We are putting the final touches on all the STEAM Tank videos. In addition, we will produce a video focusing on best practices in school districts. This month, we will look at the Beverly City School District in Burlington County.

Field Services

The month of January in any year is one of the busiest, and this year is no exception. Many boards schedule their annual ethics training during their reorganization meetings. All FSRs will be presenting ethics multiple times this month. The Field Services Ethics Program has recently been revised to include the most up-to-date information. There is always much discussion regarding volunteering and participating in the CSA Evaluation and negotiations.

We've found a high degree of interest in the new CSA Evaluation tool as well, and all FSRs have requests for training. The booklets made for the roll-out of the tool at Workshop was clear, concise, and easy to use. We will be duplicating that for training with boards. Also, there are three regional meetings set for Saturday, February 3rd for board members and superintendents. Boards are being given the option of using the old tool or the new tool for this year, but all must use the new tool starting next year. We are continuing to involve NJASA in this effort and will assist them in training their members.

Superintendent searches had a slow start this year across the state – mainly because, once the salary caps were adjusted, superintendents opened their current contracts and renegotiated their salaries. But movement on searches and requests for presentations has increased recently, and I expect that to continue for the coming months.

Finance

- **Year-To-Date Financial Results**

- The Association's financial performance is favorable vs. budget through the end of November.
- Key areas contributing to this performance are: Workshop registrations, Wages (vacancies), and health care expenses.

- **Information Technology/Future Ready Plan**

- Significant progress has been made toward making NJSBA a Future Ready association.
- We plan to submit a purchase order to Dell in the near future for the replacement or upgrading of all desktops and laptops.
- Cisco has ordered the videoconferencing equipment for the three conference rooms and the training room.
- For the upgrading of our Customer Relationship Management System, we have narrowed our evaluation to three options, including an upgrade of Personify. It may take up to six months to complete this evaluation in order to provide the recommended solution.

General Counsel

DELEGATE ASSEMBLY

Middletown (Monmouth) sought to adopt a belief statement that it is detrimental to students, school programs, and local taxpayers to have the state reduce projected aid to school districts after school budgets have been adopted. APPROVED

Bloomfield (Essex) sought to adopt a belief that special education should be fully funded and that the money should follow the student; as well as capping increases to 2%. The DA APPROVED a belief that special education providers should have a similar cap on increases charged to local districts as local districts have on the ability to raise revenue.

The Resolutions Subcommittee recommended that NJSBA's policies on charter schools, as directed by the DA in May 2017, be amended to provide that the expansion of existing charter schools must similarly be approved by the local board(s) of education as with the original application. F/C 5117. APPROVED.

The Edison resolution regarding charter schools, as recommended to the May 2017 DA, was OPPOSED

MANDATED TRAINING

Continue to work with NJSEC to assure all charter trustees complete mandated training for the 2016 cycle. On December 20 we received notice from NJSEC of 8 suspensions and 6 reprimands for failure to complete training.

AMICUS

NJSBA participated in oral argument before the Appellate Division in September in the appeal regarding OPRA access to student records. On October 16, the court found that the NJPRA dictates who and how a third-party requestor may obtain redacted student records. Plaintiffs have filed petitions for certification before the NJ Supreme Court.

NJSBA TEC

On December 14, 2017, NJSBA advertised in *School Board Notes* a "Request for Quotes for Provision of Public School Governance Platform and Online Policy Manual Publication & Maintenance Service." Quotes must be received by January 10.

Human Resources

- Chiller removal and replacement project was completed, electrical work completed December 28, 2017. Balancing to be completed.
- GBC punch purchased and installed on color copier in the mailroom as per the IT Assessment report by M. Esolda.

- UPS installed on telephone system and connected to the generator. The generator supports the passenger elevator, telephones, services, boiler and emergency lights in the event of a power failure.
- Holiday party rescheduled for January 19, 2018 (Mountainview Golf Course)
- New employee: Kathleen Asher, Counsel
- Position vacancies: Administrative Assistant/Budget and Finance
 Executive Administrative Assistant/General Counsel
 Labor Relations Consultant/Negotiator
- Participate in 2018-2020 strategic plan
- Prepare 2018-2019 annual budget for human resources
- Update all administrative assistant job descriptions
- Prepare/calculate 2018 benefit information for payroll purposes

Information Technology

- Work with consultant Michael Esolda and various vendors to plan for staffs' the computer upgrades and association's future AMS (Association Management System) solution.
- Collaborate with Facilities Manager and telecommunication vendors for the service switch over. Connect all telecommunication devices to UPS (uninterruptable power supply to prevent possible interrupted service and equipment damages caused by power outage.
- Meeting with Staff Technology Committee to propose potential IT tasks and projects. This will help to orient the association's future IT directions.
- Setup 2018 Online Self Evaluation process and reports. The process was available on January 1st, 2018.
- Wrap up the development of new CSA Online Evaluation process and reports. Field Services Department will start user acceptance test (UAT) on January 22. The new process targets to launch in mid-February.
- Enhance the online program registration process by adding the proper message when program registration reaches maximum capacity.
- Refined Board member's mandatory training compliance status report for School Ethics Commission.
- Scope the Online Self Evaluation rewrite to support various browser compatibility, including performing the evaluation on mobile devices.
- Develop an action plan with staff task force to meet the goals and objectives of NJSBA's 2018-2020 Strategic Plan Goal Area 5 "Building a Future Ready's Association."

Governmental Relations

2018 should be an interesting year for sure:

- At the top of the list has to be the relationship between the legislature and the new governor. In particular, the new administration's desire to fulfill campaign promises to the NJEA vs. the Senate President's desire for payback could seriously impact the activities on West State St for a while.
- Who will the new commissioner be? This will be a key indicator of where the Assembly generally is headed—i.e., more towards the Governor or the Senate President?
- Another interesting indicator will be who is named chair of the Assembly Education Committee. Will he or she be someone sympathetic to the NJEA, or not?
- School funding will be a huge battleground, especially with the need to rebalance the aid for districts and the need to raise revenue (i.e., the state income tax). The new federal tax law has changed some thoughts about the consequences of an income tax increase. Will the new governor send the legislature a budget assuming new revenues from this source to force their hand?
- A subplot to this story will be whether there is any movement toward adjusting the levy-cap for districts that may lose adjustment aid but can't offset the reduction with local revenues and stay within the current cap. Stay tuned for this one.
- Statewide testing will also be front and center. Will the testing requirements currently in place be completely eliminated?
- Will the state move back to a more conventional classification scheme for special education in lieu of the current statewide average calculation?
- Will there be a moratorium on charter schools and/or charter expansion?
- Will there be any momentum for re-funding the school construction program? (Who will be the new SDA chief?)
- At this point the Sweeney/Murphy/NJEA triangle doesn't seem likely to resolve itself magically. Some of the Assembly appointments thus far seem more favorable to Murphy than Sweeney, but that's just one perspective. It will be interesting to see who gets the Mercer County Assembly seat vacated by Liz Muiio, who was appointed state treasurer.
- Another big issue just below the radar (for now) is the looming federal court ruling on agency shop. That may be the "Russian front" engagement that spells the end of the union's long dominance in the State House.

Legal and Labor Relations

- I. **Direct/onsite dues-based services**
 - a. 10/9 Robert – Montgomery Township for Contract Analysis
 - b. 10/10 Robert – Ocean Township for Contract Analysis

- c. 10/11 Patrick – Little Egg Harbor for Contract Analysis
- d. 10/11 Robert – Berkeley Heights for Contract Analysis
- e. 10/12 Robert – Lacey Township for Contract Analysis
- f. 10/17 Robert – Montville for Contract Analysis
- g. 10/12 Patrick – Southampton for Contract Analysis
- h. 11/1 Robert – Hopewell Township for Contract Analysis
- i. 11/7 Patrick – Weymouth for Contract Analysis
- j. 11/8 Robert – Pinelands Regional for CSA Contract training
- k. 11/8 Robert – Rumson for Contract Analysis
- l. 11/13 Patrick – Cape May City for Contract Analysis
- m. 11/15 Patrick – High Bridge for Contract Analysis
- n. 11/15 Robert – Essex Fells for Contract Analysis
- o. 11/16 Patrick – Holland Township for Contract Analysis

II. Consultative services

- a. Labor Relations received 82 school district contacts for comparative data fiscal year to date; 24 for this time period. Sandy Raup
- b. Labor Relations has received 13 dues based salary guide analysis requests during this time period; 39 have been completed.
- c. Labor Relations had received 20 request for contract analysis and consultations for this time period; 24 have been completed to date.

III. Fee-based service activities include

- a. Labor Relations salary guide billing for
 - i. July was \$2,782.50
 - ii. August was \$1,301.50
 - iii. September was \$3,112.50;

salary guide billing total is currently \$7,202.50. The budget for 2017-2018 is \$45,000.00

IV. Training and Programming

- a. 10/13 Pat, Rob & Carl – PERC Symposium
- b. 10/18 Patrick – Salem County Meeting
- c. 10/19 Patrick – Negotiating Health Benefits
- d. 10/30 Patrick – NJ LERA
- e. 11/1 Patrick – Middlesex County Meeting
- f. 11/9 Robert – Mandatory Training
- g. 11/17 Department – Preparing for Bargaining Program

V. Internal Services

- a. 10/6 John/Pat – Strategic Planning Meeting
- b. 10/10 Kurt – Workshop Meeting
- c. 10/20 John/Carl – Current Issues and Ethics Meeting
- d. 11/1 Carl/Rob/Cindy – Vo Tech Committee Meeting
- e. 11/9 Carl – Fundamentals of School Law Meeting

Training & Professional Development/Educator-in-Residence

The World We are Preparing the Class of 2030 to Successfully Enter Long Branch Community Think Tank

As per my October Executive Committee Report, my work with the Long Branch Community Think Tank will be completed this winter. On November 14th, I facilitated a joint meeting of the Long Branch CTT and the South Brunswick Community Resource Team. Representatives at the meeting from South Brunswick included the township manager, police, BOE, library, Municipal Alliance, Health Department, Community Education, Clergy, and citizen advocates.

The LB team included the BOE, town council, police, NAACP, clergy and community advocates. The LB CTT learned from their SBCRT counterparts the ways that collaboration on the township level has positively impacted their work. The LB police learned about the important collaborations with the BOE, community groups, and other township agencies. They learned how those collaborations have facilitated improved relationships among the police, the community and the school district. The two communities will continue to use one another as resources. I will facilitate one additional meeting of the LBCCTT. The goal of the LBCCTT is to encourage positive relationships among the police, community groups, BOE, clergy, and the minority community of the city.

NJ School Development Council

Our collaboration with the NJ School Development Council continues. On January 30th and February 28th, NJSBA in collaboration with the NJSDC, the Middlesex County Curriculum Roundtable and the Rutgers Institute to Improve Student Achievement will present a two part professional development series on **Equity & Discipline: Schools, Rules, and Socialization Effects for Students**. In addition to superintendents/assistant superintendents from Highland Park, Metuchen and Piscataway, Steve McGettigan will present on **School Policies Addressing School Rules, Regulations** while I am facilitating discussions on **Community Land Use Laws Impacting School Policies**.