



New Jersey School Boards Association

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AGENDA ITEM NO. XI.(A)1

BOARD OF DIRECTORS

For Meeting of March 15, 2019

FOR: **Action**
 Discussion

FROM: **Dr. Lawrence S. Feinsod, Executive Director**

SUBJECT: **January 18, 2019 Open Session Meeting Minutes**

Background: Attached are the January 18, 2019 open session meeting minutes.

Recommendation: I recommend that the Board of Directors approve the attached minutes as written.

Attachments

MINUTES
of the
BOARD OF DIRECTORS MEETING

January 18, 2019
7 p.m.

The New Jersey School Boards Association Headquarters
Trenton, NJ

BOARD OF DIRECTORS
MINUTES OF January 18, 2019
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DRAFT

BOARD OF DIRECTORS
NEW JERSEY SCHOOL BOARDS ASSOCIATION
TRENTON, NJ

January 18, 2019
7 p.m.

A regular meeting of the Board of Directors was held on Friday, January 18, 2019 at the NJSBA headquarters, Trenton, NJ.

Executive Committee members present were Daniel Sinclair, president; Christy Tighe, vice president for county activities; Mike McClure, vice president for finance; Donald Webster, immediate past president, and Dr. Lawrence Feinsod, executive director.

Association staff present were Cynthia Jahn, general counsel; Michael Vrancik, director of governmental relations; Vincent DeLucia, director of training and professional development/educator-in-residence; Joseph Hsieh, director of IT; Kimberly Blum, director of human resources; Jane Kershner, director of field services; Ray Pinney, director of member outreach; Patty Maillet, director of business development; John Faford, director of budget and finance; Michael Esolda, IT consultant; 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	Anne Erickson	Salem	Eileen Miller
Bergen	Sheli Dansky (Alt.)		Dominick Miletta (Alt.)
Burlington	Jennifer Montone	Somerset	Barry Walker * (Alt.)
Camden	Gail David	Sussex	Ray Morris
Cape May	Not Represented	Union	Helen Kirsch
Cumberland	Not Represented	Warren	Paul Williams
Essex	Sandra Mordecai		Scott Nodes (Alt.)
Gloucester	Pete Calvo		
Hudson	Not Represented	County	Ginny Murphy*
Hunterdon	Not Represented	Association	Judith Amorim Dias (Alt.)*
Mercer	Gregory Stankiewicz	Leadership	
	Anthony Messina (Alt.)		
Middlesex	Lucy Bloom	Urban Boards	Diane Johnson (Alt.)
Monmouth	Mark Bonjavanni		
	Steven Seavey (Alt.)	Vocational	Elizabeth Martin
Morris	Irene LeFebvre		
Ocean	Daniel Leonard (Alt.)	NSBA Rep.	Not Represented
Passaic	Not Represented		

** At the January 18, 2019 meeting, three members attended the meeting remotely Barry Walker, Ginny Murphy and Judith Dias.*

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.

FLAG SALUTE

President Sinclair led the members in reciting the Pledge of Allegiance.

MISSION STATEMENT

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

OPPORTUNITY FOR PUBLIC COMMENT – No public comment.

RECOGNITION OF NEW AND RETIRING MEMBERS/OATH OF OFFICE

The oath of office was administered to the following new members: Steven Seavey, Monmouth Regional Board of Education, alternate representing Monmouth County; Daniel Leonard, Toms River Board of Education, alternate representing Ocean County, and Scott Nodes, Greenwich Township Board of Education, alternate representing Warren County.

The Board of Directors also recognized retiring vice president for legislation/resolutions, Brandon Pugh. He recently graduated from law school and has been admitted to the bar. Beginning a career in law was a factor in his decision not to seek reelection to his local board. NJSBA bylaws require that Association vice presidents be current members of their local boards of education.

EXECUTIVE DIRECTOR'S REPORT

Dr. Lawrence S. Feinsod provided an update on NJSBA activities and progress toward the goals of the current strategic plan.

- *School Board Recognition Month* - January is School Board Recognition Month in New Jersey. Since 2003, New Jersey's governors have issued proclamations recognizing the work of local boards of education by declaring January as School Board Recognition Month. At the State Board of Education's January 2nd meeting, President Dan Sinclair and Dr. Feinsod accepted a resolution honoring New Jersey's 5,000 board of education members.
- *NJSBA Equity Council* – The Equity Council consists of board members and experts in various fields. It will advise the Association and local school boards on research and best practices in curriculum, educational opportunity, school climate, policy and other areas. On December 10, approximately 20 people participated in the Equity Council meeting, where issues of fairness and justice for students were discussed. Going forward, the council plans to feature occasional articles and equity issues and resources for our members in *School Board Notes*. The Council is chaired by Dr. Penelope Lattimer of the Rutgers Institute for Improving Student Achievement.
- *NJSBA Mental Health Services Task Force* – At the December task force meeting, the members heard from Dr. Maurice Elias, director of the Rutgers University Social-Emotional Character Development Laboratory. Dr. Elias is one of the nation's leading experts on school climate. The task force is scheduled to issue its final report in late spring.
- *Career-Focused Learner* – The final report on Education Opportunities for the Non-College-Bound Learner was issued in October. To raise awareness of the task force's findings and recommendations, NJSBA is engaging educational, government and

business organizations – including the New Jersey Council of County Vocational-Technical Schools. A second meeting with NJCCVTS was held on Monday, January 14.

- *Developing and Maintaining Relationships* – The NJSBA Strategic Plan calls for the Association to develop and maintain relationships with new staff at the Department of Education and members of the State Board of Education. On Wednesday, January 16, President Sinclair and Dr. Feinsod welcomed Commissioner of Education Lamont Repollet and members of his senior staff to Association headquarters. Current partnerships with the NJDOE, including Future Ready Schools-New Jersey, the department’s participation in Workshop, and other activities were discussed. Additional avenues of collaboration are being explored.

This year, NJSBA and the New Jersey PTA will again co-sponsor the Annual Legislative Day on May 16, 2019 at the War Memorial in Trenton.

- *Training* – Over the past year, NJSBA instituted a new leadership weekend, *GPS for Visionary Leadership*. This year’s leadership weekend, which will be fully funded through donations from corporate New Jersey, is scheduled for the first weekend in May. In 2018, new Board Member Academy training included programs on school funding, special education, and cyber-security. I-STEAM programming has also been expanded. Much of the I-STEAM training and consultation is conducted in partnership with the U.S. Army. Currently, we are exploring the possibility of establishing a similar partnership with the U.S. Air Force.
- *Workshop 2018 and 2019* – The final numbers for Workshop 2018 make it official that it has met or exceeded all of its attendance, financial and programming goals. The theme for Workshop 2019 is “Imagine, Create, Lead.”

Report on the Proposed Association Management System - A staff task force spent more than a year identifying the applications, functions and capacity that NJSBA requires in an Association Management System (AMS). Implementation of an improved AMS is aligned with the goals of the NJSBA 2018-2020 Strategic Plan. The task force efforts included outreach to all Association departments, evaluation of the current system, and presentations by several vendors.

At the January 18 meeting, John Faford, director finance and budgeting, and Michael Esolda, IT consultant, provided a detailed presentation about the task force findings and the Cobalt system.

To meet NJSBA’s membership-service, data-collection and financial needs, the AMS should serve as a repository of accurate census data, provide reliable program registration, track members’ progress toward Board Member Academy certification, record members’ use of Association services, and facilitate online training. The system should also reduce the need for manual input, freeing up staff time and ensuring faster and more accurate data tracking.

The task force has recommended that NJSBA move from its current Personify AMS, which is being phased out, to a cloud-based system offered by Cobalt, an Arlington, Virginia-based company that specializes in systems for associations. The company has over 150 association clients, a 99-percent customer approval rating, and more than 20 years of experience in the field.

Some of the benefits of Cobalt, in comparison with our current system, include the following:

- A design based on the Microsoft Dynamics 365 platform, which enables interface with other NJSBA systems as well as those used by many of our business partners and sponsors;

- Data protection through “in the cloud” retention;
- Simplified inputting of Workshop attendee data and program information—saving our Call Center approximately 100 hours of staff time;
- Systematic communication with members concerning individual transcripts, progress toward certification, and pending requirements;
- Instantaneous, comprehensive profiles of local school board and individual member use of NJSBA programs and services, and
- No additional charges for basic customer support or system upgrades. (Personify assesses fees for every customer service inquiry and for upgrades.)

Proposed funding to implement the Cobalt system during the current fiscal year, is as follows:

Proposed fee.....	\$267,750
Contingency	\$ 66,938 <i>(recommended by IT consultant; see below)</i>
Sub-total.....	\$334,688
From Future Ready IT fund	<u>-\$100,000</u> <i>(approved by BOD, November 2017)</i>
Requested appropriation	\$234,688

The requested funding (\$234,688) would come from free balance, which stood at \$3.9 million as of June 30, 2018. Going forward, support costs would be part of the annual operating budget.

During discussion, board member Pete Calvo requested additional information about the services to be provided through the proposed fee. In response, Mr. Esolda gave Mr. Calvo documentation from the company, which described the components of the proposed service agreement.

Advocacy Update: The Governor’s budget address is scheduled for March 5. Governor Murphy has pledged to provide more money for public education, but has offered no details. His budget address is scheduled for March 5. On January 17, the NJEA conducted a rally in support of three pieces of legislation that would (a) limit the ability of local districts to subcontract non-instructional services; (b) extend tenure-like protection to non-teaching staff, and (c) eliminate the “Chapter 78” employee contributions to health coverage. NJSBA will continue to advocate against these proposals.

ACTION ITEMS

Roll Call Agenda Items:

President Sinclair asked for a motion to approve the appropriation from Fee Balance for the new Association Management System.

Mr. Bonjavanni moved to APPROVE the motion for an appropriation of \$234,688 from free balance to fund the implementation of the Cobalt Association Management System. The motion was duly seconded and carried. Vote was unanimous.

President Sinclair asked for a motion to approve the 1st reading and wave the 2nd reading of the revisions to GO/4153.1, Sick Time.

Ms. LeFebvre moved to approve the motion on the revisions to GO/4153.1. The motion was duly seconded and carried. Vote was unanimous.

Consent Agenda Items

President Sinclair asked for a motion to approve the following consent agenda items: open session minutes of the November 2, 2018 meeting; the 2019 Legislative Committee appointments, and the 2019 Resolution Subcommittee Appointments.

Ms. LeFebvre moved to APPROVE the consent agenda items. The motion was duly seconded and carried.

NOMINATING COMMITTEE UPDATE

The NJSBA Nominating Committee received 12 applications for four association officer positions. Available positions include president, vice president for county activities, vice president for finance, and vice president for legislation/resolutions.

Candidate interviews will be conducted on Friday evening, February 8, and Saturday, February 9. The Nominating Committee will present a slate of candidates for election at the Association's Delegate Assembly on May 18, 2019.

A full list of candidates was published in the January 8 issue of School Board Notes.

REPORT OF THE PRESIDENT AND OFFICERS

President – Dan Sinclair reported on the following items:

- Dr. Feinsod and President Sinclair met with the New Jersey State Board of Education, which was very receptive to the Non-College-Bound Learner task force report. An NCBL Exploratory Committee has been formed and has met several times to discuss common areas where county vocational schools and comprehensive school districts could work together to promote student achievement. Currently, plans are underway to expand this committee to include additional school board members, superintendents of districts with comprehensive high schools, vocational school superintendents, union leaders and NJSBA staff. President Sinclair has been traveling around the state collecting data relative to the task force report. He has been meeting with superintendents, board members, union leaders, trade schools and business groups. The response to and enthusiasm for the report and its findings have been overwhelming.
- On Wednesday, January 16, Dr. Feinsod and President Sinclair met with Commissioner Repollet and members of his staff at NJSBA headquarters to discuss education issues. The Commissioner praised the NJSBA as an important player in public education. The plan is to continue dialogue with the Commission and Department of Education on areas of mutual interest.
- On January 2, President Sinclair represented the over 5,000 school board members at the State Board of Education meeting to accept a resolution honoring all of the local board members for School Board Recognition Month.
- The officers, some board of education members and NJSBA staff will travel to Washington, D.C. to participate in the National School Boards Association's Advocacy Institute, January 27-29. This is an opportunity for local school board members to advocate for the children of New Jersey on the federal level. On Tuesday, January 29,

NJSBA representatives will meet with members of the New Jersey Congressional delegation to discuss federal legislation that will impact public education in New Jersey.

- While in Washington, D.C., President Sinclair has a separate meeting scheduled with Congressman Donald Norcross to discuss the findings of the NCBL Task Force.

Immediate Past President – Don Webster reported on the following items:

- Immediate Past President Webster spoke at the joint Monmouth/Ocean County SBA meeting on December 6. He spoke about the NJSBA’s concerns related to the upcoming state budget process, the impact of S-2/A-2, and the school consolidation proposals that came out of the legislative task force report, “Path to Progress.”
- President Sinclair, Dr. Feinsod and Mr. Webster met with representatives of the New Jersey Council of County Vocational-Technical Schools at Monmouth County Vocational Education Center in Freehold on January 14. They took a tour of the facility and heard about the various programs offered. Following the tour, the group met to continue discussion concerning the Non-College-Bound Learner report. The focus was on areas of mutual agreement in the hope that the group can move the proposed changes forward with one unified voice.
- President Sinclair and Mr. Webster have been working on the documents and materials needed for the upcoming Nominating Committee interviews scheduled for February 8 and 9.
- The Sustainable Jersey for Schools Certification Standards Committee met on January 9 at NJSBA headquarters. The actions completed by the committee during the past year and the work that still needs to be done in the coming year were discussed. This program has been very successful with over one-half of New Jersey’s local districts participating. The work of this certification program has spread into other important areas, such as attracting funders to provide grants to schools, STEAM education, school culture and climate and social emotional learning, all of which are gaining traction of their own.

Vice President for Finance – Mike McClure reported on the following items:

- Vice President McClure attended the Cumberland County SBA meeting on November 26 and the Bergen County SBA meeting on November 27. The focus of both meetings was on the results of the NCBL Task Force findings and its report, which was very well received at both events.
- At a Burlington County SBA meeting, which Mr. McClure attended, the discussion topic was students’ use of e-cigarettes and vaping. The participants were very engaged in this discussion.
- The Association’s financial performance through November 2018 is tracking favorably versus the year-to-date budget. Workshop 2018 significantly surpassed its budget, driven by higher levels of registration and sponsorships. Salary expense is less than budget, because of several vacancies that were recently filled, and the fact that there has not been a need to use funds budgeted for temporary help through the first two months of the fiscal year. The TEC (Technology for Education and Careers) program has also picked up momentum, as more members are participating in these cooperative purchasing opportunities for discounted technology-focused products and services.

- 2019 – 2020 Budget Cycle Update:
 - Meetings were held with department heads individually to review their revenue projections and funding needs.
 - Internal review and approval by the Executive Director of combined budgets will take place by the end of January.
 - The proposed budget will be presented to the Finance Committee in late February.
 - Board of Directors approval will be sought at the March 15 meeting.

Vice President for County Activities – Christy Tighe reported on the following items:

- Recently Vice President Tighe attended a meeting with Charles Menifield, dean of the Rutgers School of Public Affairs and Administration. Dean Menifield is planning to conduct a research study on the impact of cannabis legalization in New Jersey.
- In November Ms. Tighe participated in the New Jersey Department of Education’s charter school collaborative held at NJSBA headquarters. The collaborative brought together various stakeholders to share their viewpoints and provide feedback to the Department of Education.
- Vice President Tighe attended the New Jersey Business and Industry Association’s “Meet the Decision Makers” forum along with several NJSBA staff members, where much of the conversation touched on education and workforce development.
- As a member of the SEL 4 NJ Leadership Team, Ms. Tighe attended the group’s November meeting along with leaders and representatives from the New Jersey Principles and Supervisors Association, the New Jersey Association of School Administrators, NJSBA, NJEA, educators, advocacy groups and social service providers. Ms. Tighe has shared the information gained at this meeting with several county associations.
- Ms. Tighe attended New Jersey’s Age of Agility Summit, sponsored by NJ CAN and America Succeeds, where leaders in business and education discussed how we all need to collaborate to ensure our students are ready for the workplace of the future.
- Vice President Tighe attended the recent Urban Boards Committee meetings, and is working with the UBC members and NJSBA staff to design an information and collaborative event that focuses on equity and other issues that many school districts are faced with, not just those in urban areas.
- The next CAL meeting is scheduled for February 2 at NJSBA headquarters.

INTERACTIVE SESSION

Dr. Feinsod led the Board Members in a discussion on arts education. Members shared the arts programs they are currently engaged in.

UNFINISHED BUSINESS – There was no unfinished business

NEW BUSINESS

- Request that NJSBA provide information on compliance with retention of board of education meeting minutes.
- Members were encouraged to attend the National School Boards Association annual conference taking place in Philadelphia, PA on March 29.

ADJOURNMENT

There being no further business, *Ms. LeFebvre moved to adjourn the meeting. The motion was duly seconded and carried. The meeting was adjourned at 9:07 p.m.*

Respectfully submitted,



Lawrence S. Feinsod, Ed.D.
Executive Director

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