

MINUTES

of the

BOARD OF DIRECTORS VIRTUAL MEETING

September 25, 2020

7 p.m.

The New Jersey School Boards Association Headquarters
Trenton, NJ

BOARD OF DIRECTORS
NEW JERSEY SCHOOL BOARDS ASSOCIATION
TRENTON, NJ

September 25, 2020

A regular meeting of the Board of Directors was held virtually on Friday, Sept. 25, 2020. The meeting was based at the NJSBA headquarters, Trenton, NJ.

Executive Committee members present were Michael McClure, president; Bruce Young, vice president for county activities; Tammeisha Smith, vice president for finance; Dr. Karen Cortellino, vice president for legislation/resolutions; Daniel Sinclair, immediate past president, and Dr. Lawrence S. Feinsod, executive director.

Association staff present were Frank Belluscio, deputy executive director/director of communications; Cynthia Jahn, Esq., general counsel; Joseph Hsieh, director of information technology; Carl Tanksley, director of legal & labor relations services; Jane Kershner, director of field services; John Faford, director of budget & finance; Vincent DeLucia, director of training and professional development; Patty Maillet, director of business development; Ray Pinney, director of member engagement; Kim Blum, director of human resources; Jonathan Pushman, director of governmental relations; Brian Green, IT system administrator; Michael Kvidahl, digital marketing specialist; Lauren Cuervo, marketing and website manager; Marcia Lavigne, manager, member training and professional development; Kristen Krulikowski, business development/workshop coordinator, and Ann Marie Smith, executive administrative assistant.

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

| | | | |
|------------|---|-------------------------------------|--|
| Atlantic | Amy Hassa Jerome Page (Alt.) | Ocean | Melanie Biscardi Richard Casey (Alt.) |
| Bergen | Sheli Dansky Clara Williams (Alt.) | Passaic | Nancy Schwartz Joseph Canova (Alt.) |
| Burlington | Harry Litwack Erica Campbell (Alt.) | Salem | Dominick Miletta |
| Camden | Gail David | Somerset | Robert Morrison |
| Cape May | Not Represented | Sussex | Marie Bilik |
| Cumberland | Michelle Kennedy | Union | Brendan Galligan |
| Essex | Shane Berger Shannon Cuttle (Alt.) | Warren | Paul Williams Scott Nodes (Alt.) |
| Gloucester | Peter Calvo Jennifer Cavallaro-Fromm (Alt.) | County Association Leadership | Not Represented |
| Hudson | Maria Mattiace | | |
| Hunterdon | Not Represented | Urban Board | Diane Johnson Rita Martin (Alt.) Sheila Etienne (Alt.) |
| Mercer | Dana Krug | | |
| Middlesex | Deven Patel (Alt.) | | |
| Monmouth | Mark Bonjavanni Steven Seavey (Alt.) | Vocational | Elizabeth Martin |
| Morris | Irene LeFebvre | | |

ROLL CALL

President McClure called the meeting to order at 7:00 p.m. A roll call indicated five officers, 18 counties, urban boards and vocational boards were represented.

MOMENT OF SILENCE

President McClure asked for a moment of silence in recognition of all those lost recently due to the COVID-19 virus and those who have suffered due to the fires on the east coast and tropical storms in the southern United States.

FLAG SALUTE

President McClure led the members in the Pledge of Allegiance.

MISSION STATEMENT

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

OPPORTUNITY FOR PUBLIC COMMENT

No public comments

RECOGNITION OF NEW AND RETIRING MEMBERS/OATH OF OFFICE

The Board of Directors recognized the following retiring members, not all of whom were present: Dr. Anne Erickson and Noel Naylor, who represented Atlantic County as member and alternate respectively, and Ericka Jacho, who represented Essex County as member. The following individuals were recognized for being newly elected as members or alternates or for moving from the alternate to the member position following election by their county association: Atlantic County: Amy Hassa of Hamilton, member; Jerome Page of Pleasantville, alternate; Bergen County: Sheli Dansky of River Edge, member from alternate; Clara Williams of Teaneck, alternate; Essex County: Shane Berger of Bloomfield, member from alternate; Shannon Cuttle of South Orange-Maplewood, alternate; Gloucester County: Jennifer Cavallaro of Kingsway Regional, alternate; Hudson County: Maria Mattiace of Guttenberg, member; Haissam Jaafar of North Bergen, alternate; Passaic County: Nancy Schwartz of Pompton Lakes, member from alternate; Joseph Canova of Clifton, alternate; and, Urban Boards Committee: Diane Johnson of Pennsauken, member (re-elected), and Sheila Etienne of Asbury Park, alternate (re-elected).

As it was the NJSBA Board of Directors re-organization meeting all members present took the oath of office.

CODE OF CONDUCT

Staff reviewed the requirement of NJSBA's Conflict of Interest and Code of Conduct policies. The Conflict of Interest and Code of Conduct policies ensure the avoidance of actual or potential conflicts, or the appearance of a conflict of interest in any action involving an Association contractor, consultant or vendor with which the member has a personal interest, or a direct or indirect financial interest.

Accordingly, NJSBA requires each member to review these policies and fill out the conflict of interest questionnaire (GO/8250E) annually. Members will be emailed a combined form, GO/8250E, including Board of Directors Code of Conduct and the Board of Directors Conflict of Interest Certification, as well as copies of the relevant policies and regulation (GO/8250, GO/8312 and GO/8318R). Members were asked to complete the form, sign it, and return it to NJSBA. The statement certifies that the NJSBA Executive Committee and Board of Director members have received, have read and will adhere to the Board of Directors Code of Conduct.

ACTION ITEMS

Roll Call Agenda Items:

President McClure asked for a motion to approve the extension of payment of dues for Board of Director Members' districts.

Mr. Bonjavanni moved to APPROVE the extension of payment of dues for Board of Director Members' districts.

The motion was duly seconded and carried, with 24 members voting in the affirmative and one (1) abstention: Ms. Mattiace.

Consent Agenda Items

President McClure asked for a motion to approve the open and closed session minutes of the May 8, 2020 Board of Directors meeting and the Legislative Committee appointments.

Mr. Calvo moved to APPROVE the consent agenda items. The motion was duly seconded and carried with two abstentions: Ms. Hassa and Ms. Mattiace.

ELECTION OF BOARD OF DIRECTORS' REPRESENTATIVE TO THE 2020-2021 NJSBA NOMINATING COMMITTEE

Consent Agenda Item:

President McClure asked for a motion to approve the following Board of Directors' Representatives to serve on the NJSBA Nominating Committee for 2020-2021: Northwest – Robert Morrison (Somerset County); Northeast – Brendan Galligan (Union County); Central Dana Krug (Mercer County); South – Naomi Davidson (Camden County).

Ms. LeFebvre moved to APPROVE the Board of Director nominee representatives to the NJSBA 2020-2021 Nominating Committee. The motion was duly seconded and carried with three abstentions: Mr. Morrison, Mr. Galligan, and Ms. Krug.

EXECUTIVE DIRECTOR'S REPORT

Dr. Lawrence S. Feinsod provided a report on NJSBA activities and progress toward rising to the challenge presented by the public health crisis to ensure that the members continue to benefit from essential training, advocacy, and direct service.

NJSBA is staying connected with its members—and helping them to stay in touch with each other—through virtual county meetings, an increased number of new podcasts, webinars, Facebook Live events and videos.

On a weekly basis, since March, NJSBA has presented at least five original online training and informational programs. These sessions are broadcast live and then archived on our website.

Participation in social networking programs has been very strong, as indicated by the following numbers: Webinars – 452 districts, 78% of membership; Facebook Live – Viewed 67,315 times; Social Media (Facebook Reach – 286,699; Twitter – 5,000+ followers, 223,200 accounts); “Education Matters” – 4,382 views; Podcasts – 3,596 listeners; NJSBA.org – 629,928 page views, an increase of 140,437, or approximately 30% over the same period last year.

Recent and upcoming programs address cyber security, tackling the digital divide, negotiations during the pandemic, and the health emergency's impact on school board meetings. In addition, regularly scheduled Face Book Live events feature our staff experts from field services, legal, policy, labor relations and governmental relations. These programs allow members to obtain information and interact with staff experts.

Because our members need to stay connected during these uncertain times, we maintained a high level of activity, even during the summer months. The county school boards associations continued meeting in June, July and August. *School Board Notes* continued publishing on a weekly basis. Our field services team conducted 16 online programs on various aspects of school governance, implemented a virtual summer leadership program, and facilitated an increasing number of superintendent searches. Our Legal and Labor Relations Services Department responded to more than 850 school district requests for information on school law and negotiations. They also continued to provide contract analyses, salary guide assistance and training and information programs for board members, school attorneys and personnel administrators. The NJSBA School Policy Service responded to more than 600 inquiries since March. Our Call Center answered an average of 300 calls per week.

In May, we launched the first of our series of special reports on education during the pandemic. It was titled "Searching for a New Normal" and addressed potential issues involved in the reopening of schools. On August 31, we followed up with a second report, "Choosing the Best Road Back for Our Children." Its centerpiece is an Advocacy Agenda for Public Education during the Pandemic, which emphasizes the need for additional support from the state and federal government. In the near future, NJSBA will issue a third report. This project will address the digital divide. And early in 2021, we plan to release a report on the psychological impact of the pandemic on our students.

NJSBA Online University – Members received an update on the status of the NJSBA Online University, which we have developed in partnership with the Rutgers Division of Continuing Studies, a national leader in web-based training. *NJSBA's Online University* includes completely revamped Governance Programs, using a new Learning Management System that is compatible with Cobalt, is user-friendly, and gives members the ability to track online course completion.

Workshop 2020 – Members received a walk-through of Virtual Workshop 2020, which will include 100 training sessions, many of which will focus on the issues related to the current pandemic; key note speakers; a legislative update, with State Senate and Assembly Leadership; student performances and an interactive exhibit floor.

Advocacy Update – The Executive Director chaired Leadership for Educational Excellence (LEE) through June and, to help our members navigate the school reopening process, increased the frequency of meetings to one per week. LEE is comprised of the state's major educational organizations. The virtual weekly meetings included the commissioner of education and senior Department of Education staff. One of our major goals was for the state to issue strong and universal health and safety standards to guide districts as they planned to restart the education process.

This month, Governor Murphy appeared on NJSBA's Education Matters video program to discuss the state's school reopening strategy. In addition, Deborah Cornavaca, the governor's deputy chief of staff, provided a straightforward, informative presentation to the County Association Leadership.

NJSBA testified to the Senate and Assembly budget committees for additional financial support to help all school districts meet the challenges of operating during the pandemic and a leading advocate in the effort to restore funding for School Based Youth Services, which would have been severely reduced in the governor's proposed 2020-2021 state budget.

The appropriations act, which was amended to include funding for the School Based Youth Services Program, received final legislative approval on September 24.

NJSBA worked with the New Jersey Association of School Administrators, the New Jersey Principals and Supervisors Association and the Garden State Coalition of Schools to oppose legislation concerning the appointment of athletic coaches. The proposal, which has stalled in the Legislature, would infringe on a board of education's responsibility to make prompt and responsive personnel decisions.

There has also been progress on legislation that would provide financial flexibility for school boards and assistance in securing personal protective equipment and technology during the health crisis.

REPORT OF THE PRESIDENT AND OFFICERS

The Board of Directors also received reports from the president, vice president for county activities, vice president for finance, vice president for legislation/resolutions, and immediate past president. The reports focused on the acknowledgement of the NJSBA staff for successfully rising to the challenge of continuing all programs, services and operations of the Association virtually, particularly the County School Board Association meetings and Virtual Workshop 2020; congratulated Jonathan Pushman for his appointment to replace Mike Vrancik, who has retired as director of Governmental Relations, and encouraged members to run for NJSBA officer positions for the elections at the May 2021 Delegate Assembly.

UNFINISHED BUSINESS – No unfinished business.

NEW BUSINESS – No new business.

ADJOURNMENT

There being no further business, *Mr. Berger moved to adjourn the meeting. The motion was duly seconded and carried. The meeting was adjourned at 8:53 p.m.*

Respectfully submitted,



Lawrence S. Feinsod, Ed.D.
Executive Director