

MINUTES

of the

BOARD OF DIRECTORS VIRTUAL MEETING

March 19, 2021

7 p.m.

The New Jersey School Boards Association Headquarters
Trenton, NJ

BOARD OF DIRECTORS
NEW JERSEY SCHOOL BOARDS ASSOCIATION
TRENTON, NJ

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7 p.m.

A regular meeting of the Board of Directors was held virtually on Friday, March 19, 2021. President Michael R. McClure presided over the meeting from the Association’s headquarters in Trenton. Executive Director Lawrence S. Feinsod provided his report to the board from headquarters.

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

Association staff present were Cynthia Jahn, Esq., general counsel; Janet Bamford, chief public affairs officer; Kim Blum, director of human resources; Lauren Cuervo, director of communications, IT and marketing; Vincent DeLucia, director of training and professional development; John Faford, director of budget & finance; Brian Green, IT systems administrator; Jane Kershner, director of field services; Patty Maillet, director of business development; Ray Pinney, director of member engagement; Jonathan Pushman, director of governmental relations; Carl Tanksley, director of legal, labor and policy; and, Ann Marie Smith, executive administrative assistant.

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

Atlantic	Not Represented		
Bergen	Sheli Dansky	Passaic	Nancy Schwartz
	Joseph Steele (Alt.)	Salem	Emily Cannon
Burlington	Harry Litwack	Somerset	Not Represented
Camden	Naomi Davidson (Alt.)	Sussex	Not Represented
Cape May	Jacqueline McAlister (Alt.)	Union	Not Represented
Cumberland	Not Represented	Warren	Paul Williams
Essex	Shannon Cuttle (Alt.)		Scott Nodes
Gloucester	Peter Calvo		
Hudson	Not Represented	County	Not Represented
Hunterdon	Laurie Markowski	Association	
	Charles Miller (Alt.)	Leadership	
Mercer	Dana Krug		
Middlesex	Patrick Walsh	Urban Board	Diane Johnson
	Joyce Mehta (Alt.)		Rita Martin (Alt.)
Monmouth	Mark Bonjavanni		
Morris	Irene LeFebvre		
Ocean	Melanie Biscardi	Vocational	Elizabeth Martin
	Richard Casey (Alt.)		

ROLL CALL

President McClure called the meeting to order at 7:00 p.m. A roll call indicated 4 officers, urban boards committee, vocational boards were represented and 15 counties were represented.

MOMENT OF SILENCE

President McClure asked for a moment of silence to remember all the current and former board members we have lost to CODID-19 and those who continue to struggle with the health emergency.

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 RETIRING AND NEW MEMBERS

New members: Emily Cannon, Pittsgrove Township Board of Education, member representing Salem County.

OATH OF OFFICE

The following members took their oath of office: *Camden County*: Naomi Davidson; *Hunterdon County*: Charles Miller.

EXECUTIVE DIRECTORS REPORT

Executive Director's Report - Dr. Feinsod addressed NJSBA activities and the progress made in enabling school districts to meet the challenges presented by the public health crisis, ensuring that members continue to benefit from essential training, advocacy, and direct service.

- **County Meetings** – In keeping with his commitment to participate in 21 county meetings this year, Dr. Feinsod has attended the meetings of 18 counties so far. He highlighted the upcoming county meetings for students that the counties hold every spring. This year the programs will be held virtually. The “Unsung Heroes” program, which focuses on students who have overcome significant obstacles to success in schools, and the “8th Grade Dialogue” programs, where select groups of students, who are about to begin high school, talk about their experiences and their views on education. The board members were shown a video sneak preview of the 8th grade students from Gloucester and Camden counties.
- **Association and State Budget Updates** – The proposed NJSBA budget for the next school year (2021-2022) represents a 1.9% increase over last year's budget, and for the 12th consecutive year, does not raise dues for the NJSBA membership. Committee hearings are currently being conducted on the governor's proposed budget for the fiscal year that begins July 1. The NJSBA provided input to the Murphy administration as the budget was being developed, and is continuing to advocate for members by giving testimony on the spending plan. Some highlights of the proposed budget include adding \$578 million in formula aid; \$25 million more for Extraordinary Special Education Aid; a new \$75 million capital maintenance and emergent needs program in the Schools Development Authority; funding for preschool education; and calls for \$50 million in Stabilization Aid, which will help districts that are adjusting to new funding levels as determined by the school funding reform measure enacted in 2018.

NJSBA is also expressing in its testimony a need for aid to some districts to address the increased costs experienced from the Chapter 44 health care reform law.

- **Advocacy Update** – In one of its pandemic special reports, NJSBA detailed a Pandemic Advocacy Agenda – changes in the law and regulation that would enable boards of education to serve the needs of their students during this health crisis. Significant progress has been made in achieving several of the legislative goals in that agenda, including S-2691 that allows school districts to maintain a 4% surplus for the 2020-2021 and the 2021-2022 school years, which was signed by the governor last week. The transfer of those funds between line items and program categories in budgets will not require the approval of the New Jersey Commissioner of Education. The measure will give districts considerably more flexibility to handle unexpected events. Also on March 1, A-4461/S-2698 requiring the state to enter into contracts and coordinate with certain cooperative purchasing systems to assist public schools in the purchase of COVID-19 related goods and services, passed in the state Assembly and is now on the governor’s desk.
- **NJSBA’s COVID Response** – NJSBA closely tracks how well we engage with our members and member of the public through our social media and other online channels. For example, the website has had 1.2 million page views since last March – some 200,000 more than the previous year. The website also had 303,000 site users, up from 250,000 the previous year; content from the Facebook account has been viewed 413,738 times in the last year, while our Facebook Live videos have been viewed 84,791 times; and 69 webinars were conducted in the last year and have been viewed by members of 463 individual districts, which is nearly 80% of our membership.
- **New Jersey Public School Labor Management Collaborative** – On March 24, the N.J. Public Schools Labor Management Collaborative will hold its inter-district meeting and will welcome U.S. Secretary of Education Miguel Cardona and National Education Association President Becky Pringle. Gov. Phil Murphy and Acting Commissioner of Education Dr. Angelica Allen-McMillan are also expected to participate. This program encourages greater collaboration between unions and management to strengthen and improve teaching and learning, and has been found to lead to better student outcomes.
- **Post-Pandemic Initiatives** – The ELFNJ Board of Trustees recently approved a grant of \$25,118 to NJSBA that will enable it to acquire the hardware and software necessary to create a virtual component at county meetings when they can once again be held in-person. The purchase also includes additional tablets, Swoogo Event software and Zoom licenses, all of which will help in the post-pandemic era to provide a virtual alternative for members at in-person events.
- **NJSBA Strategic Plan** – In the coming months, NJSBA will be developing a new Strategic Plan. Prior to the next Board of Directors Meeting on May 7, NJSBA will be sending out a survey to members of the Board of Directors to solicit their input on what they see as the Association’s strengths and challenges.
- **Workshop 2021** – The difficult decision has been made to hold only a virtual Workshop this October. The decision was based on data from a member survey, financial projections, and feedback from potential sponsors and exhibitors. It is a decision that both ensures the health and safety of members and staff, and protects the Association from

sustaining a projected financial loss in excess of \$100,000. The 2020 virtual conference was a resounding success. It attracted 6,000 participants who were able to access more than 100 sessions and nearly 140 exhibitors. Virtual Workshop 2021 is anticipated to exceed those high numbers.

Board members also received more detailed reports from NJSBA staff on the following items: Workshop 2021, advocacy initiatives and the proposed 2021-2022 NJSBA budget.

ACTION ITEMS

Roll Call Agenda Items:

President McClure asked for a motion to approve the proposed 2021-2022 NJSBA budget.

Naomi Davidson moved to APPROVE the 2021-2022 NJSBA budget. The motion was duly seconded and carried, with 22 members voting in the affirmative.

Consent Agenda Items:

President McClure asked for a motion to approve the following consent agenda items:

Board of Directors open session meeting minutes of November 13, 2020
NJSBA Legislative Committee Appointments 2021

Melanie Biscardi moved to APPROVE the consent agenda items. The motion was duly seconded and carried. The following members abstained from voting on the previous meeting minutes as they were not in attendance: Naomi Davidson, Michelle Kennedy, Patrick Walsh and Emily Cannon.

2020-2021 NJSBA NOMINATING COMMITTEE UPDATE

Dan Sinclair, Immediate Past President and Chairperson of the 2021 NJSBA Nominating Committee provided a committee update. The committee selected the following members for nomination.

Irene Lefebvre, Boonton Town Board of Education for President
Karen Cortellino, Montville Township Board of Education for VP of Legislation
Tammeisha Smith, Knowlton township Board of Education for VP of Finance
Bruce Young, Carlstadt-East Rutherford Board of Education for VP of County Activities

A training session for the Nominating Committee members was held on January 16. Several staff member presented the Committee with information critical to the selection process. Cynthia Jahn, general counsel, went over the manual and Kathy Helewa, field services representative, gave an excellent presentation on interviewing techniques.

The Association's guidelines for the Nominating Committee's selection process is several years old so a committee has been formed to update the process.

The election of officers will be take place during the May 15, 2021 Delegate Assembly.

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.

UNFINISHED BUSINESS –

Mark Bonjavanni congratulate Marcia Lavigne and her team on the success of the new format of the New Board Member Orientation and that NSBA was giving discounts on fees to NJSBA member to attend its advocacy conference

Bruce Young thanked the Nominating Committee for their work on this year’s slate of NJSBA officers to be presented for vote at the May 2021 Delegate Assembly and congratulated all the nominees.

Pete Calvo acknowledged the work done by Jessie Adams, NJSBA field service representative and the NJSBA Field Services Department staff on the successful development of the Glassboro Board of Education’s strategic plan.

NEW BUSINESS – No new business

SUMMARY

President McClure reminded members they will receive “take-away” points from this meeting, which can be used in making reports to the county associations

ADJOURNMENT

There being no further business, *Mark Bonjavanni moved to adjourn the meeting. The motion was duly seconded and carried. The meeting was adjourned at 8:40 p.m.*

Respectfully submitted,



Lawrence S. Feinsod, E.D.
Executive Director