MISSION STATEMENT: The New Jersey School Boards Association, a federation of boards of education, provides training, advocacy and support to advance public education and promote the achievement of all students through effective governance.
To develop NJSBA’s 2022-2024 Strategic Plan, we assessed the attitudes of the general membership and NJSBA staff through surveys.

On Oct. 2, board members and staff members participated in the first virtual strategic planning forum. During the meeting, the assembly broke into smaller working groups and identified the Association’s strengths and challenges in the core areas of its mission: student achievement, advocacy, training and professional learning and direct and support services.

On Oct. 16, the group met again virtually, to develop goal statements and objectives for the 2022-2024 Strategic Plan in five areas.
GOAL AREA 3
Professional Learning for Effective Governance

GOAL STATEMENT: NJSBA will encourage wide participation in professional learning and deliver training through a variety of methods to ensure all board members have the tools and knowledge to serve their communities effectively.

OBJECTIVES:
1. Encourage the sharing of ideas and best practices between members; e.g. through small group and interactive participation.
2. Provide targeted training sessions that strengthen the knowledge base of members at all stages of their school board service.
3. Strengthen board and community relationships by providing the public with a better understanding of the role of the local board of education.
4. Meet the diverse needs of districts throughout the state with an expansion of professional learning program offerings.

GOAL AREA 4
Partnering in Public Education Advocacy

GOAL STATEMENT: Enhance NJSBA’s leadership position in advocating for local boards of education and supporting them in their advocacy efforts.

OBJECTIVES:
1. Inform and motivate board members throughout New Jersey to become more engaged in advocacy.
2. Develop local advocacy expertise through training to empower members to advocate for public education.
3. Provide timely and useful resources in legislative and advocacy issues, and strategies to take action.
4. Strengthen existing partnerships with stakeholders to build advocacy efforts.

GOAL AREA 5
Future Innovations and Advancements in Technology

GOAL STATEMENT: NJSBA will increase member awareness, engagement and participation through future technology and innovation.

OBJECTIVES:
1. Employ the use of technology, where needed, to make NJSBA resources and training easily accessible for all members.
2. Develop and maintain NJSBA’s capability to conduct both in-person and virtual programs, meetings and events to continue to increase involvement in Association programs.
3. Identify emerging member needs and develop resources to address those needs.
4. Assist school districts in assessing technology needs and advancing the effective use of technology.
5. Use data-driven decision making to evaluate the effectiveness of NJSBA services.

These goals and objectives illustrate the hard work and creativity of the board members and staff members who participated in the strategic planning process, and they reflect the vision of our members.

Each year, NJSBA senior staff will identify activities to attain the plan’s goals and meet its objectives over the course of the year.
## EXECUTIVE COMMITTEE
- Irene LeFebvre: President
- Bruce R. Young: Vice President for County Activities
- Tammeisha D. Smith: Vice President for Finance
- Karen Cortellino, M.D.: Vice President for Legislation and Resolutions
- Michael R. McClure: Immediate Past President
- Dr. Lawrence S. Feinsod: Executive Director

## NJSBA BOARD MEMBERS
- George Babula: Harmony Twp. BOE
- Tim Bart: Flemington-Raritan Reg. BOE
- Michael Bertram: Morris Hills Reg. BOE
- Charles Caraballo: Bloomingdale BOE
- Marian Castner: Colts Neck BOE
- Susy Golderer: Parsippany-Troy Hills BOE
- Yuenge Groce: Salem City BOE
- Alix Hayes: Township of Ocean BOE
- Nancy Helbourg: Rockaway Twp. BOE
- Kellie Hinkle: Haddon Twp. BOE
- Michael Jacobs: Ridgefield BOE
- Diane Johnson: Pennsauken BOE
- Thair Joshua: South Orange-Maplewood BOE
- Carolyn Kegler: Logan Twp. BOE
- Diane Knox: Highlands Boro BOE
- Deborah Linthorst: Hopewell Valley Reg. BOE
- Lisa Mezik: Rockaway Twp. BOE
- Albert Miller: Howell Twp. BOE
- Dylan O’Byrne: Wood-Ridge BOE
- Mary Orendorff-Gassman: West Long Branch BOE
- Eileen Pabon: Sayreville BOE

## NJSBA BOARD MEMBERS continued
- Michele Ricci: Glassboro BOE
- Rosemarie Person: Phillipsburg BOE
- Mattia Scharfstein: Stanhope BOE
- Ardaman Singh: Franklin Twp. BOE
- Joan Speroni: Point Pleasant County BOE
- Melissa Spiotto: Morristown BOE
- Jean Trujillo: Hillsborough BOE
- Barry R. Walker: Bridgewater Raritan Regional BOE
- Stephanie Wohlrab: Brick Twp. BOE

## NJSBA STAFF
- Patrice Maillet: Acting Deputy Executive Director
- Janet Bamford: Chief Public Affairs Officer
- Maja Klysinski: Director, Human Resources
- Ray Pinney: Director, County Activities & Member Engagement
- Kathleen Asher: Senior Manager, Legal & Labor Relations
- Marcia Lavigne: Senior Manager, Member Professional Training
- Adriana DiGiacomantonio: Graphics Manager
- Michael Kvidahl: Manager, Digital Communications & Marketing
- Kurt Rebovich: Manager, Labor Relations
- Jennifer Siehl: Manager, STEAM Tank
- Robin Kampf: Digital Media Producer

## FACILITATORS
- Kathy Helewa: Senior Manager, Field Services
- Charlene Peterson: Field Service Representative