



# MEMORANDUM

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**TO: EXECUTIVE COMMITTEE**

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**FROM: DR. TIMOTHY J. PURNELL, EXECUTIVE DIRECTOR**

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**DATE: APRIL 19, 2023**

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**SUBJECT: DEPARTMENTAL UPDATES**

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Each department director provided an update on activities that have taken place since the March 7, 2023 Executive Committee meeting. Time will be provided at the April 19, 2023 meeting for any questions or clarification.

TJP: sm  
Attachment



**New Jersey School Boards Association  
Executive Committee Meeting  
General Counsel/Legal, Labor & Policy**

**Carl Tanksley**

**April 19, 2023**

**I. Alliance for Competitive Energy Services (ACES)**

- a. On February 24, 2023, ACES administrator, Gabel Associates, issued an RFP seeking bids on approximately 31 electric accounts belonging to approximately 390 participating school districts. Gabel subsequently received notices of intent to bid forms from five licensed suppliers including Approved Energy; BP Energy Retail Co., Constellation New Energy; Direct Energy Business; and Nextera Energy New Jersey. Subsequently, BP Energy Retail Company submitted a Disclosure of Investment Activities in Iran, Russia and Belarus form that disclosed a minority ownership interest in a Russian company that appears on the NJ Department of Treasury's list of prohibited firms; BP did note that it is in the process of divesting this investment. Gabel Associates brought this issue to their outside counsel which provided an unequivocal opinion that BP would be prohibited from being awarded a contract unless and until such time that BP is able to report that the divestiture of its ownership interest in the prohibited company is completed. This opinion was relayed to BP. In the bidding process, Gabel was able to structure the bids in a manner that exploited the anticipated fixed costs of the proposed contracts by unbundling capacity and transmission from the cost of consumption. This action reduced the risk associated with new contracts and made packages more attractive to suppliers.
- b. On March 29, bids were received and evaluated by Gable. Direct Energy was the lowest bidder on three of the bid groups while Approved Energy

was the lowest bidder on a fourth bid group. Prices for electricity range from \$0.07150/kwh to \$0.08834/kwh with all contracts to terminate in December 2024.

## II. **School Ethics Reporting**

- a. On February 1, 2023, the State Board of Education re-adopted administrative code Title 6A:28 in which the School Ethics commission proposed the revision of existing regulations to require new board members to complete their 1<sup>st</sup> year of mandatory training within ninety-days (90-days) of election. Notice of this important regulatory change has gone out via School Board Notes and training has been and will continue to be provided. Briefly, the changes include:
  - i. New board members must complete Governance I training during the first 90 days of taking the oath of office. In each of the two subsequent years of their first term, board members must complete Governance II and Governance III. Re-elected or re-appointed board members must complete Governance IV during the first year of their re-elective or re-appointive term in each election cycle.
  - ii. However, enforcement remains an issue where, notwithstanding the above 90-day training requirement, new board members are granted, pursuant to statute, one year to complete their mandatory training. The SEC is aware of the tension between the statute and the regulation.
- b. In addition, the regulation now requires all board members to certify that before seeking an advisory opinion, they have conducted their due diligence and can certify that no opinion exists that addresses their concerns. NJSBA is currently revising its existing School Law Index to allow such research to be readily conducted.
- c. Several definitions have been clarified and enhanced and the regulation now specifically applies to charter school and renaissance school trustees.

### III. Delegate Assembly

- a. Ten resolutions were timely filed for the May 13, 2023, Delegate Assembly. Two of the resolutions, one from Toms River and the other from South Brunswick, addressed the same topic, the 2% tax levy cap and sought the same remedy. Accordingly, they were combined for the Resolutions Subcommittee (RSC) meeting. The RSC determined to remove six of the nine remaining resolutions for the following reasons:
  - i. Plainfield01 – Cohort Attendance – Removed from the DA agenda due to clarity and intent.
  - ii. Plainfield02 - CTE (ASVAB) - Removed from the DA agenda due to clarity and intent.
  - iii. Plainfield\_03 - CTE ESL Requirements - Removed from the DA agenda due to clarity and intent.
  - iv. Plainfield\_04 - Emergency Health Measures – Approved by the Resolutions Subcommittee with additional policy language.
  - v. Hunterdon Central - Student Assessments – Approved by the Resolutions Subcommittee with new policy language.
  - vi. Orange - Pay for Board Members – Removed from the DA agenda pursuant to Art. V §5(a) due to clarity and intent.
  - vii. South Brunswick - 2% Tax Levy Cap – Combined with Toms River Resolution 01 due to similarity.
  - viii. Toms River\_01 - 2% Tax Levy Cap – Removed from the DA agenda as a reaffirmation of existing Association policy.
  - ix. Toms River\_02 - Separate Question – Approved by the Resolution Subcommittee as new policy language.

- x. Union County Vo-Tech - Nominating Committee – Approved by the Resolution Subcommittee as revised bylaw language.

#### IV. **Amicus Curiae**

- a. No requests for *amicus curiae* participation were received. No substantive developments in the pending matters.

#### V. **School Employees Health Benefits Commission**

- a. The March meeting took place as scheduled. Midyear reports were reviewed and can be retrieved at the following link: [State of NJ - Department of the Treasury - NJDPB | Rate Renewal Reports](#).
- b. Claims for 2022 tend to exceed cost projections. The following factors contributed to the increases.
  - i. Overall, trends are driven by a 4% increase in the cost per visit.
  - ii. The top five contributors to the trend are ER, Outpatient Surgery, Outpatient and Professional Medical Pharmacy, Primary Physician, and Behavioral Health.
  - iii. Professional services account for approximately 50% of medical claims spent.
  - iv. Overall, visits/member increased 1% and the cost per visit increased 2%
  - v. PCP visits/member increased 1% and the cost per visit increased 3%.
  - vi. Utilization of specialist services decreased 2%, but the cost per visit increased 3%.
  - vii. While urgent care visits have decreased, utilization is still significantly higher compared to pre-pandemic levels.
  - viii. Outpatient services account for approximately 32% of medical claims spent.

- ix. While overall utilization of outpatient services decreased 17%, the cost per visit increased 31%, driven in part by utilization of more expensive services.
- x. Utilization of ER services increased 20% and OP Surgery increased 4%.
- xi. Medical Pharmacy utilization decreased 2%, but the cost per service increased 16%.
- xii. In-Patient services account for approximately 18% of medical claims spent.
- xiii. Significant reduction in utilization (10%) partially offset by an increase in the cost per visit (5%).

## **VI. Litigation**

- a. The Association has seen three recent subpoenas seeking archived policy information relating to child abuse and sexual harassment dating back to the 1970s. It is believed that changes to the New Jersey Child Abuse Act that were adopted in 2019 are having an impact on the subpoenas being filed with NJSBA. The new law permits minor victims to file civil claims until the age of fifty-five, or seven years from the time they become aware of their injury, whichever is later.



**New Jersey School Boards Association  
Executive Committee Meeting  
Governmental Relations**

**Jonathan Pushman**

**April 19, 2023**

**Recent Education Enactments**

Since the March 2023 Executive Committee meeting, the following measures that affect NJ public schools have been signed into law:

***Easing State Aid Cuts*** S-3732/A-5328 (P.L.2023, c.32): Provides additional State school aid to certain school districts; appropriates \$103,023,579.

NJSBA Position: Support

→ This legislation was introduced after districts were informed of their state aid figures for fiscal year 2024, following the governor's budget address. The bill will restore 66% of the initially proposed FY 2024 school aid cuts to nearly 170 districts covered by the bill. While they anticipated some reduction in state support per the provisions of "S-2", many of these districts were surprised at the magnitude of the aid reductions. NJSBA publicly testified in support of the legislation, which was fast-tracked to the governor's desk and promptly signed into law. In its testimony to the Legislature, NJSBA urged lawmakers to take steps that would avoid the need for similar legislation in future years, such as granting districts broader property tax cap flexibility to raise more revenue locally.

***Enhancing Cybersecurity*** A-493/S-297 (P.L.2023, c.19): Requires public agencies and government contractors to report cybersecurity incidents to New Jersey Office of Homeland Security and Preparedness.

NJSBA Position: Monitor

***ELEC Reform*** S-2866/A-4372 (P.L.2023, c.30) Establishes "Elections Transparency Act;" requires reporting of campaign contributions in excess of \$200; increases contribution limits; concerns independent expenditure committees, certain business entity contributions, and certain local provisions; requires appropriation.

NJSBA Position: Monitor

### **Bills on Governor's Desk**

The following bills have passed both houses of the Legislature and were awaiting action by Governor Murphy as of the filing of this report:

***CTE Scholar Awards*** A-1791/S-3306: Establishes "Career and Technical Education Scholar Awards" to annually recognize outstanding career and technical education students.

NJSBA Position: Support

***Lyme Disease Prevention*** A-4820/S-2463: Requires school districts to provide instruction on prevention of Lyme Disease and other tick-borne diseases in grades kindergarten through 12; requires DOH to publish certain guidelines concerning ticks.

NJSBA Position: Neutral

***Tuition for Nonresident Students*** S-3349/A-5327: Requires payment of tuition for certain non-resident public school students.

NJSBA Position: Monitor

***Survey on Holocaust Instruction*** S-3145/A-4720: Requires Commissioner of Education to distribute survey to school districts regarding instruction on Holocaust and genocides.

NJSBA Position: Monitor

### **Miscellaneous Legislative Activity**

The following education-related bills have advanced in the Legislature since the last Executive Committee meeting:

***Expanding Use of Sick Leave*** A-5060: Expands scope of school district employee sick leave.

NJSBA Position: Oppose

→ NJSBA publicly testified in opposition to the bill, which was picked and quoted up by several media outlets:

- <https://newjerseymonitor.com/2023/03/24/measure-would-expand-how-teachers-can-use-sick-time>
- <https://www.nj.com/education/2023/03/nj-teachers-want-more-leeway-to-take-sick-days-schools-arent-sold-on-the-plan.html>

***Security Drills & Students with Disabilities*** A-1174: Requires certain documentation of needs of students with disabilities during school security drills and emergency situations and in school security plans; requires staff training on needs of students with disabilities in emergency planning.

NJSBA Position: Support



***Social Media Impact Study*** A-1992/S-715: Establishes commission to study effects on adolescents of smart phone and social media usage in school.

NJSBA Position: Support

***Suicide Prevention Training*** A-2815/S-528: Requires certain additional school district personnel to complete training program on suicide prevention.

NJSBA Position: Support

***Expanding Medicaid-Funded Health Services*** A-3334/S-2416: Requires Medicaid reimbursement for covered behavioral health services provided by local education agency to student who is eligible Medicaid beneficiary.

NJSBA Position: Support

***Graduation Exit Exam*** A-4639: Eliminates high school graduation proficiency test.

NJSBA Position: Support

***Instruction in Compulsive Gambling*** A-5308: Requires school districts to provide instruction on risks of compulsive gambling as part of implementation of New Jersey Student Learning Standards in Comprehensive Health and Physical Education.

NJSBA Position: Seek Amendment

***Regulating Ticket Prices*** S-2902: Allows ticket prices at postseason athletic events to be increased to offset event-related expenses.

NJSBA Position: Monitor

***Student Dropout Prevention*** S-3080/A-398: Establishes position of Youth Disconnection Prevention and Recovery Ombudsperson; establishes "School Disconnection Prevention Task Force."; appropriates \$200,000.

NJSBA Position: Support

***Compostable Food Waste*** S-3153/A-4548: Authorizes schools to receive and compost food waste from other schools, under certain conditions.

NJSBA Position: Support

***School Security Task Force*** A-4977: Establishes School Safety and Security Task Force.

NJSBA Position: Support. NJSBA would have a representative on the task force.

### **FY2024 State Budget Update**

Legislative deliberations on the governor's proposed FY2024 are ongoing as the budget committees hold hearings with the public and the heads of the various executive branch departments and agencies. NJSBA will attend and monitor the Acting Commissioner of

Education's appearances before the budget committees on April 18 (Assembly) and April 24 (Senate). As usual, she will testify alongside the CEO of the Schools Development Authority.

NJSBA staff submitted verbal and written testimony to the Assembly Budget Committee at its public hearing on March 29. Similar testimony will be delivered to the Senate Budget and Appropriations Committee on April 25. In its testimony, NJSBA expressed support for:

- Remaining on the glidepath toward fully funding the school funding formula;
- Investments in student mental health and learning recovery programs; and
- New programs to help combat the school staff shortage.

We also made several requests, such as:

- Tax levy growth cap flexibility;
- Relief from the costs of increasing health care premiums; and
- Increasing the appropriation for extraordinary special education aid.

### **NJSBA Legislative Committee**

The committee met on Saturday, March 4. The following state legislators served as the meeting's guest speakers:

- Assemblywoman Sadaf Jaffer (LD16), Member of the Assembly Education Committee
- Senator Andrew Zwicker (LD16)

Much of the discussion centered around Governor Murphy's proposed budget for fiscal year 2024, during which committee members were able to advocate for increased investment in schools, relief from state aid reductions and tax levy cap flexibility. The legislators also discussed their support for various initiatives to alleviate the growing teacher shortage and improve student mental health.

Several new members joined the committee for their first meeting, while others moved up from alternate to full-fledged members. The Association also thanked several departing members for their service to the committee. The Director of Governmental Relations provided an update on recent Association advocacy activities. Department staff gave a detailed presentation on new enactments, movement on education-related legislation, and recent actions taken by the Governor, Department of Education and State Board of Education.

The next committee meeting is scheduled for Saturday, May 6<sup>th</sup>. Assemblyman Erik Simonsen (R-1), who sits on both the Assembly Education Committee and the Joint Committee on the Public Schools, has been confirmed as a guest speaker. His district mate, Assemblymen Antwan McClellan, will also join the meeting.

### **NJSBA Special Education Committee**

The committee has continued its research and inquiry into ways to make special education due process procedures more efficient. The committee will deliver a report on its findings to date to the May 2023 Delegate Assembly.

### **NJSBA School Finance Committee**

The committee met (virtually) for the first time of the year on March 4. Chaired by Dr. Tom Connors (Piscataway BOE), the meeting agenda included a review of the committee's charge, a presentation on school finance and the School Funding Reform Act, and a discussion of the governor's proposed budget for FY2024.

### **Teacher Shortage Task Force**

On February 28, the "Task Force to Help Address Public School Staff Shortages Across New Jersey," issued a report with its initial recommendations centered around recruitment, retention and funding. NJSBA Executive Director, Dr. Timothy Purnell is serving as the Association's representative on the task force. As a sitting representative on the task force, Purnell was able to personally advocate for many of the Association's advocacy priorities that are reflected in the task force's recommendations. A few of the more noteworthy ones are listed below:

- Evaluate increasing the 2% local levy cap for local board of education taxing authority.
- Eliminate the New Jersey residency requirement, known as the "New Jersey First Act," to increase the educator candidate pool.
- While acknowledging that the 2020 law ("Chapter 44") establishing new benefit programs for educators that was anticipated to generate savings has had "mixed results," the task force recommended revisiting changes to health coverage for educators.

### **NJSBA Spring Symposium**

The NJSBA Director of Governmental Relations will be leading a session on advocacy and noteworthy State House activity at the upcoming NJSBA Spring Symposium on April 25. The session will consist of panel discussion with governmental relations experts from the following education and business organizations: NJEA, NJ Principals and Supervisors Association, NJ Association of School Administrators, Garden State Coalition of Schools, and the NJ Business and Industry Association.



## New Jersey School Boards Association Executive Committee Meeting IT, Marketing, and Events

Lauren Cuervo

April 19, 2023

### Workshop 2023

- **First Right of Renewal (3/6 – 3/31)** – We met virtually with sponsors to get feedback on Workshop 2022 and input for 2023. They expressed a need for more dedicated floor time for attendees. Fortunately for us, we have been working on a plan for this with cooperation from the Professional Learning team since December.
- **Launch of Student Performance Submissions** – We are collaborating again this year with ArtsEdNJ on the outreach for student performance submissions. Additionally, ArtsEdNJ will provide an art gallery again this year.
- **Registration Launch** – Registration launched on 4/3. As of 4/13, 52 districts (including 352 individuals) have registered.
- **Website Launch** – The website launched on 4/3. As of 4/13, there are already 3.3k page views.
- **Launch of Exhibit Floor and Sponsorships to the Public (4/3)** – New sponsorship opportunities and tiers have been finalized. The exhibitor prospectus is currently being edited and will be ready for the start of the first right of renewal.
- **Launch of the Program Proposal Form (4/4)** – The proposal was launched through our new event management platform, Map Your Show.
- **Sales Training** – We brought in a trainer for onsite, interactive sales and service training for the Workshop team.

- **Marketing** – Email and social media campaigns, news articles, videos, and direct mail to potential registrants and sponsors/exhibitors.

### **Non-Dues Revenue**

- **Cooperative Pricing System** – To date, we have exceeded the revenue target for the CPS by 50%.
- **Virtual Spring Symposium** – Securing sponsors, promoting attendance, and setting up the virtual platform to maximize attendee and sponsor engagement. We have 182 registrants (as of 4/13) for the 4/25 program.
- **Meeting with SHI** – The partnership, part of our Cooperative Pricing System, has realized significant growth this past year. Based on SHI’s forecast, sales should continue to be strong into the next fiscal year.
- **Program Sponsorships** - Currently evaluating the costs and associated benefits for the one-day program sponsorships to ensure consistency across programs.
- **Security Conference** – Working with the SRO association, planning out the program schedule, and developing a sponsorship package for the event on June 9.
- **New Hire** - Onboarding for Lead Coordinator, Sales & Strategic Operations, Christina Coaker.

### **Marketing and Graphics**

- Promotion for the following programs: Workshop, Finance Conference, Spring Symposium, Leadership Conference, Mandated Training, and county meetings.
- Launched the Workshop website.
- Launched the “Meet Your FSR” feature through the “Find Your FSR” tool and “People” page of the website.
- Updating the graphical appearance of policy manuals and School Leader magazine.
- Rolled out stories and reels on Instagram and have increased our LinkedIn presence.

## IT

- Swoogo single sign-on is complete. We are working with the professional learning team on implementation.
- Workshop registration dashboard.
- Reconfiguration of Webex and reduction of licensing – resulting in a \$15k savings.
- Dues increase mapping for the finance department.
- Infrastructure updates (servers, switches, firewalls - software patches and firmware updates)
- Significant updates to policies and configurations for endpoint security (PCs and servers), including hardened access and traffic policies, threat assessment, hunting and automated investigation rules, and more targeted policies/rules for attack surface reduction (ASR).

## Special Projects

- **Webinars** - NJSBA hosted webinars with staff and external partners drawing in 530 participants since January.
- **STEAM Tank** - Held over 215 Virtual STEAM Tank Regional presentations in the past month, with another 150 in the next two weeks. The STEAM Tank “finals event” will take place in June, with the top three teams in both elementary and middle school competing (separately) for the top prizes at Workshop.
- **Website Task Force** – We are currently developing an RFP and have initiated virtual focus group input. The full team will meet later this month to review the feedback and finalize the RFP.

## Policy Assistance (Lou)

- Completed writing Upper Deerfield’s Policy Manual
- Completed two policy wellness audits.
- Currently writing Little Silver’s policy manual.

- Finished and distributed six policy updates.
- Working with Gina on policy questions and district inquiries.



**New Jersey School Boards Association  
Executive Committee Meeting  
Member Engagement, Learning, Training, and Services**

**Ray Pinney**

**April 19, 2023**

During the month of March and April the focus at the county level has been on the student programs. This was the first time in-person for these programs in three years. For some of the counties this was the first time they have ever held these programs in-person. The reaction from the staff members and board members who attended these events, especially for the first time, was great. One principal and board member asked how they could host next year. Another principal said, "This is the most worthwhile event in the school year for me." Another first-time attendee who is a guidance counselor said she was "inspired" by the stories.

We will be putting together a few videos of some of the Unsung Hero students. These will be uplifting videos shining a positive and inspirational light on our students and staff.

In terms of training, we once again held a weekend orientation in March, and it went extremely well. This program is important because it encourages new members to be involved with NJSBA more than virtual programs. We are also focusing on all the other mandatory training.

For the Field Service Department, we have had everyone chip in because we are short-handed. The focus is on CSA Evaluations and the role of the board of education.





## **New Jersey School Boards Association Executive Committee Meeting Special Assignment: Committees, Happenings, and Task Force Updates**

**Vincent DeLucia**

**April 19, 2023**

### **Firearms Safety Task Force**

The follow ups to the completion of the TF work are the development of three rollout presentations: the formal, full rollouts, the brief overview at County Meetings, and the programs directed at district leadership. As of now, comprehensive rollouts have been scheduled for the two leadership conferences; two county associations have requested presentations and on 4/18, President Irene and I will share the report with the Burlington County Superintendent Roundtable.

### **Equity Council**

The Equity Council has been discussing the challenges of the teacher shortage, including the diversification challenges. At our March meeting, we heard a presentation by NJ City State University regarding their state grant that is successfully recruiting new educators. We are also discussing the best means to share the information we are learning.

### **Professional Learning**

- **Leadership in Turbulent Times**

A revised version of this presentation for an audience of leaders (BOE members, current/future administrators) has been developed. The audience for the original presentation was the NJ School Public Relations Association. The talk includes my experiences as the Mayor of South Brunswick during very tumultuous times that included hot anger, police presence at public meetings, a successful FBI investigation and the establishment of a Master Plan for the development of the township. Additionally, it includes strategies to facilitate public hearings that

were applauded by the editorial board of the Home New Tribune when implemented for an elementary school redistricting plan in North Brunswick. Strategies to proactively address individuals who are emotional are included as are strategies to maintain safety and decorum at public hearings.

It's easy to be a leader when there are no controversies; when there are, effective leaders use patient strategies to provide respectful opportunities for all to have their voices heard in formal discussions facilitated by or in collaboration with leaders. This program combines good practices based on research, a discussion of transformative and transitional leadership, with my experiences in the numerous leadership positions I've held during turbulent times including principal, assistant-superintendent and Mayor where I was an FBI informant that led to the incarceration of an aide to the then NJ Senate President and then his federal prison term.

- **Exploring Inherent Bias, Marginalization & Prejudice I**

This presentation has again been significantly revised to bring greater understanding about the common history all immigrants have regardless of their nation of origin. By incorporating the story of my family, the goal of creating greater understanding about the common plight of immigrants throughout our history has resulted in a better understanding of the paths of marginalized people and a shared ancestral experience regardless of when one's ancestors emigrated to the USA. The program also emphasizes the differences between inherent bias and explicit bias/prejudice. Microaggressions are also addressed in part one. Most importantly, the impacts of bias and microaggressions on school climate, student learning, and school safety are among the areas discussed.

- **Inherent Bias Presentations**

May 4: Montgomery

May 9: Franklin Lakes

- **Why Social Emotional Learning**

A completely revised presentation on the What? Why? and How? Of Social Emotional learning including that which it is and is not has been developed. The emphasis includes the long-term benefits (through adulthood) to those who have experienced a school/work organization that recognizes the strengths of SEL and a healthy culture and climate.

### **NJ Learning Disabilities Association@ TCNJ**

On May 6th, I will be representing NJSBA and presenting the WHY SEL? program to the NJ Learning Disabilities Association.

### **South Africa-RU Collaboration Project**

Representatives from the South African Provincial and Central Governments Education Departments plus the Educational Unions are visiting Rutgers in late April to continue their learning about collaboration and its impact on student learning plus climate, etc. In addition to Professors Rubenstein and Heckscher, administrators from Montgomery, Delran and Metuchen, I will be presenting to this group.

### **RU Collaboration: Kean University**

RU's research on the benefit of Collaboration includes the positive impact on teacher retention in both urban/suburban, high/low poverty schools is significant. NJSBA facilitated the new partnership between RU and Kean to further this work through the work Kean does with urban school districts. As a result of this new partnership, Linden, Hillside, East Orange, Plainfield, and Union are joining Clifton and Montclair in this new collaboration.

### **Montclair**

NJSBA's work with Montclair continues. We are beginning to see positive results as relationships among the groups (BOE, central office, union, schools) are growing. We facilitated additional virtual discussions with Montclair Superintendent Jonathon Ponds and Macalister Professor Walter Greason on the means that Dr. Greason can help Dr. Ponds address the long- standing racial issues in the city.

- The district has identified three schools to adopt Labor/Management Collaborative project.
- The district continues to have PD on collaboration, inherent bias, and related topics.

### **Arts Ed NJ**

The Governor's Awards for ARTS has been scheduled for Friday, June 2 at 4pm with programs throughout the day.

### **State Teacher of the Year (STOY), Clinical Intern of the Year, Milken Award**

Spring and Summer months are when the NJDOE establishes panels to select educators as the State Teacher of the Year, the Clinical Intern of the Year, and the Milken Educator

of the Year. For the STOY and Clinical intern, each county has a nominee; the Milken process is not by county. The Clinical Intern will be selected by the end of June, while the STOY and Milken awards will be selected by the end of August.



## **New Jersey School Boards Association Executive Committee Meeting Public Affairs and Communications**

**Janet Bamford**

**April 19, 2023**

### *School Leader*

The spring issue of *School Leader* is in the hands of members, featuring articles on topics including tutoring initiatives in school districts, school wellness centers, teaching digital citizenship, and NJSBA's Negotiations Data Portal. As you may remember, with the Winter 2023 issue, we debuted a new video feature, *School Leader Up Close*. The



video takes a deeper dive into one of the articles and helps promote the magazine and NJSBA through distribution of the video on social media. The newest version of *School Leader Up Close* focuses on a program of the Paterson school district called, "Confidence Closet." The district partners with local churches and corporations to provide free personal hygiene products to students. You can see the video here:

<https://www.youtube.com/watch?v=0pDsG5SGaDk>.

Planning is underway for the summer issue of *School Leader*, which will come out the first week of July. The cover will feature an interview with NJSBA's new president! We will also have articles on trends in school facilities, profiles of award-winning special education programs, a piece on how districts are dealing with the artificial intelligence tool Chat GPT, and programs to boost teacher recruitment.

## ***School Board Notes***

March and April have been busy for School Board Notes. As well as covering news, including the governor's proposed budget, the legislation that provided additional adjustment aid to the districts affected by S-2, and special school elections, SBN has been busy promoting and covering NJSBA's upcoming training programs.

## **Video Projects**

Robin Kampf has been busy recording segments for the online Governance 1 training, taping and editing the attendee and sponsor promotional videos for Workshop, shooting and editing the Unsung Hero videos which highlighted some of the students who were honored at county meetings. Robin also represented NJSBA at the Garden State Film Festival. NJSBA sponsors a student-filmmaker award each year in the festival. This year the award-winning films came from Collingswood and South Orange Maplewood.

## **Press and Public Queries**

Since the last meeting of the NJSBA Executive Committee, the communications department has handled press queries from NJ.com, the Bergen Record, the Asbury Park Press, The Philadelphia Inquirer, Chalkbeat.

Topics included state aid for schools, teacher shortages, school calendars, student behavioral challenges, Lyme disease legislation, bullying, our Unsung Heroes programs, absenteeism, HIB reporting, school security cameras.

As a courtesy NJSBA responds to inquiries from the public. (Part of the rationale is that since we are funded with public money, we respond to inquiries from the public.) Many of these requests are for information we don't have or matters we don't handle, like teacher certifications, or providing proof of high school diplomas for individuals. (Typically, people confuse us with the NJDOE or the State Board of Education). Still, this consumes staff time and expertise. On a typical week, we handle anywhere from 6-12 requests for information.

## **Additional Projects and Research**

The communications department assisted in the editing and production of the final report of the NJSBA Firearms Safety Task Force, and in writing and disseminating the news release that went to the press on this project. We are currently involved in assisting with the development of the PowerPoint presentation and script for the program on the Task Force report that will be presented at the Leadership programs this spring.

Ann Marie Smith always develops the Board Candidate Kit and recently finished the kit for the November election, and it is on our website. The kit includes a sample nominating petition, sample news release, a vote poster for downloading, an FAQ document, information on campaign reporting requirements, criminal background checks and the New Jersey School Ethics Act.

We are working on the annual Innovations in Special Education awards. This year, the NJDOE will be spotlighting the awards and the districts in their special education advisory council and their newsletter.

The awards will be presented in May, during Special Education Week.

We started a new initiative with our popular Daily Clips. We are making them available to any member who wishes to receive them. We've twice sent them to the entire membership, allowing them to "opt-in" for daily delivery.

Communications has been involved in the planning for the Board Member of the Year luncheon, to be held Wednesday, May 3. We are also in the midst of planning for the 2023 School Public Relations Forum, which will be held in-person here at headquarters on Friday, June 2. The program will include on-camera training in crisis communications, a panel discussion on how to communicate with and engage parents, a presentation by the Cresskill district on how they communicated with their community through COVID, a flood which closed the middle/high school for a year and a bond referendum-all within a few months. There will also be a presentation by a nonprofit, Braver Angels, on ways to bridge the divide with groups of people who have opposing political/worldviews.

Thank you for your support of NJSBA's communications work.



## **New Jersey School Boards Association Executive Committee Meeting Finance and Operations**

**John Faford**

**April 19, 2023**

- **2022 - 2023 Summary**

- February's year-to-date net income of \$1,730K is \$1,764K favorable to budget. \$998K of this variance relates to the highly successful Workshop 2022.

### **Revenues:**

- Workshop far surpassed its registration and sponsorship revenue targets, while staying within its expense budget despite spending additional amounts (e.g., trolleys, program booklets) to create a more positive experience for attendees.
- Fee-based services (Superintendent Searches, Strategic Plans, Policy Manual Services) are outpacing their budget targets.
- PAA memberships now exceed the full-year budget by \$42K.
- Cooperative purchasing administrative fees of \$414K from our TEC program exceed the full-year line-item budget of \$205K, primarily due to a large cumulative adjustment received from SHI International.
- Investment income has surpassed its budget by \$58K as a result of higher return rates and a larger cash position due to the success of Workshop and the strong performance of the other revenue streams previously noted.



### **Expenses:**

- Consulting services are underrunning budget due to the termination of the agreement with the Professional Learning consultant.
- Computer Contracts and Maintenance – favorability due to renegotiating our desktop support contract with Ocellus.
- Travel expenses are gradually ramping up as Covid travel restrictions are easing, enabling us to have a favorable budget impact through the end of February.

### ● **2023 – 2024 Budget and Dues**

- The 2023 – 2024 budget has been completed, including the incorporation of the recommendations of the Dues Assessment Committee.
- Dues notification letters were sent to board presidents and B.A.'s during the first week of April.

### ● **Other Items:**

- Work has begun internally to plan for a complete redesign of the NJSBA website. Funding for this effort was part of the 2023 – 2024 budget that was unanimously approved at March's board meeting.
- Work has been completed to make our headquarters building ADA-compliant, including changes to the front door access and also to the bathroom facilities.
- Our Operations & Facilities teams have spent a significant amount of time overseeing repairs to our boiler, upgrades to our HVAC control panels, and evaluating various options to replace two of our old copiers.