



TIMOTHY J. PURNELL ED.D  
EXECUTIVE DIRECTOR

 @drpurnell  
 @drpurnell

# MEMORANDUM

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TO: EXECUTIVE COMMITTEE

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FROM: DR. TIMOTHY J. PURNELL, EXECUTIVE DIRECTOR

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DATE: May 3, 2024

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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 15, 2024, Executive Committee meeting. Time will be provided at the May 3, 2024, meeting for any questions or clarification.

TJP: pb  
Attachment



# MEMORANDUM

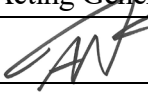
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**To:** Timothy J. Purnell, Executive Director

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**From:** Carl Tanksley, Jr., Esq., Acting General Counsel

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**Date:** April 19, 2024 

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**Re:** Executive Committee – February – April 2024 Update

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

- a. Finalized the contract awarded from the 2023 RFP on favorable terms and in consultation with NJASBO and NJASA.
- b. Worked closely with ACES administrator Gabel Associates, LLC to propose a program to Governor Murphy’s office to establish pilot program for the purchase of electric school vehicles. Dr. Purnell was instrumental in helping to detail and approve NJSBA’s regulations supporting the program.

## II. School Ethics Reporting

- a. The General Counsel’s office reported board members to the School Ethics Commission who were required to complete governance training in 2023. Prior to the submission of the report, Call Center and Field Services both engaged in herculean efforts to identify out-of-compliance members and assist with the completion of their training in order reduce the number of out-of-compliance members. One hundred thirty-two experienced members and twenty-one new board members were reported as out of compliance. NJSBA must now submit certifications to the SEC so that the SEC may generate orders to show cause, which is the beginning of the disciplinary process for out-of-compliance members.

### **III. Delegate Assembly**

- a. The Delegate Assembly process continues as scheduled. NJSBA received fifteen resolutions on or before the resolution deadline of March 14, 2024. One resolution was withdrawn as being an affirmation of existing policy; fourteen resolutions are currently scheduled for deliberation during the Delegate Assembly.
- b. The Resolutions Subcommittee has reviewed all properly filed resolutions. NJSBA staff reviewed the resolutions and determined to support eight of those resolutions either as submitted or with substitute language. Six of the resolutions were not supported and, pursuant to Article V of the bylaws, will be placed on the Delegate Assembly agenda for deliberation by the delegates.

### **IV. Amicus Curiae**

- a. The General Counsel's office has agreed to participate in a matter coming out of the Public Employees Relations Commission and involves an unfair practice charge where the union's negotiating committee consisted of the entire membership. NJSBA will support the school district in opposing the PERC determination that the local affiliate did not engage in an unfair practice by naming every member of the unit as a member of the negotiating committee.

### **V. Procurement**

- a. The General Counsel's office supervised the process of reviewing RFP responses for a replacement boiler for the 413 West State Street facility. Bids were received from five respondents and evaluations have identified the successful vendor.

### **VI. Personnel**

- a. Peter Castellano joined the Policy department on March 5. He hit the ground running and has been assigned a resolution for the May 18<sup>th</sup> Delegate Assembly as one of his first assignments. He has already proven himself to be a capable and valuable addition to the team.

### **VII. ELFNJ**

- a. The General Counsel's office is currently involved in revising the ELFNJ bylaws to conform to best governance practices for charitable organizations. The trustees have approved the contract appointing former Commissioner of Education David Hespe as Executive Director. ELFNJ has already convened a retreat and is

moving forward with a renewed vision as to ways to support NJSBA's mission and public education.

## **VIII. Contracts**

- a. The General Counsel's office continues to review and participate in the negotiation of NJSBA contracts and implementation and monitoring of the terms of multiple agreements.
- b. The General Counsel's office has reviewed and revised several contracts pertaining to Workshop 2024.
- c. The Executive Office approved the purchase of contract control software and the General Counsel's office has fully implemented the new software, SimpliGov. It is expected that this software will greatly facilitate the processing and monitoring of NJSBA contracts in every department.
- d. The General Counsel's office is currently involved in negotiating the terms of a joint venture between NJSBA and NJASBO to provide telecommunications equipment to New Jersey school districts and charter schools.

## **IX. Workshop Waiver**

- a. The General Counsel's office has completed the waiver application for Workshop 2026 and 2027. NJSBA/NJASA/NJASBO Annual Workshop will be held on Monday, October 19 through Thursday, October 22, 2026; and Monday, October 25 through Thursday, October 28, 2027. The conference will take place at the Atlantic City Convention Center, Atlantic City, New Jersey and will include more than two hundred training programs for board members, charter school trustees and their school administrators. Telecommunications shall include all forms of electronic communication, such as telephone calls, radio broadcasts, television broadcasts, and the transmission of voice and data over wireline and wireless networks.

**Vincent R. De Lucia**

**Educator- in-Residence/Special Assignments**

**Executive Committee Report- May 3, 2024**

**Submitted: April 23, 2024**

### **Mandated Training**

Since the beginning of 2024, there have been multiple revisions made to Governances 1 and 3. These required classes have focused on the ten components of total school improvement since 2013; however, due to the tone of some participants, it has evolved from a general discussion to the specific and successful total school and district improvement efforts that were my responsibilities when a North Brunswick school and then district based administrator. The content continues to address both established and more current challenges that BOEs face in NJ that include student learning, culture, climate, the important role that BOEs have in their local economies, the direct correlation to 21<sup>st</sup> century job skills of collaboration, SEL, and the democratic process of public meetings. The additions include the practices of the ten components total school/district improvement that were successfully implemented in North Brunswick during my tenure as a building principal and the Director of Curriculum & Instruction.

### **Professional Learning**

There continues to be an increasing need for professional learning among our boards of education to address achievement and all aspects of school improvement.

While much of the PL regarding school safety is focused on the reactions, a new PL addition to learning opportunities has a focus on proactively addressing climate and culture as a preventative to poor behavior decisions. **The Impact of Culture & Climate on Student Academic & Behavior Choices** addresses all factors of culture and climate including deliberately building healthy relationships among and between students and adults as well as adopting student management practices that focus on making healthy behavior choices,

Current professional learning topics, including presentations on NJSBA task force reports, include the following:

- **The Story of My Family & Yours! Unconscious Bias: Its Impact on Opportunities, Learning, Activities, Post-HS & Beyond**
- **As Community Leaders, How Can We Promote Community Engagement in Times of Charged Emotions? “It’s all about Trust!”**
- **Formal Collaboration & Its Positive Impact on All Aspects of Organizational Success**
- **Building Trust with Your Community: Leadership in Turbulent Times**
- **Why is Social Emotional Learning Important for Professional & Personal Successes?**
- **The Impact of Our Communications Styles on Collaboration: Certified True Colors Trainer**
- **Developing and Nurturing Healthy Climate & Culture for All Students, Their Families, & Staff**
  
- **The Impact of Culture & Climate on Student Academic & Behavior Choices**

## **Task Force Reports**

- **Respectful Effective Student Management**
- **Firearms Safety in Schools & Communities**
- **Building a Foundation of Hope- Mental Health in Schools**
- **Educational Opportunities for the Non-College Bound Learner**
- **Student Achievement**
- **Rebuilding Opportunities for Students (Academic, Social & Emotional)**

## **Grief Law**

In response to the recent legislation requiring professional learning in grief, George Scott over 1,000 have registered for a virtual learning session on the topic that is sponsored by the DOE. Mr. Scott was seeking guidance on the role and messaging for BOE members who have registered for this event.

## **ASA**

Superintendents, especially those with less experience, are reporting hostile relationships among boards. While Ethics PL is an introduction to expected behaviors, Judy Rattner, Assistant to ASA's Executive Director, works with both novice and experienced superintendents across the state, reports that it doesn't address the specific inappropriate behaviors that are being observed by members of ASA or that some NJSBA staff have experienced. We've begun discussions to collaboratively plan district specific professional learning for BOEs and Superintendents to address the specific district needs.

## **SEL4NJ**

The SEL4NJ Steering Committee continues to discuss the messaging to make SEL less threatening to those who may not understand its importance. SEL4NJ has added the NJSBA messaging that emphasizes the role that SEL has in preparing students for the workforce to their messaging. Since formal collaboration is an expectation in most careers, knowing the 21<sup>st</sup> Century Job Skills reported by Fortune, Forbes, and the NEA that include empathy, compassion, emotional intelligence, and storytelling (effective communications) has been our emphasis for several years that has not caused controversy at our trainings.

## **Teachers: Recruitment & Retention**

NJ centric associations have formed a task force to comprehensively identify the roadblocks to those entering the profession or staying. We are working with a group of leaders from NJ, Texas and NC. Discussions continue with a report expected in the late Summer.

## **ELFNJ**

Facilitated relationship building, the identification of Trustee goals for ELF and the reflection of meeting those goals for the ELF Board of Trustees.





## STRATEGIC DEVELOPMENT EXECUTIVE COMMITTEE REPORT

MAY 2024

### Workshop 2024

- **Booth and Sponsorship Sales** – The sales team of six had the best first right of renewal period and opening day on record, doubling the April 1 sales of the previous year.
- **Keynote speakers** – Keynote speakers are currently being secured for Monday, Tuesday, and Wednesday to bring attendees down and keep them down through the duration of the show.
- **Schedules** – The team is working on optimizing the daily schedules to maximize floor traffic while bringing a substantial amount of quality programming and events to the membership.
- **Program proposals** – Proposals are coming in with targeted messages going to key groups. The closing date is May 24, and committee review meetings will start shortly after.
- **Marketing campaigns in the works** – continued push for program proposals, sponsorships/booth sales, registration, and unsung superheroes.
- **Timeline** – All tasks are on or ahead of schedule.
- **Technical Backend** – Registration is working well. As of 4/24, we are approaching 900 individuals.
- **Floor Development** – Conversations are taking place with AEX, the decorating company, on changes to the floor space and special features.

### New Website

Here is what has been completed since the last Executive Committee meeting:

**Development Phase** – Development is going well, and we have been able to work with Allegiance on a few minor integration bumps.

**Content Entry/Migration** – Initial content migration started on 2/27. It will resume in mid-May with any content that was added to the site beyond 2/27, and any new content that is being added to the site. We will also need to work with the new mapping within the revised site structure.

**Heading Into the Final Stage** – The final stage commences in May and ends in mid-August. In the last round, we will work with departments on content, and subject the new site to intensive quality assurance testing. We will also work with department content leads on content entry training, specifically how to work within the new WordPress block editor.

### Revenue-Generating Programs

**Women's Leadership Conference (4/19)** – The sold-out event was very successful. Here is some of the feedback:

*“Amazing conference -- well organized and topical. I was honored to be part of the inaugural event.”*





# NEW JERSEY SCHOOL BOARDS ASSOCIATION

*"This was an excellent learning opportunity for all of us who attended. The variety of sessions was very good and the ones I attended were excellent."*

*"Thank you so much for putting this conference together. Long overdue, needed, and fully appreciated."*

**Spring Conference (5/10)** – The sponsorships are sold out and registration is filling up. Please spread the word.

## **IT Projects**

- Development of new reports for Workshop and staff.
- Supporting Workshop registration and integrations.
- Continued tightening of cybersecurity measures.
- Investigations into licensing for possible move of the database to the cloud.
- Integrations for the new website.

## **STEAM Tank**

- Finals have been taking place through March and April and will conclude mid-late May. More than 400 teams are competing.



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NJSBA Executive Committee Meeting  
Communications/ Public Affairs Department Update  
Janet Bamford  
May 3, 2024

## School Leader

The spring issue of School Leader is online and in the hands of our readers. The quarterly video companion to the magazine, School Leader Up Close has been taped and is on our YouTube channel. Here is a link to it: [School Leader Up Close: A Look at School Rankings and Ratings \(youtube.com\)](https://www.youtube.com/watch?v=...)

We are at work on the summer issue of School Leader, which we expect to come out around the first week of July. Articles will include: a preview of Workshop 2024; a feature on schools limiting cell phone use by students; a look at the current school funding formula by NJSBA's business administrator in residence, how school design features can affect student achievement, best practices for board committees, how some districts are using sign on bonuses and other incentives to ease the teacher shortage and more.

## Video Projects

Robin Kampf has finished taping and editing all the necessary videos for NJSBA's online mandated training programs; completed a "sizzle reel," used to promote something for STEAM Tank 2024; recorded and edited the video version of The Boardroom podcast from March.

She is in the process of going through revisions on a video promoting Workshop that will be aimed at attendees (as distinct from the Workshop video for vendors and sponsors). She attended the Women's Leadership Conference on April 19, and in conjunction with Janet, taped several interviews with attendees—both program testimonials and lengthier interviews focusing on women's leadership questions. She is also preparing to tape new episodes of NJSBA's Education Matters podcast.

## Communications Department Projects

The department regularly drafts remarks to be given by NJSBA officers and staff at various occasions, including county meetings; keeps the website news and information updated, drafts and releases to the media news releases, and proofs and edits communication sent out by several NJSBA departments.

In March and April there were two school elections – we gathered information on districts holding elections (both before and after the election date). News releases went to the media, articles appeared in School Board Notes, we answered questions from NJSBA members, the public and the media. Ann Marie Smith has also been running the Innovations in Special Education awards – the results were announced for 2024—and the Board Member of the Year awards, planning the Board Member of the Year luncheon and updating our research materials that are available to all staff.

She also regularly responds to questions from the public and certain member queries. The communications department has also been involved in planning two training program segments for the Spring program on May 10. The first is a session on how superintendents, board presidents and district communications professionals can work together to inform and engage the community. The second is a session on communicating about a bullying (or cyber bullying) incident or emergency in a district.

#### School Board Notes

In recent weeks, School Board Notes has covered school elections, the governor’s proposed budget and legislation regarding additional school aid, tax cap flexibility legislation, School Ethics Commission decisions and opinions, NJSBA events, county meetings, Innovations in Special Education award winners, State Board of Education actions, Workshop developments and NJDOE resources and announcements.

#### Press and Public Queries

Recent inquiries have come from the Star Ledger/NJ.com, the Press of Atlantic City, the Asbury Park Press, the Philadelphia Inquirer/Philly.com, Patch and more.

Topics addressed include the March and April elections, the governor’s proposed budget, state aid and the possibility of supplemental aid. The communications department has also spent time assisting in answering an OPRA request, providing historical information about NJSBA publications.



# FINANCE, OPERATIONS + LOGISTICS' SUPPORT SERVICES

## DEPARTMENTAL UPDATE

### May 3, 2024 Executive Committee Meeting

- **2023 – 2024 Financial Performance**

- March 2024's year-to-date net income of \$1,898K is \$1,887K favorable to budget.
- Workshop '23 was a resounding financial success.

#### **Revenues:**

- Workshop '23 exceeded its registration, exhibitors' and sponsorship revenue targets individually and in total by \$696K.
- Fee-based services such as Superintendent Searches and Strategic Plans have outpaced their budget targets by \$96K.
- PAA (Personnel Administrators' Association) membership dues exceed the budget by \$44K.
- Commissions of \$310K earned from the NJSBA Cooperative Purchasing System far exceed the year-to-date budget of \$131K, primarily due to large fees received from SHI International as members heavily relied on this cooperative purchasing system to secure their technology needs to plan for the current school year.

- BoardDocs' commission revenues exceed the year-to-date budget by \$85K.
- Investment income has surpassed its budget by \$127K as a result of higher return rates and a larger cash balance due to the success of Workshop (2022 + 2023) and the strong performance of the other revenue streams previously noted.

**Expenses:**

- Wages and employee health care costs are underrunning the budget since it has taken time to recruit for, and fill, the five new positions recently created.
  - Minimal consulting services have been required through the first nine months of the year, as compared to the annual budget of \$50K.
  - The employers' annual assessment for the PERS retirement plan was \$75K less than the budget.
  - Travel expenses continue to ramp up as Covid travel restrictions have eased, enabling NJSBA to have a favorable budget impact so far this year. The officers' decision not to attend certain out-of-state programs has also contributed to this favorable variance.
- The annual audit is expected to be completed during the summer months, and a draft of the audit report will be presented to the Audit Committee in September.

- **2024 – 2025**

- We have received minimal communications from members after next year's dues were communicated to them in January.
- There will be a wide range of increases and decreases in dues, since each member's local operating budget is used to calculate dues. On average, each member's dues will increase by \$267.
- We plan to mail the dues invoices in late June (close to the end of the fiscal year).

- **Other Items:**

- 5 bids were received for the replacement of one of the boilers at our Headquarters building. An internal team evaluated the bids, and the successful bidder will be notified soon. The funding for this was approved by the board at its meeting in September 2023.
- Plans are ongoing to renovate a portion of the 2<sup>nd</sup> floor to accommodate the new organizational structure, which includes 5 new positions.
- Two of the five Audit Committee members will need to be replaced after the Committee's May meeting since their terms expire.