

2018 Year-in-Review



csba Year-in-Review



Vernon M. Billy
CEO & Executive Director

The year 2018 was one of continued growth for the California School Boards Association as we remained focused on serving governing boards and expanding our policy and political footprint across the state. We successfully navigated numerous legislative, political and external challenges to CSBA's organizational cohesiveness. In the process, we reinforced our position as the only unified voice for *all* governing board members and the state's more than six million students. This is our brand.

The CSBA brand has never been stronger or more relevant. Our long-term commitment to quality legislative, policy and legal representation — while delivering an elevated professional development experience to members — reflects our desire to better serve you and support the real work of governing boards. Our efforts have never been as robust or comprehensive.

We are savvier and more aggressive in our approach to legislative advocacy than at any point in CSBA's 87-year history. This past year, not only did we continue to build our regional Public Affairs and Community Engagement Representative (PACER) advocacy program, we also expanded our media and communications efforts. In August, we published a full-page open letter in major newspapers across the state encouraging California's next Governor to expedite the release of the remaining \$7 billion in Proposition 51 school bond funds approved by the voters in 2016. We went further when it came to our advocacy in opposition to Senate Bill 328 (Portantino, D- La Cañada Flintridge) by using radio ads to help defeat this one-size-fits-all approach mandating school start times of 8:30 a.m. or later for middle and high schools. Our efforts made a significant impact and led the governor to veto this overly prescriptive bill.

CSBA's legislative accomplishments continued to shine throughout the year as we successfully co-sponsored several bills focused on alleviating the teacher shortage and providing relief to districts impacted by the now ever-present wildfires. These include Assembly Bill 2285 (O'Donnell, D-Long Beach), which helps teachers credentialed in other states obtain a clear credential in California, and AB 2228 (Wood, D-Santa Rosa), which provided an additional "hold-harmless" year for school districts directly impacted by the 2017 wildfires. This additional hold-harmless year will provide districts impacted by fires with much-needed financial relief to rebuild after these disasters.

CSBA's advocacy for a higher level of funding for schools and the preservation of current resources is as old as the organization itself. Our due diligence around school funding adequacy has taken many forms over the years, from legislative advocacy to legal challenges. 2018 was no different.

This past year, CSBA fought successfully to defeat roughly \$600 million (\$97 per-pupil) in unfunded mandates and brought the legal power of our Education Legal Alliance (ELA) to bear against the State of California by challenging the state's manipulation of Proposition 98. In *CSBA v. Cohen*, CSBA argues that the 2018-19 budget trailer bill allows the state to reduce future education funding by up to 1 percent of the prior year's Proposition 98 guarantee — which equals approximately \$784 million (\$127 per-pupil) — based on the 2018-19 state budget.

In 2018, our ELAs legal support to boards extended beyond the courtroom and provided governance teams with critical insight on some of the most important court decisions and emerging legal issues, including analysis and guidance on the U.S. Supreme Court's 5-4 decision in *Janus v. AFSCME*. In that ruling, the Court struck down mandatory union fees for non-members and significantly altered the labor relations landscape. The ELAs guidance on this case, in addition to our legal briefs, webinars and one-on-one consultation with board members and superintendents on a wide-range of issues, demonstrates why CSBA's 26-year-old ELA continues to be the premier statewide legal alliance for school districts and county offices of education.

As your association, we continue to work hard to provide you — our members — with the critical information, resources, education and training you need to be effective. Throughout 2018, we engaged our members in a multitude of trainings through our equity, urban and small school district professional learning networks. Further, we sought to specifically engage our smallest district members by using our brand to secure funding grants from the Bechtel Foundation and the Silicon Valley Community Foundation to fund scholarships for 30 small school districts to attend CSBA's 2018 Leadership Institute in San Francisco.

The 2018 Leadership Institute was extremely successful and is representative of our efforts to provide new and engaging training content, and delivery approaches to the membership. These efforts will accelerate in 2019 as we continue to revamp the content of our Master's in Governance (MIG) professional development series, prepare for the introduction of MIG for County Offices of Education and launch our new online learning platform. This refresh of our MIG content and the debut of the online learning tool will make our professional development more accessible and relevant than ever before.

2018 was a remarkable year for CSBA, and we couldn't have had such a successful year without your engagement and commitment to your association. We thank you for the work you do to ensure that CSBA remains the *essential voice* for public education.

Sincerely,



Vernon M. Billy
CEO & Executive Director





2018
Year-in-Review



2018 Leadership

2018 Executive Committee



Mike Walsh
President



Emma Turner
President-elect



Xilonin Cruz-Gonzalez
Vice President



Susan Henry
Immediate Past President

2018 Board of Directors

Jennifer Owen, Region 1

Sherry Crawford, Region 2

A.C. "Tony" Ubalde, Jr., Region 3

Paige Stauss, Region 4

Alisa MacAvoy, Region 5

Darrel Woo, Region 6

Yolanda Peña Mendrek, Region 7

Matthew Balzarini, Region 8

Tami Gunther, Region 9

Susan Markarian, Region 10

Suzanne Kitchens, Region 11

William Farris, Region 12

Meg Cutuli, Region 15

Karen Gray, Region 16

Katie Dexter, Region 17

Wendy Jonathan, Region 18

Albert Gonzalez, Region 20

Kelly Gonez, Region 21

Keith Giles, Region 22

Helen Hall, Region 23

Donald E. LaPlante, Region 24

Shelly Yarbrough, Director-at-Large American Indian

Robert Gin, Director-at-Large Asian/Pacific Islander

Bettye Lusk, Director-at-Large African American

Heidi Weiland, Director-at-Large County

Kathryn Ramirez, Director-at-Large Hispanic

Bruce Dennis, CCBE President

Frank Pugh, NSBA President

Micah Ali, NSBA Director

Chris Ungar, NSBA Director

Financial Strength and Stability

Revenues 2017–18

39%

Member Dues

61%

Programs, Other



Expenses 2017–18

83%

Member Services

17%

Administrative



Advocacy & Communications



Advocacy

- **Defended member interests, ensuring that *no* CSBA-opposed bills became law in 2018:** Only four bills opposed by CSBA even passed through the Legislature in 2018 — and Gov. Jerry Brown vetoed all four of those measures.
- **Co-sponsored two bills signed by Gov. Brown:** Assembly Bill 2285 (O'Donnell, D-Long Beach), which helps address the teacher shortage by easing California credential requirements for well prepared, out-of-state teachers, and AB 3192 (O'Donnell D-Long Beach), requiring the development of a program guide for the local educational agency (LEA) Medi-Cal billing option.
- **Helped stop and reshape legislation that would have cost schools statewide more than \$600 million annually (in excess of \$95 per student),** including bills related to increased graduation and curriculum requirements, less restrictive charter school rules and potential legal liabilities for LEAs.
- **Obtained an additional “hold-harmless” year for school districts directly impacted by the 2017 wildfires** as part of the enacted 2018–19 budget. The hold-harmless provision was initially introduced via CSBA-sponsored AB 2228 (Wood, D-Santa Rosa).
- **Secured a veto of Senate Bill 328, which proposed a statewide mandate on school start times.** SB 328 would have prohibited all non-rural middle and high schools from beginning the regular school day before 8:30 a.m. Spurred by CSBA's statewide “Veto SB 328” radio ads, concerned citizens joined CSBA members in successfully urging Gov. Brown to veto the bill.
- **Facilitated meetings between 200 trustees and superintendents and more than 100 legislators on Legislative Action Day. On March 13, members gathered at the Capitol to make the case** for Full & Fair Funding, the release of Proposition 51 school facilities bond funds and relief from rising pension obligations.



**TELL YOUR ASSEMBLY MEMBER
TO VOTE “NO” ON SB 328!**

CSBA's “No on SB 328” campaign



- **Advanced the interests of CSBA members through federal advocacy, including multiple trips to Washington, D.C. to meet with members of California's congressional delegation and the U.S. Department of Education.** While in D.C., CSBA members and staff made the case for improved school funding, additional support for small and rural schools, assistance in dealing with rising benefits costs and pressed the federal government on its failure to meet its financial obligations related to special education.
- **Increased grassroots advocacy through expansion of the CSBA Public Affairs and Community Engagement Representative (PACER) program.** PACERS working in the Capitol, San Diego, East Bay, Inland Empire and Los Angeles County regions connected CSBA members to services and training, established two-way communication between CSBA and its school districts and county offices and facilitated stronger relationships between board members, local officials and the Legislature.
- **Hosted regional CSBA PAC fundraisers in Beverly Hills, City of Industry, Long Beach, Redwood City, Sacramento and San Diego** around CSBA's vision of Full & Fair Funding for public education.
- **Convened statewide roundtable discussions on Full & Fair Funding and school safety.**
- **Developed a Full and Fair Funding resolution that was approved by a majority of the state's school boards and county offices of education.** The resolution calls on the Legislature to raise per-pupil funding to the national average by 2020 and to the average of the top 10 states by 2025.
- **Created a Full and Fair Funding website (www.fullandfairfunding.org) that hosts a wealth of resources documenting the need for greater resources in order to provide every California student with a high-quality education.** In addition to studies, factsheets, briefs and news reports, the site includes a petition urging the Legislature to increase per-student funding to the level of the top 10 states.
- **Ran ads** in the East Bay Times, Fresno Bee, Los Angeles Times, Sacramento Bee, San Diego Union-Tribune, and San Jose Mercury News calling on the gubernatorial candidates to, upon assumption of office, release the \$7 billion in voter-approved school facility bond funds the state has withheld since 2016.



Check out the Full and Fair Funding initiative:
www.fullandfairfunding.org

- **Published *Uncharted Waters: Recommendations for Prioritizing Student Achievement and Effective Governance in California's Charter Schools***, the final report by CSBA's Charter School Task Force.
- **Quoted or referenced in more than 2,200 news stories as an advocate for California public schools.** CSBA was cited in major California and national media outlets including ABC News, Associated Press, Bloomberg, CALmatters, East Bay Times, EdSource, EdWeek, Fresno Bee, Fox News, The Hill, Houston Chronicle, New York Times, NPR, Politico, Sacramento Bee, San Diego Union-Tribune, San Francisco Chronicle, San Jose Mercury News, and the Washington Post.

Member Services



Professional Development

- **Offered 52 training sessions at sites throughout the state, giving members increased access to continuous learning and professional development opportunities.** The sessions were hosted at a variety of new locations and topics included: Orientation for New Trustees, Legal Symposium, Board Presidents Workshop, Brown Act, Institute for New and First-Term Board Members, Training for Executive Assistants.
- **Graduated 246 board members and superintendents from the Masters in Governance (MIG) program,** as more regional MIGs were hosted outside of large population centers. MIG was offered at various locations throughout the state in addition to expanded regional offerings in Kern, Imperial and Monterey counties.
- **Held 55 customized Governance Consulting workshops for governing boards throughout California** that helped boards from small, medium and large districts increase their effectiveness.
- **Supported 69 districts in using CSBA's online board self-evaluation survey** as a tool for generating meaningful discussion around board roles, responsibilities, protocols and effective governance practices.
- **Published *What it Takes to Lead: The Role and Function of California's School Boards*** to educate prospective trustees on the important role of school board members.



Download *What it Takes to Lead: The Role and Function of California's School Boards*:

www.csba.org/lead



- **Began development of an online learning management system to provide remote access to high-quality continuous learning and professional development content** for members anywhere, any time in California.
- **Recognized 51 outstanding programs and governance practices operated by school districts and county offices of education through CSBA's 39th annual Golden Bell awards.** These exemplary programs reflect the creativity and innovation that members use to develop programs that address students' changing needs.
- **Piloted the Golden Quill awards program recognizing the essential role that journalists play in increasing understanding of the objectives, operations, accomplishments, challenges and opportunities related to public schools.** CSBA awarded 26 winners in print, broadcast and online news media forums for fair, insightful and accurate reporting on public school news.



- **Gathered hundreds of school board members and education leaders for two days of hands-on learning, leadership skill-building and inspiring, thought-provoking presentations and conversations at CSBA's second bi-annual Leadership Institute.** Attendees were provided with tools and resources to adopt practices that support STEM learning with an emphasis on equity, access and excellence.
- **Attracted approximately 5,000 school board members, superintendents, faculty, staff and education advocates to CSBA's 2018 Annual Education Conference and Trade Show** in San Francisco, the largest and most comprehensive education conference offered in California.

County Boards of Education

- **Conducted a County Board Advanced Governance statewide workshop that provided detailed instruction on the county board governance role.** Attendees explored critical issues such as charter schools, SELPAs, advocacy, funding, shared governance, LCAP and the California School Dashboard.
- **Debuted the County Corner feature in CSBA's California School News monthly newsletter,** which included articles on the role of county boards, addressing gang violence, lowering chronic absenteeism rates, empowering Latina students, improving California school environments and providing professional training opportunities for county board members.
- **Published new county-specific policies,** including County Board Policy 0415 – Equity, which helps County Boards of Education recognize and respond to the unique barriers facing each segment of the county's student population, and County Board Policy 5145.7 - Sexual Harassment, which addresses harassment by and of students in county schools and programs.

Business Development

- **Grew CSBA's Business Affiliate Program to 72 members**
- **Created or maintained 15 different Business Partnerships** that served the needs of our membership across areas such as school finance, regulation compliance, facilities and student services. These partnerships save districts and COEs time and money while providing a supplementary revenue stream for CSBA.
- **Created a school safety and security program for the EduLab experience** at CSBA's 2018 Annual Education Conference. The EduLab featured multiple vendors presenting on new and innovative ways to keep schools safe and to ensure the social and emotional well-being of K-12 students in California.



Policy

- **Worked with the Bechtel and Silicon Valley Community Foundations to provide all-expense paid scholarships for more than 30 small school district trustees** at the July 2018 Leadership Institute. Attendees studied effective practices for math professional development, establishing professional learning collaboratives and developing makerspaces.
- **Published 21 policy briefs and fact sheets to help inform governing board members and assist them in decision-making on critical issues** affecting academic achievement, equity and the well-being of students.
- **Launched the CSBA Equity Network** to build participants' understanding of equity and their ability to create policy environments that are conducive to more equitable student outcomes. The project — supported by the Stuart Foundation — increased CSBA's capacity to help board members close opportunity and achievement gaps in school districts and county offices of education statewide.
- **Supported the equitable implementation of Math and Science Standards** through grants from the Bechtel and Silicon Valley Community Foundations. CSBA created tools and materials that help boards develop effective math placement policies and support access to STEAM education for students of all backgrounds.



**Download third annual
Policy & Programs Compendium:**
www.csba.org/2018CSBABriefs



➤ **Surveyed school district and county board members as part of the Getting Down to Facts II research series and published a report about their perspectives on key educational issues** such as standards implementation, instruction, finance, accountability, community engagement and teacher shortages.

➤ **Created eight new sample board policies and administrative regulations** including:

- » BP 0145 – Equity
- » BP 3515.21 – Unmanned Aircraft Systems (Drones)
- » BP/AR 5145.13 – Response to Immigration Enforcement
- » AR 6152.1 – Placement in Mathematics Courses

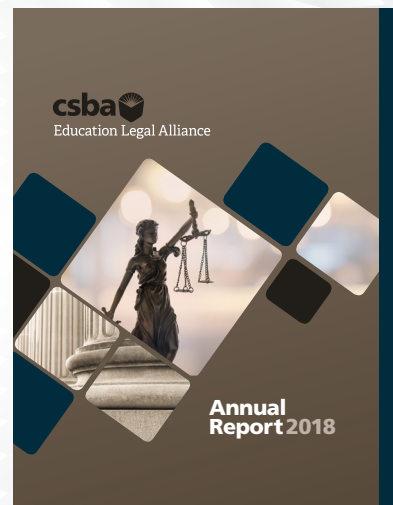
➤ **Processed a record of more than 3,400 Manual Maintenance requests; facilitated 33 Policy Development Workshops; updated 134 sample district and county board policies, administrative regulations, and board bylaws and exhibits.** CSBA also conducted four comprehensive policy manual reviews; and produced full policy manuals for more than 65 school districts and county offices of education.

- **Collaborated with the California Attorney General's Office on the development of immigration policies** pursuant to Assembly Bill 699.
- **Developed policy implementation guidelines and a tool kit for districts** on *Addressing Math (Mis)placement: What Boards Can Do*.
- **Engaged in early stakeholder meetings with the California Department of Education to discuss improvements to the process for filing, investigating, and appealing complaints** under the Uniform Complaint Procedure (UCP).
- **Produced the third annual Policy & Programs Compendium** which examined topics such as student health; the California School Dashboard; English learner education; chronic absenteeism, the 2017–18 California Assessment of Student Performance and Progress (CAASPP) results for English language arts and mathematics; Title IX regulations; marijuana use in schools; small and rural districts; Next Generation Science Standards (NGSS) implementation; access to science, technology, engineering, arts, and mathematics (STEAM) courses; demographics and performance of Asian, Filipino, and Pacific Islander students; Latino students; and Native American students, as well as the results of a CSBA survey on key education topics.

Education Legal Alliance



- **Challenged the State's manipulation of Proposition 98 funding for schools.** CSBA and the Education Legal Alliance (ELA) are currently party plaintiffs in five cases; four against the State and one against a federal agency to address several issues of statewide significance to school districts and county offices of education. The cases involve the failure to properly rebench Proposition 98 — allowing the State to artificially lower the Prop 98 guarantee in future years; the new legislative calculation process of the minimum funding guarantee and unconstitutional redetermination of mandates and offsetting revenues, and an unlawful process relating to approving charter school appeals.
- **Filed 16 amicus (friend of the court) briefs and letters in support of school board rights** on issues such as: Student Expulsion Process, Charter School Facilities, Charter School Petitions, Educational Residential Placements, Disruptive Parent Letters, Brown Act, Developer Fees, DACA, and Tort Claims.
- **Provided critical analysis on the landmark U.S. Supreme Court decision in *Janus v AFSCME*.** In order to help school districts understand the implications of *Janus* for operational issues and labor relations, CSBA surveyed members, issued FAQs, provided legal guidance, presented sessions at the Annual Education Conference and offered perspective via social media and several webcasts.
- **Sued the Fair Political Practices Commission in response to its implementation of over-reaching regulations** that limit the way schools can provide information to the public.



Download ELA's Annual Report :
www.csba.org/ELAAnnualReport

