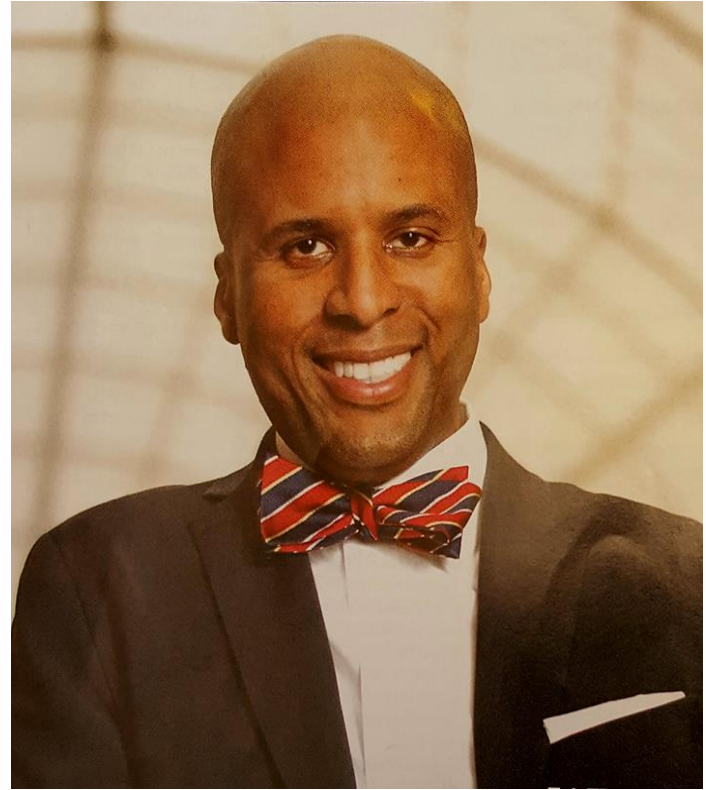


MISSION POSSIBLE

Presentation to the Delegate Assembly
May 2016
Sacramento, California





MISSION POSSIBLE

What does CSBA do?

- Legislative & Legal Advocacy
- Communications
- Training
- Policy Development & Engagement
- District Services

Board of Directors



Vision & Mission

- Two Days with BoardSource Consultant
- Trends in Associations
- CSBA Services & Programs
- iCount – Input from approx. 2,000 members; Detailed Summary is available. We will conduct again in 2018.

VISION

The California School Boards Association is the essential voice for public education. We inspire our members to be knowledgeable leaders, extraordinary governance practitioners and ardent advocates for all students.

MISSION

The CSBA strengthens and promotes school board governance. We define and drive the public education policy agenda through advocacy, training and member services. Strong local boards of education are essential to ensure a high quality education for every student in every community.

CSBA Board Priorities

- ***Grassroots advocacy mobilization: Engage members and maximize political capital.***
- ***Address adequacy and opportunity gap: Drive the education policy agenda to ensure high quality education for every student.***
- ***Support local governing boards of education: Increase participation in board development.***
- ***Review of CSBA governance structure: Enhance the effectiveness of CSBA governance.***

District Services

Education
Legal Alliance

Communications

Trainings

Advocacy

Policy Services



Strategy, Vision
& Mission

Systems

Alignment

Leadership/Governance

Behavior

Engagement

“Above the Waterline”

- Advocacy – Legislative & Legal
- State Policy & District Policy Services
- CSBA Board Development (Training)
- Communications & Public Engagement
- District Services

Agenda Online & Gamut Online

- LA & Silicon Valley based Companies will build next generation of Agenda Online & GAMUT.
- Our Approach - Major Technology Enhancements will only be done by external Tech Experts.

Grassroots Advocacy

- **League of Cities Model**
- **Utilize Paid Staff to Coordinate local Grassroots; Inform Boards; Support Issues PAC**
- **Additional Resources Required**
- **CSBA Impact = Greater Legislative Influence; Greater Statewide Influence on Policy Issues & Ballot Initiatives**

Adequacy and Opportunity Gap



Increasing the Size of the Pie

Proposal identifies a need of between \$22 and \$42 billion (approx.) in new funding.

Identifies potential revenue opportunities that could fully fund education.



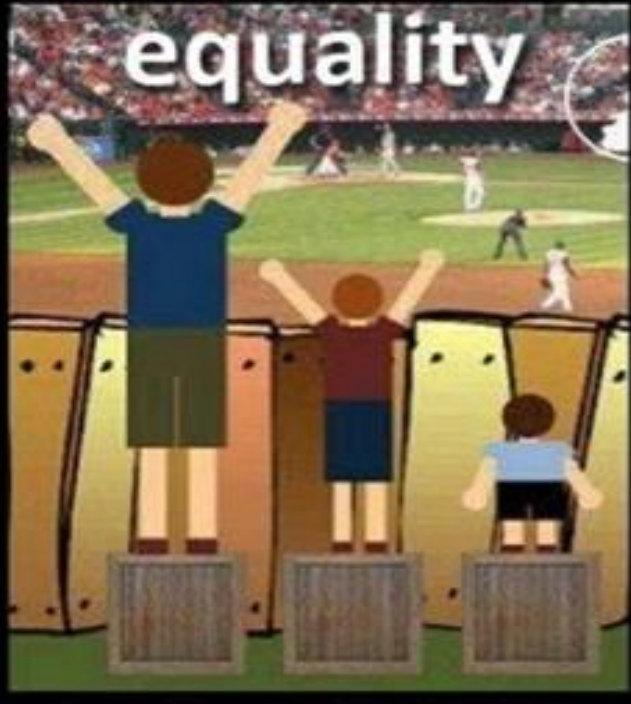
Adequacy and Funding Pressures

- \$22B to \$42B needed
- Increase in STRS employer cost of 131% (\$3 billion) by 2020-21
- Increase of PERS employer cost of 76%
- Unfunded mandates
- Post retirement health benefit costs cost of \$20b
- Minimum wage hike to \$15 an hr.



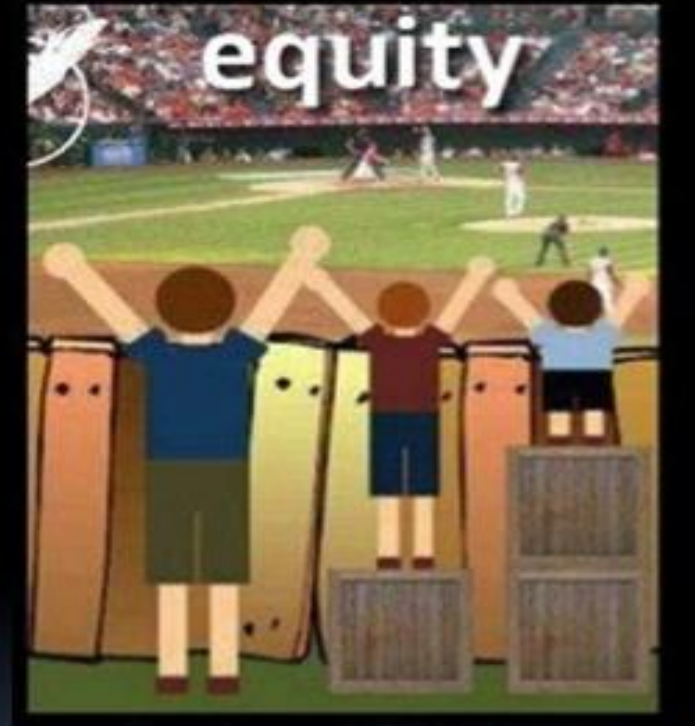


Equality vs. Equity



EQUALITY = SAMENESS

GIVING EVERYONE THE SAME THING → It only works if everyone starts from the same place



EQUITY = FAIRNESS

ACCESS to SAME OPPORTUNITIES → We must first ensure equity before we can enjoy equality

Los Angeles Times

February 19, 1946

70th
Anniversary

*Mendez v.
Westminster*

RULING GIVES MEXICAN CHILDREN EQUAL RIGHTS

Segregation of Mexican school-children from others in four Santa Ana school districts yesterday was held by U.S. Judge Paul J. McCormick to be a violation of their guarantees of equal rights under the 14th Amendment of the Constitution.

The opinion was written in connection with a suit filed by five parents of Mexican children asking for relief and an injunction forbidding the school district trustees from placing the Mexican children in separate schools.

The school districts involved were Westminster, Orange Grove, Santa Ana City Schools and El Modeno. The suit also named the superintendents and trustees of the districts.

Judge McCormick overruled a defense contention that segregation being an educational matter, it fell under the jurisdic-

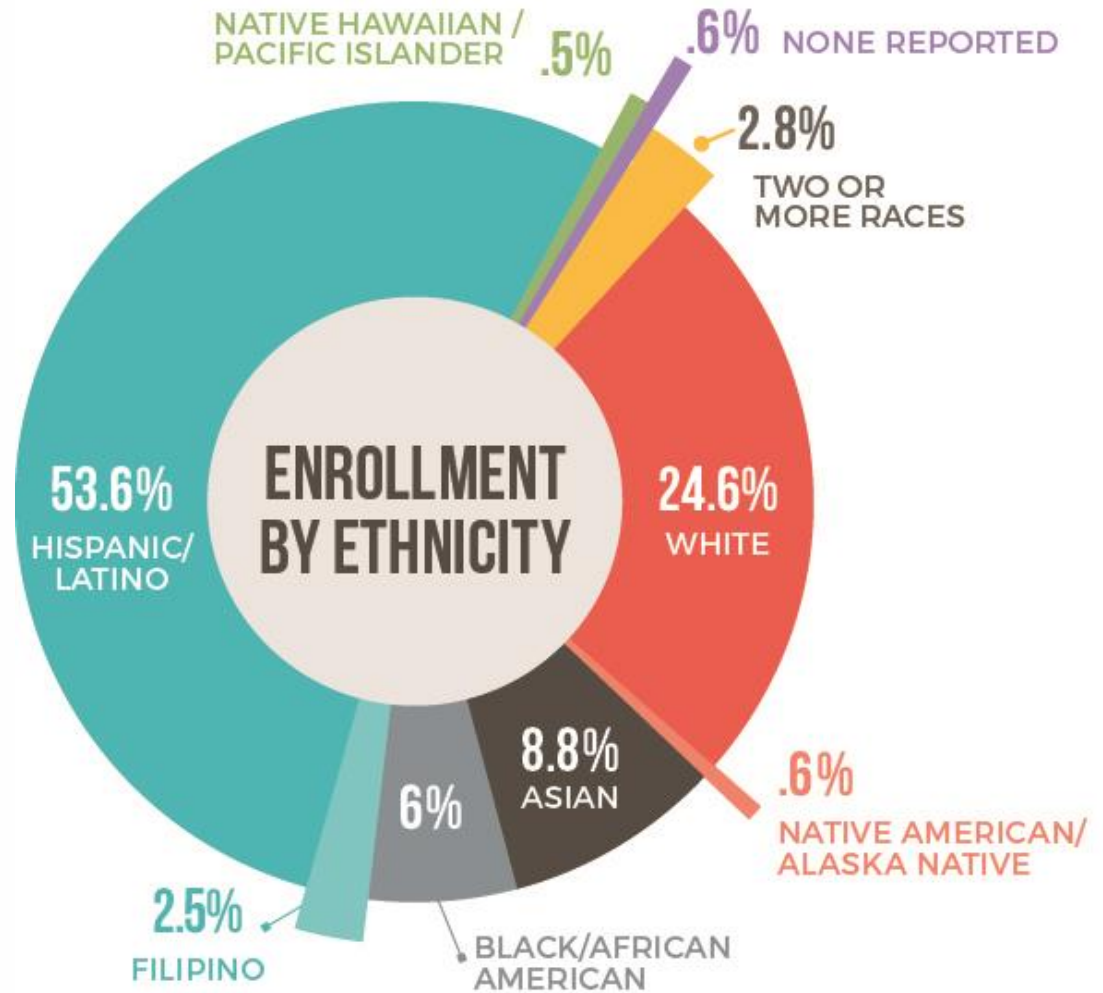
tion of the State. He held that inasmuch as violations of the 14th Amendment were indicated, the Federal court had a right to intervene.

"The evidence clearly shows," the opinion states, "that Spanish-speaking children are retarded in learning English by lack of exposure to its use because of segregation"

"It is also established by the record that the methods of segregation prevalent in the defendant school districts foster antagonisms in the children and suggest inferiority among them where none exists."

Judge McCormick at the same time ordered Attorney David C. Marcus, who represented the parents in the action, to file a petition for an injunction against the defendants within 10 days, indicating that the restraining order would be approved upon the findings of his opinion.

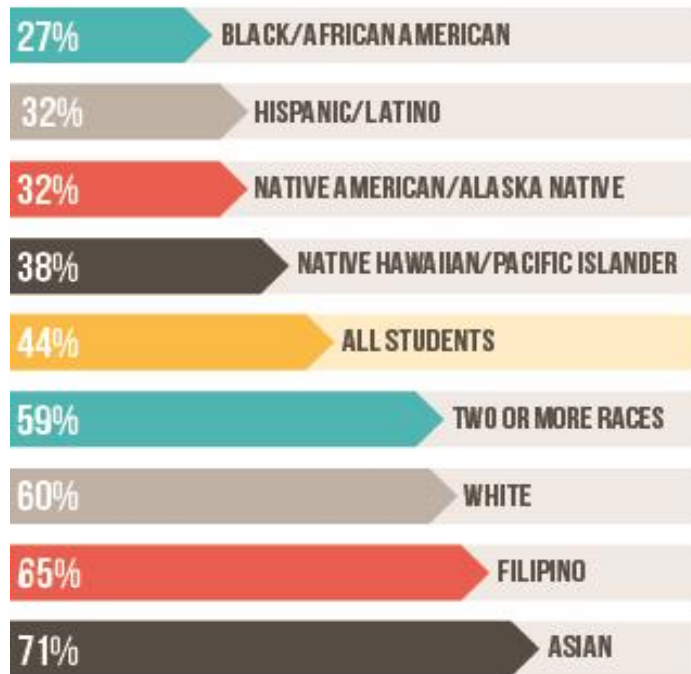
Who are the students enrolled in California schools?



Who are the Students that make up the Achievement Gap?

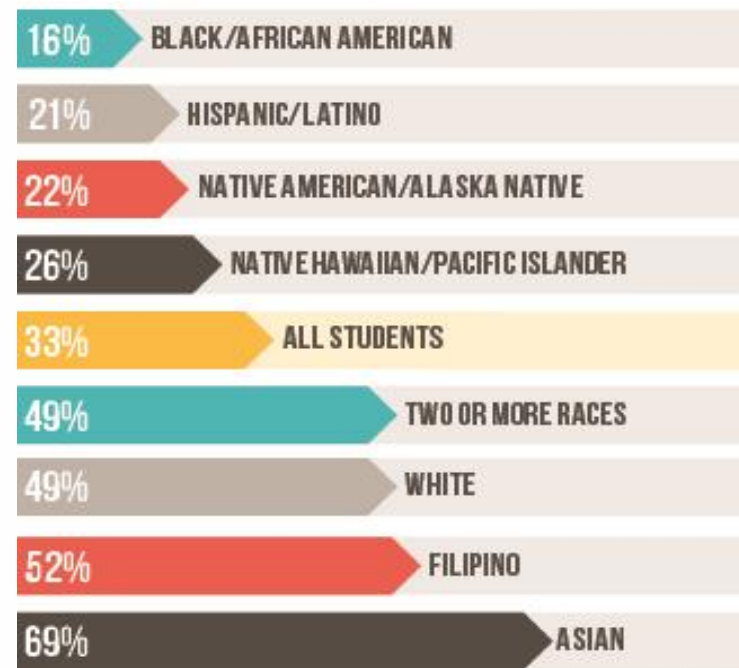
English/Language/Arts

BY ETHNICITY (ALL GRADES)



Math

BY ETHNICITY (ALL GRADES)



**REFORM
NOW!**



The74 Oped – *“Elected School Boards & the Dangerous Illusion of Democracy”*

Aaron Churchill, “A few districts may indeed thrive on public engagement via popular elections. But low participation, local politics, and the union influence shipwreck many more elected school boards.”

This is the type of narrative that our “actions” as an organization must prove wrong.

Member Training and Support

- Leadership Institute
- Revamped Training & Resources
- Content Review Advisors



