

Celebrating MCSBA

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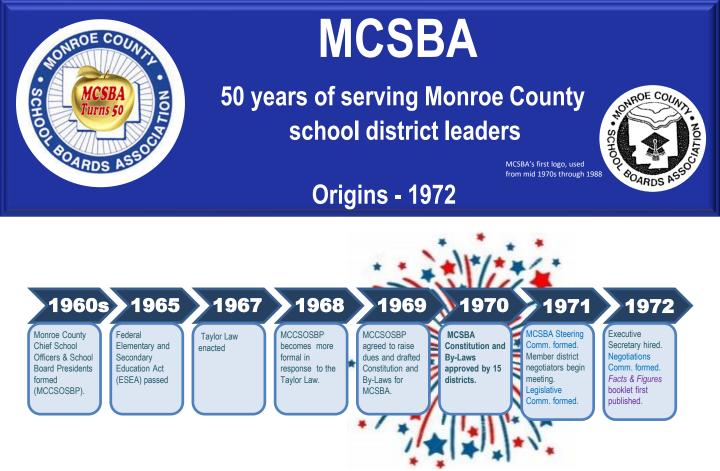
SCHOOL BOARDS ASSO

50 years of serving Monroe County school district leaders 1970 - 2020

Since MCSBA was formed in 1970 by 15 school districts it has worked diligently to support school district leaders and to carry their messages and concerns to the wider community as well as to elected officials at the county, state, and federal levels.

One measure of MCSBA's success is the growth of the Association to include 21 school districts and our two BOCES.

The following pages outline how MCSBA was formed and grew into its current form.



Since its creation in 1970, MCSBA has helped its members become more effective, and helped its member districts advocate for high-quality education and prudent fiscal leadership. The impetus for its formation was passage of the Taylor Law in 1967. Before then, an earlier leadership group, the Monroe County Chief School Officers and School Board Presidents (MCCSOSBP) met to discuss issues. In reaction to the Taylor Law, as unions worked collectively, district leaders began to see the value in collaboration.

1969-70 In November, MCCSOSBP drafted a constitution and submitted it for consideration by Monroe County's twenty local school boards. By January 13, eleven districts had approved, and MCSBA was born. By February 5, fifteen districts had approved the constitution, three had disapproved, and two had not yet decided. During MCSBA's First Annual Meeting, on June 17, 1970, participants approved a 1970-71 budget of \$10,000, and elected James Green of Spencerport as 1970-71 President.

1970-71 Lewis Obourn was appointed Executive Secretary of MCSBA. Member district negotiators began meeting regularly to share information as they still do. A Negotiations Committee was also formed that would later become the Labor Relations Committee. Major discussions dealt with regional negotiations, the Taylor Law and PERB, and the impact of the state's financial crisis on State Aid to Education. A Legislative Committee was also established to affect decisions by state and federal lawmakers.

August 1972 Jann Packard, Pittsford Board Member and Former President, seen at the right, began her service as MCSBA's first fulltime Executive Director. She appointed Bettie Ecker as secretary.

1972-73 MCSBA published its first *Facts & Figures* booklet. A member survey found support for regional collaboration in the areas of programs for small student groups, curriculum development, transportation, and vocational programs; as well as regional calendar setting, computer and data processing services, educational television, library holdings, staff training, and purchasing. These activities were incorporated into services offered by the county's two BOCES.





MCSBA

1973 - 1979



MCSBA's first logo, used from mid 1970s through 1988



November 1973 When East Irondequoit teachers went on strike, MCSBA called its first press conference to decry strikes and call for reopening schools.

1974-75 The Association began publishing a newsletter; instituted its annual seminar for potential school board candidates; produced its first annual Legislative Position which dealt with state aid, BOCES, tenure, and the Taylor Law; and hired a labor research associate, Susan Haude, who produced a study of employee benefits offered by MCSBA districts as well as teacher and administrator salaries.

October 1975 NYSSBA held its first convention in Rochester during the presidency of John Woods (Gre).

1976 -77 MCSBA presented its first annual orientation for newly Elected school board members; approved a statement of Educational Philosophy and Long Range Goals, which was used for many years; and joined the Erie County Association of School Boards advocacy trip to Albany in spring 1977.

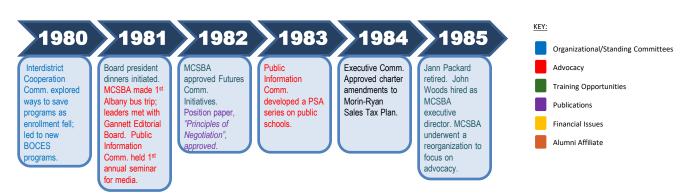
1977-78 MCSBA members developed a number of labor relations initiatives, including county-wide negotiations goals and a labor relations newsletter, *Here's the Scoop*, which was published monthly until 1985. In January, former Sodus Superintendent, Dr. William Stirling, seen at the right, was appointed as Labor Research Associate.







1980 – 1985



1980-81 As state and federal governments exerted more control over education, MCSBA's focus shifted to legislation and coalition building. MCSBA established an Interdistrict Cooperation Committee to explore collaborations as student enrollment rapidly declined, leading to development of BOCES programs in the performing arts and vocational/technical education.

1981-82 Several annual events were initiated: a dinner meeting for board presidents to discuss leadership concerns; an August social event with legislators (at first a picnic, later a reception); MCSBA's own advocacy bus trip to Albany; a meeting of MCSBA leaders with the Gannett Editorial Board; the first MCSBA annual seminar for the media; and development of coalitions to oppose tuition tax credits.

A Futures Committee recommended MCSBA goals that were approved by the Executive Committee: representing member districts, promoting member districts, encouraging inter-district cooperation; promoting legislative positions developed by input from all member districts, developing common positions for negotiations, helping board members develop skills, and developing relationships with other groups seeking similar goals. MCSBA began discussions with other groups on proposals for redistributing the county sales tax. The end result was the Morin-Ryan Sales Tax Sharing Plan.





LEFT: Shown at a 1983 meeting in Albany are Assemblyman David Gantt, Cathy Spoto (Roc), Bleaka Foy (GC), Mary Jung (GC), Executive Director Jann Packard, and Doris Luckey (B1). TOP CENTER: Logo for ad campaign developed by 1983-84 Public Information Committee. TOP RIGHT: Assemblywoman Louise Slaughter, Mary Margaret Juers (Fpt), and Executive Director Jann Packard in Albany in 1983.

1983-84 The Public Information Committee working with the Ad Council developed a public service announcement campaign for print and electronic media featuring students and adults extolling Monroe County public schools. The PSAs aired frequently during the following school year (see campaign log above). The campaign won a National School Public Relations Association Award of Merit in 1986.

1984-85 The announcement by Dr. Stirling that he would retire in 1985, led MCSBA to consider realigning its resources to reflect shifting priorities. The Executive Committee in 1985 voted to focus on legislative action, eliminate the position of labor research associate, delegate labor studies to BOCES staff, and eliminate publication of the labor relations newsletter. The Public Information Committee changed its name to Information Exchange Committee to reflect a change in its goals.

1985-86 Executive Director Jann Packard resigned in March, and the Executive Committee appointed John Woods, seen at the right, as MCSBA's new Executive Director as of April. He instituted meetings with member school boards to discuss issues and get input on MCSBA initiatives.





1986-87 Regular meetings between MCSBA leaders and the two area Regents, the Gannett Editorial Board, NYSUT, NEA, and the Genesee Valley PTA were instituted. The Legislative Committee instituted a January meeting to discuss MCSBA's legislative positions with the full membership (which later expanded to include lawmakers). A fall trip to Albany was added to meet with legislative leaders. Bettie Ecker retired after 15 years as secretary.

1987-88 MCSBA leaders spearheaded a major response to the Regents Action Plan. MCSBA took a proactive stance with the media, distributing positions and submitting press releases on a regular basis. Due to increased advocacy efforts, Past President Judy Wadsworth (seen at near right) was hired as Assistant to the Executive Director. At the May 1988 Annual Meeting, members selected the MCSBA logo still used today.

1988-89 MCSBA became involved in discussions about a proposed county property tax abatement plan to provide incentives for manufacturing expansion. Mary Talbot was hired as secretary. Leaders of MCSBA and County Departments of Health, Mental Health and Social Services met regularly to identify ways to cooperate in providing student services; these sessions continued until county budget cuts in 1991.



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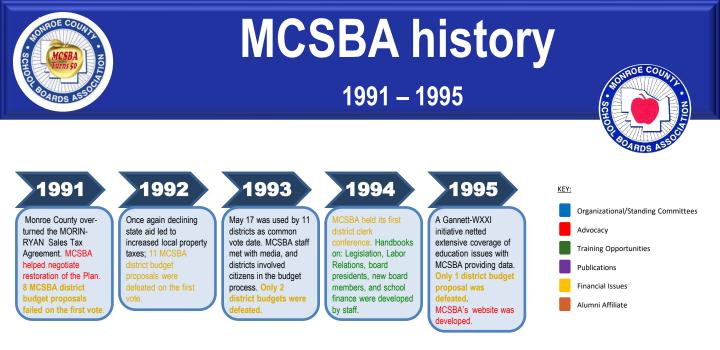




ABOVE: Mary Salisbury (RH), Congresswoman Louise Slaughter, and Cathy Spoto (Roc) at a 1989 meeting in Washington, DC.

LEFT: MCSBA President Sandra Frankel (B1, Bri), Dr. James Frenck (HFL), Assemblyman Roger Robach, Assembly Speaker Mel Miller, and MCSBA Vice President Joanne Altland (WI), Albany March 1989.

MCSBA initiated the Media Advisory Council to identify issues and meet with media representatives. MCSBA also formed the Sunrise Coalition with the Four County School Boards Association to develop coordinated advocacy. MCSBA leaders met with SED officials to urge involving school boards in development of regulations, leading to the formation of the Commissioner's advisory board of school board members which met for many years. Executive Director Woods organized regular meetings of the directors of NYS's major school boards associations. This group later expanded to become the Council of Local School Boards Associations (COLSBA). Staff produced two publications: *Exemplary Programs* and *Substance Abuse Prevention Programs*. The exemplary programs data was published annually until it was incorporated into the *Facts & Figures* book in 1998. An ad hoc committee on county sales tax distribution was formed to protect this source of revenue.



1990-91 This school year saw the last increase in state support for education for three years due to a recession. School districts, which had been pushed over several years to increase teacher salaries, were locked into contracts providing generous annual salary increases that state and local communities no longer supported. MCSBA campaigned to describe the damage to programs if state and federal support were cut. MCSBA served as lead agency in the Drug Free Schools Network that developed the 1990 "Greater Rochester Fights Back" plan. An unprecedented mid-year withdrawal of allocated State Aid to public schools occurred in December 1990; 1991 efforts focused on saving the balance of 1990-91 Aid and on avoiding further cuts in 1991-92. MCSBA staff offered seminars on boardsmanship skills which continued for several years.

1991-92 Because of the effect of employee contracts on budgets during the recession, MCSBA developed negotiating and bargaining position papers for the first time since 1984. The economy led to a vote by the Monroe County Legislature to repeal the Morin-Ryan sales tax distribution formula. MCSBA participated in negotiations that restored the Morin-Ryan plan and approved a sales tax increase of ½ %. To inform the wider community about the fine programs in our schools, MCSBA organized an interactive display at Marketplace mall in April that featured programs of most member districts. Seen at the right is a Brighton student talking with a mall visitor.

1992-93 Sales tax negotiations were needed again when County Executive Robert King requested an increase in county sales tax of another ½ % to support county government. His proposal led to negotiations that resulted in approval for the extra ½ % increase with a portion of that increase going to public schools. MCSBA sought ways to defend district budgets, including an appearance on a TV 10 panel discussion led by Ray Levato in the spring. Seen during the program at the right are Levato, Archie Curry (Roc), Adam Urbanski (Rochester Teachers Association), and MCSBA President Bud Stander (GC). Of the 17 MCSBA district budgets presented for voter approval, 11 were defeated at least once in 1993.

1993-94 The Steering Committee adopted school finance as MCSBA's top priority so standing committees devoted meetings to explore ways to improve school climate and control costs. The first district clerks' conference was held. Handbooks on Legislation, Labor Relations, board leadership for presidents, new board members, and school finance were developed by MCSBA staff. An ad hoc committee recommended a

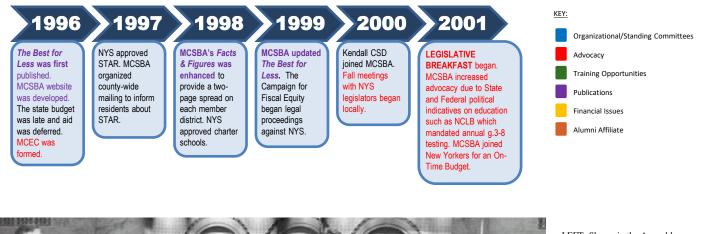


common vote date and a coordinated media campaign. The Executive Committee declined to approve a common vote date, but May 17 was accepted by 11 of the 17 involved districts. In 1994, only two MCSBA district budgets were defeated.

1994-95 The county legislature voted along party lines to keep the added 1% sales tax revenue for the county. MCSBA worked with the Sales Tax Coalition (school district leaders, teachers, parents, city and town officials) to gain a share of the additional revenue. Support from our Albany delegation resulted in a compromise providing additional revenues for schools, Rochester, towns and villages—that would sunset in 1999.



1995 – 2001





LEFT: Shown in the Assembly Chamber in 1995 are Frank Muscato (GC), Michael DeLaus (B1), Susan Giuffrida (Bri), Tod Eagle (B2 District Superintendent), Daniel Cole (B2), Assemblyman Joseph Robach, Richard Pixley (Pen), Dr. John Woods (MCSBA Executive Director), James Green (B2), and Dr. Dorothy Beavers (B1).

1995-96 Due to cuts in state support of public schools, MCSBA and the NYSUT regional office sponsored a discussion on collaborating to improve education. This event attracted 300 participants and led to the formation of the Monroe County Education Coalition (MCSBA, NYSUT regional office, NEA, and the Genesee Valley PTA). MCSBA staff developed the MCSBA web site.

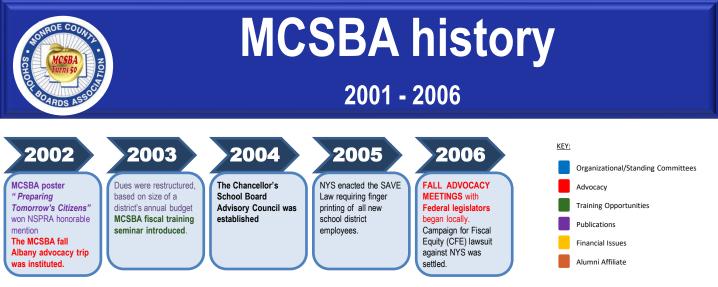
1996-97 In response to accusations of fiscal irresponsibility, MCSBA revised existing internal reports into a publication highlighting collaborative efforts among districts and other agencies. *Cost-Saving Strategies and Shared Services in Monroe County School Districts*, was widely distributed, and has been updated regularly since. In spite of advocacy efforts , the NYS budget was not approved until late June; AND it was stipulated that the last 1996-97 BOCES Aid payments that year would not be paid until July 1997, forcing districts to borrow or use reserves.

1997-98 MCSBA's *Facts & Figures* was enhanced to provide a two-page spread on each member district, including features on exemplary programs once provided in a separate report. In October, MCSBA welcomed conventioneers to our area at its hospitality booth during the NYSSBA Convention. **STAR LEGISLATION** was approved by NYS. NYS districts were made responsible for informing residential property owners about STAR; MCSBA organized the mailing for the whole county.

1998-99 MCSBA published an updated edition of *The Best for Less*. The Campaign for Fiscal Equity began legal proceedings against New York State, seeking adequate and equitable funding for public schools to provide a 'sound basic education.'

2000-01 Dr. John Woods retired and Jody Siegle was selected to be the new Executive Director. MCSBA organized an increased level of advocacy due to state and federal political initiatives. Efforts to affect legislation continued into the next school year under the threat of no NYS budget at all for the year. Also, federal initiatives included support for vouchers, public schools of choice, and testing for all students, but at a level of support that would leave them underfunded. An ad hoc committee sought ways that member school districts could share best teaching practices and involve students from multiple districts in common learning activities, but none were approved due to jurisdictional and logistical issues. E-mail became the primary means of communication.





2001-02 MCSBA established an investment policy that included reserve funds, and distributed a brochure describing Monroe County schools as a powerful economic/cultural force. The coalition met with editorial boards and wrote positions for publication in local newspapers. The Association entered into a new coalition, New Yorkers for an On-Time Budget, to seek an on-time responsibly prepared annual state budget. With the help of BOCES 1 and BOCES 2, MCSBA created a poster that was distributed to lawmakers and others whose decisions affected public education. At the Annual Meeting in 2002, John Abbott (B2) was elected MCSBA Treasurer for the first time, a position he has held to the present.



MCSBA members met with Albany staff people in the fall. When the County proposed to cut services to schools, community reaction prevented this. The Governor's proposed budget included cuts to public schools. MCSBA organized a major effort to restore state aid, including a media conference, testimony to the Assembly Ways and Means Committee, and op-ed articles. The Monroe County Education Coalition hosted the annual fall reception for lawmakers in October. MCEC developed an electronic newsletter that was published for many years.

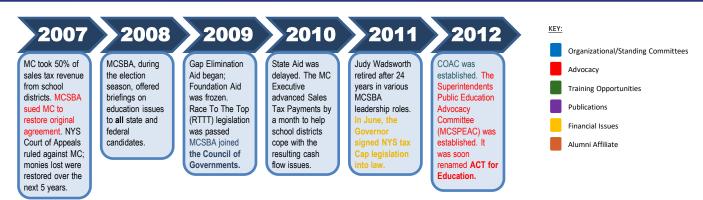
2003-04 MCSBA surveyed members for guidance on priorities. More than half of Association members responded. MCSBA dues were restructured to base them on the size of a district's budget. A conference on board responsibility for School Finance was co-sponsored with the county Association of School Business Officials. This conference became a mandated requirement by the state legislature and SED two years later.

2004-05 MCSBA concentrated on state aid reform and on-time adoption of the state budget (which occurred for the first time in more than 20 years). MCSBA, working with COLSBA, helped to create the Chancellor's School Board Advisory Council. A 2004 survey of local school boards associations in NYS found that MCSBA far and away offers the largest number of programs and services for its members.

2005-06 MCSBA welcomed Kendall to the Association. MCSBA won approval from the SED and Comptroller's Office to provide the newly mandated board member fiscal oversight training. A weekly education news update was initiated, a service that is still ongoing.



2007 - 2012



2006-07 MCSBA developed a position on reform of the No Child Left Behind Act, and met in the fall and spring with state and federal lawmakers to seek NCLB reforms. NYS Foundation Aid formula was instituted as an out growth of the successful resolution of Campaign for Equity lawsuit challenging the constitutionality of NYS school finance system.

2007-08 On October 3, leaders of MCSBA's school districts and 6 other districts peripherally connected to Monroe County met to unanimously oppose the action a week earlier by Monroe County to take 50% of sales tax revenue from public schools. At that session, each district convened to pass a resolution to sue the county for its action. The Appellate Court and NYS Court of Appeals both ruled against the county's action in 2008.

Kendal Fairport F.A.I.R.

RIGHT: MCSBA President Margie Vandenberg calling for results of board votes at the October 3 meeting. FAR RIGHT: Tom Smithgall (CC) reporting that his board had voted to sue the county.

New opportunities for collaboration with other levels of government and community leaders made this a barrier-breaking year 2008-09 for MCSBA. MCSBA became a Community Coalition partner of the Rochester Business Alliance (which lasted until the RBA became part of the Greater Rochester Chamber of Commerce). An ad hoc committee was instituted to advise the president and executive director about ways to inform the community about education accomplishments and issues. The Monroe County Council of Local Governments (COG) invited the presidents of MCSBA and the Monroe County Council of School Superintendents (MCCOSS) to join the council.

2009-10 In April, COG passed a resolution seeking the end of unfunded and under-funded mandates in support of school districts after the governor delayed state aid payments to schools in mid-year. Monroe County advanced sales tax repayment to help schools.

MCSBA joined other members of COG in hosting a news conference to explain how a property tax cap would harm local 2010-11 governments without steps to control the costs of state mandated programs. An updated Best for Less, which describes collaborative efforts among our districts to offer cost effective high-quality programs and services, was published.

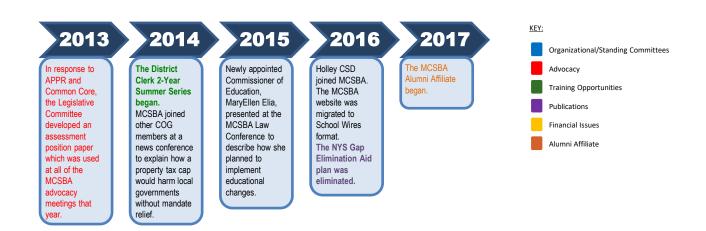
BELOW LEFT: Margaret Burns (WI), Jody Siegle (MCSBA), George Jarrett (WC), Joyce Kostyk (Fpt), Alan Shaffer (EI), Congresswoman Louise Slaughter, Frank Muscato (GC), Becky Daniels (Spe), Judy Wadsworth (MCSBA), and Julia VanOrman (Gre), April 2009.

BELOW RIGHT: MCSBA members on NYS Assembly chamber balcony, March 2011.





2013 - 2017



2011-12 In December, Judy Wadsworth, Assistant to the Executive Director at MCSBA retired after 24 years of service. Sherry Johnson (CC), at the near right, was hired to replace her.

2012-13 With Tom Nespeca as its president, NYSSBA held its 93rd annual convention in Rochester. MCSBA established the Communications Outreach Advisory Council (COAC) to make recommendations to broaden the public's understanding of the value of public education. The committee routinely publishes talking points to assist board members with background information on educational issues for constituent outreach and education.

2013-14 The Monroe County Superintendents Public Education Advocacy Committee (MCSPEAC) worked with the Ad Council of Rochester and Monroe County to develop the "ACT for Education" campaign which included a website and banners displayed at the Greater Rochester Airport. In November, more than 700 people met to air their concerns about the current reform agenda with Regents and SED officials. MCSBA members testified on behalf of superintendents and board members. The NYSSBA Convention was held in Rochester in October.



2014-15 Jody Siegle retired as executive director and Sherry Johnson was selected to replace her. Full funding for public education became the Association's number one goal as members advocated for the state to eliminate Gap Elimination Aid and return to a commitment to fully fund Foundation Aid.

2015-16 Beckie Schultz, seen at far right above, was hired to serve as the new program director. An extremely low tax cap this year made school budgets challenging as members made difficult decisions to close budget gaps caused by the cap while minimizing the impact on students.

2016-17 Holley joined MCSBA in July. An Affiliate Network was established to offer retired board members and superintendents a forum to reconnect and receive current information. MCSBA began taping all its professional development opportunities for members.



ABOVE: Some of the MCSBA members who attended the December 2015 advocacy trip to Albany, seen in the SED building – Back row: Lori Orologio (CC), Sean McCormick (RH), Sherry Johnson (MCSBA), and Mike DeLaus (B1); Front row: Joyce Kostyk (Fpt), Margaret Burns (WI), Amy Thomas (Pit), Phyllis Wickerham (RH), and Brian Freeman (Web).



2017 - 2000



ABOVE: A view of the more than 110 school board members and administrators and nine members of our legislative delegation to Albany as well as aides from two other lawmakers who met in February 2017 to discuss issues of concern to member districts.

2017-18 A second law conference was added to the annual schedule. The Mentoring Committee finalized plans for the Board President/Superintendent symposium series that began in Summer 2018. In November 2017, Victor School District joined MCSBA as an Associate member. At the 2018 annual meeting, the Association constitution was amended to change our membership boundaries.

2018-19 Victor became a full member of MCSBA. At the recommendation of the mentoring committee, changes were made to the Governance Seminar in June 2019 to give new members a broader perspective of the relationship building and growth that occurs over time with

board service and the collaboration among members across districts. Coordinated member advocacy contributed to the approval of a TRS reserve, an increase in the BOCES Superintendent salary cap and uncoupling APPR evaluations from student testing, all of which returned much sought after flexibility and local control back to Boards of Education.

2019-20 The record pace of legislation impacting schools continued for a second year in a row. Many districts followed up the Superintendent/ Board Symposium with in-person board retreats facilitated by MCSBA Executive Director. That format expanded as it better served individual board's needs directly. Schools moved to virtual/on-line learning essentially over night as schools closed for the year due to the Covid-19 pandemic. Schools prepared meals for students in need and were required to provide childcare for essential workers. An uncertain format lay ahead for school re-openings in the fall of 2020.



Some of those attending the March 2018 advocacy trip to Albany: Peter Fosgren (Fpt), Marv Sachs (Bri), Judy O'Leary-Sargeant (Fpt), Richard Cunningham (Gre), Lynn Fulmore (CC), Willa Powell (Roc), Mark Elledge (Pen), Joyce Kostyk (Fpt), John Piper (Pen), Sherry Johnson (MCSBA), Nancy Pickering (Hil), Briana McNamee (NYSSBA), Bob Cook (RH), Sean McCormick (RH), Valerie Baum (Pit), Damon Buffum (Fpt), and Tom Nespeca (B1).

MCSBA has evolved into a cohesive group focused on what

we can do together to deal with other levels of government who seek to influence public schools and their control by locally elected boards of education. Along the way we have found that there is strength in numbers, that our group is respected by those developing new laws and regulations, and that persistence eventually results in positive outcomes.



1970 - 2020

MCSBA Presidents, 1970 - 2020



TOP ROW:

Jim Green, Spe 70-71 Ken Pollard, Fpt 71-72 Robert Hunter, CC 72-73 Dr. Peter Stacy, Web, 73-74 Dr. Tim Parsons, Hil, 74-75 Douglas Webb, RH, 75-76 (not pictured) Joyce Budd, Bro, 76-77 John Klock, Hil 77-78 Margaret Price, WI, 78-79 (not pictured)) Elmer Gordon, RH, 79 (not pictured)) Margaret Price, WI, 79-80 (not pictured)) Doris Luckey, B1,Pen, 80-81 Archie Curry, Roc, 81-82 Linda Spear, Bri, 82-83 Larry Becker, Spe, 83-84, 84-85

SECOND ROW:

Pat May, Fpt, 85-86 Judy Wadsworth, HFL, 86-87 Cathy Spoto, Roc, 87-88 Sandy Frankel, Bri, 88-89 Joanne Altland, WI, 89-90 Mary VanDenburgh Salisbury, RH, 90-91 Ray Milne, HFL, 91-92 Bud Stander, GC, 92-93 Dr. Stephanie Polowe-Aldersley, WI, 93-94 Nick Gangemi, Pen, 94-95 Gerry Maar, Bro, 95-96

THIRD ROW:

Jody Siegle, Bri, 96-97 Alan Shaffer, Pit, 97-98 Karen Hoffman, Gre, 98-99 Robert Heinkel, WI, 99-00 Ron Mendrick, HFL, 00-01 Maggie Markham, B1, 01-02 Sherry Johnson, CC, 02-03 Kim McCluski, Pit, 03-04 Tom Nespeca, Web, 04-05 Charles Perreaud, WI, 05-06 Frank Muscato, GC, 06-07

BOTTOM ROW:

Marjorie Vandenberg, Bro, 07-08 Rome Celli, Bri, 08-09 Kathy Dillon, CC, 09-10 Dick Rasmussen, HFL, 10-11 Aggie Seneway, Hil, 11-12 Sue Casey, Web, 12-13 Barbara Clark, GC, 13-14 Mark Kokanovich, Bri, 14-15 Barbara Cutrona, Hil, 15-16 John Piper, Pen, 16-17 Mike Sulfoletto, Web, 17-18, 18-19 Kathy Dillon, B2,CC, 19-20

History of years up to 2000 compiled by former assistant to the executive director Judy Wadsworth from earlier versions she had written. History of years from 2000 onward adapted from MCSBA annual reports. Timeline created by program director Beckie Schultz.