

## ***The 80s: A Time of Transition***

During the 1980s the focus of the Association turned from labor issues to legislation and coalition building. By 1980, the state and federal governments were exerting more control over educational matters. During the 80s MCSBA would realign its efforts and organization to reflect the new focus.

### ***The 1980-81 School Year***

During the 1980-81 year MCSBA looked for ways to collaborate on major issues. An Interdistrict Cooperation Committee was formed to explore ways to save programs during a time of rapidly declining enrollments. Its work led to the development of BOCES programs in vocational/technical education and the performing arts.

In November, Past President Margaret Price received the Greater Rochester Area Chamber of Commerce Education Award for her service to education. She died in May 1981 after a long illness.

Also that year, MCSBA moved from a paid to a volunteer treasurer and an accountant (**Connie Calabresi** of East Rochester was the first appointed treasurer). In addition the Association developed a position supporting the Taylor Law, which was then under union attack.



Archie Curry

### ***Twelfth Annual Meeting***

At their Annual Meeting held on May 27, 1981, MCSBA members elected **Archie Curry** of Rochester as 1981-82 President and **Linda Spear** of Brighton as Vice President. Mr. Curry remarked that:

*Public education is under attack and this organization must be proactive...(setting) the tone and direction for education in Monroe County so that outside forces do not set directions for us.*

*Frederick Douglas once said that you can not measure a man by where you find him today, only by the distance he traveled from yesterday. MCSBA has traveled far and can set the direction for the future of education in Monroe County.*

### ***The 1981-82 School Year***

Several annual events were initiated during the 1981-82 year:

- A dinner meeting for board presidents to discuss relevant issues leadership concerns;
- An August social event with legislators (at first a picnic, in later years a reception);
- The Association's own lobbying bus trip to Albany in 1982;
- A meeting of MCSBA leaders with the Gannett Editorial Board to discuss Association positions.

Also that year:

- The Executive Committee developed coalitions to oppose tuition tax credits. This action was seen as an achievement by activists inside and outside the Association.
- The first MCSBA annual seminars for the media was held by the Public Information Committee.
- The MCSBA office was moved from BOCES 1 to West Irondequoit's Seneca School.
- Connie Calabresi resigned as Treasurer and was replaced by **Merilee Kime** of West Irondequoit.

## *Emergence of New Primary Focus*

The last several years had witnessed a change in members' perception of the importance of involvement in the legislative process. Since the birth of MCSBA some members had been lobbying for public education at the State and Federal levels. These efforts and their resulting victories eventually demonstrated their value. This growing awareness of the value of lobbying, and the concurrent trend toward mandates, led over the years to more and more Association activity in the legislative arena.

During the 1980s legislative issues grew in importance and MCSBA became more involved in the legislative process.

RIGHT: Shown above in one of many meetings with members of the county's legislative delegation to Albany are (l to r): Assemblyman David Gantt, Cathy Spoto (Rochester), Bleaka Foy (Gates Chili), unknown advocate, MCSBA Executive Director Jann Packard, and Doris Luckey (BOCES 1) in the Assemblyman's Albany office in 1983.



LEFT: NYS Assemblywoman Louise Slaughter with Mary Margaret Juers (Fpt) and MCSBA Executive Director Jann Packard in Albany, 1983.

BELOW: Shown in a 1983 meeting with Congressman John LaFalce (seated) are Robert Thompson (BOCES #2, Dr. John Washburn (Bri), MCSBA Executive Director Jann Packard, and Dr. Richard TenHaken (BOCES #2).



## Thirteenth Annual Meeting

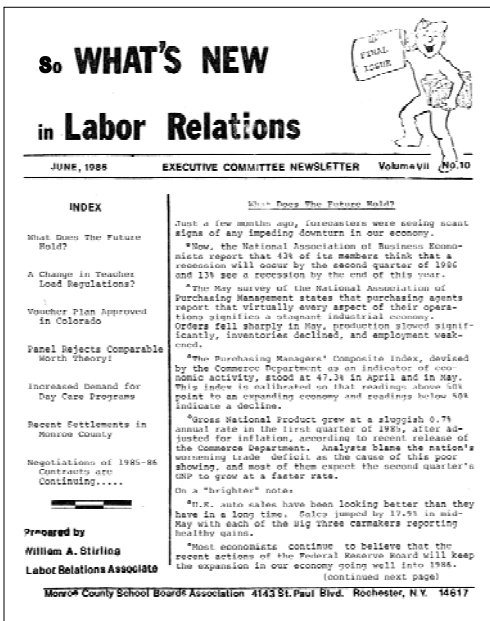
On May 26, 1982, at MCSBA's Thirteenth Annual Meeting, **Linda Spear** of Brighton was elected President for the upcoming year, and **Larry Becker** of Spencerport was elected Vice President.

## The 1982-83 School Year

### Long-term Priorities Set

As the Association expanded its fields of interest, some members expressed concern that its efforts would be diluted to the point of ineffectiveness. To ensure that MCSBA was addressing members' priorities, President Spear appointed a Futures Committee, chaired by **Kenneth O'Brien** of Fairport. Recommendations made by this committee and approved by the Executive Committee in 1983, have had long term effects. Seven goals suggested by the Futures Committee were accepted by the Association.

*In September 1983, the labor relations newsletter masthead was changed to "So what's new in labor relations." This update was published monthly until Dr. William Stirling retired in June 1986.*



Linda Spear

MCSBA will:

- Effectively represent member districts;
- Promote the actions of member districts;
- Preserve and enhance educational programs by encouraging inter-district cooperation;
- Promote legislative positions developed by representatives of all member districts;
- Educate members about labor relations and develop common positions for negotiations;
- Help board members develop necessary skills;
- Develop coalitions with other persons and groups and working relationships with local businesses and agencies.

The acceptance of these recommendations indicated support for the widening scope of activities that had developed within MCSBA to deal with the growing number and variety of issues facing school boards.

## Other 1982-83 Activities

- \* MCSBA began discussions, which would extend over the next several years, on proposals for redistributing the county sales tax.
- \* MCSBA presented programs dealing with media interviews, the legislative process, and initiating computer education programs. The Executive Committee met with Regents Carballada and Kendall as well as with Fritz Grasberger of the Center for Governmental Research.
- \* The Executive Committee approved the annual "Principles of Negotiations" and a position paper supporting the Taylor Law.

## Fourteenth Annual Meeting

At the fourteenth Annual Meeting, on May 25, 1983, members elected **Larry Becker** of Spencerport as President and **Kenneth O'Brien** of Fairport as Vice President for the coming year.



Larry Becker

## The 1983-84 School Year

### Sales Tax Distribution

The redistribution of county sales tax revenues was a major topic of discussion for the whole county for the next two years. To transfer some tax burden from the over-burdened city to the county as an alternative to redistributing the sales tax, County Executive Lucien Morin proposed the Metro Police Plan. In October 1983, MCSBA's Executive Committee voted to take no position on the Plan. When the Metro Police Plan was defeated by voters in November, discussions resumed on sales tax redistribution. By early 1984 the Morin-Ryan Sales Tax Sharing Plan, developed jointly by the county and city governments, had been presented for the community's consideration.

Within the Association there were a number of concerns:

- City schools had limited financial resources and more students with special educational needs;
- Suburban districts would be forced to present budgets for public vote that required greater dependence on local property taxes.
- The discussion regarding sales tax redistribution might undermine previous efforts to make MCSBA a true coalition of county districts with diverse needs working together for common goals.
- MCSBA, as a group of taxing jurisdictions directly affected by plans for redistribution of tax monies, should be involved in developing any redistribution plan.

### Other Activities

- The Association developed and approved the 1984 edition of its "Principles of Negotiations" and a position paper on collective bargaining.
- The final report of the Futures Committee was accepted, setting in motion an annual goal setting process still in use.
- The Executive Committee met with Regents Carlos Carballada and Thomas Frey to discuss the Regents Action Plan and the problems it was creating.
- The Public Information Committee developed a series of public service announcements for print and electronic media. The video PSAs featured students and adults extolling Monroe County public school districts, and were aired frequently during the following school year by the existing three network television channels.

The *We Grow Our Best Together* campaign (logo seen at right) won a National School Public Relations Association Award of Merit in 1986.



## **Fifteenth Annual Meeting**

At the Association's Annual Meeting held on May 23, 1984 members elected **Larry Becker** of Spencerport to his second term as President, and **Judson Porter** of East Rochester as Vice President. Soon thereafter, Mr. Porter moved from the area. Therefore, in July the Executive Committee elected **Patricia May** of Fairport to serve as Vice President for the upcoming year.

## ***The 1984-85 School Year***

### **Continuing Sales Tax Discussions**

The Executive Committee met three times in the spring and summer of 1984 to discuss the Morin-Ryan Sales Tax Plan. These discussions resulted in MCSBA stating its support for Charter Amendments to the Morin-Ryan Plan. These amendments would:

- Continue the share of revenues for suburban districts,
- Limit the increase of the city's share, and
- Terminate the provisions on June 30, 1990.

These Amendments were later approved by the NYS Legislature. In a related action, Monroe County Manager Lucien Morin appointed MCSBA President Larry Becker to serve on the County Sales Tax Committee.

### **Association Reorganized**

The work of the Futures Committee, and the announcement by Dr. Stirling that he would retire in June 1985, led the Association to consider realigning its resources to more closely reflect its shifting priorities. President Becker instituted an Organizational Study Committee and appointed Vice President May as its Chairperson. This group met recommended alternative structures that were revised during several meetings of the Executive Committee to become the form adopted in August 1985.

### **Other Business**

That year MCSBA sponsored a meeting of local governmental officials with NYSSBA representatives to discuss common concerns about state aid to local jurisdictions.

Also that year, the Public Information Committee changed its name to Information Exchange Committee to reflect a change in the outlook of committee members.

The last issue of MCSBA's labor relations newsletter was published in June 1985. It featured articles on labor trends, teacher load, a voucher plan, and the status of negotiations among member districts. Newsletter editor Dr. William Stirling retired June 30, 1985.

## ***Sixteenth Annual Meeting***

At the Association's Sixteenth Annual Meeting, held on May 29, 1985 **Patricia May** of Fairport was elected President and **Judy Wadsworth** of Honeoye Falls-Lima was elected Vice President for the 1985-86 school year.



Patricia May

## *The 1985-86 School Year*

### **Implementing the Reorganization Plan**

In August the Executive Committee approved a package of recommendations that reorganized the Association by:

- Making legislative action the primary emphasis;
- Eliminating the positions of labor research associate and part time secretary;
- Reducing the number of committee meetings but hosting a number of general membership meetings;
- Delegating labor studies (State Aid, finances, salaries) to BOCES staff.

Implementing this major restructuring with minimum disruption was the top priority for the 1985-86 year. There was concern among many members that important services provided by MCSBA--in labor relations, boardmanship training and educational services--would be neglected because of the new structure and emphasis on legislation.

### **Executive Director Packard Leaves**

In October, Director Jann Packard announced her decision to resign in March 1986 to pursue other interests. President May then appointed an Executive Director Search Committee chaired by Vice President Wadsworth. The Committee developed and implemented a search process that involved the membership in the selection process. In February 1986 the Executive Committee appointed **John Woods** as MCSBA's new Executive Director. He had previously served as President of NYSSBA, member of the MCSBA Steering Committee, and as member and president of the Greece Board of Education.

**Jann Packard** left her position as MCSBA Executive Director on March 21, 1986. Over 200 people attended the Farewell reception for her.

In addition, she was the recipient of MCSBA's Distinguished Service Award, which was presented to her at the 1986 Annual Meeting.

One of the first practices instituted by incoming Executive Director **John Woods** was meetings with member school boards to discuss issues, describe MCSBA services, and get input on MCSBA initiatives.

During this transition year, the Association also:

- Formed an advisory committee to assist former MCSBA President Larry Becker as representative to the County sales tax committee;
- Presented data regarding the effects of the Regents Action Plan to Regents Carballada and Frey;
- Developed a second series of public service announcements that aired in Fall 1985;
- Explained the new comprehensive assessment reports to the Gannett Editorial Board;
- Hired former President Doris Luckey as note taker at MCSBA committee meetings.



MCSBA Executive Directors **Dr. John Woods** (1986-2001), and **Jann Packard** (1972-1986).

### *Seventeenth Annual Meeting*

At MCSBA's seventeenth annual meeting, held May 28, 1986, members elected **Judy Wadsworth** of Honeoye Falls-Lima as President and **Catherine Spoto** of Rochester as Vice President for 1986-87.

## ***The 1986-87 School Year***

### **Building Coalitions**

At this time it became increasingly clear that to be effective, MCSBA's voice had to be in harmony with similar groups. It was also clear that the recent re-organization had caused some internal discomfort about Association goals. A major concern for the year was establishing internal and external coalitions. To promote coalitions:

- Membership meetings dealt with internal and external coalition building. 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 before making them public. Advocacy was expanded to include appointments with legislative leaders and a second annual trip to Albany each year.
- MCSBA leadership helped WHEC-TV produce a journalistic series featuring county schools.
- MCSBA leadership mounted an extensive, successful campaign to gain NYSSBA support for a lobbying effort on behalf of save harmless districts.



Judy Wadsworth

### **Also that year -**

Goal setting for the Association and executive director was instituted.

**Bettie Ecker** retired from her position as Association secretary after 15 years of service. **Linda Hopkins** was hired to replace her.

## ***Eighteenth Annual Meeting***

At the eighteenth annual meeting, held May 27, 1987, members elected **Catherine Spoto** of Rochester as 1987-88 President and **Sandra Frankel** of Brighton as Vice President.

## ***The 1987-88 School Year***

### **Advocacy the Top Priority**

In 1987-88 MCSBA leaders spearheaded a major advocacy effort with a major response to the Regents Action Plan. President Spoto presented testimony on building aid and asbestos issues to the State Senate Education Committee. Executive Director Woods increased the time he spent in Albany to advocate. MCSBA took a proactive stance with the media—distributing positions and submitting press releases on a regular basis. In January the first issue of MCSBA's *Legislative Update* was published.

Due to the increased advocacy efforts, Past President **Judy Wadsworth** was hired as Assistant to the Executive Director.



Catherine Spoto

In other business:

- MCSBA moved to 1600 Dewey Avenue.
- The Executive Committee met with new Regent Walter Cooper and National Center for Education and the Economy Director Marc Tucker.
- The Association revised its policies to reflect practices based on recent reforms.





ABOVE (in Albany in 1998):  
LEFT: In March, Sandra Frankel (B1, Brighton), Dr. James Frenck (Honeoye Falls-Lima), Assemblyman Roger Robach, Speaker of the Assembly Mel Miller, and Joanne Altland (West Irondequoit) met.



RIGHT: In June, Barbara Wheat (Penfield), Bleaka Foy (Gates Chili), Joanne Altland (West Irondequoit), Gretchen Shafer (Brighton), Ruth Stork (Rush-Henrietta), and Sandra Frankel (BOCES 1, Brighton; MCSBA President) returned for meetings.

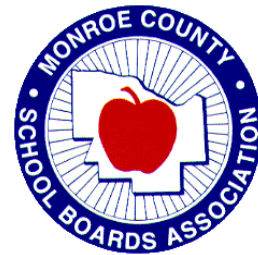
## ***Nineteenth Annual Meeting***



Sandra Frankel

The featured speaker at the nineteenth annual meeting, held on May 25, 1988, was NYS **Commissioner of Education Dr. Thomas Sobol** who shared his vision for improving education in New York. Members at that meeting selected a new MCSBA logo with an apple superimposed on an outline of the county, the same logo used today.

Members also elected **Sandra Frankel** of BOCES 1 and Brighton as 1988-89 President and **Joanne Altland** of West Irondequoit as Vice President.



At the end of the year, **Merilee Kime** resigned as MCSBA Treasurer after six years in that role. Spencerport's **Myron Fox** was appointed by the Executive Committee to assume the Treasurer position.



Merilee Kime



Myron Fox

## ***The 1988-89 School Year***

### **Expanding and Refining Efforts**

The year brought further involvement in coalition building, labor relations, and legislative impact.

- Leaders of MCSBA and County Departments of Health, Mental Health and Social Services were convened by President Sandra Frankel to identify ways to cooperate in providing student services. This group met frequently until county budget cuts in 1991; a core group met for two more years.
- President Frankel presented testimony to the Regents regarding the Report of the Commissioner's Task Force on the Teaching Profession, and MCSBA hosted two meetings dealing with this issue. The Legislature, under pressure from teacher unions, did nothing with Task Force recommendations.
- MCSBA organized meetings for board presidents, superintendents and negotiators to share information. These meetings continue as needed.
- For the first time all MCSBA members were invited to the annual local meeting with state legislators.



## Property Tax Issues

In 1988 MCSBA became involved in discussions about a proposed county property tax abatement plan to provide incentives for manufacturing expansion, a plan with serious implications for public schools. Through the efforts of President Frankel, MCSBA was invited to join a bipartisan



Mary Talbot

commission to review tax abatement provisions.

## Other Activities

**Mary Talbot** was hired as secretary upon the resignation of Linda Hopkins. Former MCSBA President **Doris Luckey** resigned as committee clerk. Clerk duties were assumed by the Assistant to the Executive Director.

As recommended by the Committee on Financing MCSBA, the Executive Committee approved a dues structure with a flat fee for 90% of the assessment, and a four-tiered system based on student enrollment for the other 10%.



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

## Twentieth Annual Meeting



CHARTER MEMBERS honored at the 20th Annual Meeting (l to r): Kenneth Harris, Dr. Richard Ten Haken, Calvin Tripp, Helen Kruze, Dr. Sam Rivoli, Elizabeth Frey, James Green, and John Klock.

MCSBA celebrated its twentieth annual meeting on May 23, 1989—with recognition of its nine Charter Members, a display of historical pictures, and publication of *Monroe County School Boards Association: A History* by Judy Wadsworth. In honor of its first 20 years, MCSBA received proclamations from the Monroe County and New York State Legislatures.

Members elected **Joanne Altland** of West Irondequoit as 1989-90 President and **Mary Salisbury** of Rush-Henrietta as Vice President.

In her post-election remarks President Elect Altland praised MCSBA's accomplishments through cooperative efforts and shared her vision for MCSBA:

*Our message needs to be that state aid dollars are NOT being wasted in Monroe County; that important things are happening in ALL districts; and that Albany needs to provide adequate state aid to all districts if this progress is to be sustained.*

## MCSBA Recognition from Albany

A delegation from MCSBA traveled to Albany to receive the resolution from the NYS Legislature recognizing the Association's twenty years of service.

Shown receiving the NYS proclamation from Assemblyman Roger Robach (center) are Mary Salisbury (RH, Legislative Committee Chair), Joanne Altland (WI, MCSBA Vice President), Sandra Frankel (Brighton, BOCES 1; MCSBA President), and Dr. John Woods.



## The 1989-90 School Year



Joanne Altland

**President Joanne Altland** initiated the Media Advisory Council and the Sunrise Coalition.

**The Media Advisory Council** consisted of school board members, administrators and MCSBA staff. The group identified issues needing media attention, then met with representatives of the print and electronic media to discuss coverage of these issues. The year-long effort resulted in more in-depth coverage of educational initiatives and successful programs.

**The Sunrise Coalition** consisted of the officers, staff and legislative committee chairs of the Four County School Boards Association and MCSBA. The group met regularly at the Sunrise Inn near the Canandaigua Thruway exit (hence its name) to identify common issues and to develop coordinated campaigns to support them. The effort was commended by many state legislators.

## Other Business

- President Altland and Executive Director John Woods met with SED officials in Albany to discuss ways to involve school districts in the development of regulations and policies. This meeting led to the formation of the Commissioner's advisory board of school board members from across the state.
- Executive Director Woods organized regular meetings of the directors of the state's major school boards associations. Membership in this group later expanded to become the Council of Local School Boards Associations (COLSBA) which now includes all area school boards associations.
- With data provided by member districts, 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.
- Because the Morin-Ryan Sales Tax Plan was due to expire in June 1990, an ad hoc committee on county sales tax distribution was formed to recommend actions to protect this source of revenue. The distribution ratio was extended by the county legislature before its expiration date.

## Twenty-first Annual Meeting

On May 29, 1990, the featured speaker at the twenty-first annual meeting was **Thomas Barraga** of the Assembly Education Committee, who praised the efforts of the Sunrise Coalition. Members elected **Mary Salisbury** of Rush-Henrietta as President and **Raymond Milne** of BOCES #1 as Vice President.