



2014-2015 Annual Report



2014-2015 Steering Committee Members: Back Row: Mike Suffoletto (WEB, Information Exchange Co-Chair), John Piper (PEN, Legislative Co-Chair), Mark Kokanovich (BRI, MCSBA President), Kathy Dillon (CC), Tom Abbot (HIL, Labor Relations Co-Chair), John Abbott (IE, B2, MCSBA Treasurer), Dr. Ken Graham (RH), Dr. Kevin McGowan (BRI), Front Row: Sue Casey (WEB, MCSBA Past President), Dr. Cheryl Repass (CC, Information Exchange Co-Chair), Julie Christensen (KEN, Legislative Co-Chair), Barbara Cutrona (HIL, MCSBA Vice-President), Rhonda Laskoski (GC). Not Shown: Bob Bower (RH, Labor Relations Co-Chair).

MCSBA MEMBERS: Striving for excellence for the children in our public schools



Some of the members attending the Spring 2015 advocacy trip to Albany. **L to R:** John Piper (PEN, Legislative Co-Chair), Camille Rutan (PEN), Mark Elledge (PEN), Peter Forsgren (FPT), Rhonda Laskoski (GC), Maureen Nupp (FPT), Kathy Dillon (CC), Ann Carmody (WEB), Gale O'Toole (GRE), and Jeff Crane (WI).

MONROE COUNTY SCHOOL BOARDS ASSOCIATION

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www.mcsba.org

2014-2015 OFFICERS

Mark Kokanovich, President
Barbara Cutrona, Vice-President
John Abbott, Treasurer
Sue Casey, Past President

STAFF

Jody Siegle, Executive Director
Sherry Johnson, Asst. to Executive Director
Mary Talbot, Office Manager



From Our Executive Director



As I write this, my final annual summary of our year at MCSBA, I cannot help but think back over my twenty-seven years of involvement with this organization, first as a school board member and then as the executive director. From the beginning, as I benefitted from being able to rely on MCSBA for information and the helpful perspective that comes from talking with other people facing the same challenges, I could see the value of this organization. Subsequently as its director I wanted MCSBA to continue to be a dependable source of support for our members.

As the work of school governance has changed, MCSBA's usefulness has become even more important. Although early in my school board career there were certainly concerns about state education policies and funding issues, no one anticipated the major impact future state and federal education laws would have on our local schools. Societal shifts in values and expectations have led to new education laws and regulations, which in turn have resulted in a continual churning of many activities that school leaders are involved in. Nevertheless, our schools are still the center of our communities, and they have become a testing ground for responding to change.

Our mission at MCSBA is to support school leaders in their work. Through our programs and services, MCSBA strives to bring information and understanding to the issues our districts face. As new school board members come into their responsibilities, the first thing they learn is how much they have to learn.

This year MCSBA organized over 50 separate programs including topic committee meetings, training programs, conferences, and advocacy trips, and specifics about these programs are described in this Annual Report. Additionally there were local meetings with our state and federal legislators and our Regents. We approved a new position paper on Full Funding for Public Education, put out talking points on a variety of topics, and updated our "Best for Less" booklet on shared services and the annual "Fact & Figures" publication. We have been busy - a Google search on Monroe County School Boards Association brings up 250,000 results!

Attendance at our programs has been strong and conversations with the media about education issues have been frequent. And as the issues have become more complex, the need to educate the broader public, in addition to our members, has become increasingly important. MCSBA is part of both the Monroe County Education Coalition and the Monroe County Superintendents' Public Education Advocacy Committee, two groups that work to inform the broader community about education issues.

In our community, the deepening public interest in education is exemplified by multi-pronged efforts to address the issues of neediness among children and especially the impact of poverty. Numerous groups have come together for the purpose of addressing specific problems or to run public forums on education this year. And MCSBA has been an active participant in these efforts. Community-based organizations or special events where MCSBA has participated include:

UNITE Rochester

The Monroe County School Kids Influenza Prevention Project (MCSKIPP)

Great Schools for All

The Parent Leadership Training Institute (PTLI)

Assemblyman Joe Morelle's Children's Policy Council

Rallies for Education in Fairport and Spencerport

Finger Lakes STEM Hub

Discussions for United Way's Poverty Agenda

Best Practices Summit

As we finish the 2014-15 school year, MCSBA is well positioned for the future. With our officers' capable leadership and with the continuing involvement of our active, motivated membership, MCSBA will continue to support to our members as they work to build great public schools.

Jody Siegle

2014-2015 Highlights at MCSBA

Advocating, Educating, Representing

Full Funding for Public Education - Association Goal #1



The Legislative Committee began their work quickly this year by charging a subcommittee with developing a position paper that would speak to the need for the state to eliminate the GEA and return to a commitment to fully fund public education. By October, the committee forwarded their approved position paper onto the Steering and Executive committees. This became the guiding conversation of the association in all of its advocacy opportunities for the year.

The Full Funding For Public Education subcommittee members included: **L to R:** Joyce Kostyk (FPT), Jody Siegle (MCSBA), Dr. Ken Graham (RH), Julie Christensen (KEN, MCSBA legislative Co-Chair), Mark Kokanovich (BRI, MCSBA President), Margaret Burns (WI) and not pictured: Barbara Cutrona (HIL, MCSBA VicePresident).

The Communication Outreach Advisory Committee meets to develop talking points on the Smart Schools Bond Act, the Veteran's Tax Exemption and the proposed STAR rebate legislation

The COAC met at MCSBA and via email several times this year to develop talking points for members related to emerging issues. The committee was asked to develop talking points on: the Smart Schools Bond Act which was approved in November, the Veteran's Tax Exemption legislation, as well as the potential changes to the STAR rebate program that were proposed in the State Budget. The members of the 2014-2015 COAC were: Kim McCluski (PIT, Co-chair), Chuck Perreaud (WI, Co-chair), Mark Kokanovich (BRI, MCSBA President), Barb Cutrona (HIL, MCSBA Vice-President), Sue Casey (WEB, MCSBA Past President), Jo Anne Antonacci (BOCES #2), Margaret Burns (WI), Kathy Dillon (CC), Dr. Ken Graham (RH).



MCSBA Members meet to learn about the Veteran's Tax Exemption



In November, the association held a special meeting for the membership to learn more about the Veteran's Tax exemption legislation that allowed school districts to offer exemptions to certain Veteran groups. Mark Kokanovich (BRI, MCSBA President), Lou Alaimo (BRI, Assistant Superintendent for Administration) and Robert Criddle, (Town of Ogden, Assessor), presented on the topic and answered questions for the membership.

With Community Connections

MCSBA collaborates with a number of groups to promote public education.

The **Monroe County Education Coalition (MCEC)** which includes the PTA, school boards, superintendents, teacher unions, administrators, and school business officials. MCSBA provides and maintains a MCEC website at www.mcsba.org. This year the MCEC worked to develop a bulletin and an editorial opposing legislation that would redirect state resources away from public education and erode local control.

MCSBA continues its representation on the **Council of Governments (COG)** where members collaborate with other officials on common issues.

The **Monroe County Superintendents Public Education Advocacy Committee (MCSPEAC)** continues to develop information about our public schools to help the greater community understand the value and strengths of public education in our county. This year the committee worked with the Ad Council of Rochester to develop posters, yard signs, and business sponsored television commercials to highlight the success of our public school districts.

By Getting our messages out Reporting

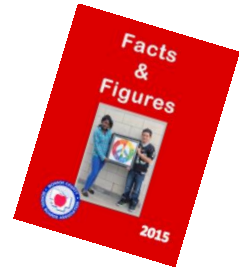
Each Friday, MCSBA emails an electronic news update on educational issues to members and others interested in staying abreast of current educational topics.

News Scope, the MCSBA newsletter, covers MCSBA events and educational issues. Readers include state officials, college presidents, attorneys and the media.

MCSBA also works with local media to help them understand and explain issues to the wider community.

Facts & Figure

Each year, copies of the MCSBA *Facts & Figures* booklet are given to MCSBA members, the media, elected officials and libraries. Sponsors cover the cost of this service. Other copies are sold to realtors.



Best for Less

This year, our Best for Less publication was updated. This is a free publication and can be downloaded from our website.

2014-2015 Conferences

Each year, MCSBA presents a number of conferences that attract school board members and administrators from within and beyond Monroe County. In 2014-2015, MCSBA held two district clerks seminars, a law conference, the finance and governance seminars and the prospective school board seminar. Also this year the association, in partnership with our member school district clerks, developed a full day school district clerk's conference to provide professional development from a "soups to nuts" approach. This training will be provided in a two year cycle. Below are some of the presenters from our opportunities this past year. We are always grateful to our presenters who dedicate their time and talents to our members!



Committee Programs for members

The Information Exchange Committee led by Co-Chairs **Dr. Cheryl Repass (CC)** and **Mike Suffoletto (WEB)** met this year to learn about:

- Cost Drivers in Special Education;
- Nutritional Services Update;
- Urban/Suburban;
- How a World Class Board Functions;
- 21st Century Classrooms;
- NYS Kindergarten Entrance age and Common Core Readiness and
- How to narrow the growing gap for students without enrichment in the home.

The Labor Relations Committee led by **Tom Abbott (HIL)** and **Bob Bower (RH)**, shared negotiations updates at each meeting and discussed:

- Economic considerations for negotiations;
- Tenure;
- Costing Out Contracts;
- Negotiations/Retiree Trends;
- RASHP2 Update;
- APPR/3020-a Update and
- Administrators Contracts and Negotiations.

At the first meeting of the year, these committees identify future topics to pursue at their remaining meetings. A survey is also sent out to both committees in order to facilitate a more productive start for the fall.



Legislative Committee

The Legislative Committee prepares and promotes the Association's legislative positions. This year, under the leadership of **Julie Christensen(KEN)** and **John Piper (PEN)**, the committee developed the Full Funding for Education position paper and arranged and promoted MCSBA members to attend meetings with NYS officials in Albany in December and March. In February, the Legislative Committee hosted its annual local breakfast meeting with NYS lawmakers to discuss the NYS budget proposal, mandate relief and the value of public education in Monroe County.

Also in February, several MCSBA members attended the National School Boards Association Annual Advocacy Institute in Washington, D.C. to meet with lawmakers. Members also attended the Capital Conference of NYSSBA that was held in March.



Thank you Jody! Best Wishes on your Retirement
We are forever grateful for all of your service to our association!



**A
Bit
of
History...
Where it all began!**

Twenty-seventh Annual Meeting

During MCSBA's twenty-seventh annual meeting, held on June 5, 1996, members elected **Joanne "Jody" Siegle** of Brighton as 1996-97 President, and **Alan Shaffer** of Pittsford as Vice President.

Source: MCSBA News Scope, September, 1996

Association Reports on Cost Control Measures

In response to public accusations of fiscal irresponsibility, **President Jody Siegle** spearheaded an initiative to re-vamp existing internal reports on cost savings measures into a public report on such measures with emphasis on collaborative efforts among districts and with other cultural and governmental agencies. The publication, *Cost-Saving Strategies and Shared Services in Monroe County School Districts*, was widely distributed to the community and lawmakers.

Source: MCSBA New Scope, March-April 1997



Change in MCSBA Leadership

The major issue of the 2000-2001 school year was the change in MCSBA Executive Director. Early in the school year, **Dr. John Woods** announced his intention to retire, and a selection ad hoc committee was established under the leadership of Vice President **Margaret Markham**. The process developed by this group included input from all MCSBA members and resulted in the appointment by the Executive Committee in December of Brighton Board Member **Jody Siegle** as the new Executive Director.

Siegle was the 1996-1997 MCSBA President. She also served as chair of the MCSBA Information Exchange Committee and as the MCSBA representative to the Commissioner's Advisory Council of School Board Members.
Source: MCSBA News Scope, December 2000 – January 2001



Jody
through
the
years





2014-2015 MCSBA Standing Committee Members

District	Steering Committee	Executive Committee	Legislative Committee	Labor Relations	Information Exchange
BOCES #1		Dan White Robert Dickson	Margaret Markham Fred Shippey	Bryan Buttram Mike DeLaus Kristin Lowe	Robert Dickson Sora Sachs Mike Doughty
BOCES #2	John Abbott	JoAnne Antonacci Dennis Laba John Abbott	John Heise John Abbott	John Abbott John Heise	Linda Burlingame Dennis Laba
Brighton	Mark Kokanovich Dr. Kevin McGowan	Dr. Kevin McGowan Mark Kokanovich	Mark Kokanovich Dr. Morton Stein	Dr. Marvin Sachs Andrea Costanza Mark Kokanovich	Julene Gilbert Martha Sciremammano Mark Kokanovich
Brockport		Dr. Lesli Myers Lisa Ireland	Terry Ann Carbone Michael Guerrieri	Gary Zimmer Michael Guerrieri Melissa Fingar	Kathy Robertson Mike Guerrieri Lisa Ireland
Churchville-Chili	Kathy Dillon Cheryl Repass	Lori Orogio Kathy Dillon	Lynn Fulmore Kathy Dillon	John Connolly Lynn Fulmore	Cheryl Repass *
East Irondequoit		Susan Allen Kim Lasher	Stacey Beaumont Kimberly Kane	Ben Stalls Phil Oberst	Carol Watt Susan Allen +
East Rochester		Richard Stutzman Colette Morabito	Colette Morabito	Jennifer Majewski Lesinski	Margy Richards
Fairport		Dr. Bill Cala Margaret Cardona	Joyce Kostyk Maureen Nupp	Peter Forsgren Maureen Nupp	Damon Buffum Maureen Nupp
Gates Chili	Rhonda Laskoski	Kimberle Ward Lowell Benjamin	Rhonda Laskoski Barbara Clark	Lowell Benjamin Kelly Glover	Jeff Pettenski Mary Frances Johnson
Greece		Barbara Deane-Williams Sean McCabe	Julia VanOrman Joe Grinnan	Bill Maloney Terry Melore Jaime Warren	Terry Melore Gale O'Toole Frank Oberg
Hilton	Tom Abbott Barbara Cutrona	David Dimpleby Dan Wellington	Barbara Cutrona Aggie Seneway	Tom Abbott * Aggie Seneway	Nancy Pickering Aggie Seneway David Dimpleby +
Honeoye Falls-Lima		Gene Mancuso Jody Allison	Joe Alati	Jody Allison Stephanie Templeton Bruce Capron	Amy West Gene Mancuso + Jody Allison
Kendall	Julie Christensen	Julie Christensen Nadine Hanlon	Julie Christensen* Nadine Hanlon	Charles Patt Julie Christensen	Chaley Swift
Penfield	John Piper	Dr. Thomas Putnam Carole Nasra	John Piper * Mark Elledge	Catherine Dean Barbara Babiarz Patty Gallagher Tom Putnam	Lisa Benati-Chidsey Camille Rutan
Pittsford	Kim McCluski	Mike Pero Peter Sullivan	Amy Thomas	Kim McCluski	Ted Aroesty Irene Norotsky
Rochester		Bolgen Vargas Van White	Melisza Campos	Malik Evans	
Rush-Henrietta	Robert Bower Dr. Kenneth Graham	Dr. Kenneth Graham Diane McBride	Pam Reinhardt Rosie Mitchell Dr. Ken Graham +	Robert Bower * Sue Smith Andy Whitmore Patrick McCue	Rosie Mitchell Sue Smith Nerlande Anselme
Spencerport		Michael Crumb William Sweeney	Gary Bracken Jody Gillette	David Gibbardo Gary Bracken	Janet Tyler Michael Zale
Webster	Sue Casey Mike Suffoletto	Carmen Gumina. Mike Suffoletto Sue Casey	Ann Carmody Tom Nespeca Sue Casey	Fritz Kilian Ann Carmody	Mike Suffoletto * Ann Carmody
West Irondequoit	Charles Perreaud	Jeff Crane Charles Perreaud	Margaret Burns Ann Cunningham Rebecca Schultz	Margaret Burns Michael Seeley John Vay	Michael Seeley Margaret Burns
Wheatland-Chili		Dr. Deborah Leh Kim Snyder	Courtney Panek	Carol Davis Tiffany Passmore James Musshafen	Michelle Rocha

2014-2015 Departures

We thank you for your dedication and service to our children, to your community and public education!



Julia VanOrman
Greece Board of Education Member



Margaret "Maggie" Markham
Monroe #1 BOCES
Board of Education Member
Past President, MCSBA



Barbara Deane-Williams
Greece Superintendent



Stacy Crowder
West Irondequoit
Board of Education Member



Chuck Perreaud
West Irondequoit
Board of Education Member
Past President, MCSBA
Past Co-Chair – Labor relations,
Legislative, COAC committees



Brett Kecskemety
Pittsford Board of Education Member



Chuck Allan
Honeoye Falls-Lima
Board of Education Member
Past Information Exchange Co-Chair



Jim Oberlin
Spencerport
Board of Education Member



Pamela Reinhardt
Rush-Henrietta Board of Education Member
Past Legislative Co-Chair



Rosie Mitchell
Rush-Henrietta
Board of Education Member



Ray Gabriel
Brockport
Board of Education Member



Rhonda Laskoski
Gates Chili Board of Education Member
Past Labor Relations Co-Chair



Adam Crandall
Greece Board of Education Member



Beckie Schultz
West Irondequoit
Board of Education Member

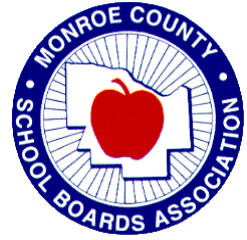


Janet Tyler
Spencerport Board of Education
Member
Past Information Exchange Co-Chair



Ray Brown
Pittsford
Board of Education Member

46th MCSBA Annual Meeting Agenda



5:30 pm **Social Time:** Enjoy networking and listening to the **Brighton High School string ensemble** perform under the direction of Ms. Cheryl Guth.

6:00 pm **Musical Performance:** The Brighton High School men's a cappella group **Macappella** under the direction of Ms. Emmalouise St. Amand.

6:15 pm **Dinner**



7:15 pm **46th Annual Meeting and Keynote**

Welcome and Introductions

Keynote Address

Special Recognitions

Message from NYSSBA

Year-End Report

Report of the Nominating Committee

Election of 2015-2016 Officers

Remarks by the President Elect

Mark Kokanovich

Dr. Hank Rubin

Mark Kokanovich

Linda Baskt

Jody Siegle

Sue Casey

Mark Kokanovich

Barbara Cutrona

8:45 pm **Adjournment**

MCSBA thanks HUNT Engineers Architects Surveyors for their sponsorship of this event

