

# Board Report for the Month of December 2020

From Wes Smith, Executive Director

## Member Services

### Membership Holds Strong

Two months after our annual fall data clean-up, our membership trend line is showing a strong upward trend and healthy signs of making up the loss. While the total membership count and regular membership are both tracking lower than this time last year, November data shows growth in consolidated memberships which is up by 29 members over November 2019. As a reminder, consolidated memberships come from our large urban districts, such as LAUSD and Fresno USD.

Recruitment in virtual spaces has been challenging; however, 175 new members joined last month. The membership team was also successful in bringing back more than 130 members who fell off the rosters in September for a variety of reasons. The team continues to pivot their strategies as needed. Membership count details are as follows:

Reporting Date	Retired	Associate	Student	Regular	Consolidated	Total
11/30/19	2,386	392	459	12,812	1,408	17,456
11/30/20	2,360	382	373	12,473	1,437	17,025
Net Change	-26	-9	-86	-339	+29	-431

### Partner4Purpose update

The Partner4Purpose team recently renewed four partnership contracts. We're pleased to report that Thoughtexchange renewed their partnership at a higher level this year, and Horace Mann, Orenda, and NWEA also renewed.

We're also very pleased to welcome a new partner this year: SPG, one of the largest and most respected multi-disciplinary providers in California offering services in speech-language, behavior, occupational and physical therapy, and school psychology.

A full list of ACSA partners can be found at <https://www.acsa.org/Partner4Purpose>.

## Educational Services

### Credentialing

The Clear Administrative Credential Team is accepting enrollment for the winter cohort of our two-year program. Candidates participating in the program receive 40 hours of

coaching, as well as 20 hours of individualized professional development each year for two years.

ACSA Leadership coaches are trained in Evocative Coaching, a strengths-based coaching model focused on appreciative inquiry and design thinking. Two sessions of the foundational coach training, ACSA Leadership Coaching, are being offered in January. Members can register for ACSA Leadership Coaching [here](#).

ACSA Leadership coaches and coaches in other administrative credential programs also participate in ongoing coach training twice a year to network with others, refine coaching skills and learn about current educational research and trends. The focus of the next California Network of Leadership Coaches (CNET) training will be equity, cultural proficiency and the Cal APA. Members can register for CNET Training [here](#).

### **Upcoming conferences**

Registration is open for the ACSA Negotiators' Symposium (January 20-21), Superintendents' Symposium (January 27-29) and Every Child Counts Symposium (February 3-4). These virtual events are a great opportunity for professional development, networking and the latest information and best practices. For more information, visit [www.acsa.org/conferences](http://www.acsa.org/conferences).

### **Academies**

December marks the convening of 95 Academy weekends statewide since the first cohorts began meeting in August. Individual cohorts have completed 3-6 weeks of high-quality professional learning and networking.

### **Online Learning Center (OLC)**

ACSA offers a variety of content on its new Online Learning Center, some of which is free and some of which is available for a fee.

- As many as 14 Academies are continuing to meet in a virtual environment using the ACSA Online Learning Center and Zoom platforms to conduct their sessions. The next ACSA Leadership Coaching/CNET training will also be hosted on the OLC.
- [\*Stay The Course\*](#) is a five-part series that was released on the OLC that helps administrators coach from afar and assess teacher burnout. This is a fee-based series that administrators can take on their own time in an on-demand format.

- The CORE series that features [Best Practices for Administrators](#) has expanded into six courses.
- A three-part Social-Emotional Learning series will be the next on-demand content added to the OLC with an expected release date in early January. We are also working on a nano-learning series that discusses best communication/PR practices for administrators.

## **Marketing & Communications**

### **Upcoming Leadership Magazine Themes**

*Career Readiness:* We have begun receiving submissions for the March/April 2021 Leadership magazine on Career Readiness. Suggested subtopics for the magazine include preparing students for jobs that don't exist, the gender gap in STEAM and STEM, diverse workforces, CTE and academies, agriculture programs and FFA, women in science and math, digital citizenship, project management, educating students on adult responsibilities and soft skills. The submission deadline is Dec. 29.

*Student Voices:* For the second consecutive year, our May/June Leadership magazine will be authored completely by California public school students. Please encourage your students (including elementary and middle school students) to submit their essays or other written pieces for consideration. Suggested subtopics for original articles include the impact of COVID-19, distance learning, youth leadership, technology in the classroom, social engagement, college and career, student stories, perspectives on the California education system, mental wellness, alternative education, balancing athletics and academics, CTE and academies, scholarships, students working full-time jobs, language barriers, undocumented students and families, bullying and counselors.

### **ACSA video communications**

Since the pandemic began, the Marketing and Communications department has committed to diversifying communication pathways with members. Our goal has been to deliver important and timely information and resources to education leaders during their time of need. In doing so, we launched three successful online video programs that cater to unique audiences. These shows are all available on *ACSA Facebook* and *ACSA YouTube*.

- *Common Purpose, Uncommon Times with Wes Smith:* On Monday evening, ACSA executive director Wes Smith hosts a 30-minute live and interactive show with news updates, analysis on important public education issues, as well as discussions with subject matter experts and partners on issues such as special education, equity, student leadership, human resources, school finance and supporting site leaders.

- *ACSA Campus Tour*: Each week the ACSA Campus Tour speaks one-on-one with a school administrator about their successes, challenges and best practices during the COVID-19 pandemic. This 5-10-minute show is launched on Thursdays. We have had 25 shows featuring 14 principals, nine school district superintendents as well as two county superintendents.
- *ACSA Legislative Lunch Break*: Our live and interactive show airs on Wednesdays at 1:00pm with the latest news and information from the state Capitol and CDE and the impact on school administrators and students. We also take questions and comments from live viewers and have a subject matter expert. We have hosted 26 shows with guest appearances by EdSource reporter John Fensterwald, SPI Tony Thurmond, Reg Leighty and Alex Perry of Foresight Law and Policy, Kevin Gordon of Capitol Advisors, Politico reporter Mackenzie Mays, Sacramento Bee reporter Sophia Bollag, David Goldberg from CTA, Assemblyman Phil Ting, CIF Executive Director Ron Nocetti and more than a dozen ACSA members. We also held a post-Election Day show during the ACSA Leadership Summit and a special edition on December 3 following the governor's stay-at-home order announcement.

## **2021 Awards Program Update**

The deadline for 2021 awards nominations is less than one month away. Nominations for all award categories must be submitted by 11:59 p.m. on January 14, 2021. Regions have been widely promoting the program since August, urging members to nominate their colleagues for Administrator of the Year in 21 categories and/or ACSA's five special honors.

We recommend region leaders make one final push before the holidays, reminding their members of the January deadline and letting them know that full information about the program, including specific information about each award and a video tutorial on the nomination platform, can be found at [www.acsa.org/awards](http://www.acsa.org/awards).

Regions will have until February 4, 2021 to select and submit their state finalists to the Awards Committee, which will meet in mid-March to select the 2021 statewide winners.

## **Governmental Relations**

### **New OSHA Regulations**

Early in the pandemic, the California Department of Public Health, in collaboration with CDE developed their guidance for school reopening: *Stronger Together: A Guidebook for the Safe Reopening of California Public Schools*. The guidance provides direction and suggestions to LEAs on how to safely reopen schools while recognizing the unique nature of many LEAs throughout the state. This is guidance and it states throughout the document that schools should do X to the extent practicable. Nothing is binding in the document, nor

are there any penalties if the guidance is not followed. However, most if not all school districts have used this document to guide their work towards reopening.

Legislation was passed during the last session to provide direction for the California Occupational Safety and Hazards Administration during the COVID-19 pandemic. The passage of the legislation promulgated regulations by OSHA, with stakeholders given five days to respond. Unfortunately, the emergency regulations were adopted by the OSHA Standards Board over our concerns. They were moving too quickly and will result in many questions from employers.

As you know, OSHA oversees all employers, which is important in the context of the emergency regulations. The uniqueness of school districts addressed in the CDPH guidelines is not mentioned in the regulations, nor is there any reference to school districts specifically. The lack of clarity has led to confusion over terms in the guidelines vs. terms in the regulations. Regulations are binding and have penalties associated with violations. Sometimes items are not addressed in the guidelines and we are left to wonder about requirements including what constitutes a worksite, the conflict over Return-to-Work requirements, as well as who will pay for the added testing requirements.

The Department of Industrial Relations has invited stakeholders to participate in a call to hear employer concerns. In January, an advisory committee formed by OSHA will develop potential amendments or clarifications based on the recommendations. These recommendations will be presented to the full OSHA board in the spring for final adoption. Remember, the current regulations were adopted as emergency regulations so they are the law now and you should work towards their implementation. Gratefully, OSHA recognizes the enormity of the regulations and has indicated they will be slow to enforce in the short term.

### **2021-22 One Voice Legislative Platform**

ACSA's Legislative Policy Committee met this week to draft the new 2021-22 Legislative Platform. ACSA's Governmental Relations team will provide a draft to the Legislative Platform Working Group in early January and may convene again to finalize the first draft. The 2021-22 One Voice Legislative platform will be ratified by ACSA's Board of Directors during their meeting at our February Leadership Assembly.

### **Staffing Change**

Legislative Advocate Derick Lennox has transitioned from ACSA's Governmental Relations team to a leadership role with the California County Superintendents Educational Services Association as their Senior Director of Governmental Relations and Legal Affairs, where he will advocate on behalf of county offices of education and other educational organizations. Derick joined ACSA more than a year ago and has been a valued member of the Governmental Relations team.

## **Administrative Updates**

The ACSA Finance Services and Executive Departments have been working collaboratively with all departments to review the association's financial performance so far this year as compared with the budget. The team has been very conservative with spending and innovative in bringing services to members in new ways, which appears to have us on a better financial footing than expected. Membership counts have remained strong and participation in several key programs has outpaced expectations. Meanwhile, the conversion of programs to a virtual format has reduced some expenses. While it's still too early to predict our financial performance with any certainty, early indicators are encouraging. As promised when the budget was adopted, staff will continue to closely monitor financial factors and will present midyear budget revisions for the Board's consideration at the February 2021 meeting.