

Board Report for the Month of May 2024

From Dr. Edgar Zazueta, Executive Director

Administration & Governance

Executive Director's notable activities and updates

- 2024 City Superintendents Conference: On May 2, I provided opening remarks at the annual City Superintendents gathering in San Diego.
- NorCal/SoCal Superintendents: I provided a report of ACSA updates and statewide policy and political developments to annual gathering of the NorCal/SoCal Superintendents Association.
- Assembly Speaker's Cup: I represented ACSA at the Assembly Speaker Robert Rivas' inaugural speakers' event in Monterey, CA.
- Education Coalition: Along with President Parvin Ahmadi and Iván Carrillo, I represented ACSA at the quarterly statewide Education Coalition, where budget advocacy was discussed.
- ACSA Leadership Meeting: Senior leaders on the ACSA staff met to discuss the results of a brand perception survey that was sent to members. The responses of more than 800 ACSA members will also be discussed with the ACSA Board of Directors during our annual planning retreat this summer.
- ACSA Annual Budget: I am working closely with our CFO, Claire Cordell and senior staff to finalize the annual budget for ACSA, that is set to be approved by the Board of Directors on June 14.

ACSA Brand Perception Survey Completed

To assess ACSA's relevance and member satisfaction, we conducted a comprehensive brand perception survey. This two-week survey, completed in May, aimed to identify our strengths and uncover opportunities for improvement. Here are the key details and significance of this survey:

- **Invitations:** The survey was distributed to all ACSA members on May 4 and May 11.
- **Participation Rate:** Nearly 800 members participated in the survey. This level of engagement underscores the commitment and interest of our members in contributing to the ongoing development and refinement of our association.
- **Survey Platform:** ThoughtExchange

The detailed results and analysis of the Brand Perception Survey will be presented to the ACSA Board of Directors at our July retreat. This session will include:

- A comprehensive overview of the survey findings.
- Key insights and trends identified from the data.
- Recommendations for strategic actions based on the survey results.

We believe that the insights garnered from this survey will be instrumental in shaping the future direction of ACSA. Your engagement and input during the retreat will be crucial as we discuss these findings and plan our next steps.

Equity & Professional Learning Services

May 2024

May is Asian-American/Native Hawaiian/Pacific Islander Heritage Month (AANHPI). ACSA staff gathered to learn the history of Sacramento's Chinatown and Japantown.

May is when we start to end one school year and solidify plans for the next. In collaboration with Dr. Matt Hill and Think Together, we hosted focus groups for new superintendents to collect information on what support is needed for this role. A survey was also sent out and will close on **June 14**. Please send out this survey to new superintendents. [Click here](#) to access the survey.

Academies and New Superintendents Seminar Series

Now that the ACSA Academies catalog has been released, we expect the programs to fill up quickly. To learn more, [click here](#). The New Superintendents Seminar Series is also open. To learn more, [click here](#).

Conferences

- Our final event of 2023-24 is the **ACSA Summer Leadership Institute**, to be held at UC San Diego. We have 117 educators registered and [space remains open for additional participants](#).
- A majority of dates and locations have been determined for our 2024-25 conferences. To learn more about our upcoming events, [click here](#).

Credentialing and Coaching

More than 70 people have signed up to become ACSA coaches and will receive training in July. The preliminary credential cohort is nearing capacity, but we are open to expanding to more than one cohort if needed.

Diversity, Equity, Inclusion

Director Anthony Robinson has been on the team for a little over a month and he is working on creating assessment tools to use as we self-reflect and self-audit our services to members.

Please check out the [DEI website](#) for the links to the Equity Action Tool and Protocol, as well as the Resources Library. Dr. Iyaunna Pease will be presenting on the Resource Library at the next Equity Administrators Meeting on June 12th. [Click here](#) to register.

Extended Learning

We have finalized a number of our 2024-25 offerings. We continue to allow for space as we come across important hot topics, successful workshops from conferences, as well as specific requests from districts. If the latter is of interest, please let us know how we can help.

Financial Services (FS)

Budget – FY25

ACSA is preparing the FY25 budget. This budget will be presented to the Board on June 14, 2024.

Entities

ACSA's Financial Services is evaluating the history, purpose and need of each legal entity related to our organization and collecting and housing all legal and tax formation documents. Recommendations for future utilization of these entities will be presented to the Board on **June 14, 2024**.

Investments

ACSA continues to deploy investment resources in optimal income vehicles earning +5 percent.

Governmental Relations

Governor's Proposition 98 proposal

State budget negotiations are quickly evolving. On May 28, in response to opposition raised by ACSA and education advocates, the governor pulled back his Proposition 98 funding manipulation proposal and has put forth a new proposal that recognizes \$6.2 billion in funds allocated to schools in 2022-2023 and utilizes deferrals to ensure public education is fully funded. This would maintain the integrity of Proposition 98 and significantly increase education funding in the current and future budget years. While the governor's pivot is significant, it is unclear if the Legislature will agree to the new proposal or if they will seek modifications.

Legislature's Budget Response

On May 29, both houses of the Legislature released their responses to many of the governor's budget proposals. A few notable inclusions that align with ACSA's advocacy efforts are support of a 1.07 percent cost-of-living-adjustment for the Local Control Funding Formula and outside programs, and a rejection of the emergency school closures and electric school buses proposals. Additionally, the Legislature is proposing a report to examine the fiscal impact facing schools and other public agencies resulting from misconduct claim settlements and judgments.

ACSA Advocacy and Next Steps

ACSA staff continues to push for outcomes informed by ACSA member feedback and the One Voice for Students Legislative Platform. [Click here](#) to see ACSA's latest budget position letter. June 15 is the constitutional deadline by when the governor and Legislature must reach a budget deal. As we have seen in recent years, a budget framework could be adopted by the deadline while details do not get worked out until later. ACSA staff will continue to push out updates as notable actions happen.

Notable Legislation

- AB 1913 (Addis) – ACSA co-sponsored bill is in the second house after receiving unanimous support in the Assembly. AB 1913 would help protect students by including “prevention” curriculum within existing mandated reporter training to help identify behavior that may lead to abuse or misconduct.
- SB 976 (Skinner) – ACSA co-sponsored bill is in the second house after receiving overwhelming, bi-partisan support in the Senate. SB 976 would prohibit social media platforms, unless parental consent is given, from pushing addictive feeds to minors during school and sleeping hours.
- AB 2489 (Ward) – Opposed by ACSA, this bill was held in the Appropriations Committee. AB 2489 would have dramatically restricted schools’ ability to procure contracts for special services by requiring notification to affected employee organizations and allowing union representatives to verify the contractors meet or exceed certain conditions.
- AB 2998 (McKinnor) – Supported by ACSA, this bill is in the second house after receiving unanimous support in the Assembly. AB 2998 would authorize a minor to consent to receiving, carrying, or administering naloxone hydrochloride on a school campus.

Human Resources

Expanded Employee Benefit Plan Options

Following HR’s annual benefit plan remarketing efforts and incorporating employee survey feedback, the team launched a successful Open Enrollment effort. Adding expanded medical plan options and a broad menu of voluntary benefits creates additional value for our team and helps us maintain a competitive advantage as an employer of choice.

Self-Evaluation and Performance Appraisals

ACSA staff are participating in an annual self-reflection exercise, with managers preparing coaching and development feedback in a structured conversation. Our management team is preparing for their meetings by participating in group training designed to go beyond the old-style generic performance ratings by creating collaborative conversations with specific, meaningful and measurable goals.

Information Technology (IT)

SNAAP - Enterprise Ecosystem Implementation

- The ETA for going live remains Q4 2024 (November 2024).
- All ACSA departments are collaborating on this project alongside our implementation partner, [Hitachi Solutions](#).
- The “build phase” of the implementation is 25 percent complete.

Field Staff Equipment Initiative

ACSA is in the planning stages of rolling out technology equipment to all field staff. This effort should be initiated within the next few weeks and completed by the end of the year.

Cyber Event

ACSA has completed all regulatory requirements related to the cyber event that occurred on September 23, 2024.

Website Assessment

ACSA is exploring the opportunity for a professional website assessment that will lead to a recommendation and roadmap for a new website UX strategy that positively contributes to ACSA's brand experience and builds trust in ACSA's digital ecosystem.

Marketing & Communications

Every Student Succeeding Series

ACSA will launch its annual Every Student Succeeding award video series on June 20. The series highlights the extraordinary achievements of 19 students who have overcome significant challenges to find success. The videos showcase inspiring stories of resilience, determination, and the transformative impact of education, celebrating students who have defied the odds to reach their goals. By spotlighting these remarkable individuals, ACSA aims to encourage and motivate students, educators, and school communities statewide.

The series kicks off with the story of Julio Garcia-Gil, the ACSA Region 12 ESS winner from the Cobalt Institute of Math and Science. Born with congenital muscular dystrophy, Julio has never let his disability define him, even delivering powerful sermons at his family's church after his stepfather's death. On June 27, ACSA will introduce viewers to Mariah Mask-Johnson, the ACSA Region 9 ESS winner from Sequoia Middle School. Mariah overcame a tumultuous childhood thanks to the incredible love and support of her school principal, Allyson Burns. Viewers can watch the video series by visiting <https://acsa.org/> or through ACSA's YouTube channel at youtube.com/acsaorg.

Member Services

Targeted Retention Efforts

in response to the wave of March 15 notices, ACSA Member Services is launching a campaign to target members who may have received notices and may either return to the classroom or transition to a new job. The targeted marketing aims to remind members who no longer qualify for regular membership during their transition to stay connected via Associate membership at the cost of \$250 annually. The campaign will specifically target assistant principals throughout the summer months and includes the development of a dedicated ACSA.org landing page and continuous messaging about available support. Campaign metrics will be tracked and reported in the fall.

Membership Renewal Season Begins

May marks the start of our renewal efforts for members who pay using checks or credit cards. There are about 5,000 members that need to be renewed, and a majority are district-paid individuals. Please help us by reminding members in your regions to look for these notices in the mail. Renewal notices are sent in May, June and August.