



## Upcoming Events

**2015 CCBE Annual Conference**  
Sept. 11 - Monterey

**2015 CCSA Fall Workshop**  
Sept. 11 - Emeryville

**2015 Back-to-School Webcast**  
Sept. 15 - Online

**MIG Course 1: Foundations of Effective Governance / Setting Direction**

Sept. 11 - Hayward  
Sept. 19 - Visalia  
Sept. 25 - Anaheim

**MIG Course 2: Student Learning & Achievement / Policy & Judicial Review**

Sept. 26 - Anaheim  
Oct. 10 - Visalia  
Oct. 16 - Hayward

**MIG Course 3: School Finance**

Sept. 25 - Anaheim  
Nov. 7 - Visalia  
Nov. 13 - Sacramento

**MIG Course 4: Collective Bargaining / Human Resources**

Sept. 26 - Anaheim  
Nov. 14 - Sacramento

**MIG Course 5: Community Relations & Advocacy / Governance Integration**

Sept. 26 - Anaheim  
Nov. 14 - Sacramento

August 12, 2015

## News

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PERMANENTE**

### Central Coast-area school districts call for repeal of reserve cap

*Monterey, Carmel, Salinas and Atascadero districts are the latest to advocate against the cap*

At an Aug. 6 press conference in Salinas, school districts in the Central Coast region joined the call to repeal the school district reserve cap. Representatives from Salinas Union High School District, Carmel Unified School District, Monterey Peninsula Unified School District and Atascadero Unified School District all joined in asking for the reserve cap to be repealed, with news articles run in the **Salinas Californian** and the **Monterey Herald**. SUHSD President Lila Cann stated during the event that, "It takes years for a district to build these reserves." Added via a budget trailer bill in June 2014, the reserve cap restricts how much school districts can save in reserves — funds which are used for times of cash flow shortages or emergencies. Under the reserve cap, districts would only be able to reserve up to 6 percent of their general fund, which would cover only a few days of operating expenses. The cap also affects district credit ratings and stands in contrast to the principle of local control. Earlier in the year, San Diego and Bakersfield-area school leaders attended press events to speak out against the cap. CSBA and other organizations have called for its repeal, as have editorials in newspapers large and small statewide. For more information, visit [www.repealtheacap.com](http://www.repealtheacap.com).

### ALL IN for Health's back-to-school 2015 toolkit available

*Schools can boost health care enrollment, outreach efforts*

**ALL IN For Health** is partnering with education leaders and schools across California to spread the word about affordable health coverage options through Medi-Cal and Covered California — and to help schools comply with Assembly Bill 2706 beginning in the 2015 school year. To assist schools with their outreach and enrollment efforts, ALL IN has created a **back-to-school 2015 toolkit**, complete with fliers and bookmarks in both English and Spanish, ready-to-use social media messages, customizable press releases, an easy-enrollment infographic and other resources. A **2015-16 school year calendar** lists opportunities to help families enroll in and use health coverage throughout the school year. A project of The Children's Partnership, the ALL IN Campaign equips education leaders with the tools they need to educate families and individuals in schools, early learning and after-school communities about health coverage opportunities, and to connect uninsured children, parents and employees to health coverage. For more information,

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call 916-844-2413.

## Carl Cohn to lead the California Collaborative for Educational Excellence

*Agency will help school districts improve their teaching and leadership*

Former California State Board of Education member Carl Cohn will serve as the first executive director of the California Collaborative for Educational Excellence — an autonomous state agency that will advise and assist local education agencies in their efforts to achieve their LCAP goals. Cohn, who was **appointed by the CCEE's five-member board** on Thursday, Aug. 6, is a recognized thought leader in education, contributing articles on educational leadership and reform and presenting at dozens of conferences throughout the U.S. He served on the State Board of Education from 2011 to early 2015, was superintendent in Long Beach Unified and San Diego Unified school districts and currently is a professor in the School of Educational Studies at Claremont Graduate University. The Legislature established the CCEE in 2013, as part of the LCFF law creating the LCFF and envisioned the agency taking a more collaborative (and less punitive) approach in helping districts and schools meet their goals. Among other efforts, Cohn will work closely with COE superintendents during the process of approving districts' LCAPs. "We're not building a new bureaucracy or replicating an existing one but, through collaboration and partnering, we're focused on providing schools with the needed support and assistance to accelerate student performance," Cohn said. **[Read more about Cohn and the CCEE.](#)**

## Campaign focuses on parents and underage drinking prevention

*SAMHSA provides free toolkit to parents and educators*

The Substance Abuse and Mental Health Services Administration's **"Talk. They Hear You."** Campaign is offering a free toolkit for parents of children ages 9 to 15 that provides information about the dangers of alcohol. The toolkit includes information and resources for parents to promote the prevention of underage drinking. This updated toolkit helps parents prepare for an important conversation about underage drinking and aims to meet three of the campaign's goals: 1. Increase parents' awareness of the prevalence and risk of underage drinking, 2. Equip parents with the knowledge, skills and confidence to prevent underage drinking and 3. Increase parents' actions to prevent underage drinking. Underage drinking has dire consequences, such as injury or death from accidents, unintended, unwarranted or unprotected sexual activity, academic problems and drug use. School districts and schools are invited to request a bulk amount to share with the learning community. To view or order a free toolkit, visit **[SAMHSA's Website](#)**. The toolkit can be mailed to parents' homes, downloaded or accessed **[via a mobile app](#)**.

## Events, Training and Opportunities

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### Boost your school governance skills

*Enroll in a CSBA Masters in Governance course*

Registration is open for all of CSBA's 2015 Masters in Governance courses. Offered statewide, MIG courses include Foundations of Effective

Governance/Setting Direction; Student Learning and Achievement/Policy & Judicial Review; School Finance; Human Resources/Collective Bargaining; and Community Relations & Advocacy/Governance Integration. MIG courses are based on the latest governance research and best practices, as are all CSBA trainings. The courses are specifically designed for board members and superintendents to help them master their role as governance team leaders and equip them with the knowledge and skills needed to build and support an effective governance structure. Registration includes access to materials and handouts that can be shared with other governance team members. Visit CSBA's Training & Events page to read MIG course descriptions and [register for fall and winter courses](#).

### **Go from zero tolerance to zero suspensions**

***Attend Aug. 26 webinar to learn how***

Join a free webinar to learn how two urban high schools in California boosted student achievement, test scores and graduation rates and eliminated all but mandatory suspensions when they implemented School-Wide Positive Behavior Interventions and Supports. Azusa High School Principal Ramiro Rubalcaba will explain how the schools took suspensions off the "quick-fix menu" and implemented PBIS, step by step. [Register for the webinar](#), which will take place Wednesday, Aug. 26, 10-11:30 a.m.

### **National Connection partnership provides national expertise**

***Podcasts, additional resources launching soon***

National Connection, a partnership of state school board associations and NSBA, provides nationally developed tools and resources to help keep school boards on the leading edge for public education. Resources include: [Federal Insider](#) — a quarterly publication that offers in-depth, timely analysis to help district leaders understand and address current and upcoming federal issues; [Perspectives](#) — an exclusive series of live interactive webinars that give school governance leaders an opportunity to engage with the nation's leading thinkers on education trends and innovations; and the [Center for Public Education Briefing Room](#) — a source of credible information about school improvement and public education issues that school board members can use at the board table, with district leadership teams and with community groups to help citizens understand public education issues. Additional services launching late summer include Capitol Insights, Federal Grant Resources, Podcasts and the Electronic School — a source for insights from leading voices in education technology. Plus, members will receive the American School Board Journal, discounts to NSBA's annual conference and other resources. [Learn more](#) about what a National Connection membership can do for your district.

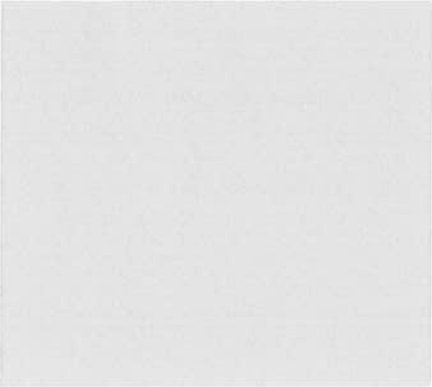
## **Member Services**



### **Executive Search Service**

***CSBA partners with McPherson & Jacobson***

Are you looking for a new superintendent? CSBA offers an [Executive Search Service](#) in partnership with [McPherson & Jacobson LLC](#), a company that has placed more than 500 superintendents and other officials in public and nonprofit organizations across the country since 1991. "Hiring the right



executive to serve as superintendent is critical for any school district,” said CSBA CEO & Executive Director Vernon M. Billy. “Our partnership with McPherson & Jacobson provides districts with a new and effective resource for that purpose.” The service provides CSBA members with help from California-based consultants who are experienced in the state’s educational landscape and understand the needs of local districts. McPherson & Jacobson consultants will work with local boards and key stakeholder groups to implement a comprehensive hiring process that results in selection of the most qualified candidate. **Visit our website** for more information about CSBA’s Executive Search Service, or call 800-266-3382 ext. 2603.