#### **CORRECTED BALLOT**

This complete, ORIGINAL Ballot must be SIGNED by the Superintendent or Board Clerk and returned in the enclosed envelope postmarked by the post office no later than TUESDAY, MARCH 15, 2022. Only ONE Ballot per Board. Be sure to mark your vote "X" in the box. A PARTIAL, UNSIGNED, PHOTOCOPIED, OR LATE BALLOT WILL NOT BE VALID.

#### OFFICIAL 2022 DELEGATE ASSEMBLY BALLOT REGION 17 (San Diego County)

Number of seats: 9 (Vote for no more than 9 candidates)

Delegates will serve two-year terms begin	ning April 1, 2022 - March 31, 2024
*denotes incumbent	
Marco Amaral (South Bay Union SD)	Julie Kelly (Vista USD)
Maria Betancourt-Castaneda (National SD)*	Rocina Lizarraga (National SD)
Eleanor Evans (Oceanside USD)*	Gee Wah Mok (Del Mar Union SD)*
Michelle Gates (National SD)	Tamara Otero (Cajon Valley Union SD)
Humberto Gurmilan (San Ysidro SD)*	Marla Strich (Encinitas Union ESD)*
Claudine Jones (Carlsbad USD)*	Lucy Ugarte (Chula Vista ESD)
Provision for Write-in Candidate Name	School District
Signature of Superintendent or Board Clerk	Title
School District Name	Date of Roard Action

#### REGION 17 - 23 Delegates (17 elected/6 appointed♦)

**Director: Debra Schade (Solana Beach ESD)** 

Below is a list of all elected or appointed Delegates from this Region.

#### County: San Diego

Richard Barrera, (San Diego USD)♦, appointed term expires 2023 Sabrina Bazzo (San Diego USD)♦, appointed term expires 2023 Maria Betancourt-Castaneda (National SD), term expires 2022 Kate Bishop (Chula Vista ESD), term expires 2023 Leslie Bunker (Chula Vista ESD), term expires 2023 Eleanor Evans (Oceanside USD), term expires 2022 Humberto Gurmilan (San Ysidro SD), term expires 2022 Andrew Hayes (Lakeside Union SD), term expires 2023 Claudine Jones (Carlsbad USD), term expires 2022 Melissa Krogh (Warner USD), term expires 2023 Michael McQuary (San Diego USD)♦, appointed term expires 2022 Gee Wah Mok (Del Mar Union SD), term expires 2022 Tamara Otero (Cajon Valley Union SD), term expires 2022 Darshana Patel (Poway USD)♦, appointed term expires 2023 Dawn Perfect (Ramona USD), term expires 2023 Barbara Ryan (Santee SD), term expires 2023 Elva Salinas (Grossmont Union HSD), term expires 2022 Nicholas Segura (Sweetwater Union HSD)♦, appointed term expires 2022 Arturo Solis (Sweetwater Union HSD)♦, appointed term expires 2023 Marla Strich (Encinitas Union ESD), term expires 2022 Cipriano Vargas, (Vista USD), term expires 2022 Katrina Young (San Dieguito Union HSD), term expires 2023

#### **County Delegate:**

Guadalupe Gonzalez (San Diego COE), term expires 2023

#### County

San Diego



#### REQUIRES BOARD ACTION

Due: Tues. March 15—return ballot in enclosed envelope

January 31, 2022

#### **MEMORANDUM**

To:

All Board Presidents and Superintendents — CSBA Member Boards

From:

Dr. Susan Heredia, CSBA President

Re:

2022 Ballot for CSBA Delegate Assembly — U.S. Postmark Deadline is Tues. March 15

Enclosed is the ballot material for election to CSBA's Delegate Assembly from your region or subregion. It consists of: 1) the ballot (on red paper) listing the candidates, the reverse side of which contains the names of ALL current members of the Delegate Assembly from your region or subregion; and 2) the required candidate biographical sketch form and, if submitted, a resume. In addition, provided is a copy of the ballot on white paper to include with your board agenda. Only the ballot on red paper is to be completed and returned to CSBA. It must be postmarked by the U.S. Post Office on or before Tuesday, March 15, 2022.

Your Board may vote for up to the number of seats to be filled in the region or subregion as indicated on the ballot. For example, if there are three seats up for election, the Board may vote for up to three candidates. However, your Board may cast no more than one vote for any one candidate. The ballot also contains a provision for write-in candidates; their name and district must be clearly printed in the space provided.

The ballot must be signed by the Superintendent or Board Clerk and returned in the enclosed envelope; if the envelope is misplaced, you may use your district's stationery. Please write **DELEGATE ELECTION** prominently on the envelope along with the region or subregion number on the bottom left corner of the envelope (this number appears at the top of the ballot). If there is a tie vote, a run-off election will be held. Results will be published by May 11, 2022.

All re-elected and newly elected Delegates will serve two-year terms beginning April 1, 2022 – March 31, 2024. The next meeting of the Delegate Assembly takes place on Saturday, May 21 and Sunday, May 22, 2022. Please do not hesitate to contact the Executive Office at <a href="mailto:nominations@csba.org">nominations@csba.org</a> should you have any questions.

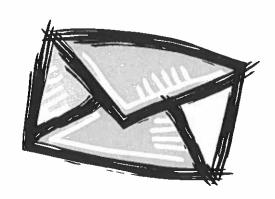
Encs:

Ballot on red paper and watermarked "copy" of ballot on white paper

List of all current Delegates on reverse side of ballot

Candidate(s)' required Biographical Sketch Forms and optional resumes

CSBA-addressed envelope to send back ballots



BALLOTS SHOULD BE RETURNED IN THE ENCLOSED ENVELOPE; HOWEVER, SHOULD THE ENVELOPE BECOME MISPLACED; PLEASE USE YOUR STATIONERY AND RETURN TO:

CSBA
DELEGATE ASSEMBLY ELECTIONS
3251 BEACON BLVD.
WEST SACRAMENTO, CA 95691

ON THE BOTTOM LEFT CORNER OF THE ENVELOPE, WRITE THE REGION OR SUBREGION NUMBER (THIS NUMBER APPEARS ON THE BALLOT AT THE TOP).



#### Deadline: Friday, January 7, 2022 | No late submissions accepted

This form is required. An optional, one-page, single-sided, résumé may also be submitted. Do not state "see résumé." Do not retype this form. It is the candidate's responsibility to confirm that CSBA has received nomination materials prior to the deadline. Please submit completed form via e-mail to <a href="mailto:nominations@csba.org">nominations@csba.org</a> by no later than 11:59 p.m. on January 7, 2022. Forms may also be submitted via mail, to CSBA's Executive Office, at 3251 Beacon Blvd., West Sacramento, CA 95691, with a postmark of no later than January 7, 2022.

Signature: <u>Alaxoo Amaral</u>	Date: <u>1/7/2022</u>
Name: <u>Marco Amaral</u>	CSBA Region & subregion #: 17
strict or COE: South Bay Union School District	Years on board: 3
Profession: Special Education TeacherContact Num	ber (□乗 Cell □ Home □ Bus.): <u>619-410-1477</u>
Primary E-mail: mamaral@sbusd.org	

Why are you interested in becoming a Delegate? Please describe the skills and experiences you would bring to the Delegate Assembly.

I'm a Student, Community Member, Special Education Teacher, Organizer, and the South Bay Union School Board President, in that order. As a hopeful delegate, I would bring with me experience that is rooted in grassroots organizing, coalition building, and direct action. As a school board member, I have learned a lot over the past 3 years on the importance of advocating via institutional processes, but I have never forgotten what exactly got me to this position in the first place. In fact, over the past 3 years, I have been able to construct a type of education advocacy that combines both grassroot organizing and institutional procedures. In short, that's what I bring to the Delegate Assembly, a fired-up advocacy that is backed up by, what I consider, the most fundamental aspect of change-making, community, as an educator and elected official, I have always had the words of Lucio Cabañas as a leading framework: "The role of an educator is to be community, create community, and to be with community."

Please describe your activities and involvement on your local board, community, and/or CSBA.

I am currently my board President and have presided as Vice-President as well. As you know, on a board you need a majority of votes to get anything done, nothing is done unilaterally, so the following are things that I personally am proud to be a part of during my 3 years on the South Bay Union Board of Trustees.

- We were the first K-8 district in San Diego County, and the 2<sup>nd</sup> statewide, to pass an Ethnic Studies Policy and to include it in our LCAP.
- We were the first K-8 district in San Diego County to recognize Indigenous People's Day.
- We have modernized our electrical grid in our efforts to combat Global Warming, we are solar-powered.
- We have successfully opened a modern, beautiful, 21st century preschool. VIP Village.
- When making cuts, our board has prioritized making them as furthest from the classroom as possible.
- We have extended our Dual-Language Programs and are continuing to do so.
- We hired a new Superintendent that meets the educational needs of our population of students.

What do you see as the biggest challenge facing governing boards and how can CSBA help address it?

- STRS/PERS Reform. CSBA needs to continue its advocacy in this area.
- Special Education Funding. CSBA needs to not just advocate at the state level, but national level for more SpEd funding.
- Our educators need to be justly compensated for the professional they are. In the richest state in the country, it is negligible
  to pay paraprofessionals and teachers the salaries they currently have. This needs to change.



Superintendent's Office 601 Elm Avenue Imperial Beach, CA 91932 www.sbusd.org © (619) 628-1605 © (619) 628-1608

February 15, 2022

Members of the Governing Board

Re: Marco Amaral, Region 17 CSBA Delegate Assembly Candidate

Dear Elected Officials,

At their meeting on December 14, the National School District Governing Board nominated Marco Amaral as a CSBA Delegate Assembly candidate for Region 17. On behalf of our Board, I encourage you to support this dedicated educator in his candidacy for Delegate Assembly.

Mr. Amaral is a strong advocate for the students, families, and educators in our community. He has a particular devotion to those in our region that have been historically underserved. As a Board Member, he has been a voice for families and students facing challenges, including those with special needs and English learners. He always puts children first in his decision-making, which is an important priority for school board members.

Mr. Amaral has a Bachelor's degree in Political Science with an emphasis on International Relations from the University of California, Berkeley; a Master's degree in Special Education from the University of San Diego; and he is currently pursuing his Doctoral degree from the University of San Diego. He began his career in public education as a Special Education Paraprofessional and he is currently a Special Education Teacher. As an advocate and community organizer, he is a member of several organizations and collectives.

Please join our Board of Trustees in supporting Mr. Amaral's nomination to the CSBA Delegate Assembly, representing Region 17.

Sincerely,

José Espinoza

District Superintendent





#### Deadline: Friday, January 7, 2022 | No late submissions accepted

This form is required. An optional, one-page, single-sided, résumé may also be submitted. Do not state "see résumé." Do not retype this form. It is the candidate's responsibility to confirm that CSBA has received nomination materials prior to the deadline. Please submit completed form via e-mail to <a href="mailto:nominations@csba.org">nominations@csba.org</a> by no later than 11:59 p.m. on January 7, 2022. Forms may also be submitted via mail, to CSBA's Executive Office, at 3251 Beacon Blvd., West Sacramento, CA 95691, with a postmark of no later than January 7, 2022.

Signature: Maria Betancount-Castarieda	Date: January 7, 2022
Name: <u>Maria Betancourt-Castañeda</u>	CSBA Region & subregion #: 17
District or COE: National School District	Years on board: Seven
Profession: Parent/Self Employed Contact Numbe	r (□ Cell □ Home 🗷 Bus.): <u>619-714-8191</u>
Primary E-mail: <u>mbcastaneda@nsd.us</u>	
Are you an incumbent Delegate?  Yes  No If yes, ye	ar you became Delegate: 2021

Why are you interested in becoming a Delegate? Please describe the skills and experiences you would bring to the Delegate Assembly.

Currently serving as a Delegate and as Board President of my District's Governing Board, I believe my role is to empower and advocate for the students, staff, and parents that I serve. Finishing my second term on the National School District Board, I feel honored to continue supporting the community where I also grew up. I am hard working, organized, reflective, and reliable; and believe that these are strong skills needed to be an effective Delegate. My reputation is one who will provide a voice for all stakeholders, and one who is not afraid to ask difficult questions. I am proud of the growth that we have achieved at the local level since I have been on the Board and I would love to continue serving as a Delegate for Region 17.

#### Please describe your activities and involvement on your local board, community, and/or CSBA.

I am currently serving as Board President for the second time in my tenure as a Trustee for the National School District. I have also served as Board Clerk in both 2017 and 2021. These roles have provided me valuable leadership experience and opportunity to positively impact the students of our District. Serving as a Delegate for Region 17, this past year has provided me the opportunity to expand this impact to students within the greater community. I would characterize my involvement as an active Board member at meetings, visible out at our school sites, and connected with the community. I am a CSBA Master's in Governance graduate, and regularly participate in CSBA workshops, Legislative Action Days, as well as the annual conference. In addition, I am an involved member of the National Association for Latino Elected Officials, and stay well connected with our local legislators. Most recently, I joined the local Lion's Club to have an even greater impact on the community.

#### What do you see as the biggest challenge facing governing boards and how can CSBA help address it?

Navigating COVID-19, running schools with staff shortages, and keeping everyone safe are by far the biggest challenges facing Governing Boards today. Quarantines in particular, threaten school funding due to loss of ADA. This is compounded with a steady loss of enrollment that most districts in California are experiencing. Add to that, Special education and pension cost increases and you have a perfect storm. CSBA can continue to support local Boards with these challenges by suggesting resolutions and policies, expanding the Pacer program, facilitating Legislative Action Days, and supporting improved Delegate communication throughout each region. This past year I was appointed to the Delegate Assembly, but only had the opportunity to serve a partial term. If elected, I am committed to continue learning to better serve Region 17.

Please see attached.



Deadline: Friday, January 7, 2022 | No late submissions accepted

<u>This form is required.</u> An optional, one-page, single-sided, résumé may also be submitted. Do not state "see résumé." Do not retype this form. It is the candidate's responsibility to confirm that CSBA has received nomination materials prior to the deadline. Please submit completed form via e-mail to <u>nominations@csba.org</u> by no later than 11:59 p.m. on January 7, 2022. Forms may also be submitted via mail, to CSBA's Executive Office, at 3251 Beacon Blvd., West Sacramento, CA 95691, with a postmark of no later than January 7, 2022.

Your signature indicates your consent to have your name placed on the ballot and Signature: Date: Dece	to serve as a Delegate, if elected. mber 14, 2021	
Name: Eleanor Juanita Evans  District or COE: Oceanside Unified School District  Profession: Trustee/School Board Contact Number (■ Cell □ Home In Primary E-mail: eleanor.evans@oside.us	CSBA Region & subregion #: 17  Years on board: 5  □ Bus.): 760-580-7208	
Are you an incumbent Delegate? ■ Yes □ No If yes, year you became Deleg	<sub>ate:</sub> 2018	
Why are you interested in becoming a Delegate? Please describe the skills and expanding.	periences you would bring to the Delegate	
Please see attached.		
Please describe your activities and involvement on your local board, community, and/or CSBA.		
Please see attached.		
What do you see as the biggest challenge facing governing boards and how can CSI	BA help address it?	

### Why are you interested in becoming a Delegate? Please describe the skills and experience you would bring to the Delegate Assembly

I am a passionate champion of high-quality public education for all. My experiences as a K-12 educator, administrator, race/human relations facilitator, curriculum writer, adjunct professor of education and of economics have honed my skills of interpersonal relations, problem-solving, fiscal responsibilities. I am a person of integrity, competence, insight, dedication, and effectiveness. I am an organizer; team player and team leader; collaborator and communicator. I bring a different lens to help promote positive community engagement, maintain governance standards, promote the effectiveness of CSBA.

#### Please describe your activities and involvement on your local board, community, and/or CSBA

OCEANSIDE UNIFIED SCHOOL DISTRICT: Developer-Dual Language Immersion Committee, Ethnic Studies Committee; Resolution; liaison: Gear-Up College Program, Career Tech Education; distribute free food. COMMUNITY: NAACP; LGBTQ+ Resource Center; North County African American Women's Association; Boys and Girls Club; California Commission on Professional Competence-Teacher Credentialing; Leon L. Williams San Diego County Human Relations Commission; San Diego Taxpayers Association. SAN DIEGO CSBA: Equity Chair.

#### What do you see as the biggest challenge facing governing boards and how can CSBA help address it?

FINANCE, COMMUNITY ENGAGEMENT, COMMUNICATION, IMPROVING SCHOLARS' ACHIEVEMENTS. The pandemic has accentuated our economic diversity, lack of access to broadband, internet, and electronics, lack of resources/materials for social emotional learning and PPE materials, lack of civility. CSBA must become a forceful, loud, stronger voice. Districts/LEAs need to believe and feel that they are not functioning in a vacuum but have the support and scaffolding of colleague districts.



Deadline: Friday, January 7, 2022 | No late submissions accepted

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Your signature indicates your consent to have your name placed on the ballot and to serve as a Delegate, if elected.

Signature: Number 1 1 1	18002
Name: Michelle L. Gates  District or COE: National School District  Profession: Teacher Contact Number (D Cell   Home   Primary E-mail: Michelle lynne 1970 egmail  Are you an incumbent Delegate?   Yes   No   If yes, year you became Delegate	Bus.): 619.757.8153
Why are you interested in becoming a Delegate? Please describe the skills and experimentally.  CSBA has a vital voice to the legislature on behalf of Being a strong, informed, and united body is necessaries and their communal needs. As a teach member, I am informed from the "inside" as the classrooms and students. As a social justice accountability and growth in our schools, I and board districts to increase awareness and Please describe your activities and involvement on your local board, community, and I have been part of:  District Budgeting Task Force (local board)  Methys with teachers t classified unions (local CSBA)  Meethys with teachers t classified unions (local distribution (community)	riences you would bring to the Delegate  of students and their families, ssary to work for our  ober and union exec board o how policy is impacting advocate desiving increased  push for both my work intentionality. As a board intentionality. As a board intentionality. To push fo- the bost for our student in all areas-academics, mental health, growth.

What do you see as the biggest challenge facing governing boards and how can CSBA help address it?

The increasing loss of students, complete with income based on ADA, is negatively impacting many districts. We have become truancy police with no teeth-therefore teaving every school at the knowing in wegular of the year's enrollment taftendance. This is vesulting in vegular lay offs, low morate in staff (panic as well, to be honest), and fewer people looking to be educators. What can (SBA do to soliday schools, helping each site to vetain students and staff? How do we encourage reasonable housing prices to vetain working families? How do we demand more investment in direct student impact? Cohesivaly, with a single, rational voice, we need to teght push for legislation that works



#### Deadline: Friday, January 7, 2022 | No late submissions accepted

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Your signature Signature:		ave your name placed o	n the ballot and to s Date: 1-6-22	erve as a Delegate, if elected.
Name: Humb	perto Gurmilan		····	CSBA Region & subregion #: 17
District or COE	San Diego			Years on board: 3
Profession: Le	egislative Aide	Contact Number (		us.): (619) 250-2291
Primary E-mail: humberto.gurmilan@sysdschools.org				
Are you an inc	umbent Delegate? 🗖 Yes 🏾	□ No If yes, year yo	u became Delegate:	2020

Why are you interested in becoming a Delegate? Please describe the skills and experiences you would bring to the Delegate Assembly.

I still firmly believe that South San Diego needs to have good representation at the CSBA Delegate Assembly. For the past two years, I have had the honor of representing the San Ysidro School District as a delegate and would like to continue doing so for the next two years. The relationships with other trustees from Region 17 and the experience I've garnered in the past 3 years as a member of our board have allowed me to have a keen understanding of the needs and priorities that our students have.

#### Please describe your activities and involvement on your local board, community, and/or CSBA.

I have had the honor of representing the district for the past three years and in this time I have immersed myself in my role by actively participating in district events, engaging consistently with stakeholders and preparing myself through professional development in the form of Masters In Governance course, CSBA AEC and other resources.

I served as the President of the board during the start of the global pandemic and during the transition to remote learning. I have served as a delegate for CSBA for the past two years and continue to be an active participant in my community by directing the Gurmilan Foundation and now serve as Press Secretary for San Diego County Supervisor Nora Vargas.

What do you see as the biggest challenge facing governing boards and how can CSBA help address it?

The biggest challenges we face today continue to be those of the last few years, but now they have been exacerbated by the pandemic. Fair funding, pension costs and special education impact on our general fund continue to be a challenge. We now also have social emotional issues in students that we did not have prior to the health crisis and it will be interesting to see how academics continue to be impacted by what we are facing today. It is my goal to elevate these issues at CSBA level and to collaborate with not only the region's representatives, but those from other areas of the state. Only through intense collaboration and communication can we address and overcome some of these challenges. Engagement and full participation from all delegates will be key in this effort.



#### Gina A. Potter, Ed.D. Superintendent

GOVERNING BOARD

Rudy Lopez, President

Irene Lopez, Clerk Rosaleah Pallasigue, Vice-President Humberto Gurmilan, Member Antonio Martinez, Member

#### Quality education and opportunity for all students to succeed

January 26, 2022

**Board of Trustees** CSBA Region 17 San Diego County

Re: Humberto Gurmilan, CSBA Region 17 Delegate Assembly Candidate

Dear Members of the Governing Board,

At the San Ysidro School District Governing Board Organizational Meeting on December 10, 2021, the board unanimously nominated Humberto Gurmilan, as a candidate for the California School Boards Association Delegate Assembly representing Region 17. Board Member Gurmilan has served on the CSBA Delegate Assembly since 2020.

Board Member Gurmilan was elected to the Governing Board in 2018. During his first year, he traveled to Sacramento lobbying for public education and full and fair funding. He is a strong advocate for children, especially, children with special needs. Mr. Gurmilan served as board president during 2020 which was an unprecedented and challenging time in the world and our district. He served with perseverance, foresight, compassion and determination. He collaboratively led our board and district through this COVID-19 pandemic. Mr. Gurmilan led the charge to assure that our students had fair and equitable access to technology such as internet service & computers to continue providing the best education for our children. This led to our school district closing the digital divide and providing all our students access to a computer and internet service. With this barrier closed, we achieved approximately 95% daily student participation in our online Distance Learning Academy.

Humberto Gurmilan is an Emmy award winning journalist and producer who spent 14 years in the media. He is also the Founder and Director of The Gurmilan Foundation. His Foundation is dedicated to empowering and helping young people with disabilities to reach their full potential. Board Member Gurmilan is an advocate for creating awareness about disabilities and is frequently asked to speak in the community to spread his positive message of inclusion and hope.

4350 Otay Mesa Road San Ysidro, CA 92173

(619) 428-4476 Ext. 3021 • Fax (619) 428-1505 • gina.potter@sysdschools.org

Board Member Gurmilan received his Associate of Arts degree in Journalism from Southwestern College and a Bachelor of Arts degree in Communications from San Diego State University. He earned a Master's Degree in Communications and wrote a book entitled "From My Chair," also written in Spanish, "Desde Mi Silla." Board Member Gurmilan is a former Sports Anchor at Telemundo, a journalism professor at Southwestern Community College, San Diego City College and New Hampshire University. He is currently Press Secretary for San Diego County Supervisor Nora Vargas.

Please join our Governing Board in supporting Board Member Gurmilan's candidacy to the California School Boards Association's Delegate Assembly as a Region 17 representative.

Sincerely,

Gina A. Potter, ED.D.

Superintendent

San Ysidro School District

Aina a. Pott



#### Deadline: Friday, January 7, 2022 | No late submissions accepted

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Signature: Claudina Jones	Date: 12/01/21
Name: Claudine Jones	CSBA Region & subregion #: 17
District or COE: Carlsbad Unified School District  Profession: Boardmember Contact Number ( Ce	Years on board: 7 years, 3 mos
Primary E-mail: cjones@carlsbadusd.net	ii a nome a bus.j.

Why are you interested in becoming a Delegate? Please describe the skills and experiences you would bring to the Delegate Assembly.

I have served on CSBA Region 17's executive board since 2014 as a legislative representative, board secretary and most recently as board treasurer. I have collaborated on many important local, regional, state and federal issues with SDCSBA. I've worked hard fighting for the scholars in my district and Region 17. With your vote, I would like to continue working with the Delegate Assembly representing the scholars, staff, teachers and families in San Diego County. I am a graduate of CSBA's Masters in Governance. I am a CASBO-certified chief business official and am a candidate for my Masters in Professional Accounting with an expected graduation of November 2022.

Please describe your activities and involvement on your local board, community, and/or CSBA.

I currently serve as Board President on the Carlsbad Unified School District Board of Education. I am the board representative on the district's audit committee, legislative representative for the California Association of Suburban School Districts and School Services of California, and I serve on the ad hoc subcommittee on sustainability. Additionally, I've served as a Golden Bell site validator for 4 years for CSBA. I am also currently serving as the treasures of the San Diego County School Boards Association, and I'm the legislative representative for the Carlsbad High School PTSA.

What do you see as the biggest challenge facing governing boards and how can CSBA help address it?

I believe the biggest challenges that boards will face will be a continued divisive political climate, statewide declining enrollment, an unprecedent influx of one-time funding to combat the ever-shifting pandemic response, recruiting and hiring staff, and the impacts of climate change. Thankfully, CSBA has been a port in the storm for many boardmembers and districts. The consistent communication and support have been very welcome through an extremely challenging time for school board members. I expect that CSBA will continue to vigorously advocate for full and fair funding to allow districts to continue some of the meaningful programs and important positions that have been created during the pandemic. I am also certain that CSBA will continue to evolve its programmatic offerings to respond to the evolving needs of its members.



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Your signature indicates your consent to have your name placed on the ballot and to serve as a Delegate, if elected.		
Signature: July Date: July, 6 2022		
Name: Tulie Kelly  District or COE: Vista Unified Sch. District  Years on board:  17  Vears on board:  17  17  17  17  17  17  17  17  17  1		
Profession: PR + Marketing Contact Number (X Cell   Home   Bus.): (700) 672 - 2527  Primary E-mail: Jujekalya VISTAUSalorg		
Are you an Incumbent Delegate?  Yes No If yes, year you became Delegate:		
Why are you interested in becoming a Delegate? Please describe the skills and experiences you would bring to the Delegate Assembly.  As a fairly how board member I have appreciated the trainings, information, and support of CSBA, so I'm interested in aliquing more closely with the organization. As a marketing and public relation professional myscill set includes being able to discern and disseminate key points, to ammunicate effectively, and listen with facus, my perspective as a parent and past PTA leader also contributed as describe your activities and involvement on your local board, community, and/or CSBA.  I am active with numerous district committees, including Sup. Council for Equity and Anti Rausm, magnet Steering Committee, STEM collaborative, and our suiding Coalition, a group that is reimagining our vision, mission and values. I am also a volunteer puppy raiser for Canine Companions for Independence.  What do you see as the biggest challenge facing governing boards and how can CSBA help address it?		
I see two challenges facing boards: deep political divides within ourselves, our communities, and our nation that have caused us to lose our common beliefs and that have schools and classrooms battleyourd sites AND chronic under funding combined with the strains of managing and recovering from the pandemic. CSBA can be a needed advocating presence to draw out consensus + Solutions.		

#### **SUMMARY OF QUALIFICATIONS**

Business owner with twenty-five years' experience in leadership, marketing, sales, writing, recruiting and project management. Strong working knowledge of, and passion for, the bicycle and outdoor industries. Particularly skilled in analysis, organization, problem solving, and communicating.

#### PROFESSIONAL EXPERIENCE

#### Leadership & Project Management

- Elected to serve as Trustee for school district of 20,000 students
- Founded a profitable business with solid year-over-year growth and numerous repeat clients
- Led planning and execution of all Bicycle Retailer & Industry News Dealer Tours since 2012
- Conducted market analysis interviews with bike dealers, cyclists, internal employees, and sales reps
- Hired and trained staff of nine to review broker applications for national wholesale mortgage lender
- Created complex monthly report analyzing company risk and department's productivity
- Served as President, Treasurer, Secretary, and Board Member for numerous PTA Units
- Managed product sampling events in twenty markets for major consumer products company
- · Planned and executed advertising, promotions, and public relations strategies for restaurant franchise
- Developed and executed successful plan for representing company at consumer trade show

#### Writing & Editing

- Created informative press releases and advised on communications strategy for bike industry clients
- Communicated ideas through effective catalog copy, newsletter articles, blog posts, and emails
- Drafted and published posts for social media outlets on behalf of clients, speaking in their voices
- Won grants for art programs at local school by writing successful proposals as a PTA volunteer
- Wrote content for sales force training presentations, condensing complex information into key points
- Summarized complex procedures in company manual and maintained ongoing updates
- Created original content for client websites, by gathering pertinent information and summarizing it
- Secured major grants from individuals, corporations, and foundations for non-profit humanitarian agency

#### Sales

- Negotiated contracts and built strong book of clients for Marvelous Creative Solutions
- Effectively supported numerous outside sales representatives, enabling their sales to increase
- Consistently earned monthly "jackpot" sales goals as Inside Sales Rep at Canari Cyclewear
- Surpassed quarterly sales benchmarks and actively recruited new clients for The Creative Group
- Negotiated recruiting placement fees and contracts with Fortune 500 clients including Kraft Foods and Xerox
- Successfully gained market share for startup nanny agency through networking and cold calling

#### **WORK HISTORY**

School Board Trustee	Vista Unified School District	2020 - present
Principal / Owner	Marvelous Creative Solutions	2011- present
Board Volunteer (Various Roles)	California State PTA	2007 - 2020
Inside Sales Representative	Canari Cyclewear	2010 - 2011
Director	Crunch Care	2007 - 2009
Supervisor	American Mortgage Network	2001 - 2007
Account Manager / Recruiter	The Creative Group	1999 - 2001
Grant Writer	AmeriCares Foundation	1997 - 1999
Marketing Manager	Bruegger's Bagels	1996 - 1997
Account Executive	Clarion Marketing & Communications	1993 - 1996

#### **EDUCATION**

Bachelor of Arts: College of Liberal Arts and Sciences, The University of Connecticut - Storrs, CT Completed co-operative education work assignments in Marketing at IBM and General Electric Studied abroad in Volgograd, USSR as one of six Samantha Smith Delegates



Deadline: Friday, January 7, 2022 | No late submissions accepted

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Your signature indicates your consent to have your name placed on the ballot and to serve as a Delegate, if elected.  Signature:
Name: Porra
Are you an incumbent Delegate?   Yes No If yes, year you became Delegate:  Why are you interested in becoming a Delegate? Please describe the skills and experiences you would bring to the Delegate
Why are you interested in becoming a Delegate? Please describe the skills and experiences you would bring to the Delegate Assembly.  I am always willing to learn and expand expend expend expend to peneaces to share to my comunity also to be able to make better decisions and implement new ideas of things done.  decisions and implement new ideas of things done.  when it comes to justice and social equity a yeary when it comes to justice and social equity a yeary when it comes to justice and social up among others and raise up to the better of the people you serve.
Please describe your activities and involvement on your local board, community, and/or CSBA.
Please describe your activities and involvement on your local board, community, and/or CSBA.  I always observe, analyze, study research and thirty the best outcomes on a topic to discuss before the best outcomes on a topic to discuss before make an action step. my dedication to students make an action step. my dedication to students with different learning abilities has become one of privities now specially parent engagement of those students that struggle the most. I've beingdose to those students that struggle the most and specialist tof What do you see as the biggest challenge facing governing boards and how can CSBA help address it? and specialist tof
- We as people representatives have ways to helpston
- We as people representatives have ways to help street to be able to find a balance in life, we are brothers, sisters, mothers, daughters, caregivers wifes, husban that play many more different roles and migh create a level of stress and finish dynamics. Taking astep back and take time of personal care and middful resting is always recommendable to have a clear mindset on decision making for the better.



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Your signature indicates your consent to Signature: Luksh Mule		e ballot and to serve as a Delegate, if elected.  Date: 1/3/2022
Name: Gee Wah Mok District or COE: Del Mar Union Sch	ool District	CSBA Region & subregion #: 17  Years on board: 3
Profession: Attorney/Parent Primary E-mail: gmok@dmusd.org	Contact Number (□ Cel	□ Home   Bus.]: (858) 755-9301
Are you an incumbent Delegate? ■ Yes		ecame Delegate: 2021

Why are you interested in becoming a Delegate? Please describe the skills and experiences you would bring to the Delegate Assembly.

I am interested in continuing as a Delegate because I want to support CSBA in helping local school districts provide the highest quality education possible to their students. An attorney by trade, I am an effective advocate that understands how to solve problems collaboratively and thoughtfully. I am respectful and work well with others. I enjoy listening to all perspectives which I believe leads to more informed decision-making.

Please describe your activities and involvement on your local board, community, and/or CSBA.

I am heading into my third year on my school board and serve as its Clerk. I came to the board after helping lead our community's efforts in passing a facilities bond measure, which is funding the construction of two schools. I am also an active volunteer in my son's classroom. I regularly attend CSBA workshops and have participated in the Masters in Governance series. I spoke on a panel at this year's Annual Education Conference regarding the Asian American student experience and strongly believe in the inclusion of students of all backgrounds and experiences.

What do you see as the biggest challenge facing governing boards and how can CSBA help address it?

Aside from navigating the continuing difficulties brought about by the pandemic, it has also been challenging for boards to manage the current political climate where regular topics of discussion have become sensitive and can easily lead to disruption and hostility from the public. CSBA was helpful by advocating with officials, providing a webinar and other resources. As many of these issues remain contentious, school boards will need continued supportive advocacy and it is useful to hear about other boards' experiences and how they have handled their situations. CSBA can help foster communication and by providing members opportunities for additional learning and interaction.



Deadline: Friday, January 7, 2022 | No late submissions accepted

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Your signature indicates your consent to have your name placed Signature: /amana / fine	on the ballot and to serve as a Delegate, if elected.  Date: 12/17/21
Name:Tamara Otero  District or COE:Cajon Valley Union School District  Profession: Business Owner Contact Number (  Primary E-mail: oterot@cajonvalley.net	CSBA Region & subregion #: 17  Years on board: 11  CCEU □ Home □ Bus.): 619-244-8138
Are you an incumbent Delegate?	you became Delegate: 6

Why are you interested in becoming a Delegate? Please describe the skills and experiences you would bring to the Delegate Assembly.

I have spent the last several years in service to the San Diego County region of school board members as a delegate. I have been the President, Vice President, and currently the Secretary of SDCSBA. I have organized the Honoring Our Own event and bring first hand knowledge of that event to the region. I am an organizer, a leader, and a problem solver. The last several years I have helped to develop topics relevant to ALL districts for our regional meetings through a polling system of our delegates. I stay informed of state and local issues and share resources with the entire region.

#### Please describe your activities and involvement on your local board, community, and/or CSBA.

I have been elected President to my local Board for the last four consecutive years. I was the previous Vice President of CSBA and have sat on multiple committees at CSBA. I have attended Leg Action Day, and advocated in Washington DC on behalf of education. I was most recently involved in our district's advocating on behalf of our students left in Afghanistan, and have spoken multiple times on Family and Community Engagement. I have been a presenter at AEC many years. I am recognized in my community as an advocate for education.

#### What do you see as the biggest challenge facing governing boards and how can CSBA help address it?

One of the biggest challenges facing governing boards today is the slow leaking loss of local control. When the LCAP funding process was first created it was the intent of the state to give back local control to the school district. Slowly the encroaching mandates both in budget and in policy have left governing boards with less control. I think that through CSBA this can again be addressed at the state level and control can be given back to the governance of local boards.

# Tamara Otero Governing Board President, Cajon Valley Union School District



Tamara Otero has spent the last 25 years in the service of children through education. She is the current President of the Cajon Valley Union School District's Governing Board. She was the Vice President of California School Boards Association 2019, and is Secretary of San Diego County School Boards Association. She was named School Board Member of the year for San Diego and Imperial Counties in 2017. She has hosted hundreds visiting dignitaries to the Cajon Valley Union School District, and is an organizer of the TEDxKids@ElCajon.

Tamara has also been a featured presenter at CSBA AEC, the National Council on Digital Convergence, Learnit conference, California Engagement Initiative, and Digital Promise. Tamara Otero is a strong passionate advocate for public education and all students. She believes in relevant learning and family and community engagement, and is a successful leader in the changes necessary to support those initiatives. Tamara is an articulate public speaker and welcomes the opportunity to present and share ideas about education.



#### Deadline: Friday, January 7, 2022 | No late submissions accepted

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Your signature indicates your consent to have your name placed or Signature: Marla Strich	n the ballot and to serve as a Delegate, if elected.  Date: January 3,2022
Name: Marla Strich District or COE: Encinitas Union ESD	CSBA Region & subregion #: 17  Years on board: 23
Profession: Sales Contact Number ( Cell Home Bus.): (760) 519-7882	
Primary E-mail: Marla.Strich@eusd.net	
Are you an incumbent Delegate? ■ Yes □ No If yes, year you became Delegate: 5 years	

### Why are you interested in becoming a Delegate? Please describe the skills and experiences you would bring to the Delegate Assembly.

It continues to be an honor to serve as a CSBA delegate, helping to formulate policy for the association, as well as assisting school boards throughout California in their vital work. I am a passionate advocate for public education, having traveled numerous times to Sacramento with CSBA, and to Washington, DC with NSBA to advocate on behalf of public education. I am a "big picture" thinker, and make decisions within that context in order to ensure that our actions benefit the greatest number of students. I am an articulate speaker, and have experience in dealing with the media. I have been privileged to participate on CSBA's Nominating Committee, ensuring that the association has the best possible leadership as it moves into the future.

#### Please describe your activities and involvement on your local board, community, and/or CSBA.

I have served on the EUSD Board for 23 years. During my tenure I have been Board President five times and am beginning my sixth tenure leading my board. As noted above, I have attended legislative advocacy sessions as part of both CSBA and NSBA. I am a continuous learner, having completed the Masters in Governance program, and look forward to continuing my learning with participation in webinars, the Annual Education Conference, and other opportunities such as the CSBA/ACSA Coast to Coast advocacy conference in Washington, D.C. I have consistently attended CSBA's AEC, as well as numerous NSBA Conferences, and have presented at both. I have also attended both of CSBA's Leadership Conferences.

I have a long history of leadership in my community, serving as EUSD's school bond campaign co-chair, school site council chair, PTA Legislative Vice President, and San Dieguito Academy High School Foundation President. I am serving in a leadership capacity for FIRST Robotics, serving as Tournament Director for SDAHS's Robotics team.

#### What do you see as the biggest challenge facing governing boards and how can CSBA help address it?

We must continue to defend and promote public education as the keystone of a democratic society. This is particularly important as we emerge from the pandemic. We must ensure that public education is fully and fairly funded in California, so we can provide the world class, forward-looking education that our children deserve. We need to meet the needs of the whole child, including social emotional and mental health needs. Our advocacy efforts and educational efforts are critical in making this happen.



101 S. Rancho Santa Fe Road Encinitas, CA 92024-4349 Phone: (760) 944-4300 FAX: (760) 944-4393 www.eusd.net

January 23, 2020

**Board of Trustees** 

Emily Andrade Leslie Schneider Gregg Sonken Marla Strich Rimga Viskanta

Superintendent Andrée Grey, Ed.D.

### Assistant Superintendents

Amy Illingworth, Ed.D. Educational Services

Angelica Lopez, Ed.D. Administrative Services

Joseph Dougherty Business Services To: Members of the Governing Board

Subject: Marla Strich, Region 17 CSBA Delegate Assembly Candidate

On December 17, 2019, the Board of Trustees of the Encinitas Union School District unanimously nominated Mrs. Marla Strich as a candidate for the California School Boards Association Delegate Assembly representing Region 17. On behalf of our Board, I encourage you to support this dedicated, passionate school leader in her continued service to the children of San Diego County and the state of California by supporting her candidacy for Delegate Assembly.

Marla has consistently demonstrated exceptional leadership skills through extensive involvement in school and community service organizations. She currently serves as a member of the California School Boards Association Delegate Assembly representing Region 17.

Marla Strich is an active and talented participant in both school and community organizations. She has served in many roles, including but not limited to President of Encinitas Union School District School Board, President of the SD County School Boards Association, chairperson of the Ocean Knoll Elementary and San Dieguito Academy School Site Councils and as Ocean Knoll's Parent-Teacher Association (PTA) Legislative Vice President. Ocean Knoll PTA awarded her Volunteer of the Year as well as the Golden Oak, PTA's highest award.

In addition, Mrs. Strich participated as a member of the Legislative Action Network (LAN) and Strategic Planning Committee for the San Dieguito Union High School District and in the North Coastal Regional Legislative Action Network. She has traveled to Sacramento numerous times to lobby for public education and has also advocated for our children in Washington, D.C., as part of the National School Board Association's (NSBA) Federal Relations Network.

Marla is the ultimate professional as a leader in the community and an experienced trustee who places children first in her priorities. Her dedication, passion, and commitment all contribute to her success as an advocate for all children.

Please join our Board of Trustees in supporting Mrs. Marla Strich's nomination to a two-year term on California School Boards Association's Delegate Assembly as a representative from Region 17. The Encinitas Union School District proudly endorses her candidacy.

Sincerely,

Andree Grey, Ed.D. Superintendent

Andre Morey



Deadline: Friday, January 7, 2022 | No late submissions accepted

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Your signature indicates your right to have your name placed on Signature:	Date: December 13, 2021
Name: Lucy Ugarte  District or COE: Chula Vista ElementarySan Diego County	CSBA Region & subregion #: 17  Years on board: 1
Profession: Teacher Contact Number (☑ Cell ☐ Home ☐ Bus.): (619)395-2578  Primary E-mail: Lucy.Ugarte@cvesd.org	
Are you an incumbent Delegate?  Yes  No If yes, year you became Delegate:	

Why are you interested in becoming a Delegate? Please describe the skills and experiences you would bring to the Delegate Assembly.

I am interested in becoming a delegate, because I want to further serve my community. In the last year (my first year as a board member) I have served as clerk, acting vice president and currently president. It is important that a variety of voices are heard and represented. I bring the perspective of teacher, parent, union leader, community member and activist, as well as board trustee. I have over twenty years of experience representing students, teachers, and my community. I know firsthand the challenges of not only Distance Learning, but the return and the practicality of putting policies into place that affect students and staff.

Please describe your activities and involvement on your local board, community, and/or CSBA.

I am involved in my community as a board trustee (president), teacher, union organizer, community member, and parent. I have advocated for students, teachers, parents and the community for over 20 years. I am actively involved in community and civic groups and listen to concerns from across our city and am actively involved in community service through various organizations. I participate in decision making and the implementation of programs within my community. As a board member, I have served on the appointment committee to fill the board vacancy earlier this year and am also part of the policy committee.

What do you see as the biggest challenge facing governing boards and how can CSBA help address it?

The biggest challenge facing governing boards is the backlash from citizens who are either concerned about vaccine and mask mandates or misinformed with regard to CRT being taught in the schools. Board members are also faced with ensuring that staff and students have access to supports for emotional needs and educational progress. In addition, recruitment of personnel to meet the needs of students, as staffing has been difficult this school year. It is important that governing boards ensure that all stakeholders are supported, as well as making sure that schools are places where each individual feels safe, valued, and welcome.



February 15, 2022

Board of Trustees CSBA Region 17 San Diego County

Re: Letter of Support for National School District Trustees CSBA Region 17 Delegate Assembly

Dear Honorable Trustees of Region 17,

National School District is the second oldest school district in San Diego County, celebrating 150 years of dedicated and sound Governance. Our current Governance Team leads by three core values of *Children First, Relationships Matter, and Whatever it Takes*; and their work is guided by a strong vision of *Exceptionally prepared learners*; innovative and compassionate world citizens.

You will notice on the Delegate ballot this year that three of our exceptional Trustees were nominated for the California School Board's Association Delegate Assembly slate. As you prepare to cast your vote, I wanted to share a few reasons why each of these Board Members would be excellent choices.

Maria Betancourt Castañeda, is a seasoned Trustee, finishing her second term in office. She currently serves as Board President and was selected as a delegate for Region 17 this year. She is a product of the National School District and a local youth advocate. She is a graduate of Masters in Governance, an involved member of the National Association for Latino Elected Officials, and is passionate about quality parent engagement. Ms. Betancourt-Castañeda is hard working, organized, reflective, and reliable; and would be honored to continue serving as a Delegate.

Michelle Gates was first elected to the Governing Board in November 2020. She has been a teacher for 15 years and is currently teaching sixth grade in the South Bay area. Her children attended the National School District, where Ms. Gates volunteered with PTA and School Site Council; as well as taught for four years. As a Trustee, she has served on the District's Budget Reduction Taskforce, and is a graduate of Masters in Governance. With an inside perspective, she is a passionate advocate for students and teachers; advocating for the best in academics, mental health, growth, and safety. Ms. Gates' goals are to raise awareness and intentionality, two things she would push for as a Delegate.

Rocina Lizarraga was also elected to the Governing Board in November 2020. Ms. Lizarraga is a long-time resident of National City, a dedicated parent in the District, an active member of community advocacy groups, and is currently a Kitchenista leader. Ms. Lizarraga is a former PTA and DELAC president and served on several committees such as ELAC, DPAC, SSC and LCAP. Always willing to learn, Trustee Lizarraga takes time to observe, study, research, and think ahead to ensure the best decision-making and the best outcomes. Ms. Lizarraga is passionate about providing excellent service and would be a devoted Delegate.

Like you, these Board Members dedicate their time to serving our children and have the desire to expand their reach to the California School Board's Association Delegate Assembly. I would encourage you to consider these nominees as you cast your vote for our Region 17 representatives.

Sincerely,

Leighangela Brady, Ed.D.

**Superintendent National School District** 

Dr. Leighangela Brady