

**ORANGE COUNTY
BOARD OF EDUCATION
AGENDA ITEM ABSTRACT**

Meeting Date: November 12, 2013

AGENDA ITEM No. 13-11-12

ACTION ITEM: (Y/N) Y

SUBJECT: North Carolina School Boards Action Center

INFO. CONTACT: Dr. Gerri P. Martin, Superintendent **PHONE:** 919-732-8126

ATTACHMENTS:

1. NCSBA MEMORANDUM Re: North Carolina School Boards Action Center (NCSBAC) – August 7, 2013.
2. North Carolina School Boards Action Center Funding Model.

PURPOSE: The purpose of this agenda item is to seek the desire of the Board of Education regarding participation by the district in helping to support and fund the North Carolina School Boards Action Center (NCSBAC).

BACKGROUND: At the October 28, 2013 Board of Education meeting, the board members received a report from Superintendent Martin and Attorney Blumberg on the formation of the NCSBAC, a new 501(c)(4) organization designed to strengthen local school board advocacy efforts. NCSBAC will provide the type of vehicle needed to raise additional revenue to engage in social networking efforts, expand messaging, interact with the media, and advocate for the North Carolina School Boards Association (NCSBA) legislative agenda. There was consensus among the Board to move forward on this item.

The North Carolina School Boards Action Center will be a separate organization from NCSBA having elected a board of directors and officers, approved a budget, and set contribution requests for local boards of education based on school district enrollment. Local boards of education have been invited to participate in helping to support and fund NCSBAC.

FINANCIAL IMPACT: \$3,000.00 annually, based on school district enrollment.

RECOMMENDATION: The Superintendent recommends the Board of Education approve a grant of \$3,000.00 to the North Carolina School Boards Action Center with the following conditions:

- That the Action Center will use the funds exclusively for the purposes described in its by-laws, specifically: to educate the public, conduct research, and promote the general public's understanding of issues concerning public education; and to develop and advocate for policies that improve public education;
- That, as required in the Center's by-laws, any educational advocacy shall adhere to the positions approved by the Delegate Assembly and/or the Board of Directors of the North Carolina School Boards Association;
- That the Action Center will not use the funds to endorse or oppose any referendum, election or any particular candidate for elective office;
- That the Action Center will provide to the Board an itemized accounting of how it spent the granted funds at the end of the fiscal year;
- That these conditions will be delivered in writing along with the granted funds.



PUBLIC EDUCATION: NORTH CAROLINA'S BEST INVESTMENT

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MEMORANDUM

To: School Board Members
From: Evelyn Bulluck, NCSBA President
Tim Morgan, NCSBAC President
Date: August 7, 2013
Re: North Carolina School Boards Action Center (NCSBAC)

Public education and local school boards operate today in a climate unlike anything we have ever witnessed. Local school board authority is coming under attack by a growing chorus of political and business leaders who believe that school boards are not doing what is needed to effectively educate our children and that school boards are one of the biggest impediments to educational progress and reform.

At a specially-called meeting on April 26, 2013, the NCSBA Board of Directors voted unanimously to authorize the creation of the North Carolina School Boards Action Center (NCSBAC), anew 501(c)(4) organization designed to strengthen local school board advocacy efforts.

We hope that each local board of education in North Carolina will participate in helping to support and fund NCSBAC.

With the dramatic transformation in how public education and those who are elected to govern local school systems are perceived, the broad philosophical assumptions around which we have fashioned our actions and advocacy efforts over the 75 year history of NCSBA can no longer be relied upon. What we face today is a battle for survival, both of public education as we know it and of the model of locally elected board governance of public school system operations. Our ability to endure in the face of these extraordinary challenges requires that werecognize and accept the changed environment in which we operate and embracenew ideas and concepts in thinking about how we advocate. Last Friday you were sent a two-page quick summary of what happened to PreK-12 in the 2013 session of the General Assembly. A complete report will be provided later this week.

As we look ahead, we need the public at large on our side in this battle for the future of public education. Many citizens and taxpayers are unaware of what is really at stake for public education and we need to be able to effectively communicate these issues, inspiring and rallying the public behind us in an effort to reaffirm the importance of strong local school boards and a thriving public education system. We have a strong governmental relations team at NCSBA but as a 501(c)(3) organization, we are limited in the amount of funds we can invest in advocacy and grassroots engagement. Accordingly, we have reexamined our current structure and considered all available options to generate the kind of resources necessary to expand our advocacy efforts in response to the current climate.

In this spirit, the Board of Directors voted to establish a 501(c)(4) organization to enhance our advocacy efforts. A 501(c)(4) organization is not subject to the same restrictions on advocacy and grassroots activity as a 501(c)(3) organization and will allow us to generate additional resources for expanded advocacy efforts. The National School Boards Association created such an organization last year for the same reasons.

The North Carolina School Boards Action Center (NCSBAC) will be a separate organization from NCSBA. NCSBAC will be governed by a Board of Directors. The composition of the initial board will be as follows: four school board members who currently serve on the NCSBA Board of Directors (Tim Morgan, Charlotte/Mecklenburg; Charles Brown, Scotland; Jackie Cole, Alamance/Burlington; and Mary Ann Sharpe, Onslow) and five school board members who do not serve on the NCSBA Board of Directors (Dottie Darsie, Caldwell; Richard Hooker, Cleveland; Moses Matthews, Martin; Marilyn Parker, Winston-Salem/Forsyth; and Bob Rhinehart, Buncombe). The first meeting of the NCSBAC board of directors occurred on July 19, 2013. The board elected officers, approved a budget, and set contribution requests for local boards of education based on school district enrollment. An invoice is included with this memo for your district's annual contribution to NCSBAC.

NCSBAC will not be empowered to do anything that is not congruent and consistent with the NCSBA legislative agenda. NCSBAC will *not* endorse political candidates or establish a political action committee. Rather, it will provide the type of vehicle we need to raise additional revenue to engage in social networking efforts, expand our messaging, interact with the media, and advocate for the NCSBA legislative agenda.

We are confident that this new initiative will allow us to deploy the kind of resources we need to protect, promote, and defend school board governance and the NCSBA legislative agenda.

We look forward to discussing this during the fall district meetings. As always, if you have questions or concerns, please let us know.

North Carolina School Boards Action Center

Funding Model

Districts Divided into Bands

District Enrollment	No. of Districts Affected	Total	Per District
>50,000	5	\$10,000	\$50,000
30,000-49,999	5	\$8,000	\$40,000
17,000-29,999	12	\$6,000	\$72,000
10,000-16,999	13	\$5,000	\$65,000
8,000-9,999	14	\$4,000	\$56,000
5,000-7,999	16	\$3,000	\$48,000
<5,000	50	\$2,000	\$100,000
			\$431,000