

Roles and Responsibilities, Committee Structure and Social Media

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Tonight's Agenda

- I. Board Roles and Responsibilities
- II. Committee Structure
- III. Social Media



I. Board Roles and Responsibilities



The Board's Power Comes from Acting as One



Expectations of ALL Board Members/Superintendent

Students
FIRST



Expectations of ALL Board Members/Superintendent



School Ethics Act

[N.J.S.A. 18A:12-21 et seq. \(P.L. 1991, c. 393\)](#)

It is essential that the conduct of members of local boards of education and local administrators hold the **respect** and **confidence** of the people.



These board members and administrators must **avoid conduct** which is in **violation of their public trust** or which creates **a justifiable impression** among the public that such trust is being violated.

Considered to be the **minimum ethical standards** by which all school officials must abide. [C13-24](#)



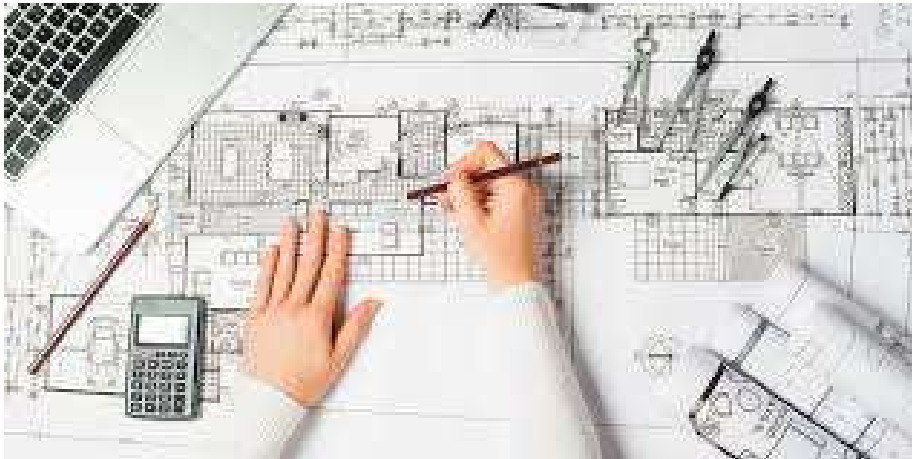
Board



Superintendent



Board



Superintendent



The Five Pillars of New Jersey School Board Governance

Governance

Sets District Policy & Strategic Goals

Creates the official "Rulebook" for the district and establishes long-term goals.

Ensures Legal & State Compliance

Makes final decisions on litigation and ensures the district passes state monitoring.

District Resource Management

Provides Financial Oversight

Develops and adopts the annual school budget, approving all district spending.

Manages All Personnel Decisions

Hires the Superintendent and gives final voting approval for all staff appointments.

Governs Curriculum & Instruction

Officially adopts all textbooks and votes on which courses the district will offer.

NotebookLM



The Superintendent's Mandate: Turning School Board Vision into Action



The Board of Education focuses on the "WHAT"

Sets the high-level vision, curriculum, and policies for the district.

The Superintendent executes the "HOW"

Serves as the CEO, managing all daily operations and staff.



Key Areas of Execution (The "How")



Instructional Leadership

Implements curriculum, analyzes student data, and leads teacher training.



TEACHER TRAINING



STUDENT DATA



Personnel Management

Manages the daily workforce, evaluates teachers, and recommends new hires.



DAILY WORKFORCE



EVALUATE TEACHERS



NEW HIRES



Operations & Logistics

Oversees transportation, building maintenance, and daily budget spending.



MAINTENANCE



BUDGET



Safety & Community Liaison

Creates emergency plans and acts as the district's primary spokesperson.



EMERGENCY PLANS



SPOKESPERSON

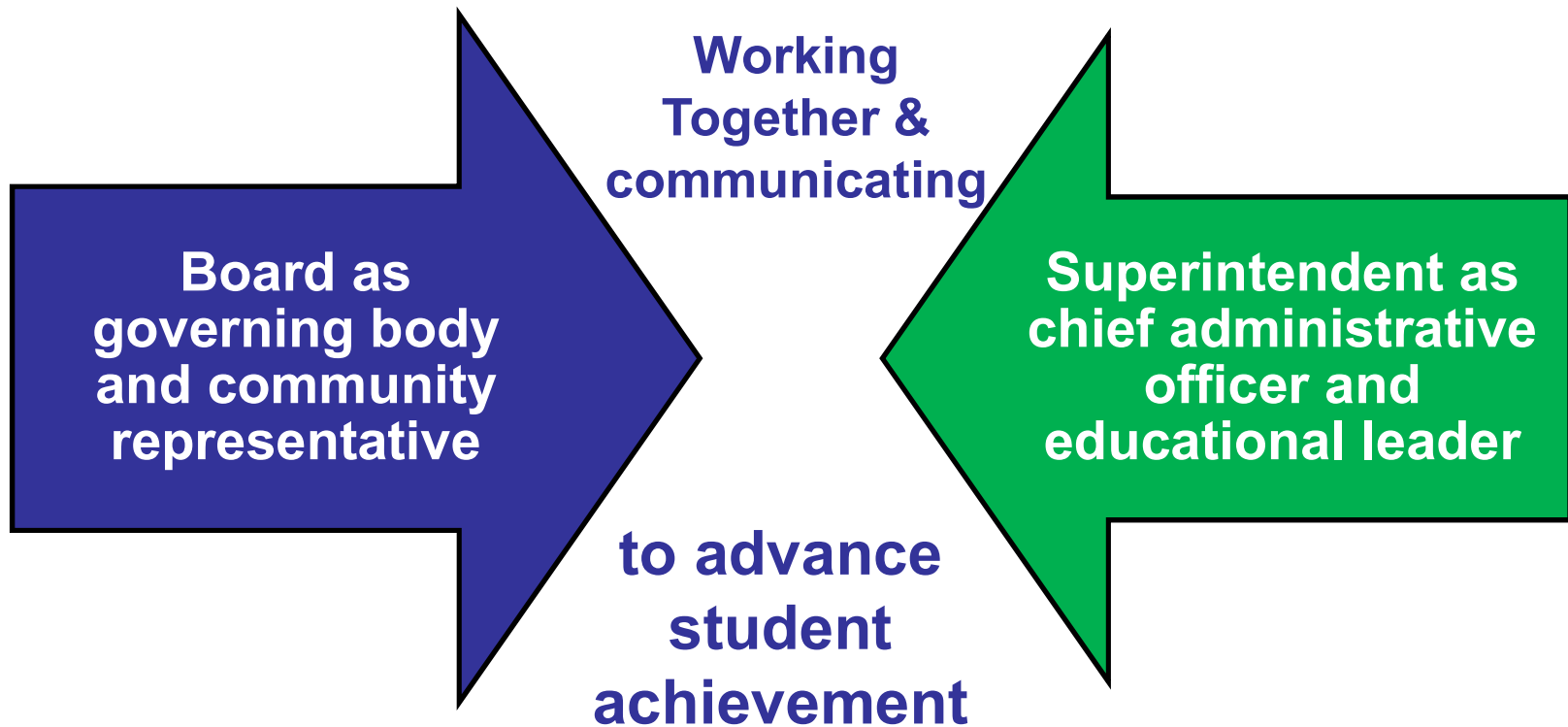


COMMUNITY

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To Be Most Effective



NO SUPRISES POLICY

PROACTIVE COMMUNICATION



Share information early and often. No last-minute changes.

TRANSPARENT PROCESSES



Clear steps & rationale. Everyone understands 'why'

PREDICTABLE OUTCOMES



Decisions are logical, consistent, and expected. No hidden agendas.

BUILDING TRUST & CONFIDENCE



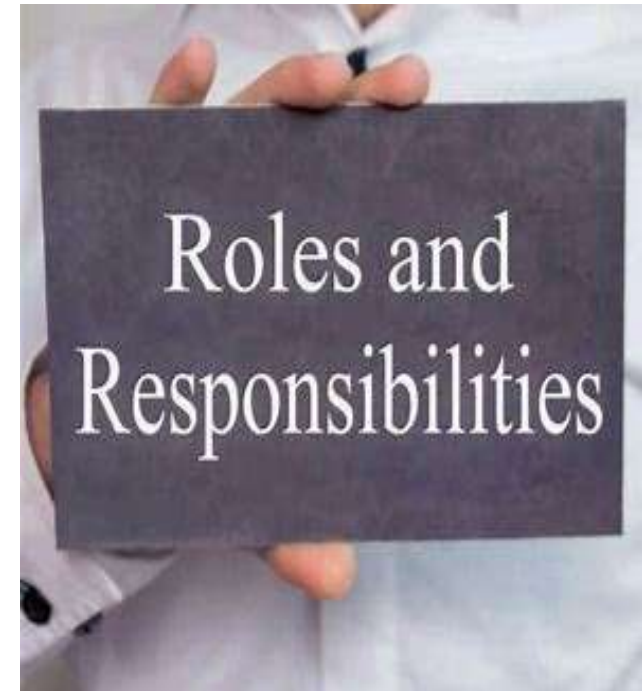
The Role of the Board Member

As individuals, Board members **cannot**:

- **Make decisions** for the board
- **Take actions** for the board
- **Speak** for the board

...unless the board has authorized them to do so.
(Check your Policy Manual.)

- **Direct any staff member or administrator**
- **Direct the Superintendent**



Communicating with Community & Staff



- Board members **should not** be contacting / **communicating with staff** directly.
- Board members **should not** be **surveying staff**.
- **Visits** to buildings through Superintendent approval only.
- **Redirect** to chain of command community members / staff with concerns. (Policy 1100 and 1110)



Chain-of-Command/Resolution



- Allows an issue to be handled in the **most expedient manner**.
- For issues brought to your attention:
 - By parents, community members
 - By staff or administrators
- Refer individual to **lowest level** in the Chain-of-Command
- Board member **notifies Superintendent** of issue / complaint and advises Superintendent that he / she has referred individual back to the Chain-of-Command
- **Do NOT Solicit**



Superintendent Evaluation

Evaluation of the Chief School Administrator is the board's means of oversight and appraisal of the effective management of the school district.



Legal Guidelines - Superintendent Evaluation

N.J.S.A. 18A:17-20.3a

- Board shall evaluate performance of superintendent at least **once a year**.
- Evaluation shall be **in writing**.
- Board and superintendent shall **meet to discuss** findings.
- Evaluation will be based on **goals and objectives** of district, **responsibilities** of superintendent and other such **criteria** prescribed by **State Board of Education**.

N.J.A.C. 6A:10-8.1

Annual performance report shall be prepared by **July 1** by majority of Board's total membership and shall include:

- Areas of **strength**
- Areas **needing improvement**
- Recommendations for **professional growth**
- Indicators of **student progress** and growth

Summary conference meeting shall include a majority of the total Board membership.



Role of the Board Member

Every policy a BOE approves, every action a BOE takes, needs to be based on what is best for the education of **ALL** the students in the school district. *N.J.S.A.: 18A:12-24.1 (b)*



Effective Committees



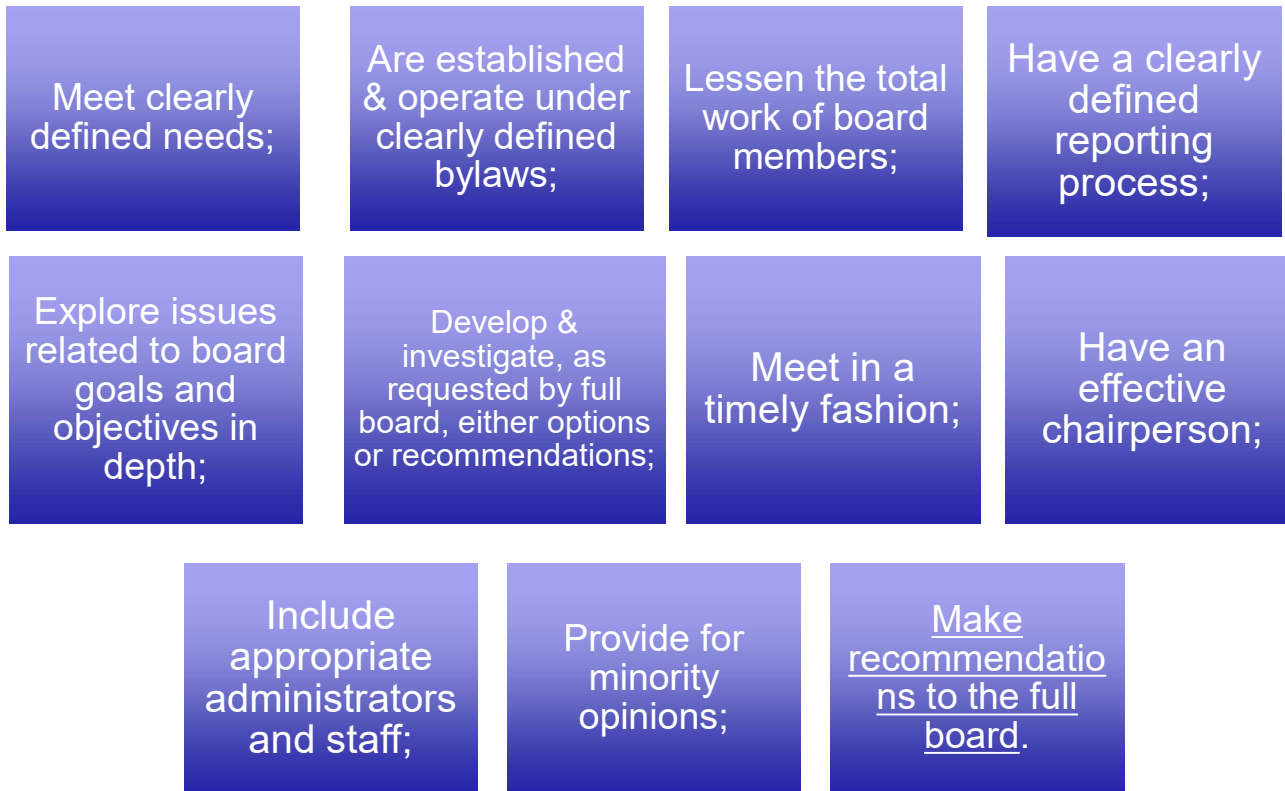
Effective Committees

Committees function best when the members are selected appropriately and when a clearly defined mission exists. Strong leadership is key as well.

motivate
represent
communicate consolidate
unify
coordinate



Effective Committees



Three Master Committees Are Typical

Board President appoints the following standing committees:

- Committee on Curriculum & Instruction / Education
- Committee on Finance & Physical Plant / Operations
- Committee on Human Resources

Ad Hoc committees may be appointed, as needed.

Policies are referred to the appropriate committee(s) for review and revision prior to full board review.



General Duties of Committees

- Meetings shall be called by chairperson
- President, CSA, BA and all other members of the board are advised of all committee meetings and receive agenda.
- President refers items to various committees for review / discussion.
- CSA selects administrative liaison for each committee
- CSA, or administrative liaison, reviews items.
- Committee reviews / discusses and brings recommendation to entire board for review / action.
- All board members receive committee agenda and minutes.
- Committees report to the Board within one month following each committee meeting.
- Committees recommend yea, nay, or no opinion to the Board.



Education Committee

- Administrative liaison is generally the administrator who oversees Curriculum & Instruction / Programs and attends all committee meetings.
- Considers educational programs of the district
 - Special Education
 - Reviewing policies related to curriculum and instruction
 - Reviewing programs related to curriculum and instruction
 - *Makes recommendations to the full board*

Curriculum
And
Instruction



FACILITIES

FINANCE



Operations Committee

- Administrative liaison is generally the Business Administrator who oversees Finance, Physical Plant, Transportation and can include Athletics; attends all mtgs.
- Considers financial, maintenance, transportation and capital programs of the district:
 - Review policies to ensure financial oversight and monitoring
 - Discuss transportation, athletics, and building & grounds policies and related plans
 - May randomly review bills before payment, auditing for proper approval
 - Validates receipt of purchase and correctness of the amount
 - Propriety of the purchase
 - *Makes recommendations to the full Board*



Human Resources Committee

- Administrative liaison is generally the CSA or Director of Personnel / Human Resources. Can include Negotiations; attends all mtgs.
- Considers matters affecting employees of the Board of Education:
 - Reviews job descriptions
 - Reviews policies on matters such as the qualifications of employees, their remuneration, terms of service and other related matters
 - Reviews procedures for evaluation of teachers and other employees
 - Reviews procedures for administrative structure and management improvement
 - *Makes recommendations to the full Board*



Benefits of Committee System

- Agenda and minutes are distributed to all board members.
- Each committee has a clearly defined charge.
- Allows more in-depth review of topics / issues.
- Allows leadership to develop in committee chairpersons.
- Meetings are organized around the committee agenda.
- Meetings can occur monthly, prior to board meetings.
- Provides more efficiency to board meetings.
- Higher level discussion of issues at board meetings.
- Committees allow the board to explore many issues the full board may never get to explore.



Role of Committee Chairs

- Develop agendas and schedules with the administrative liaison
- Lead and organize committee discussions aligned to district goals
- Ensure meeting notices agendas, and reports are completed and shared
- Keep the Board President, Superintendent, and Board informed of activities and concerns
- Set timeline and ensure timely reporting and follow-through on committee tasks



Guidelines for Committee Members

- Committee members can assist in making Committee Meetings more effective by:
 - Reviewing the agenda prior to the meeting
 - Arrive on time and prepared
 - Contact the committee chairperson prior to the meeting with any questions you have after reviewing the agenda
 - Sticking to the agenda during the meeting
 - Refraining from side-bar conversations
 - Asking questions at the proper time
 - Making comments that are on-point
 - Engaging in active listening
 - Requesting additional information if needed



The Flow of How a Topic Moves Through the Committee Process



The Board and the Use of Social Media



Social Media - What Board Members Can Do

Board members can use social media

- Adhere to **ethics**, advisory opinions, and **policies**

Express personal opinions

- General educational issues **as a private citizen**

Share public information

- **Links, agendas, minutes, public district news**

Campaign

- Can use **for re-election campaign**
 - o **No school resources or confidential information**



Social Media - What Board Members Cannot Do

- Take private action
 - Make promises to public or direct staff
- Create a nexus
 - Post so one can draw a connection to their Board role
 - Comments outside of Board meetings, cannot appear to be on behalf of the Board
- Disclose confidential information
 - Post about Executive Session items



Social Media - What Board Members Cannot Do

- Not follow the Chain of Command
 - Have direct interactions with staff/students undermining Superintendent/policy
- Delete/block public comments
 - If discussing Board business, creates a public forum and cannot legally block critics/negative comments



Social Media Information

Comply with policies/bylaws concerning social media participation

- Bylaw/Policy 9020
Public Statements

CRITICAL POLICY REFERENCE MANUAL	FILE CODE: 9020
	<input type="checkbox"/> Monitored
	<input type="checkbox"/> Mandated
Sample Bylaw	<input checked="" type="checkbox"/> Other Reasons
<u>PUBLIC STATEMENTS</u>	
Only the board president shall authorize or make statements of official board positions.	
No other member of the board of education individually will speak for, or in the name of, the total board unless by explicit direction of the board. Board members should emphasize that they can only speak as individual board members unless empowered by the board to speak for it.	



Social Media Disclaimer

Using a disclaimer can help to clarify if a member is speaking in his or her official capacity and pursuant to his or her official duties; however, the presence of a disclaimer is not dispositive.

Suggested SEC disclaimer

“The following statements are made in my capacity as a private citizen, and not in my capacity as a board member. These statements are also not representative of the Board or its individual members and solely represent my own personal opinions.”



Using both parts of the disclaimer provides clarity.

A member endorsed some board candidates and advocated against a candidate. The disclaimer only indicated the opinions were his own and did not include that the views were not representative of the Board, creating the appearance the entire Board endorsed certain candidates. [208-21 SEC](#)



2025 Social Media Cases

[C74-23](#). A Board member's comments not only had the potential to compromise the Board but did compromise the Board. Staff members expressed concerns about "What was going to happen to the material they were teaching in their classrooms" based on the respondent's comments to social media. Even though the Board was not currently engaged in deliberations regarding the removal or approval of history books from the school curriculum or school library at the time of the respondent's posts, the Board has the power and authority to review and remove books from the school library, as well as to decide which books should be included in or are appropriate for school curriculums. [N.J.S.A. 18A:12-24.1\(e\)](#) **Recommended Reprimand**.

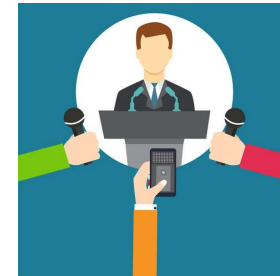
[C75-21](#) and [C37-22](#). A board member referenced the Board and Board matters throughout the posts and used "we" to discuss Board matters. The posts were beyond the scope of her duties that has the potential to compromise the Board. The respondent's posts endorsing a candidate for School Board elections were posts in her official capacity as Board member where she surrendered her independent judgement as a Board member to support a particular political group and acquired a benefit for her friends by encouraging the election of a group in her official capacity as a Board member.

[N.J.S.A. 18A:12-24\(b\)](#) [18A:12-24.1\(e, f\)](#) **Recommended Reprimand**.



Navigating Social Media

- Spokesperson (Policy 9020)
 - Superintendent (District)
 - Board President (Board)
- Factual information only
- District send out information using existing accounts
- **Develop a communication plan**



Just the **FACTs**



Navigating Social Media

- Think before you post
 - Great platforms to celebrate wonderful things happening in schools
 - Would you want your own children or grandchildren to see the post?
 - Is it a good example of how to communicate or comment?
- Be careful of the information that is shared
 - Confidential information/communications and protected groups cannot be shared



Navigating Social Media

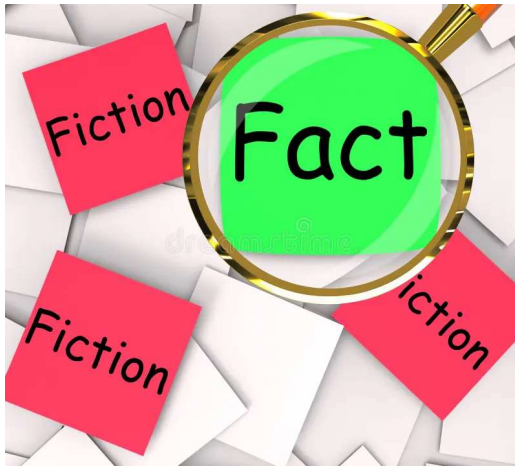
- Don't let emotions drive you to post or respond
 - May be sorry later
 - Legal action can result from statements that are harassing, discriminating, and defamatory
- Use appropriate language
 - No abusive, profane, threatening, or offensive language



No one has ever regretted the post they didn't send.

Navigating Social Media

- Talk to Board attorney about turning comments off, deleting comments, and/or blocking



- Provide only factual information without advocacy



Safes



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Questions/Discussion

