

**BOARD OF EDUCATION  
CITY OF LONG BRANCH  
NEW JERSEY**

**MINUTES**

**JULY 2, 2014**

The Annual Board Retreat Meeting of the Long Branch Board of Education was held at 540 Broadway, Long Branch, New Jersey.

The meeting was called to order by Mrs. Perez, Board President, at 9:00 A.M.

**A. ROLL CALL**

Mrs. Perez - President	Mr. Grant	Mr. Parnell
Mr. Dangler - Vice President - absent	Mrs. Critelli – 9:06 A.M.	Mr. Menkin
Mrs. George	Mr. Zambrano	Mr. Covin

**Administrator's Present**

Mr. Salvatore	Mr. Genovese
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**Also Present**

Kathy Winecoff, New Jersey School Board Association representative

**A-1. STATEMENT OF THE MANNER OF NOTIFICATION OF THE MEETING**

Peter E. Genovese III, RSBO, QPA, School Business Administrator/Board Secretary stated adequate notice of the meeting of the Long Branch Board of Education has been provided by a Schedule of Public Meetings published in the Atlanticville and the Asbury Park Press. Mr. Genovese further stated a Schedule of Public Meetings has been posted in the Board of Education Office and the Office of the City Clerk, Long Branch, New Jersey.

Mr. Genovese made the following announcement: Fire exits are located in the direction indicated. In case of fire, you will be signaled by bell and/or public address system. If so alerted to fire, please move in a calm and orderly fashion to the nearest smoke-free exit.

**A-2. OBJECTIONS, IF ANY, TO THE VALIDITY OF THE MEETING**

Mr. Genovese stated that the objecting member must give supporting reasons.

**B. FLAG SALUTE AND PLEDGE OF ALLEGIANCE**

Mrs. Perez, Board President, saluted the flag and led the Pledge of Allegiance.

**C-1. STATEMENT TO THE PUBLIC**

Mrs. Perez made the following announcement: Often times it may appear to members of our audience that the Board of Education takes action with very little comment and in many cases by unanimous vote. Before a matter is placed on the agenda at a public meeting, the administration has thoroughly reviewed the matter with the Superintendent of Schools. If the Superintendent of Schools is satisfied that the matter is ready to be presented to the Board of Education, it is then referred to the appropriate Board committee. The members of the Board committee work with the administration and Superintendent to assure that the members fully understand the matter. When the committee is satisfied with the matter, it is presented to the Board of Education for discussion before any final action is taken. Only then is it placed on the agenda for action at a public meeting. In rare instances, matters are presented to the Board of Education for discussion at the same meeting that final action may be taken. All agenda attachments are available for public review.

C-1. **STATEMENT TO THE PUBLIC (continued)**

Time may be allocated for public comment at this meeting. Each speaker may be allotted a limited time when recognized by the presiding officer. Individuals wishing to address the Board shall be recognized by the presiding officer and shall give their names, addresses and the group, if any, that they represent. Although the Board encourages public participation, it reserves the right, through its presiding officer, to terminate remarks to and/or by any individual not in keeping with the conduct of a proper and efficient meeting. The Board will not, during the public portion of this meeting, discuss matters involving employment, appointment, termination of employment, negotiations, terms and conditions of employment, evaluation of the performance of, promotion or disciplining of any specific or prospective or current employee.

C -2. **OPPORTUNITY TO ADDRESS THE BOARD RELATING TO AGENDA ITEMS**

No one addressed the Board.

D. **BOARD OF EDUCATION RETREAT – SETTING OF BOARD GOALS FOR 2014 - 2015**

Presented by Kathy Winecoff of New Jersey School Boards Association.

Mrs. Perez introduced Mrs. Kathy Winecoff, New Jersey School Boards Association representative.

There were several discussions regarding the Board of Education's self-evaluation and a detailed review of the district goals, Board of Education goals and committee goals.

Attached is a synopsis of Mrs. Winecoff's comments regarding the Retreat (**APPENDIX A**).

Mrs. Winecoff also discussed some important future county meeting dates.

Mr. Salvatore stated that following the meeting if there were any Board members interested in going to see the progress made at the George L. Catrambone School arrangements can be made to do so.

E. **ADJOURNMENT – 11:20 A.M.**

There being no further discussion, motion was made by Mr. Menkin, seconded by Mrs. George and carried by roll call vote that the Board adjourn the meeting at 11:20 A.M. Ayes (8), Nays (0), Absent (1) Mr. Dangler

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Peter E. Genovese III, RSBO, QPA  
School Business Administrator/Board Secretary



# New Jersey School Boards Association

## MEMORANDUM

**To:** Long Branch Board of Education

**From:** Kathy Winecoff, Field Service Representative

**Date:** July 2, 2014

**Re:** 2014 Board Retreat

A meeting was held with all 9 members of the Board of Education, the Superintendent and the Business Administrator on **July 2, 2014 from 9:00 a.m. - 12:00 p.m.** for a Board Retreat. Topics on the agenda included: review of the board self-evaluation, development of board goals for the 2014-2015 school year and a discussion on Board Governance issues.

The *Data Informed Goal Setting* Packet was distributed to the group. There are numerous handouts in your goal-setting packet and I hope they will be a valuable resource in the upcoming year.

We began the board goal setting session by reviewing the Board Self-Evaluation. Seven (7) members completed the evaluation. In all **nine (9)** of the nine (9) indicators of the Board Self-Evaluation; Planning, Policy, Student Achievement, Finance, Board Operations, Board Performance, Board/Superintendent Relationships, Board/Staff Relationships and Board and Community, the Board had averaged scores of 3.1 to 3.7. These scores would indicate that the board is high functioning and has proper processes and procedures in place. The board is to be commended on these scores.

We transitioned in to a discussion on Board Governance issues which may have an impact on the development of Board Goals for the upcoming year. Discussion topics included the following:

- Evaluation of new programs
  - ✓ Invitations to board members to come into classrooms to see implementation of new programs
- Evaluating teacher effectiveness
  - ✓ Ongoing professional development
  - ✓ Staff is adjusting the SGOs
  - ✓ Providing support
- Process and Procedure
  - ✓ Updates in the Friday packet have been very useful

Based on our discussion of the Board Self-Evaluation and discussion throughout the meeting the board came to consensus on the following district, board and committee goals:

### 2014 - 2015 Long Branch District Goals

The Superintendent will implement and monitor systems to ensure:

**Goal 1: Quality teaching and learning in schools**

**Goal 2: Data-based accountability systems**

**Goal 3: Positive relations are developed between schools, community organizations and families**

**Goal 4: Fiscal accountability in district schools and departments**

**2014 - 2015 Long Branch Board of Education Goals**

**Goal 1: Board Committees to complete Action Plans for board goals and put a plan into place to report out on the goals at meetings throughout the year.**

**Goal 2: Provide increased opportunities for Board Professional Development**

**2014 - 2015 Long Branch Board of Education Committee Goals**

**Finance**

The committee members will actively participate in professional dialogue pertaining to the budget development calendar.

The committee members will seek professional learning experiences pertaining to school finances with specific focus towards: educational code, NJ statute, federal guidelines, grants, policy revisions, and revenue sources.

**Operations**

The committee members will actively participate in professional dialog pertaining to facility management and preventative maintenance.

The committee members will actively participate in professional learning experiences pertaining to facility operations with specific focus towards: educational code, NJ statute, federal guidelines, technology advancements, policy revisions, and initiative put forth by the Department of Education.

**Instruction**

The committee members will actively participate in professional dialog pertaining to Common Core State Standards, teacher evaluation, student growth objectives, student growth percentiles and PARCC.

The committee members will seek professional learning experiences pertaining to curriculum and instruction with specific focus towards: Common Core State Standards, teacher evaluation, student growth objectives, student growth percentiles and PARCC.

**Athletics**

The committee members will actively participate in professional dialog pertaining to the budget development of the athletic department, as well as processes to determine athletic eligibility/ineligibility for student-athletes.

The committee members will seek professional learning experiences pertaining to the following: NJSIAA and NCAA regulations for high school student athletes, educational code, NJ statute, federal guidelines and policy revisions pertaining to athletics.

**Communications/Safety**

The committee members will actively participate in professional dialog pertaining to school safety and district public relations.

The committee members will seek professional learning experiences pertaining to pertaining to school safety and communications with specific focus towards homeland security standards, NJ statute, federal guidelines, best practices and policy revisions.

### Governance

The committee members will actively participate in professional dialog pertaining to policy with specific focus towards Common Core State Standards, teacher evaluation, student growth objectives, student growth percentiles and PARCC.

The committee members will seek professional learning experiences pertaining to policy with specific focus towards: Common Core State Standards, teacher evaluation, student growth objectives, student growth percentiles and PARCC.

### Personnel

The committee members will actively participate in professional dialog pertaining to personnel with specific focus towards teacher evaluation, student growth objectives, student growth percentiles and PARCC.

The committee members will seek professional learning experiences pertaining to personnel with specific focus towards: teacher evaluation, student growth objectives, student growth percentiles and PARCC.

### Next steps . . .

The next step in the goal-setting process is for the superintendent to develop an action plan (strategies) for each goal. The board also needs to develop a Professional Development Improvement Plan (action plan) for board goals.

District and board goals should be formally approved and the action plans should be formally accepted at a future board of education meeting. Dates for periodic updates on progress toward achievement of these goals will need to be established. The final step will be evaluating the superintendent on progress toward achievement of the district goals. **A reminder that the superintendent's evaluation deadline is June 30, 2015.**

Attachments to this memo include:

- Action plan template – one should be completed for each board goal
- Board evaluation improvement plan document – this should be placed in the District NJQSAC folder
- The updated evaluation calendar
- The schedule of Monmouth County meetings for 2014-2015

You are all to be commended for your own personal commitment to fully participate in an open discussion on ways to continue to move your district forward. You are all very passionate about education and improving student achievement for the students of Long Branch School District.

It was my pleasure to work with you and I look forward to serving as a resource for the board.

Kathy