



**Recommendation:** Review and approve a new staff position: "Director, Learning and Accountability."

**Background:** See below.

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## Director, Learning and Accountability

Prepared for CCSESA Board of Directors  
December 6, 2021

**Position Title:** Director, Learning and Accountability  
**Reports to:** Executive Director  
**Location:** Sacramento, CA  
**Status:** Full-time  
**Posted:** December 1, 2021  
**Applications due:** On a rolling basis until position is filled

### Position Background and Need

Over the past year, CCSESA has significantly expanded its presence as one of the state's most effective advocacy organizations for K-12 education. Leaders within the Governor's administration and Legislature have come to recognize the credibility and influence of CCSESA's membership.

A growing body of education policy is being developed and implemented by state agencies like the California Department of Education and State Board of Education, not the State Legislature.

Strategically, CCSESA is uniquely positioned among statewide organizations to be the foremost voice on issues relating to accountability, curriculum, instruction, assessments, the statewide System of Support, and student learning. The county superintendents, along with CCSESA's steering committees and advisory groups—e.g., CISC, SPSSC, and the LCAP and Fiscal Advisory Group—possess many of the most influential practitioners from around the state on these topics. Effectively elevating their voices requires an advocate and subject matter expert with a unique skillset embedded within CCSESA staff.

As CCSESA's chief supporter of educational programs, the Director, Learning and Accountability, requires significant knowledge and leadership experience in education policy and program implementation, including federal and state programs, as well as monitoring and oversight.

Looking ahead, we must continue to implement CCSESA's Strategic Plan. One of the recommendations is adding a director-level staff person to ensure that needed expertise in the area of curriculum/teaching and learning is housed within CCSESA. To sustain CCSESA's presence as a premier policy and advocacy organization, CCSESA must onboard additional high-quality staff with expertise in K-12 education and state-level policy making.

### **Impact to CCSESA Budget**

The "Director, Learning and Accountability," is accounted for in the FY 2021–22 budget as a new position. The budget was approved by the Board of Directors and General Membership in June 2021.

### **CCSESA Bylaws**

Bylaws (approved Jan. 29, 2013) at (VII)(G)(5)(a), pp. 32–33:

#### **Executive Director: Duties**

"The duties of the executive director shall include but not be limited to: [...] Hire and supervise staff as positions are approved by the Board."

### **Position Overview**

The Director, Learning and Accountability will report to, and partner with, the Executive Director to fulfill CCSESA's strategic goals, especially as they relate to accountability, assessments, and curriculum and instruction, and oversee specified operations within the Association. As CCSESA's chief supporter of educational programs, this position requires significant knowledge and leadership experience in education policy and program implementation, including federal and state programs. In collaboration with the Senior Director, Governmental Relations and Legal Affairs, the Director will help inform the Association's advocacy needs relating to the Legislature, Administration, State Board of Education, and California Department of Education.

This individual has varied experience in the education field. Success in this position means providing the most up –to-date information on state and federal programs or requirements to county superintendents and their staff.

The Director, Learning and Accountability will report to the Executive Director while working collaboratively with their team of colleagues in Governmental Relations and Communications.

### **Duties and Responsibilities**

#### ***Association Operations***

- Manage the state and federal program implementation for the Association.
- Work closely with the Executive Director to ensure that the strategic focus of CCSESA addresses the needs and priorities of California's county office educational leaders.
- Support the Executive Director in the management of the Association with respect to other areas, as specified by the Executive Director.
- Serve as liaison to the Curriculum and Instruction Steering Committee and provide timely updates to members on program implementation matters, new programmatic opportunities, and changes to state and federal laws.
- Facilitate member communications by providing writing, editing, and distribution support for newsletters and other communication vehicles.
- Encourage a professional culture of collaboration, support, and empowerment.

#### ***Advocacy on Behalf of County Superintendents***

- In consultation with the Board of Directors, Legislative Committee, and membership, develop educational priorities that support the policy goals adopted by the Association.
- Work directly with the Senior Director of Governmental Relations and Legal Affairs to represent the interests of county superintendents and the students they serve before the State Legislature, the California Department of Education, and the

Governor's administration including the State Board of Education, Department of Finance, and other agencies.

- Working with the Director, Communication & Strategy, translate work of COEs in this area of education, into communication pieces that help tell the narrative of this important work.
- Within the Director's primary issue area responsibilities (curriculum, instruction, accountability, assessments, etc.), identify and prioritize areas of opportunity for advocacy in the development or implementation of statutes, regulations, and the state budget act.
- Translate the views of CCSESA's membership, in coordination with the appropriate steering committees (e.g., the Curriculum and Instruction Steering Committee (CISC) to develop persuasive messaging and requests during the development of new laws.
- Build coalitions and maintain excellent relationships with organizations representing local educational agencies, employees, parents, community leaders, and civil rights interests.
- Register as a lobbyist with the California Fair Political Practices Commission.

### ***Educational Programs***

- Provide leadership, guidance, analysis, and technical assistance to county superintendents and CISC on the implementation of federal and state educational programs, including assessments, accountability, Local Control and Accountability Plans, and other areas as assigned.
- Develop and maintain successful, collaborative relationships with the California Department of Education, California Collaborative for Educational Excellence, and State Board of Education on behalf of CCSESA's members.
- Maximize CCSESA's effectiveness as a premier statewide partner on policy development and implementation by ensuring that members have the most up-to-date information regarding state and federal program implementation including accountability, assessments, Local Control and Accountability Plans, social emotional and mental health.

- Engage in professional outreach to continue building the network of support providers and broadening CCSESA's resources in teaching, learning, and accountability, specifically as it pertains to county offices' role in oversight and implementation.
- Provide timely and regular communication to CCSESA members regarding proposed changes in law and analysis.
- Attend all Board of Directors and general membership meetings.

**Qualifications**

Any combination of experience and training that would provide the required knowledge and abilities is qualifying. These may include, but are not limited to, the following.

***Education***

Bachelor's degree. Doctorate or master's degree preferred.

***Experience***

In-depth experience concerning K-12 public education in California, especially relating to the California Department of Education, State Board of Education, California Collaborative for Educational Excellence, statewide system of support, school dashboard, implementation of state and federal educational programs, curriculum and instruction, and the legislative process.

***Knowledge***

- Current and effective instructional strategies, curriculum, practices, and research to support student academic success, with an emphasis on equitable educational opportunities for all students.
- Multi-tiered systems of support with a focus on academics and social-emotional learning (e.g., Response to Intervention and Positive Behavioral Interventions and Supports) in order to support our COEs in their role in providing this to their districts and students.
- Monitoring accountability measures, such as state performance indicators and key performance indicators.

- Executing an instructional vision and strategic direction of curriculum, instruction, intervention, accelerated learning, and assessment to help our members achieve rigorous learning and improvement initiatives.
- Evaluate and develop reports or related content for demonstrating the progress of implementing best practice and supporting data that leads to higher student achievement.
- Regulations and laws that pertain to instruction, learning and accountability, specifically as it applies to the role of the county office.

### ***Skills and abilities***

- A strong reputation for building collegial relationships inside and across organizations.
- Ability to apply continuous improvement cycles using data and coaching strategies with county office leaders, district administrators and other staff.
- In partnership with the Director of Communications, an ability to identify key pieces of the work of COEs in this area of education, into communication deliverables that help stakeholders better understand the role of the COE and the important work being done.
- Excellent communication skills, including:
  - Ability to compose objective and persuasive written communication that concisely and comprehensively explains the legal, policy, practical, and political implications of an issue. Written communication includes research briefs, formal letters, talking points, and other written correspondence.
  - Ability to verbally articulate messages in diverse settings, such as public hearings, or with policy makers and staff, other stakeholders, and CCSESA members.
  - Ability to interpret and apply the law, including:
    - Locating and understanding applicable statutes, regulations, and legal opinions.
    - Ability to communicate technical information in an understandable way.

- Making policy or practical recommendations based on information provided by the Association's members.
- Ability to assist in drafting revisions to law, such as bill language or amendments.

***Physical demands***

This position requires the ability to move between meeting locations, typically in and around downtown Sacramento, and the ability to remain in a stationary position, such as during a public hearing. This position requires frequent communication, verbally and in writing, by phone, video conferencing, in-person, email, text message, and other forms of communication. Specific vision abilities required by this job include close vision to read printed materials and a computer screen. Travel requirements outside of Sacramento are less than 10 percent of the time (e.g., annual conferences and other Association activities).





**Recommendation:** Review and approve a new staff position: "Analyst, Member Services and Events."

**Background:** See below.

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## **Analyst, Member Services and Events**

Prepared for CCSESA Board of Directors  
December 6, 2021

**Position Title:** Analyst, Member Services and Events  
**Reports to:** Director, Finance & Operations; Executive Director  
**Location:** Sacramento, CA  
**Status:** Full-time  
**Posted:** December  , 2021  
**Applications due:** On a rolling basis until position is filled

### **Position Background and Need**

Over the past year, the Association has continued to study and refine its staffing needs. Part of that process has been to evaluate existing needs that are clearly essential to the organization, including event management, membership services, website services, and CCSESA governance committee meetings. Most importantly, for purposes of our steering committees, we need a designated first point of contact for requests that may arise.

Looking ahead, we must continue to implement CCSESA's Strategic Plan. In addition to staffing the new Strategy Committee charged with implementing the Plan, this candidate must possess the skills and background to nimbly adapt to new initiatives. The Analyst, Members Services and Events, will support forthcoming objectives outlined in CCSESA's Strategic Plan, adopted by the General Membership on October 19, 2021.

The position proposed here, "Analyst, Member Services and Events," is a new position. It consolidates and recasts the duties previously performed by two existing positions.

### **Impact to CCSESA Budget**





Because the “Analyst, Member Services and Events,” recasts and backfills two existing positions (now vacant), the expenses associated with the position are accounted for in the FY 2021–22 budget, which was approved by the Board of Directors and General Membership in June 2021.

### **CCSESA Bylaws**

Bylaws (approved Jan. 29, 2013) at (VII)(G)(5)(a), pp. 32–33:

#### **Executive Director: Duties**

“The duties of the executive director shall include but not be limited to: [...] Hire and supervise staff as positions are approved by the Board.”

### **Position Overview**

The Analyst, Members Services and Events (“Analyst”), works to create and maintain relationships between CCSESA, county office of education staff and other educational agencies. The Analyst will serve as the primary administrative point of contact for CCSESA’s five Steering Committees and related subcommittees. They will run point on all major events for the Association, including virtual events using Cvent, and support organizational governance meetings with CCSESA’s Executive Committee, Board of Directors, and General Membership meetings. Under the direction of the Director, Finance and Operations, the Analyst will manage all aspects of vendor and hotel contract management. The Analyst will provide administrative support to the Executive Director on major projects and initiatives, including the implementation of CCSESA’s recently adopted Strategic Plan.

The Analyst works as part of a dynamic and collaborative CCSESA team and will report to the Director, Finance & Operations, and the Executive Director.

### **Duties and Responsibilities**

The Analyst will be the primary contact for all external and internal programs, including professional development programs. Duties include:

#### ***Member Services***

- All elements of providing personal, one-on-one support to CCSESA members and staff at county offices of education



- The Analyst will serve as the primary administrative point of contact for CCSESA's Steering Committees and related subcommittees.
- Providing website support and updates:
  - Maintenance. Support the Director of Communications and Strategy on all back-end website maintenance.
  - Creation of website material. Posts about relevant CCSESA or COE news/publications. Webpage creation for special workgroups/resources. Publishing newsletter. Manage banner images and graphics.
  - Steering Committee requests. Post materials for Steering Committees, including their files, updates to their specific pages, and uploading of committee agenda/meeting materials. Also, troubleshoot issues and grant users access (e.g., subcommittee members, superintendents, and their staff).
  - Net Pilot. Interface with website developer regarding glitches, etc.
- Staffing the CCSESA Strategy Committee to assist in the implementation of CCSESA's strategic plan (adopted by the membership in 2021).
- Staffing the Executive Committee, Board of Directors, and General Membership meetings, which occur at regular cadences throughout the year. This includes scheduling, agenda development, and attendance at these meetings, along with key follow-up actions.

### **Events**

- Supporting and staffing CCSESA's General Membership meetings three times per year.
- Creating and building events in Cvent, a virtual event building software. This includes taking on training opportunities from Cvent to gain mastery of the platform. It also includes the creation of event pages, and managing fees, graphics, registration pathways, creation of customized reports.
- Supporting the Director, Finance & Operations, with event venue procurement and contract development.



- Duties also include working within the elements of CCSESA's organizational structure, such as our Executive Committee, Board of Directors, General Membership, and Steering Committees.

***Support to Executive Director***

- Providing administrative support to the Executive Director, including attending meetings with the Executive Director, supporting follow-up activities, and scheduling meetings for the Executive Director.

This position may be subject to other duties as assigned.

**Qualifications**

Any combination of experience and training that would provide the required knowledge and abilities is qualifying. These may include, but are not limited to, the following.

***Education***

- Bachelor's degree or equivalent combination of education and experience.

***Experience***

- At least two years in event planning and administrative or membership support.

***Knowledge***

- Creating registration sites through event management software such as Cvent.
- Maintaining and updating a website based in WordPress.
- Project management and any related systems and software to organize such projects.
- Microsoft Office: Excel, Word, and PowerPoint.
- Google Suite: Docs, Sheets, Slides.

***Skills and abilities***

- Excellent communication skills, including:



- Ability to compose comprehensible written communication.
- Excellent analytical skills.
- Ability to verbally articulate messages in diverse settings, such as with outside stakeholders and CCSESA members.
- Ability to communicate with CCSESA members and county offices of education clearly and in a timely manner.
- Ability to adapt to a changing environment and handle multiple priorities.
- Proficiency with email software, web applications, spreadsheet software, word processing software, and internet video communication.
- Must be able to handle multiple projects simultaneously and in a self-directed fashion.

### ***Physical demands***

This position requires the ability to move between meeting locations, and the ability to remain in a stationary position, such as during meetings. This position requires frequent communication, verbally and in writing, by phone, video conferencing, in-person, email, text message, and other forms of communication. Specific vision abilities required by this job include close vision to read printed materials and a computer screen.