Strategy Committee Update: Renaming and County Superintendents Academy

Presenter(s): Rich DuVarney (Tehama), Ceci Massetti (Madera), Karen Stapf Walters and Kindra Britt (on behalf of Gayle Garbolino-Mojica, who is unable to attend but serves as Chair of the Strategy Committee)

Item Type: Discussion/Action

Recommendation: Upon discussion and approval from the Board, the Strategy Committee recommends renaming CCSESA to be known as the "California County Superintendents".

Background: The strategy committee meets every month to carry out the goals extracted from the year-long strategic plan process and final report. One of the goals in year one is to discuss improving the image and visibility of the organization, of which rebranding CCSESA has been a major component of this goal. To advance the goals from the strategic plan, the committee felt it was important to rebrand before any major work is done, or the equity of associating the work with CCSESA would be lost, as there could be an identity issue if a renaming occurs much later.

The committee was given 7 names, suggested by the committee and CCSESA staff, to vote on. After narrowing it down to two, the committee was unanimous in selecting the recommendation brought forth today. It is important to note that the committee feels strongly about spelling out, and verbally saying all three words in the proposed new name, rather than defaulting to an acronym.

Once the name is approved, the logo redesign process can proceed, to help bring a new visual image to the organization. Members of the Strategy Committee include: Gayle Garbolino-Mojica (Chair, President-elect), Steve Herrington (Region 1), Rich DuVarney (Tehama), Garth Lewis (Region 3), LK Monroe (Region 4, Past-President), Krystal Lomanto (Region 5), Scott Nanik (Region 6), Tim Hire (Region 7), Jim Brescia (Region 8), Ted Alejandre (Region 10), Debra Duardo (Region 11, President).

County Superintendents Academy

Another piece to report on (no action required) is the progress of the new County Superintendents Academy that is being led by Ceci Massetti and supported by CCSESA staff. After receiving 40 surveys, CCSESA pulled the data to help determine the next steps for the Academy. Below is the outline of the timeline leading up to a January 2023 launch.

Academy Timeline to Launch:

June 2022	6/13 - Planning Meeting
	• Review data from survey
	• Determine next steps
	6/16 – Provide update to Strategy Committee
	6/27- GMM update

July 2022	Work on course map outline
August 2022	Present course map outline at Strategy Committee for approval
September 2022 (GMM in person)	Provide course map proposal to Board and full membership
October/November/December 2022	• Plugging in coaches • Provide training refreshers • Getting dates on calendars
January 2023 (GMM in person)	Official launch of Academy • No less than 10 new county superintendents take office in January • Pre-meeting receptions/kick off and welcome to start on Sunday. Using Monday morning for a meeting. (Secured space in Monterey) • Feedback loop at the end of the GMM - Wednesday morning breakfast

Attachments:
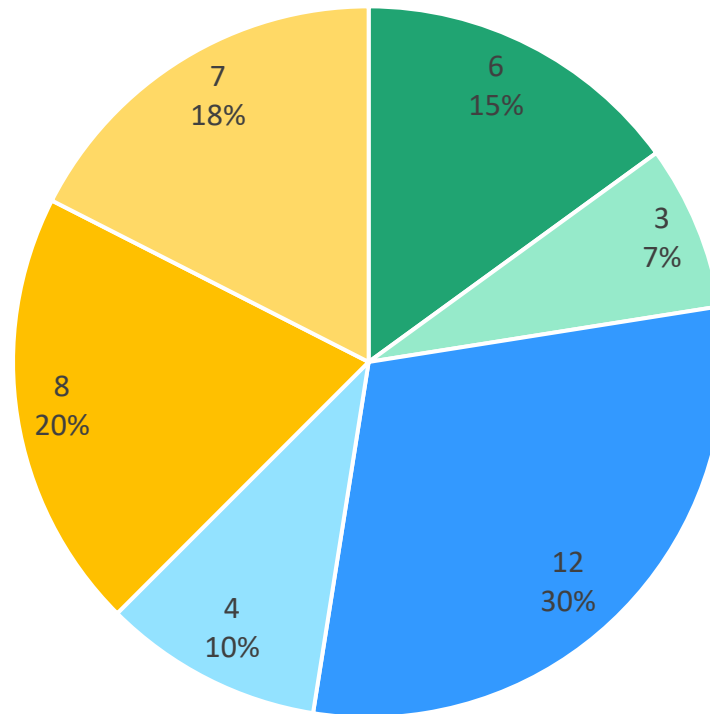
Attachment A: Renaming Timeline and Process

Attachment B: CS Academy Survey Results

Renaming Process and Timeline

Strategy Committee Identifies Name(s)

Organization Name Identified

June 16

September

Strategy Committee Naming Exercise

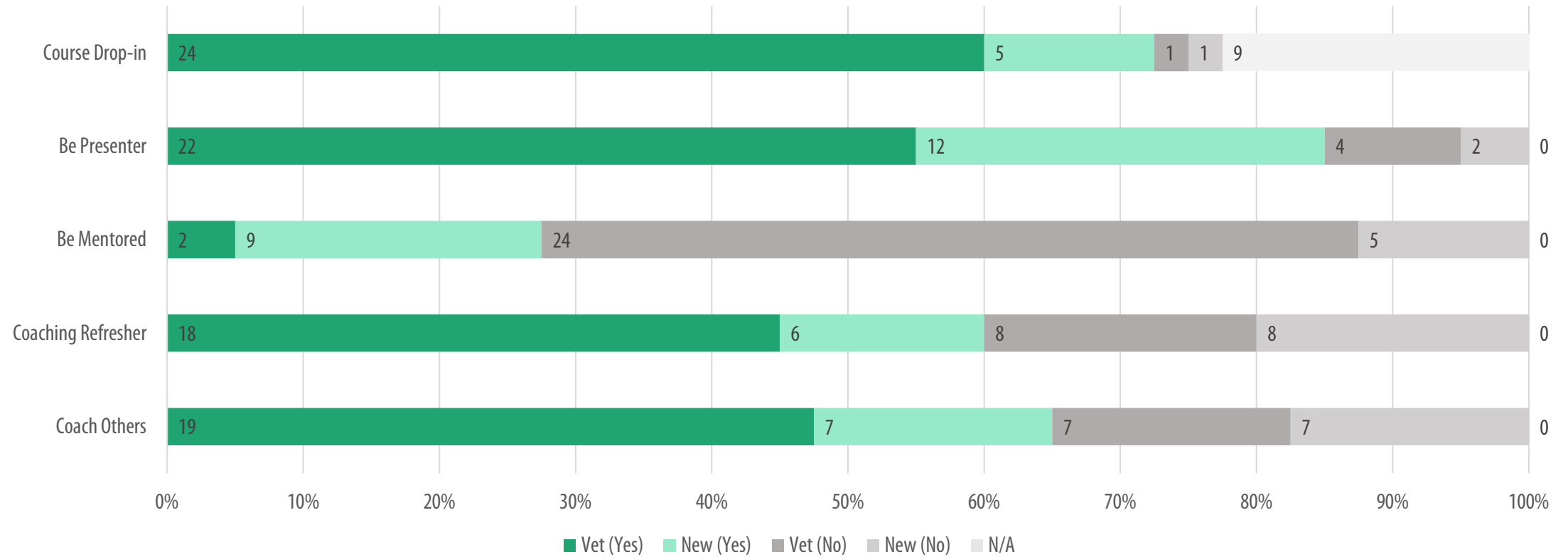Membership Votes

Logo Development Begins
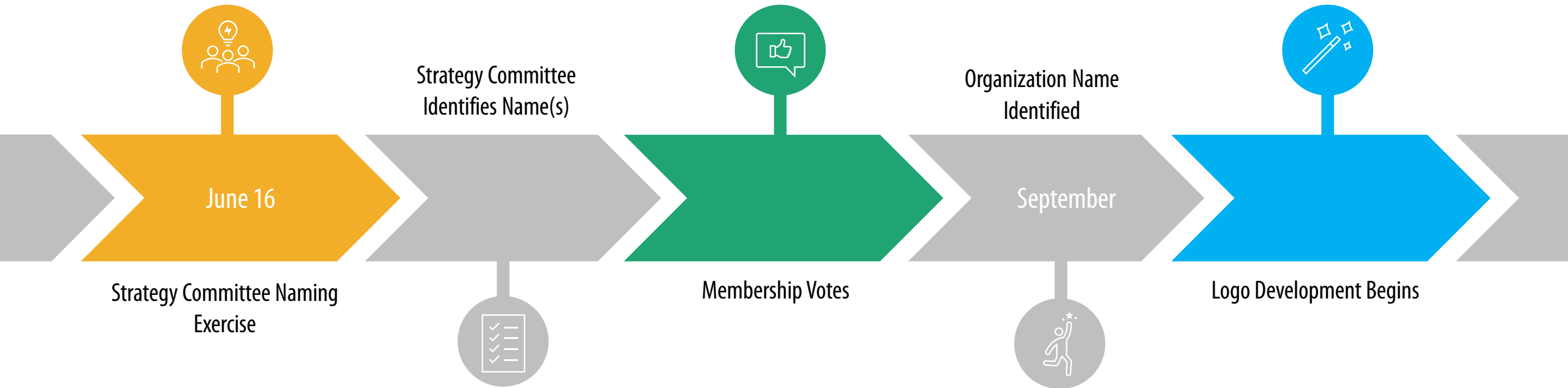
CCSESA

1. Strategy Committee Meets on June 16 to consider new names for CCSESA.
2. Committee agrees on name(s) to bring to the full Membership. If consensus is not reached at the June meeting, this will carry over to the July meeting.
3. At the June GM Meeting or a Monday call, the Membership will vote on the organization's name. CCSESA will be included as an option to measure interest in a new name.
4. The name of the organization is selected by majority vote and should be selected no later than September.
5. Using the organization name as a foundation, the new logo starts development.

Academy Meeting Frequency

Responses

	Vet (Yes)	New (Yes)	Vet (No)	New (No)	N/A
Course Drop-in	24	5	1	1	9
Be Presenter	22	12	4	2	0
Be Mentored	2	9	24	5	0
Coaching Refresher	18	6	8	8	0
Coach Others	19	7	7	7	0

Top Areas of Interest

Rank	Topic for All Superintendents	% of Total
1	New laws and conditions impacting the duties of the county superintendent	67.50%
2	Political context and the legislative cycle/process for education	57.50%
3	County Board relationships, roles, and responsibilities	40.00%
4	County Superintendent roles, responsibilities, and statutory functions	37.50%
4	Communications to internal and external audiences	37.50%

Rank	Topic by New Superintendent	% of Total
1	New laws and conditions impacting the duties of the county superintendent	27.50%
2	Political context and the legislative cycle/process for education	25.00%
3	County Superintendent roles, responsibilities, and statutory functions	20.00%
4	County Board relationships, roles, and responsibilities	17.50%

Rank	Topic by Experienced Superintendent	% of Total
1	New laws and conditions impacting the duties of the county superintendent	40.00%
2	Political context and the legislative cycle/process for education	32.50%
3	County Board relationships, roles, and responsibilites	22.50%
4	Communications to internal and external audiences	22.50%
4	Support Services (ex: Mental health supports, wellness centers)	22.50%
4	Emergency response preparation	22.50%

Topic	Interest		
	Interest Total	Exp Sups	New Sups
New laws and conditions impacting the duties of the county superintendent	27	16	11
Political context and the legislative cycle/process for education	23	13	10
County Board relationships, roles, and responsibilites	16	9	7
Communications to internal and external audiences	15	9	6
Support Services (ex: Mental health supports, wellness centers)	13	9	4
Emergency response preparation	13	9	4
Fiscal oversight functions	14	8	6
County Superintendent roles, responsibilities, and statutory functions	15	7	8
Relationship building with district superintendents	10	7	3
Function as the Employer	10	5	5
CCSESA Steering committee roles	9	3	6
External education partners (ex: ACSA, CTA)	8	3	5
Brown Act and Education Code	4	2	2
LCAP approval process	2	2	0
Academic assistance and intervention functions (ex: System of Support, Differentiated Assistance)	0	0	0