



Strategy Committee Update

Presenter(s): Gayle Garbolino-Mojica (Placer) and Kindra Britt.

Item Type: Information

Recommendation: Continued support of active strategic plan projects: re-naming and new logo, as well as the creation of the Superintendent's Academy.

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 successful in providing the recommendation for the new name for the organization, as approved by the Board and with support from the General Membership at the June 2022 meeting.

Now that the name is approved, the logo redesign phase is in process, to help bring a new visual image to the organization. First round of graphics should be available to the smaller logo committee*, in the next week or two.

*As requested from all firms and designers that we met with, a smaller logo committee was formed to help streamline the decision-making process in this phase of the logo redesign. The logo committee plans to bring design options forth to the Board at the appropriate time. The logo committee consists of Dr. Debra Duardo (President), Gayle Garbolino-Mojica (President-elect and Strategy Committee Chair), Karen Stapf Walters (CCSESA Executive Director), Kindra Britt and Malia Gonsalves as support (CCSESA staff).

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. Ceci, Karen, Kindra and Malia will be meeting on August 11th for a full planning day, and will have a more robust update to provide at the September meeting. As a reminder, below is the outline of the timeline leading up to a January 2023 launch.

Academy Timeline to Launch:

June 2022	6/13 - Planning Meeting <ul style="list-style-type: none">• Review data from survey• Determine next steps 6/16 – Provide update to Strategy Committee 6/27- GMM update
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California County Superintendents Educational Services Association

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July 2022	Work on course map outline
August 2022	8/11- All day planning meeting with Ceci, Karen, Kindra and Malia. 8/18 - 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	<ul style="list-style-type: none">• Plugging in coaches• Provide training refreshers• Getting dates on calendars
January 2023 (GMM in person)	Official launch of Academy <ul style="list-style-type: none">• 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