

This complete, **ORIGINAL** Ballot must be **SIGNED** by the Superintendent or Board Clerk and returned in the enclosed envelope postmarked by the post office no later than **TUESDAY, MARCH 15, 2016**. Only ONE Ballot per Board. Be sure to mark your vote "X" in the box.
A PARTIAL, UNSIGNED, PHOTOCOPIED, OR LATE BALLOT WILL NOT BE VALID.

OFFICIAL 2016 DELEGATE ASSEMBLY BALLOT
SUBREGION 5-B
(San Mateo County)

Number of vacancies: 3 (Vote for no more than 3 candidates)

Delegates will serve two-year terms beginning April 1, 2016 – March 31, 2018

**denotes incumbent*

- ☐ Marc Friedman (San Mateo Union HSD)*
- ☐ Alisa MacAvoy (Redwood City ESD)*
- ☐ Kalimah Salahuddin (Jefferson Union HSD)*

Provision for Write-in Candidate Name

School District

Signature of Superintendent or Board Clerk

Title

School District/COE Name

Date of Board Action

See reverse side for a current list of all Delegates in your Region.

Region 5 – Jill Wynns, Director (San Francisco County & USD)
10 Delegates (7 elected/3 appointed)

Below is a list of all the current Delegates from this Region.

Subregion A

Matt Haney (San Francisco County & USD), appointed term expires 2016
Emily M. Murase (San Francisco County & USD), appointed term expires 2017
Rachel P. Norton (San Francisco County & USD), appointed term expires 2017

Subregion B

Davina Drabkin (Burlingame ESD), term expires 2017
Carrie Du Bois (Sequoia Union HSD), term expires 2017
Marc Friedman (San Mateo Union HSD), term expires 2016
Alisa MacAvoy (Redwood City ESD), term expires 2016
Kevin Martinez (San Bruno Park ESD), term expires 2017
Kalimah Salahuddin (Jefferson Union HSD), term expires 2016

County Delegate

Beverly Gerard (San Mateo COE), term expires 2017

<u>Counties</u>

San Francisco (Subregion A)
San Mateo (Subregion B)

2016 Delegate Assembly Candidate Biographical Sketch Form

DUE: Thursday, January 7, 2016

Mail to: CSBA | Attn: Leadership Services | 3251 Beacon Blvd., West Sacramento, CA 95691 | fax: (916) 371-3407 |
or email: nominations@csba.org.

Please complete, sign and date this required one-page candidate biographical sketch form. An optional, one-page, single-sided, résumé may also be submitted; both will be copied exactly as received. Please do not state "see résumé" and please do not re-type this form. Any additional page(s) exceeding this one-page candidate form will **not** be accepted. It is the candidate's responsibility to confirm that all nomination materials have been received by the CSBA Leadership Services department. Late submissions will not be accepted. If you have any questions, please contact Leadership Services department at (800) 266-3382.

Name: <u>Marc Friedman</u>	CSBA Region-subregion #: <u>5</u>
District or COE Name: <u>San Mateo Union High School</u>	Years on board: <u>5 - SMUHSD, 8 - BESD</u>
Profession: <u>Management Consultant</u> Contact Number: <u>650-342-4045</u>	E-mail: <u>marcfrd@pacbell.net</u>
Are you a continuing Delegate? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If yes, how long have you served as a Delegate? <u>4 years</u>	

Why are you interested in becoming a Delegate? Please describe the skills and experiences you would bring to the Delegate Assembly.

I am interested in representing our region in order to continue to work with school board members from all over the state to achieve those education priorities that are important to our success in San Mateo County. These include fair funding, eliminating the reserve cap, educational equity and common core implementation.

CSBA's Delegate Assembly sets the association's policies and direction, and in effect is the unified voice of public education in California. I want to continue to be part of this process to help insure that those educational priorities that are important to us in San Mateo County are included in the positions and policies CSBA advocates for.

Please describe your activities and involvement on your local board, community, and/or CSBA.

I have been active in the county school board association, San Mateo County School Boards Association (SMCSBA), both while I served on the Burlingame Elementary School District board and during my current service on the San Mateo Union High School District board. I currently serve on the Board of Directors of SMCSBA as an area representative (and have served in this position for more years that I can remember/count).

In 2016 I am co-chairing SMCSBA's all day conference on student stress and I am volunteering as the SMCSBA web master.

Also in 2016, I have been appointed to serve on CSBA's Legislative Committee where I will help shape CSBA's position on pending legislation and help encourage the development & passage of legislation to eliminate the reserve cap..

What do you see as the biggest challenge facing governing boards and how can CSBA help address it?

- 1) Funding – There is the perception that the with the stronger state budget and implementation of LCFF that California's school funding issues have been solved. We all know this is far from reality. Even when LCFF is fully implemented, California schools will still be bottom half in the U.S. on per student funding basis. School board trustees and CSBA need to continue to advocate raising California schools funding levels to a level that is equal to other large states and takes into account are higher cost of living.
- 2) Advocating for Students that Few Advocate For – Many students in the county and state have effective educational advocates – parents, families, community. However, there are some children/students who due to a variety of circumstances find themselves without any advocates for their success. Our boards and associations (such as CSBA) must be leaders in advocating for these most vulnerable children/students.
- 3) Innovation - Providing our schools the freedom to innovate and develop unique programs to fit their individual needs.

Your signature indicates your consent to have your name placed on the ballot and to serve as a Delegate, if elected.

Signature: Marc Friedman

Digitally signed by Marc Friedman
Date: 2016.01.04 21:19:53 -08'00'

Date: January 4, 2016

MARC J. FRIEDMAN
748 Walnut Avenue
Burlingame, California 94010
650.342.4045
marcfrd@pacbell.net

SCHOOL BOARDS

SAN MATEO UNION HIGH SCHOOL DISTRICT

2011-Present

Appointed to Board in July 2011 and re-elected in November 2011 & November 2015 serving as Board President in 2015

Serve as Delegate to CSBA Delegate Assembly 2012 to current

Serve on Board of Directors of San Mateo County School Boards Association 2012 to current

BURLINGAME SCHOOL DISTRICT

2001-2009

Elected to Board in 2001 and re-elected in 2005 serving as Board President in 2006

WORK EXPERIENCE

KELLER GRADUATE SCHOOL OF MANAGEMENT - DEVRY UNIVERSITY

2003-Present

Visiting Professor

Have taught the following graduate and undergraduate level business courses – Marketing Management, International Business, Strategic Management, Business Economics, Entrepreneurship & Small Business Management, Managing Organizational Change, Managing Quality, Managerial Communications and Managerial Decision Making.

MCMILLAN/DOOLITTLE, LLP

2000-Present

Senior Consultant/Partner Affiliate

Management consultant with Chicago-based boutique firm concentrating in the retail industry. Responsibilities include marketing new engagements, managing consulting projects and communicating deliverables.

RCM CAPITAL MANAGEMENT, San Francisco, California

1992-1999

Director of Grassroots Research

Responsible for managing Grassroots Research – a unique investigative market research function integral to investment decisions for a global capital management firm with over \$65 billion in assets worldwide. Grassroots Research develops and conducts primary investigative market research studies that supplement Dresdner RCM's traditional investment research. As Director, responsible for the activities of an internal professional staff of 11, more than 90 contract researchers worldwide and an annual operations budget in excess of \$3.0 million. Also responsible for marketing Dresdner RCM and its research capabilities to potential clients worldwide.

EDUCATION

UNIVERSITY OF CHICAGO GRADUATE SCHOOL OF BUSINESS, Chicago, Illinois

1980

Master of Business Administration

Concentration in Finance

KATHOLIEKE UNIVERSITEIT LEUVEN, Louvain, Belgium

1980

Department of Applied Economic Sciences

Master of Business Administration

Concentration in Marketing

UNIVERSITY OF CHICAGO, Chicago, Illinois

1978

Bachelor of Arts, Sociology

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Name: <u>Alisa MacAvoy</u>	CSBA Region-subregion #: <u>5-B</u>
District or COE Name: <u>Redwood City Elementary School District</u>	Years on board: <u>8 years</u>
Profession: <u>Community Advocate</u> Contact Number: <u>(650)888-5933</u>	E-mail: <u>alisamacavoy@yahoo.com</u>
Are you a continuing Delegate? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If yes, how long have you served as a Delegate? <u>4 years</u>	

Why are you interested in becoming a Delegate? Please describe the skills and experiences you would bring to the Delegate Assembly.

I want the CSBA to be a strong organization advocating for policy and funding changes to education at the State and National level. I also want to ensure that the CSBA continues to provide high quality services to school districts. I have been an active member of the Delegate Assembly the last four years attending all meetings and advocating for the education needs of students in San Mateo County and California. I have served on the CSBA Legislative Committee reviewing important education-related legislation. I recently served on the CSBA Nominating Committee for the Executive Board. I have attended many CSBA Legislative Action days and I regularly meet with our local State Legislators advocating for public education.

I routinely meet with School Board Trustees and Superintendents in our county so that I can fully represent all the varied interests, not just my own school district interests. I would be honored to continue serving on the Delegate Assembly, and if re-elected, I promise to do my very best in representing our area.

Please describe your activities and involvement on your local board, community, and/or CSBA.

I have served on the Redwood City School Board for 8 years where I am currently the Board President. I have been on numerous board committees including policy, wellness, LCAP, parcel tax feasibility, community outreach, and homework. I have helped with many parcel tax and bond measures. For 20 years, I have volunteered with PTAs, Education Foundations and local non-profits.

I am the Immediate Past President of the San Mateo County School Boards Association having just served four years as President and Vice President. I have helped organize numerous educational forums and meetings in SMC and I co-chair the Kent Awards.

I have been a Delegate to the CSBA for 4 years, serving on numerous committees and presenting at the CSBA annual conferences. I recently served on the State Superintendent of Public Instruction's Environmental Literacy Task Force.

What do you see as the biggest challenge facing governing boards and how can CSBA help address it?

Education Funding - School districts in California have been inadequately funded for years. We are well below the national average in per student funding. And, in some areas, San Mateo County being one of them, the cost of living is extremely high so we need much more than the national average per student funding in order to provide a high quality education. We must work with CSBA and our education partners to secure more school district funding for operating expenses and facility improvement expenses.

Reserve Cap - We must continue to support CSBA and work with our State Legislators to repeal the reserve cap. This creates a bad precedent and goes against local control. It would be devastating to our students if the reserve cap had to be implemented.

Local Control - We need to strengthen local control by providing school districts similar flexibilities allowed to charter schools. We need to focus on student outcomes and reduce burdensome requirements that do not help with student achievement.

Your signature indicates your consent to have your name placed on the ballot and to serve as a Delegate, if elected.

Signature: Alisa MacAvoy

Date: 01/04/16

Alisa MacAvoy

COMMUNITY SERVICE:

Redwood City School District, Board Trustee, current Board President 2007 – present
Locally elected official governing preK-8th grade school district of 9500 students, 16 schools

San Mateo County School Boards Association, Immediate Past President 2007 - present
Board member advocating for public education and supporting school board trustees and educators in SMC by providing networking and educational opportunities

California School Boards Association and Statewide Education 2007 - present
CSBA Delegate, CSBA Legislative Committee member, CSBA Nominating Committee member, State Superintendent of Public Instruction's Environmental Literacy Task Force Member and regular Presenter at the CA School Boards Association Annual Education Conferences

School Boards, Parent Teacher Organizations, Site Councils, Volunteer 1998 – present
Little Hands School Board President, Carlmont Parents Nursery School Board President, Clifford Elementary School PTO President, Clifford and North Star Site Council member, Redwood City Education Foundation volunteer, Classroom volunteer, Musical Producer

Redwood City 2020, Leadership Council Member 2014 – present
Leadership Council Member of Redwood City Collaborative working together to build a healthy and vibrant community for all residents

Sequoia High School Education Foundation, Member 2014 – present
Major donor lead raising funds to help with much needed programs at diverse high school

Family Connections, Advisor, Board Member and Fundraising Chair 2004 – present
Advisor to non-profit providing educational services to low-income students and families

Peninsula Open Space Trust Skyline Committee, Member, Chair 2004 – present
Chair of donor engagement committee for POST which has helped save over 75,000 acres of local open space for all to enjoy

Redwood City Woman's Club, Member 2009 - present
Member of non-profit giving back to the community through financial donations and services to charitable organizations

PROFESSIONAL EXPERIENCE:

U.S. Environmental Protection Agency – engineer and manager 1986 – 1998
Staff and manager for federal environmental programs located in CA, AZ, NV, HI, Wash DC

EDUCATION:

Stanford University, Stanford, CA

- **B.S. Civil Engineering** 1985
- **M.S. Civil Engineering, Energy and Environmental Planning** 1987

CA School Boards Association Masters in Governance, Sacramento, CA 2008

Redwood City San Mateo County Leadership Program 2014 – 2015

PERSONAL:

Alisa lives in Redwood City with her husband of 20 years and their two teenage daughters. She cares deeply about the community and wants the very best for youth and families.

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Name: <u>Kalimah Salahuddin</u>	CSBA Region-subregion #: <u>5</u>
District or COE Name: <u>Jefferson Union High School District</u>	Years on board: <u>4</u>
Profession: <u>Administrative Coordinator</u> Contact Number: <u>650-201-9870</u>	E-mail: <u>kalimahs@gmail.com</u>
Are you a continuing Delegate? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If yes, how long have you served as a Delegate? <u>2 years</u>	

Why are you interested in becoming a Delegate? Please describe the skills and experiences you would bring to the Delegate Assembly.

I have always had a very strong interest in education policy and bring a strong background of education advocacy both locally and in Sacramento for over a decade. I have served as the chair for Saving Pacifica Schools, a political action committee that lobbied on behalf of Pacifica schools and helped to amplify the parent voice. Also as a board member for Educate Our State that helped to unite that parent voice across the State and during my tenure as a Board Trustee for the Jefferson Union High School District and the San Mateo County School Boards Association. I have participated and organizing lobbying days and parent education and outreach. Over the past year I have also focused on race and equity in education, organizing a county wide conference last year and continuing to work with the San Mateo County Board of Education to shine a light on this very important issue. Bringing diversity both in ethnicity and zip code is another reason why I chose to serve. I want to ensure that all areas and voices are represented from our region.

Please describe your activities and involvement on your local board, community, and/or CSBA.

Currently I serve on our district's Articulation Committee, District Advisory Committee, Charter School 2x2 Committee, San Mateo County School Boards Association, The Big Lift Advisory Committee, CSBA Delegate Assembly and completed my Masters in Governance training last year. I have participated in all of the CSBA organized Board Member Lobby Days both locally and in Sacramento. I serve as a non-voting member on the Jefferson High School PTA and the Oceana and Terra Nova PTOs. As I stated previously, through the San Mateo County School Boards Association I organized a conference on Education, Equity and Race and also organized one of the two New Board Member trainings that we held in 2015. I also serve as a Board Member for Habitat for Humanity Greater San Francisco where I have been a volunteer for the past 11 years.

What do you see as the biggest challenge facing governing boards and how can CSBA help address it?

Some of the biggest challenges I see are the renewal of Prop 30 and the shifting teacher pension burden, the teacher shortage in this state with a specific focus on Special Education teachers, affordable teacher housing in our area, financial equity in per pupil funding across our county, and continuing to strive to make the LCAP a relevant and living document that is easily accessible to parents and the community.

I believe that CSBA has become a much stronger advocacy body to ensure that we, as board members, are part of these important conversations. Many times, even though we set policy in our districts, we are not in the room when these major policy shifts and changes are being discussed. Continuing to make our voice heard in Sacramento and across the state is critical. I would like to play me part in helping to do just that.

Your signature indicates your consent to have your name placed on the ballot and to serve as a Delegate, if elected.

Signature: _____

Date: 11/24/15