



PUBLIC EDUCATION: NORTH CAROLINA'S BEST INVESTMENT

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MEMORANDUM



To: Superintendents
Board Chairs

From: Evelyn Bulluck, NCSBA President
Tim Morgan, NCSBAC President

Date: August 7, 2013

Re: North Carolina School Boards Action Center (NCSBAC)

Public education and local school boards operate today in a climate unlike anything we have ever witnessed. Local school board authority is coming under attack by a growing chorus of political and business leaders who believe that school boards are not doing what is needed to effectively educate our children and that school boards are, in fact, one of the biggest impediments to educational progress and reform.

At a specially-called meeting on April 26, 2013, the NCSBA Board of Directors voted unanimously to authorize the creation of the North Carolina School Boards Action Center (NCSBAC), a new 501(c)(4) organization designed to strengthen local school board advocacy efforts.

With the dramatic transformation in how public education and those who are elected to govern local school systems are perceived, the broad philosophical assumptions around which we have fashioned our actions and advocacy efforts over the 75 year history of NCSBA can no longer be relied upon. What we face today is a battle for survival, both of public education as we know it and of the model of locally elected board governance of public school system operations. Our ability to endure in the face of these extraordinary challenges requires that we recognize and accept the changed environment in which we operate and embrace new ideas and concepts in how we advocate.

As we look ahead, we need the public at large on our side in this battle for the future of public education. Many citizens and taxpayers are unaware of what is really at stake for public education and we need to be able to effectively communicate these issues, inspiring and rallying the public behind us in an effort to reaffirm the importance of strong local school boards and a thriving public education system. We have a strong governmental relations team at NCSBA, but as a 501(c)(3) organization, we are limited in the amount of funds we can invest in advocacy and grassroots engagement. Accordingly, we have reexamined our current structure and considered all available options to generate the kind of resources necessary to expand our advocacy efforts in response to the current climate.

In this spirit, the Board of Directors voted to establish a 501(c)(4) organization to enhance our advocacy efforts. A 501(c)(4) organization is not subject to the same restrictions on advocacy and grassroots activity as a 501(c)(3) organization and will allow us to generate additional resources for expanded advocacy efforts. The National School Boards Association created such an organization last year for the same reasons.

The North Carolina School Boards Action Center (NCSBAC) will be a separate organization from NCSBA. NCSBAC will be governed by a Board of Directors. The composition of the initial board will be as follows: four school board members who currently serve on the NCSBA Board of Directors (Tim Morgan, Charlotte/Mecklenburg; Charles Brown, Scotland; Jackie Cole, Alamance/Burlington; and Mary Ann Sharpe, Onslow) and five school board members who do not serve on the NCSBA Board of Directors (Dottie Darsie, Caldwell; Richard Hooker, Cleveland; Moses Matthews, Martin; Marilyn Parker, Winston-Salem/Forsyth; and Bob Rhinehart, Buncombe). The first meeting of the NCSBAC board of directors occurred on July 19, 2013. The board elected officers, approved a budget, and set contribution requests for local boards of education based on school district enrollment. We hope that each local board of education in North Carolina will participate in helping to support and fund NCSBAC. An invoice is included with this memo for your district's annual contribution to NCSBAC.

NCSBAC will not be empowered to do anything that is not congruent and consistent with the NCSBA legislative agenda. NCSBAC will *not* endorse political candidates or establish a political action committee. Rather, it will provide the type of vehicle we need to raise additional revenue to engage in social networking efforts, expand our messaging, interact with the media, and advocate for the NCSBA legislative agenda.

We are confident that this new initiative will allow us to deploy the kind of resources we need to protect, promote, and defend school board governance and the NCSBA legislative agenda.

We look forward to discussing this during the fall district meetings. As always, if you have questions or concerns, please let us know.

cc: Finance Officers

North Carolina School Boards Action Center

2013-14 Contribution Statement

To: Transylvania Co. Schools
225 Rosenwald Ln.
Brevard, NC 28712-3239

Statement # AC2013-14 101

Reference

8/7/2013

<u>2013-14 Projected ADM</u>	<u>Contribution</u>	
>50,000	\$10,000	
30,000-49,999	\$8,000	
17,000-29,999	\$6,000	
10,000-16,999	\$5,000	
8,000-9,999	\$4,000	
5,000-7,999	\$3,000	
<5,000	\$2,000	
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2013-2014 NCSBAC Contribution		2,000.00
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	Total Due:	\$2,000.00

Make check payable to: **North Carolina School Boards Action Center**

Mail payment and a copy of this invoice to: NCSBAC
Attn: Sherry Cariss
*P.O. Box 97068
Raleigh, NC 27624

*Please note new NCSBAC PO Box

Please do not combine this payment with any payments due to NCSBA