



TO: Persons authorized to register votes for PSBA officer elections

FROM: Kathy K. Swope
PSBA President

SUBJECT: Voting procedure for PSBA officer elections

DATE: August 5, 2016

It is election time again for PSBA leadership, and you play a critical role in making this happen. You are receiving this packet because you have been identified as the person authorized to register votes on behalf of your school entity. This person is the board secretary for member school entities except community colleges whose president is designated as the authorized register.

Enclosed you will find:

- A slate of candidates, including bios or candidate statements. Please note that all of this information also is online, including candidate videos, at www.psba.org/elections.
- An instruction sheet with step-by-step guidelines on what you need to do as your school entity's authorized vote register.
- A sheet of frequently asked questions (also online at www.psba.org/elections.)

In addition to this mailing, you should have received an email with more details on July 31 from PSBA and a postcard reminder.

Voting will be done through a secure, third-party, Web-based voting site (Simply Voting) that will require identity verification using your email address. You will receive an email on **Aug. 15** from Simply Voting from the email address vote@simplyvoting.com with a link to the official ballot and password and login information. Work with your IT staff to ensure email from Simply Voting is allowed through your firewall. **PLEASE NOTE:** Only member entities in good standing may vote. If your dues have not arrived by Aug. 15, you will not receive the email with the link to the ballot. Passwords will be released once we receive dues for 2016-17.

Electronic voting will be open from **12:01 a.m., Aug. 15 and close at 11:59 p.m., Oct. 3.**; therefore, it is very important that your board discusses the candidates and decides by majority vote how to cast its votes during one of its meetings in August or September.

Thank you for your cooperation with the voting process.



Instructions for registering your school entity's votes for PSBA officers

As your school entity's person authorized to register votes on behalf of your school entity, the following instructions will guide you through the process step-by-step. The authorized vote registrar is the board secretary for member school entities except community colleges whose president is designated as the authorized voter.

Step 1 – Be sure your school directors are aware of the slate of candidates

Enclosed is a 2017 Slate of Candidates for PSBA offices. A more detailed slate including photos, bios and videos can be found online at www.psba.org/elections. We strongly encourage you to direct your school directors to the website.

Step 2 – Schedule a board discussion on PSBA candidates at one of its August or September meetings

Because each school entity will vote collectively on one candidate per position, the board of school directors will need to decide by majority vote of the board which candidate will receive the board's vote for each office. Board secretaries should be sure this discussion is scheduled for one of its meetings since the electronic voting period is only open from **Aug. 15-Oct. 3, 2016**.

Step 3 – Register your votes

Once your school board has decided which candidates to support, you will go to the Simply Voting website between **12:01 a.m., Aug. 15 and 11:59 p.m., Oct. 3** through the link provided to you in an email from vote@simplyvoting.com on Aug. 15. Be sure to allow emails from vote@simplyvoting.com through your firewall or spam filters. This email will provide you a dedicated link to the voting pages on its site and a password unique to you, which you will use to enter the secure system. Additionally, you can notify your IT staff that email blasts from Simply Voting will originate from the IP address: 198.21.6.73. Ask them to add these to your firewall safe lists. **PLEASE NOTE:** Only member entities in good standing may vote. If your dues have not arrived by Aug. 15, you will not receive the email with the link to the ballot. Passwords will be released once we receive dues for 2016-17.

If possible, we encourage you to register your votes online during the board meeting immediately following the board discussion and decision.

Step 4 – Share your voting confirmation with the school directors

Immediately after you vote on the Simply Voting website, you will have access to a voting receipt confirmation that your vote has been completed and showing you who your entity voted for. The receipt provides documentation that the board's votes were registered consistently with results of the board's voting. You should print the receipt and circulate copies to your board members without delay. You should consider attaching a copy of the receipt to the minutes of the meeting at which the board cast its votes. Results of the election will be announced at the Delegate Assembly on Saturday, Oct. 15, 2016, at the Hershey Lodge & Convention Center and in PSBA publications and website after that date.



Frequently asked questions

(The answers below are drawn primarily from PSBA Bylaws and PSBA Policy 108 - Procedures And Campaign Policy For Election Of Officers and At-Large Representatives)

- **How many affirmative votes are needed to select a candidate?**
A candidate must receive a simple majority of votes of a quorum of the entity's governing board in order for an entity's vote to be cast for that candidate.
- **What happens if a school board is deadlocked and cannot select one candidate for a particular office?**
If the board is unable to produce a majority vote for a candidate, no vote is cast by the entity for that elected position.
- **Does the school board need to vote at a public meeting to elect PSBA officers?**
Yes. PSBA Policy 108 specifies that votes of an entity's board are to be cast at a public meeting.
- **Is a roll call vote needed?**
A roll call vote is not required. However, that procedure may be used if it appears necessary in order to accurately determine the outcome of a vote that is not unanimous.
- **Are governing boards of intermediate units, career and technical centers and community colleges also entitled to cast votes in PSBA elections?**
Yes. The boards of all PSBA member entities whose current-year membership dues are paid in full are eligible to cast that entity's votes in PSBA elections. For purposes of the PSBA election process, the joint operating committee of a career and technical center is regarded as that entity's governing board.
- **If I am also on the IU board or CTC JOC, does that mean I am able to participate in the voting of each entity?**
Yes.
- **May a board abstain from voting on a particular office?**
There is no general rule that requires a vote to be cast for every office on a ballot, so as a practical matter abstention is allowed, but of course not encouraged.
- **Our board secretary never received an email from Simply Voting with the log in password to the online ballot.**
*This email will not arrive until voting opens on Aug. 15. Be sure your firewall security is allowing the email vote@simplyvoting.com to get through. Additionally, you can notify your IT staff that email blasts from Simply Voting will originate from the IP address: 198.21.6.73. Ask them to add these to your firewall safe lists. **PLEASE NOTE:** Only member entities in good standing may vote. If your dues have not arrived by Aug. 15, you will not receive the email with the link to the ballot. Passwords will be released once we receive dues for 2016-17.*

- **Why do some candidates have an asterisk next to their name on the ballot?**

The Leadership Development Committee may, by majority vote, determine that one or more candidates for any elected position will be designated on the ballot as a candidate the Leadership Development Committee considers to be highly qualified. (PSBA Bylaws, Section 5 C – Nominations)

Below is an excerpt from PSBA Policy 108 (as amended April 27, 2013), addressing how votes are cast by member entity boards.

J. Voting procedures.

1. Voting and registering of votes shall take place during a period commencing six weeks prior to the annual meeting of the Delegate Assembly and ending two weeks prior to the annual meeting of the Delegate Assembly, unless the PSBA Governing Board declares a shorter voting period. Specific dates for the first and last day of voting shall be widely publicized to the membership.

2. Sufficiently prior to the voting window, printed slates of candidates, along with instructions for voting, shall be distributed to the board secretary of the governing board of each member entity eligible to cast votes. For purposes of the PSBA election process and this policy, the joint operating committee of a career and technical school is regarded as that entity's governing board.

3. Casting of votes by member entities.

a. Each member entity whose current year PSBA dues have been paid in full shall be entitled to cast one vote for each elected position presented for election. An entity may cast a vote only for an at-large position for the section of the state to which it is assigned.

b. The vote of the entity for each position shall be determined by simple majority vote of the entity's governing board (majority of a quorum), cast at a public meeting of the board.

c. A candidate must receive a majority of votes of a quorum of the entity's governing board present and voting in order for an entity's vote to be cast for that candidate. A plurality of votes by an entity's governing board for any candidate is not sufficient. In the event that no candidate for a position receives at least a majority of votes of the quorum present and voting, a run-off shall be conducted between the two candidates previously receiving the most votes. If the board is unable to produce a majority vote for a candidate, no vote is cast by the entity for that elected position.

d. The secretary of each entity's board shall record the board's vote as to each elected position on the ballot.

PSBA Slate of Candidates for 2017

This slate is provided for informational purposes only. All voting takes place online. Each member school entity's board secretary has received additional information on the voting procedures. Visit www.psba.org/elections for more details on each candidate, including photos and videos.

* The Leadership Development Committee may, by majority vote, determine that one or more candidates for any elected position will be designated on the ballot as a candidate the Leadership Development Committee considers to be highly qualified. (PSBA Bylaws, Section 5 C – Nominations). *Please note, this designation does not apply to individuals running for PSBA Insurance Trust positions.*

President Elect (one-year term)

- Michael Faccinnetto*, Bethlehem Area SD (Northampton Co.)

Biography/Statement

Hello, my name is Michael Faccinnetto, and I am running for President Elect. I am a member of the Bethlehem Area School District (BASD) Board serving in my second term. I have held various leadership roles within the board and our joint vocational technical school. I serve as the negotiator for the board for the past 6 years overseeing six collective bargaining agreements as well as the HR Committee Chair. I am the past president and vice president of the Vo-Tech Board which is a collaboration of three districts. Currently, I am in my fifth year as the BASD board president having been elected unanimously each time.

I am currently serving as your 2016 Vice President, and was previously the Eastern At-Large Representative, Region 8 Director and Assistant Regional Director. I am currently chairing the Platform Committee and have previously chaired the Future of Membership Task Force and Policy Review Committee, and was part of the bi-laws committee in 2013, the platform committee in 2014, Legislative Advocacy Day, and a multiple year attendee of the October Leadership Conference.

In my professional life I am a licensed Insurance Agent in Bethlehem for the past 16 years. I take pride in providing my customers with not only personal service, but an understanding of their needs. I value my local community and volunteer with several organizations to make Bethlehem a better place. I am an active volunteer and executive board member of the Minsi Trails Council, BSA. I have served and presented on several different committees during the development of 2 separate strategic plans for the council. As a founding member of the West Broad Street Business Association in Bethlehem I worked with 3 other business owners to launch our organization. We worked closely with the City of Bethlehem to highlight the businesses of the West Broad Street neighborhood. I am married to my wife Amy for 12 years and have 3 great children. Somewhere in all of this I find time to train for and run marathons.

I feel all aspects of my community service from the Boy Scouts to the West Broad Street Business Association to work in my church illustrate my dedication to the community. My work with any of these organizations has helped prepare me for statewide service to the PSBA. However, my 5 years as president of the BASD Board has prepared me the most. Bethlehem is the 6th largest district in PA and encompasses the City of Bethlehem and surrounding townships. We educate over 14,000 students daily, employ over 2,000 people including 1050 teachers, log 7000 miles a day on our buses, and operate 22 school buildings. We are a busy board and have a very active community. To have had the privilege to serve as president for 5 consecutive terms in my 7 years on the board is humbling. I believe it is a testament to my ability to build a consensus, involve everyone, and respect differing opinions. All of which will help me serve PSBA.

Slate continues on next page.

Vice President (one-year term)

- David Hutchinson*, State College SD (Centre Co.)

Biography/Statement

Within my passion for public education, I have three areas of interest that I see as being particularly well-aligned with the mission of our organization and my potential role as PSBA Vice-President.

First, I believe in the importance of good governance and professional development for school board members. This has always been a strength of PSBA, but I believe there is more that we can do. The public must know that we stand for good governance.

Second: advocacy, which is becoming an increasingly important part of our mission. We must take better advantage of the fact that school board members are uniquely positioned to advocate for good education policy because we see the results first-hand. As a non-partisan organization, PSBA should become the ‘educator-in-chief’ on the potential impact of education legislation and policy.

Third: education must continue to change if we are to equip this generation of students to take their place as citizens in a rapidly-changing society. PSBA is also well-positioned to show what a modern education could and should look like – which has little resemblance to what most of us experienced when we attended school. If we are to ask the public to support public education, they have to know what it is they are supporting.

As leaders in our local communities, we can help the public engage on these issues. In my years of experience with the Public Issues Forum, I have found that the public is able to speak with a clear voice when given the opportunity to do so. Our forums are attended by a broad cross-section of citizens, including many of our students, so it has the added benefit of helping to develop their citizenship skills.

Finally, as a member of the National School Climate Council, I would like to see PSBA promote the value of creating school environments in which every student, teacher and parent feels respected and engaged, and share in the responsibility of creating cultures of learning. I see school climate as central to every effort to improve our schools.

Biography:

- State College Area School Board: 2003-present; PSBA/ Legislative Liaison, 2007-present
- PSBA: Central At-large representative to the Governing Board, 2015-present
 - Evaluation committee, 2012-2013; 2016; chair, 2013
 - Co-facilitator, ESSA Study Group on Charter schools, 2016
 - Audit review committee, chair, 2016
 - Region 4 Director, 2011-2014
 - Board of Directors, 2011-2013; RDCC, 2014
 - Platform committee, 2011-2013
 - Centre/Clinton county Legislative Coordinator, 2008-2011
 - Presentation to Student Delegate Program, October, 2007
- FRN delegate, 2007-2010
- Jan., 2008: Testified before State Board of Education on GCA (Keystone exams) proposal
- National School Climate Council, 2011-present; Standards Review committee, 2010.

Community leadership:

- Public Issues Forum of Centre County, 2003-present; chair, 2007-present
 - Teacher Institute on Deliberation in the Classroom, 2010-2013, 2016
 - Issue forums on 21st-century education, 2008, 2009; Standardized Testing, 2014
 - “Let’s Talk About Race – For a Change”, 2016
- Numerous Centre Daily Times op-eds, blog, Twitter and Facebook postings (“The Hijacking of the Charter School Movement”. 2014)

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Education:

- Penn State University: B.A., 1975; M.B.A., 1984
- Kettering Foundation Leadership Training (UPenn), 2004

Central At Large (three-year term)

Includes Regions 4, 5, 6, 9, 12

No one is running for this seat. According to Article III, Section 4 of PSBA Bylaws, this will be addressed by the 2017 Governing Board when the vacancy officially commences Jan. 1, 2017.

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PSBA Insurance Trust

Member school entities also are asked to vote for open trustee positions on the PSBA Insurance Trust board. There are currently five seats open and five candidates. A school entity can vote for up to five individuals.

Trustee (term ends Dec. 31, 2018)

- William S. LaCoff (Owen J. Roberts SD), PSBA Immediate Past President

LaCoff is a past president of the school board of **Owen J. Roberts SD (Chester Co.)** where he had been a member since 1995. Prior to retirement, he was employed in various aspects of the real estate industry as a mortgage broker, an agent and a property manager. He previously served as president of PSBA in 2007, and currently serves as a PSBA liaison and member of the Federal Relations Network. Additionally, he has experience as a region leader, president of the Insurance Trust and a trustee of the Pennsylvania School District Liquid Asset Fund. He is a member of the Chester County School Boards Legislative Council. LaCoff holds a bachelor's degree from Villanova University, where he also completed graduate training in English. He completed graduate training in business at Temple University. LaCoff also is a board member of Historic Yellow Springs, a nonprofit organization focused on art, culture and the environment. He and his wife, Anita, have five grown children, six grandchildren and one great-grandson.

Trustee (term ends Dec. 31, 2019)

- Kathy K. Swope (Lewisburg SD), PSBA President

Swope, a PSBA Master School Board Director, has been a member of the **Lewisburg Area School Board (Union Co.)** since 1999, serving as president since 2007. She served as vice president from 2001-07. Since 2008, she has been a member of PSBA's Governing Board, serving six years as Susquehanna River Region 6 director and one year as an at-large representative (Central). She was the chair of the PSBA Regional Directors Coordinating Council Transition Team in 2013. She is a member of the NSBA Federal Relations Network and the PSBA Charter School Legislation Advisory workgroup. Swope is a member of the Early Learning Investment Committee of Susquehanna River Valley and chair of their Strategic Planning Committee. In 2014, she served as chair of the PSBA Evaluation Committee, and in the past has been a member of the PSBA Legislative Platform, Bylaws, and Policy committees.

- Mark B. Miller (Centennial SD), PSBA President-Elect

Mark B. Miller is a School Director with **Centennial SD (Bucks Co.)** and 2014 Allwein Advocacy Award recipient. He currently chairs the PSBA Governance Committee. Previously he served PSBA as liaison, ARD, Region Director, first and second vice president, and chaired the Legislative Platform Committee (2015 & 2013), PSBA EdPAC, Career & Technical Education Task Force, Technology Committee, and; Region Action Plan Committee. He has represented PSBA with affiliates including PASBO, PACTA, SNAP and PETE&C. In addition to his service to PSBA, Mark is co-chair of Keystone State Education Coalition and on the Board of Network for Public Education (www.networkforpubliceducation.org) and was a charter member of NSBA's Partnership Council. He has provided testimony to various House and Senate committees and before the Special Education Funding Commission. He is a Federal Relations Network delegate since 2009. In 2013, he toured various school districts with NSBA's Technology Leadership Network. Professionally, Mark is a marketing consultant and artist manager representing various award winning artists since 1984 including The Jacksons, Whitney Houston, Madonna, Cyndi Lauper, Sade and Restless Heart. He represents three movie studios and major product goods companies like Kellogg and Wyeth-Ayerst Laboratories. He is managing partner of Journey Publications, LLC and formerly the

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vice president of Education Technology for NIXLE. Mark received his public education at Ethan Allen (K-8) Elementary School and Central High School of Philadelphia, before attending Peirce College, Philadelphia College of Textiles and Science, and; Temple University.

Trustee (term ends Dec. 31, 2017)

- Marianne L. Neel (West Jefferson Hills SD), PSBA Past President

Biography not provided by candidate at the time of this printing. Please visit www.psba.org/elections for updates.

- Michael Faccineto (Bethlehem Area SD), PSBA Vice President

Faccineto, a PSBA Master School Board Director, has been a member of the **Bethlehem Area School Board (Northampton Co.)** since 2009, serving as president since 2011. Additionally he serves as negotiations chair and is a former Human Resources Committee chair. He is the past president and vice president of the Bethlehem Area Vo-Tech Board, which is a collaboration of three school districts. An active participant in PSBA, he is the past Region 8 director and a past assistant regional director. He has chaired the Policy Committee and the Future of Membership Taskforce as well as serving on the Bylaws and Platform committees. Faccineto has been a licensed insurance agent in Pennsylvania for the past 15 years. He has a Bachelor of Science in insurance from Penn State University. Active in his community, he dedicates time to the West Broad Street Business Association and Bethlehem Area Education Foundation, serves on the executive Board of the Minsi Trails Council, is involved with Boy Scouts of America and is an Eagle Scout. He also is an avid runner and marathoner. He and his wife, Amy, live in Bethlehem with their three children: Cole (8), Sydney (5), and Owen (4).