



BEVERLY HILLS EDUCATION ASSOCIATION

Educational Employees Working Together

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TO: All BHEA Members
FROM: Christopher Bushée, BHEA Certificated President
DATE: Oct. 17, 2007
RE: **School Board Campaign in High Gear; Volunteers Still Needed**

BHEA's election strategy is in full force. BHEA is supporting Brian Goldberg and Steven Fenton, our endorsed candidates in the Nov. 6 school board election, by using multiple methods of connecting with voters. By using earned media in local newspapers, direct mailers, phone calls, and door-to-door campaigning, BHEA is heavily involved in this election.

Your BHEA Representative Council voted on Sep. 6 to endorse Mr. Goldberg and Mr. Fenton for a variety of reasons:

- 1) They are inclusive, not divisive. They will include our members in decision-making, not exclude us. They will forge new partnerships. They respect us as professionals.
- 2) They solve problems instead of deflect criticism. They are not afraid to talk about, deal with, and find solutions to the problems that our district faces, including:
 - a. **Unprecedented turnover of staff.** Our district has hired 139 new certificated staff members since 2004.* That's 39% of the certificated staff. 60% of our administrators have been hired since 2005.
 - b. **Misguided curricular decisions.** The high school's Independent Study program, which BHEA exposed last spring as having many deficiencies, continues to this day...apparently unchanged from last year. This program, in its current form, threatens to devalue the reputation of a Beverly Hills High School diploma.
 - c. **Lagging competitiveness on salary and benefits.** Over the last several years, our district has lost its competitive edge on compensation. Numerous districts in California offer thousands of dollars more in salary for the same amount of education and experience. (In Arcadia, a teacher with 14 years of experience earns \$87,000 compared to \$75,000 in our district.) Our annual benefits cap, currently at \$6,000, is among the worst in California...with many districts contributing over \$10,000.
- 3) They will bring new leadership to our Board. They will offer fresh ideas, new approaches, and create a climate where our members' professional opinions are sought out and included *before* major decisions are made, not after the fact. Do you remember the Power Standards initiative from 2005—a prime example of top-down decision-making? And, of course, more recently the district-wide test release directive.

You are BHEA. Your participation and support are vital to bringing needed change to our district. I am asking you to volunteer to help elect Brian Goldberg and Steven Fenton. BHEA needs around 30 volunteers for our phone bank and door-to-door campaign. Here are the dates:

- Phone Bank: **Monday, Oct. 29** and **Tuesday, Oct. 30.**
- Door-to-Door Walking: **Saturday, Oct. 27** and **Sunday, November 4.**

BHEA will provide food and drink at both events. Please contact me directly or contact your BHEA site representative to sign up for an activity. Thank you for helping out.

* According to the BHUSD Certificated Seniority List dated 9-17-07.