



**TIME SENSITIVE, REQUIRES BOARD ACTION  
DEADLINE TUESDAY, APRIL 30, 2019**

March 25, 2019

SUPT'S OFFICE

**MEMORANDUM**

2 APR '19 PM5:29

To: All Board Presidents, Superintendents, and Primary Contacts  
CSBA Member Boards of Education in Region 20

From: Emma Turner, President

Re: 2019 CSBA Delegate Assembly Run-off Election  
*U.S. Postmark Deadline – Tuesday, April 30, 2019*

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The members of the Delegate Assembly Election Committee met on March 22 to count and certify the ballots for election to the Delegate Assembly. A tie for a seat on the DA occurred in your Region resulting in the need for a run-off election to be held.

Enclosed is the ballot material for this run-off election; it consists of:

- The run-off ballot (on turquoise paper) and a watermark COPY on white paper
- List of all current members of the Delegate Assembly from the entire Region as of today
- Candidates' required biographical sketch form and optional resume, if submitted

**Only the run-off ballot on turquoise paper is to be completed and returned** in the enclosed envelope. If the envelope is misplaced, you may use your district or COE stationery. Please write **DELEGATE ELECTION – RUN-OFF BALLOT** on the envelope. **Run-off ballots must be postmarked by the U.S. Post Office on or before Tuesday, April 30, 2019. No exceptions are allowed.**

The ballots will be counted on May 6 and the candidates will be notified of the results immediately, should a second tie occur, the Regional Director will cast the tie-breaking vote. Delegates in the run-off election serve two-year terms effective the day the run-off votes are counted through March 31, 2021. The next meeting of the **Delegate Assembly is on Saturday, May 18 – Sunday, May 19 at the Hyatt Regency in Sacramento.** Please do not hesitate to contact the Executive Office at CSBA should you have any questions.

Thank you.

## **RUN-OFF BALLOT**

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, APRIL 30, 2019**. 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 2019 DELEGATE ASSEMBLY BALLOT  
REGION 20  
(Santa Clara County)

Number of vacancies: 1 (Vote for no more than 1 candidate)

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*Delegates will serve two-year terms beginning May 6, 2019 - March 31, 2021*

*\*denotes incumbent*

☐

Melissa Baten Caswell (Palo Alto USD)

☐

George Sanchez (Franklin McKinley SD)\*

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*Signature of Superintendent or Board Clerk*

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*Title*

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*School District Name*

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*Date of Board Action*

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

## 2019 Delegate Assembly Candidate Biographical Sketch Form

**DUE: Monday, January 7, 2019 – no late submissions accepted**

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 do not re-type this form. It is the candidate's responsibility to confirm that all nomination materials have been received by the CSBA Executive Office.

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

**Signature:** \_\_\_\_\_

**Date:** December 12, 2018

Name: Melissa Baten Caswell CSBA Region & subregion #: 20  
District or COE: Palo Alto Unified School District Years on board: 11  
Profession: High Tech Management Contact Number (please v ☒ Cell ☐ Home ☐ Bus.): 650-823-1166  
\*Primary E-mail: mcaswell@pausd.org  
(\*Communications from CSBA will be sent to primary email)  
Are you an incumbent Delegate? ☐ Yes ☒ No | If yes, year you became Delegate: \_\_\_\_\_

**Why are you interested in becoming a Delegate? Please describe the skills and experiences you would bring to the Delegate Assembly.** (Character count limit: 700)

I have 11 years of experience on PAUSD BOE. I would like to use my board experience and more than 18 years of community service leadership, a BA and MBA from Dartmouth College, and more than 17 years of management experience, to advocate and help with policy making on behalf all students across the state of California. As a member of a K-12 Unified Suburban district, I believe that I can provide perspective and testimony on many issues including: adequate student funding, student mental health and wellness, suicide prevention, teacher recruitment and retention, curriculum needs, arts, special education supports, college readiness, career technical education and Title IV compliance.

**Please describe your activities and involvement on your local board, community, and/or CSBA.** (Character count limit: 700)

I have been the President and the Vice President of the PAUSD BOE twice, an officer in the SCCSBA for the past two years, and the President and Vice President of both the Palo Alto PTA Council and my children's school PTA. I have listened to thousands of students, parents, teachers, and staff across our state, region and district. I have been actively involved with the California Suburban School Districts Organization and Schools for Sound Finance for the past 11 years. I have worked with board members, local legislators, city council members, and community groups to address challenges and advocated with constituency lobbying groups at the state and local level.

**What do you see as the biggest challenge facing governing boards and how can CSBA help address it?** (Character count limit: 700)

Rising Pension costs and teacher retention (in the face of extremely high housing and living costs in California) are straining school districts. This is impacting our ability to make progress on important initiatives including: closing the achievement gap, increasing graduation rates, supporting the academic growth and social emotional health of every child, and further developing the next generation of leaders for our state and country.

CSBA provides collective support, training, and voice for school boards and districts. School boards have a much stronger voice when we learn, advocate, and craft key messages together.

E-mail: [nominations@csba.org](mailto:nominations@csba.org), or fax to (916) 371-3407, or US Mail to: CSBA | Attn: Executive Office | 3251 Beacon Blvd., West Sacramento, CA 95691. Please only submit biosketch form via one of these modes only; do not send multiple times. If you have any questions, please contact the Executive Office at (800) 266-3382.

# Melissa Baten Caswell

650-823-1166

mbcaswell@yahoo.com

## School Board Experience

### **Palo Alto Unified School District**

2007 - PRESENT Governing Board Member (President 2011 & 2015, Vice President 2010 & 2014) - Term expires 2020

### **Board of Education Committee Assignments:**

- Santa Clara County School Boards Association (SCCSBA) Exec. Board (3 Years, Hoffmann Awards Chair 2017-18, VP 2018-19)
- Palo Alto City Housing Element TAG (2 years)
- Palo Alto City Regional Housing Mandate Committee (2 years)
- PAUSD Board Policy Review Committee (2 years, Chair 1 year)
- Palo Alto City-School Liaison Committee (6 years, Chair 3 years)
- Stanford/School Liaison (6 years)
- LA Hills Town Council/PAUSD School Liaison (2 years)
- PAUSD Property Subcommittee (1 year)
- ROP Policy Council (2 years)
- Board Liaison to the District-Wide PTA (4 years)
- Board Liaison to Palo Alto Partners in Education (PAUSD's local education foundation) (2 years)

## Professional Experience

**CollegeMojo.com** Founder and CEO. Tech startup in education. Helps students organize and manage the College Application Process.  
**Caswell Consulting** Principal. Marketing strategy, corporate positioning, program development, and market research.  
**Calico Commerce** VP: Marketing, Product Mgt, NetMarkets; Dir: Corp. Dev, Industry Solutions. Ecommerce Software Solutions.  
**Cadence Design** Director of Marketing, Alta Group (High-level Systems Design Business Unit). Software for Chip and Systems Design.  
**Compression Labs** Manager of Market Development, Industry Marketing and Field Marketing. Videoconferencing Systems.  
**IDE** Manager of Platform Marketing. Development Environment Software.  
**Sun Microsystems** Mgr: Strategic Accounts, Solaris1 Product Mgr, WW Edu & Research Mktg. Information Technology and Services.  
**Apple Computer** Intern Apple USA, Education Marketing Information Technology and Services.  
**Irving Trust** Financial Analyst, Relationship Manager. Banking and Finance.

## Education

**Dartmouth College** MBA: Amos Tuck School; AB: Psychology, concentration in Economics. Member KKG Sorority.

## Professional Associations

- California Association of Large Suburban School Districts (CALSSD) (11 years)
- Schools for Strong Finance (SF2)(11 years)
- California School Boards Association Conference (11 years)

## Other Community Volunteer Board Positions

- 2001-2003 Downtown Children's Center Parent Advisory Board (Pres. 2002-03)
- 2002-2004 Duveneck Elementary School PTA Executive Board (Pres. 2003-04, Sec. 2002, Parliamentarian 2005)
- 2004-2007 Palo Alto Council of PTAs Executive Board, (Pres. 2005-07, Vice Pres. 2004)
- 2005-2008 6th District PTA Executive Board (Santa Clara County)
- 2006-2012 Youth Community Service, Founding Board Member and Vice Chair
- 2008-2013 Palo Alto Medical Foundation Community Advisory Board
- 2008-PRESENT Palo Alto Art Center: Capital Campaign Cabinet (2008-11), Foundation Bd (2011-17) Emeritus Bd (2017+)

## Other Community Volunteer Service while Living in Palo Alto include:

125 Anniversary Committee, Bucknell University Parent Advisory Board, Dartmouth College Alumni Interviewer, Dartmouth Alumni Association Development Committee, Amos Tuck School (Dartmouth) Alumni Development Committee, Blue Ribbon and Green Ribbon Mayoral Task Forces; Palo Alto Family Resources Ambassador; BizWorld Instructor; Junior Great Books Instructor; Meet the Masters Instructor; Parent Volunteer, AYSO, CYSA, YMCA, and Little League Team Leaders, Girl Scout Troop Leader, Duveneck Elementary School: Room Parent, Lice Checker, Enews Editor, Sun Microsystems Community Donations Committee

## Relevant Awards:

- City of Palo Alto Commendation for leading Palo Alto PTA Council Hurricane Katrina relief program, 2006
- PTA Council Continuing Service Award, 2009
- Duveneck PTA Golden Oak Award, 2010

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

Signature: George Sanchez Date: 1/5/2019

Name: George Sanchez CSBA Region & subregion #: 20  
District or COE: Franklin-McKinley School District Years on board: 25  
Profession: Work for City of San Jose Contact Number (please v ☒ Cell ☐ Home ☐ Bus.): 408-375-9350  
\*Primary E-mail: george.sanchez@fmsd.org  
(\*Communications from CSBA will be sent to primary email)  
Are you an incumbent Delegate? ☒ Yes ☐ No | If yes, year you became Delegate: 2000

**Why are you interested in becoming a Delegate? Please describe the skills and experiences you would bring to the Delegate Assembly.** (Character count limit: 700)

I am currently a Delegate from Region 20. During the times that I have served as a Delegate, I have been very involved with CSBA. I have served on three CSBA Committees which have included the Nominations Committee, the Platform Committee, and the Annual Education Planning Conference Committee. I have enjoyed the interactions with my fellow Delegates and have been proud to represent Region 20 at the Annual Delegate Assemblies. I have been active in our County School Boards Association and attend their monthly meetings where we discuss very pertinent issues in the field of education. I would very much like to continue being a Delegate if selected by my fellow County board members.

**Please describe your activities and involvement on your local board, community, and/or CSBA.** (Character count limit: 700)

On my School Board, I have been elected President 5 times by my fellow board members. I have been involved in the selection of three Superintendents for our School District. All have proven to be high effective educational leaders who have given the district effective leadership during their tenure in office. I enjoy working with my fellow board members to address the numerous issues that come before us throughout the school year. I have always taken the lead in welcoming new board members and helping them learn their job responsibilities so they can become effective board members for our district.

**What do you see as the biggest challenge facing governing boards and how can CSBA help address it?** (Character count limit: 700)

There are many issues that we face in our districts and we look to CSBA to provide leadership and support in those areas. CSBA represents over 1,000 school districts in California and the leadership provided by CSBA is invaluable. We need CSBA to continue being an effective organization that assists school districts with pertinent information and the necessary training needed by school board members. The issues of adequate school funding, student achievement, school construction and the renovation of school facilities and school safety are just a few of the issues that school boards deal with on a yearly basis. That's why we need CSBA to be our voice in Sacramento and Washington, D.C.

E-mail: [nominations@csba.org](mailto:nominations@csba.org), or fax to (916) 371-3407, or US Mail to: CSBA | Attn: Executive Office | 3251 Beacon Blvd., West Sacramento, CA 95691. Please only submit biosketch form via one of these modes only; do not send multiple times. If you have any questions, please contact the Executive Office at (800) 266-3382.