

**REQUIRES BOARD ACTION**

This completed **ORIGINAL** Ballot must be **SIGNED** by the Superintendent or Board Clerk and returned in the enclosed envelope postmarked by the U.S. post office no later than **THURSDAY, MARCH 15, 2018**. 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 2018 DELEGATE ASSEMBLY BALLOT  
SUBREGION 5-B  
(San Mateo County)

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

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*Delegates will serve two-year terms beginning April 1, 2018 – March 31, 2020*

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*\*denotes incumbent*

- ☐ Amy Koo (Belmont-Redwood Shores SD)
- ☐ Clayton Koo (Jefferson ESD)\*
- ☐ Kalimah Salahuddin (Jefferson Union HSD)\*

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*Provision for Write-in Candidate Name*

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*School District*

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*Signature of Superintendent or Board Clerk*

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*Title*

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*School District*

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*Date of Board Action*

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



## 2018 Delegate Assembly Candidate Biographical Sketch Form

**DUE: Sunday, January 7, 2018**

Mail to: CSBA | Attn: Executive Office | 3251 Beacon Blvd., West Sacramento, CA 95691 | fax: (916) 371-3407 | or email: [nominations@csba.org](mailto: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 Executive Office. Late submissions will not be accepted. If you have any questions, please contact the Executive Office at (800) 266-3382.

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

Signature: Amy Koo

Date: 12/14/17

Name: Amy Koo

CSBA Region-subregion #: 5B

District or COE: Belmont-Redwood Shores School District

Years on board: 4

Profession: Pharmaceuticals Management

Contact Number: (please v ☒ Cell ☐ Home ☐ Bus.) 415-794-9379

\*Primary E-mail: akoo@brssd.org

(\*Communications from CSBA will be sent to primary email)

Are you a continuing Delegate? ☐ Yes ☒ No If yes, how long have you served as a Delegate? \_\_\_\_\_

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

I want to be a Delegate so that I can share the viewpoints of the districts in my county as we encounter enrollment changes, struggle to recruit and retain teachers, and address our students' social and emotional wellbeing. A district may be doing fine on the California dashboard at a high level, but digging deeper there may be disparities amongst student groups. I care greatly about closing this opportunity gap. I believe we need to help every child reach their potential, and the guidance and support that CSBA can provide in both advocacy and education is critical. As a 4th generation Chinese American who is fluent in Cantonese and proficient in Mandarin and Spanish, I would add to the diversity of the Assembly and be supportive of increased cultural awareness and inclusion. In my career, I help drive decision making and process improvements via analysis of data. In order to be effective, CSBA needs to get input from a broad spectrum of perspectives, skills, and experiences, and I know I can make a positive difference as delegate.

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

Since becoming a board member, I have served as Board President and liaison to SchoolForce, the education foundation. I have continued to push for improvements in communication with our new families and new staff, and ensured that local communities were engaged in our facilities expansion projects as well as financial status. I have placed a priority on educating myself by attending CSBA conferences, SMCSBA dinner meetings, SMCOE workshops, SMCOE workshops as well as visiting schools in my district and meeting with parents and teachers. I have also developed relationships with local officials and community organizations to increase our collaboration on regional issues like high cost of housing and teacher shortages. In my workplace, I have the same passion for education where I helped build out my department's first development workshop series, established a support group for people managers, and I was recently elected Business Value Co-Chair for the Women at Gilead Employee Resource Group.

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

The biggest challenge facing governing boards is being knowledgeable enough about all topics that can impact their district to make sound policy decisions and provide long range direction to their cabinet. Whether it be advocacy, teacher recruiting and retention, new school evaluation rubrics, Local Control Funding Formula, or closing the achievement gap, governing board members must continue to learn and develop, being role models as they encourage students and staff to be life long learners. CSBA plays a huge role in educating board members and supporting them in not only making the best decisions for their district, but also being mindful of the external environment. CSBA's policy and advocacy updates and the now forming PACERs help connect governing boards to what's happening outside their district. It is not realistic for every board member to know everything about everything, but as long as there is a resource like CSBA, every board member knows where to find help.

## AMY K. W. KOO

amykoo@alum.mit.edu / (415) 794-9379

Redwood City, CA

### COMMUNITY VOLUNTEER EXPERIENCE

- Trustee, Belmont-Redwood Shores School District, BRSSD (2013-current)
  - Board President - 2016
- Member, Patient Advisory Committee, Palo Alto Medical Foundation (2010-2011)
- Parent Advocate, Implement Language Immersion Program in BRSSD (2009-2010)
- Redwood City Neighborhood Liaison, Dolphin Park (2005-2013)

### PROFESSIONAL EXPERIENCE

GILEAD SCIENCES, Foster City, CA 2010-current

**Senior Manager, Trade Operations** (2010 – current)

Maintain the data, systems, and metrics to manage channel inventory through wholesalers and specialty pharmacies and provide analytics to support revenue forecasting / account management. Improve patient access through analysis of patient data from specialty pharmacies. Oversight of payment and contract management processes for Trade. 5 direct reports

EXELIXIS, South San Francisco, CA 2009-2010

**Senior Clinical Supplies Manager II** (2010)

**Temporary Supply Chain Manager** (2009 – 2010)

Developed, implemented, and managed the forecasting, planning, and control of pharmaceutical products in both domestic and international supply chains to meet clinical requirements.

NEKTAR THERAPEUTICS, San Carlos, CA 2005-2008

**Portfolio and Strategic Planning Manager** (2007 – 2008)

Translated corporate strategy into an actionable business plan by prioritizing programs and projects based on value, resources, and risk.

**Production Control Manager** (2005 – 2007)

Developed and implemented production control / master scheduling functions, approved production material requirements, and managed planners.

TYCO ELECTRONICS, Menlo Park, CA 2003-2005

**Global Logistics Manager – Raychem Circuit Protection**

ACCENTURE, San Francisco, CA 1995-2000

**Consultant, Process – Business Solution Delivery**

### EDUCATION AND PROFESSIONAL DEVELOPMENT

STANFORD UNIVERSITY Stanford, CA

**Master in Business Administration, Graduate School of Business**

**Master in Manufacturing Systems Engineering, School of Engineering**

MASSACHUSETTS INSTITUTE OF TECHNOLOGY Cambridge, MA

**Bachelor of Science in Chemical Engineering, Minor in East Asian Studies**

### CERTIFICATIONS/TRAINING:

- California School Boards Association Masters in Governance - 2016
- Redwood City Community Emergency Response Team (CERT) - 2007
- Redwood City Partnership Academy in Community Teamwork (PACT) – 2005



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Signature:  Date: 11/27/17

Name: <u>Clayton Koo</u>	CSBA Region-subregion #: <u>5B</u>
District or COE: <u>Jefferson Elementary School District</u>	Years on board: <u>2</u>
Profession: <u>Account Strategist</u>	Contact Number: (please v <input type="checkbox"/> Cell <input type="checkbox"/> Home <input type="checkbox"/> Bus.) <u>650-735-1838</u>
*Primary E-mail: <u>clayton.koo@jeffersonesd.org</u>	
(*Communications from CSBA will be sent to primary email)	
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>1</u>	

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

I believe the role of the CSBA Delegate Assembly is to take into account all of the different perspectives from throughout this diverse state and find solutions for issues facing school board members. I want to continue serving as a Delegate for Region 5B to ensure that our area's voices are heard and to ensure our top priorities are clearly communicated. At the region level, I believe it is the role of a Delegate to be an advocate for fellow San Mateo County school board members and to raise the most pressing with our local electeds, educational leaders and statewide officials. I believe that education is a vital stepping stone for any child's success and I want to make sure that the policies that the CSBA advocates for will ensure that every California student receives the best and most equitable education. I kindly ask for your support so that I can continue being an advocate for Region 5B on the Delegate Assembly.

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

I have been serving on the Jefferson Elementary School District Board of Trustees since 2015 and currently am a member of my district's Parent Involvement Advisory Committee and Board Policies Committee. I am an active member of the San Mateo County School Boards Association and have assisted the organization on its communications and marketing related effort, as well as serve on its Legislative Committee and Kent Awards Rubric Subcommittee. I have also been an active volunteer on several successful parcel tax campaigns in my school district and the Jefferson Union High School District. Additionally, I have been a volunteer and participant with the American Cancer Society's Relay for Life for over ten years throughout the Bay Area and helped to organize the Relay For Life event in Daly City for three years.

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

The biggest challenges I see facing governing boards across Region 5B and California are the need to provide consistent and equitable education funding, expanding technological and career resources for our students and making sure we are able to tackle impending teacher shortages across our region and state. While these are larger issues that our region cannot solve alone, I believe that the CSBA can help school board members from different parts of the states learn and ultimately find consensus on which solutions can be implemented to address those concerns. I believe that the CSBA's recent approach to hire a Public Affairs and Community Engagement Representative will play an important role to advocate for our concerns and issues.

# Clayton Koo

claykoo@gmail.com

## Summary of Qualifications

- Experienced professional in strategic communications, project management and media advertising
- Comfortable working and communicating with all levels of clients, from outside media vendors to first-time political candidates to corporate executives at Fortune 500 companies
- Flexible and able to easily adapt in a rapidly changing, dynamic and fast-paced work environment

## Professional Experience

### Account Strategist & Media Buyer, Storefront Political Media

(02/14 – Present)

- Deliver project deliverables and manage multi-million dollar advertising budgets for nationwide nonprofit, corporate, advocacy and political clients, ranging from Pacific Gas & Electric Company (PG&E), Houston Mayor Sylvester Turner and International Brotherhood of Electrical Workers (IBEW)
- Manage and optimize lead generation, brand awareness and user engagement campaigns for political, nonprofit and corporate clients across social media and native advertising platforms
- Co-author e-book for first-time political candidates to run for public office and lead inbound marketing effort using email marketing, organic and paid social media, print mentions and video
- Develop and grow sales funnel programs to expand partnerships and increase sale leads for in-house self-service direct mail and digital advertising platforms (Speakeasy Political and Storefront Digital)
- Liaise with media representatives to place television, radio, digital, social media, outdoor, print, and native media buys on behalf of clients to achieve their advertising campaign goals

### Project Coordinator, Circlepoint

(11/11 – 10/13)

- Managed and implemented public relations and outreach activities for major infrastructure and development projects, such as California High-Speed Rail and Hunters Point Shipyard redevelopment
- Drafted project reports and prepared public outreach activities project scopes and budgets for public participation plans, environmental justice outreach and right-of-way property acquisition activities
- Coordinated with project clients and government agencies to develop content and designs for informational fact sheets, direct mail pieces, meeting presentations and exhibit boards
- Organized and oversaw the planning logistics for hosting public and stakeholder outreach meetings

## Volunteer Experience

### Governing Board Member, Jefferson Elementary School District

(12/15 – Present)

- Serve as an elected member of the Board of Trustees, responsible for providing guidance and direction on education policy and curriculum affecting 6,500 K-8 students and 400 teachers and classified staff

### Committee Member, Daly City's Bicycle/Pedestrian Advisory Committee

(10/13 – Present)

- Appointed by the City Council to advise the city's Engineering Department on current and upcoming planning project to improve bicycle and pedestrian access and safety throughout the community

### Social Media & Digital Manager, Yes on Measure E Campaign 2016

(01/16 – 06/16)

- Oversaw and managed social media, digital advertising and online awareness campaigns for successful Jefferson Union High School District parcel tax renewal campaign, passing with 74% of the vote

### Event, Marketing & Logistics Chair, American Cancer Society, Relay For Life

(04/12 – 01/15)

- Collaborated with local schools, community organizations and elected officials to grow an annual 24-hour community fundraiser in Daly City, California, that raised more than \$100,000 over three years to raise funds for cancer research and prevention awareness

## Honors and Recognition

- "32 Under 32," Ad 2 San Francisco, October 2017

## Education

University of California, Berkeley  
B.A. Political Science



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Signature: \_\_\_\_\_ Date: 11/26/2017

Name: Kalimah Salahuddin CSBA Region-subregion #: 5-B  
District or COE: Jefferson Union High School District Years on board: 5  
Profession: Executive Assistant Contact Number: (please v ☐ Cell ☐ Home ☐ Bus.) (415) 238-5145  
\*Primary E-mail: ksalahuddin@juhsd.net  
(\*Communications from CSBA will be sent to primary email)  
Are you a continuing Delegate? ☒ Yes ☐ No If yes, how long have you served as a Delegate? 3 yrs

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

I believe that representing at both the local and state level is extremely important for school board members. I am a firm believer in the power of public education in the State of California. As an African American single mother of three children, one with special needs, I know that a good education is one of the keys necessary to unlock future success. My advocacy work as a board member, both locally and as a member of the delegate assembly helps me to fight for the educational future of not just my children, but all children of San Mateo County. Because I believe that they are all OUR children. When we have equitable and fully funded educational systems, that have access to resources and are fully staffed for all students, that is when we will truly live the promise of public education. I know it is possible. So I continue to advocate and I hope that I can count on your vote to keep fighting as a member of the Delegate Assembly.

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

I have been a member of the Jefferson Union High School District Board for over 5 years. I have served a member of the San Mateo County School Boards Association for 4 years and am the current Vice President. I also serve as the newly formed Chair of the SMCSBA Legislative Committee and successfully organized our first local legislative day.

For CSBA I just wrapped up a two year term serving on the Legislative Committee and will start work as a member of the Annual Education Conference Committee in 2018.

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

Funding, teacher retention and the achievement / opportunity gap are the issues that I see as the biggest current challenges facing governing boards. I think that CSBA needs to continue to move towards playing a larger advocacy role both in Sacramento and through local organizing and outreach to our local state legislators. I am excited for the current plan to dispatch regional CSBA staff members to assist with local advocacy and education at the local level, not just for members but also branching out into our communities. Also, continuing to use the annual conference to educate members about the opportunity gap and providing more concrete steps along with resources on the CSBA website that we can use at our home districts.