

**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 **MONDAY, MARCH 16, 2020**. 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 2020 DELEGATE ASSEMBLY BALLOT  
SUBREGION 5-B  
(San Mateo County)

(Vote for no more than 3 candidates)

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*Delegates will serve two-year terms beginning April 1, 2020 – March 31, 2022*

*\*denotes incumbent*

☐ Eddie Flores (South San Francisco USD)

☐ Clayton Koo (Jefferson ESD)\*

☐ Amy Koo (Belmont-Redwood Shores)\*

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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.*

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## **REGION 5 – 10 Delegates (7 elected/3 appointed♦)**

**Director: Alisa MacAvoy (Redwood City ESD)**

**Below are the current Delegates and their terms (as of January 31, 2020).**

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### **Subregion 5-A (San Francisco)**

Alison M. Collins (San Francisco County USD)♦, appointed term expires 2020

Rachel Norton (San Francisco County USD)♦, appointed term expires 2021

Jenny Lam (San Francisco County USD)♦, appointed term expires 2021

### **Subregion 5-B (San Mateo)**

Davina Drabkin (Burlingame ESD), term expires 2021

Carrie Du Bois (Sequoia Union HSD), term expires 2021

Amy Koo (Belmont-Redwood Shores SD), term expires 2020

Clayton Koo (Jefferson ESD), term expires 2020

Gregory Land (San Mateo Union HSD), term expires 2021

Kalimah Salahuddin (Jefferson Union HSD), term expires 2020

### **County Delegate:**

Beverly Gerard (San Mateo COE), term expires 2021

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## **Counties**

San Francisco (Subregion A)

San Mateo (Subregion B)

## Delegate Assembly Biographical Sketch Form for 2020 election

**DUE: Tuesday, January 7, 2020 – no late submissions accepted**

Please complete, sign, and date this required biographical sketch form. An optional, ONE-page, single-sided, résumé may also be submitted. 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, call 800.266.3382 or email at [nominations@csba.org](mailto:nominations@csba.org).

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

Signature: 

Date: 01/07/2020

Name: Eddie Flores

CSBA Region & subregion #: 5B

District or COE: South San Francisco Unified School District

Years on board: 1yr

Profession: Corporate Events Professional Contact Number (please v ☐ Cell ☐ Home ☐ Bus.): 510-290-4842

\*Primary E-mail: eflores@ssfusd.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.**

I am interested in becoming a delegate to be able to bring a much-needed voice to the table that represents our changing demographics in our state. As a Latino male immigrant, I want to ensure that in CSBA and through my participation, I can help to bring a collective voice that reflects the interests of school districts in San Mateo County. Representation matters, and I believe that by being intentional, thoughtful and inclusive I am positioned to bring my expertise and point of view to serve my colleagues as a thoughtful and committed delegate. Furthermore, I am very well equipped to be able to deliberate and contribute to the dialogue to establish the framework for the vision, mission and policies through my professional education experience, and having an MBA. Seeing things with a business analytical perspective and providing easy common language to financial assessments is a core strength and skill I am happy to be able to share to ensure that we are fiscally responsible in all matters and that we continue to strive and to meet our return on investment for all of our students. I humbly ask for your vote, and look forward to continuing to collaborate and learn together for the betterment of our kids.

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

I currently have been elected by my colleagues on the board, as Vice President for the 2020 year. I am an active community member as well in the City of South San Francisco and a strong and passionate advocate for the work we do as a board. I represent the District and my colleagues in whatever best way that I can and have attended numerous community events not only in my city, but also trainings put on by our local San Mateo County Office of Education during the course of the past year. I am also a member of SMCCSBA, and have participated in numerous trainings and meetings, collaborating and building bridges to ensure that our region/county stay connected and that all of us feel supported. Lastly, I am also a graduate of CSBA's Master in Governance program and course and have also attended and participated in CSBA conferences and events as well as those for my local chapter in San Mateo County.

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

First, insisting on institutional integrity and accountability to all stakeholders of the California public for the education expenditures in this state; second, support for locally controlled curriculum that will meet student needs to be prepared for the 21st Century global economy; third, aggressive advocacy for appropriate funding for public education in California. All of these priorities will be required to maintain the CSBA's role as a leader in the policy debates for public education.

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Signature:  Date: 11/ 2/19

Name: <u>Clayton Koo</u>	CSBA Region & subregion #: <u>5B</u>
District or COE: <u>Jefferson Elementary School District</u>	Years on board: <u>4</u>
Profession: <u>Manager</u>	Contact Number (please v <input checked="" 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 an incumbent Delegate? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No   If yes, year you became Delegate: <u>2017</u>	

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

I seek to continue serving as a Delegate to ensure our top priorities and concerns remain at the forefront on a statewide level. I believe it is the role of a delegate is to advocate on your behalf and raise the most pressing concerns with our elected officials and education leaders by holding in-person meetings, partaking in regional and statewide workshops, or starting and guiding conversations with other delegates who may lie on the other side of the policy spectrum. Education is a critical stepping stone for a child's future success, in and out of the classroom, and I want to continue to make sure that CSBA's organizational policies and initiatives ensure that every California student receive the highest quality and very best education. I kindly ask for your support so that I can continue to be an advocate for all school board members across Region 5B on the Delegate Assembly.

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

I have served 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. Since 2017, I have served as a Delegate for Region 5B and am an active member of the San Mateo County School Boards Association, assisting them in its marketing and communication activities as Communication Director, serving as a Legislative Committee member, and helping to build out its "Vote for Our Kids" initiative to encourage more parents and families to pledge to support public education funding locally. I have also volunteered on multiple parcel tax and bond measure campaigns in my school district and the Jefferson Elementary School District to support our students, teachers, staff, and families with academic resources and programs, as well as improving our school facilities and infrastructure to support a positive learning environment. Additionally, I have been a volunteer and participant with the American Cancer Society's Relay for Life events for over 12 years throughout the Bay Area, and helped to organize the Relay for Life of Daly City event for three years and raise over \$100,000 toward cancer research and prevention awareness.

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

Among the biggest challenges facing governing boards across Region 5B and California is the need to provide full and fair funding, ensuring that we can provide consistent and equitable education funding and resources so that every student can succeed regardless of where they live. In addition, the affordability crisis hitting our state has made it ever more difficult for the best teachers and staff to remain in our region, and CSBA as a collective group can and should advocate for policies and programs that helps us to lessen this growing burden through innovative approaches. I recognize that I alone cannot solve all of these problems, but I believe that CSBA and delegates across California can work together to brainstorm ideas, come to consensus, determine solutions, and advocate for actions that address them most effectively.

**Submit biographical sketch form only once, do not send multiple times. E-mail: [nominations@csbo.org](mailto:nominations@csbo.org), or fax to (916) 371-3407, or US Mail to: CSBA Exec. Office | Attn: DA Elections | 3251 Beacon Blvd., West Sacto, CA 95691 by the deadline: Tues. Jan. 7, 2020.**



# Clayton Koo

claykoo@gmail.com

## Professional Experience

### **Paid Social Media Manager, Wavemaker**

**May 2019 – Present**

- Develop, forecast, and define social media plans and strategies with Practice and Account Directors to increase awareness across multiple audiences and drive cost-efficient conversions to support client goals
- Present weekly and monthly performance reports and insights to senior management leadership that track, analyze, and evaluate campaign analytics based on key advertising metrics and planned objectives
- Manage team of two associates to build and manage Facebook, Instagram, Twitter, Snapchat, and Pinterest campaigns

### **Acquisition Strategist, LIFT Agency**

**April 2018 – May 2019**

- Led growth marketing projects and implemented plans using search, digital, social, display, direct mail, email marketing, and other direct response channels to drive customer conversions and purchases
- Created and proposed strategies to most effectively leverage and visualize campaign performance data and analytics to help senior client leadership and account teams make the most informed decisions
- Collaborated with Fortune 100 corporation to develop and implement digital acquisition journeys and campaigns across the consumer lifecycle and cart checkout process

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

**February 2014 – April 2018**

- Planned and managed brand awareness, lead generation, and user engagement advertising campaigns for Fortune 100 corporation, nonprofit organizations, and advocacy clients across the United States
- Worked directly with media companies and vendors to place and optimize \$30+ million-dollar campaigns across television, online radio, broadcast radio, digital, search, social media, print, outdoor, and native
- Grew sales funnel programs for in-house direct mail and digital advertising platforms by expanding partnerships and driving leads and conversions through multiple types of test and learn approaches

### **Project Coordinator, Circlepoint**

**November 2011 – October 2013**

- Planned and implemented public relations and outreach activities for major infrastructure, transit, transportation, and economic development projects across the United States by developing messaging, project reports, and direct mail

## Community & Volunteer Experience

### **President / Governing Board Member, Jefferson Elementary School District**

**December 2015 – Present**

- Serve as an elected member of the Board of Trustees who provides guidance and direction on the establishment of educational leadership, curriculum, and policies for over 6,000 K-8 grade students and 400 staff members

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

**April 2012 – January 2015**

- Managed 25 volunteers for year-around community outreach, organized marketing efforts (earned and paid), planned and executed all event logistics, and fundraised over \$100,000 for cancer research and prevention awareness

## Honors & Recognition

### **"32 Under 32" Awardee, Ad 2 San Francisco**

**October 2017**

- Recognized for making it easier for individuals to create change in their community by leveling the marketing, advertising, and campaign strategy playing field using cost-efficient digital marketing tools and tactics

## Education

- University of California, Berkeley, B.A. Political Science

## Training & Certifications

- California School Boards Association (CSBA) Masters in Governance
- Facebook Certified Media Buying Professional
- Snapchat Advertising Core Competencies Certification
- Google Analytics Individual Qualification
- Google Ads Search Certification
- Google Ads Display Certification



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

Date: 12/20/19

Name: Amy Koo

CSBA Region & subregion #: 5B

District or COE: Belmont-Redwood Shores School District

Years on board: 6

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

\*Primary E-mail: amykoo.schoolboard@gmail.com

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

Are you an incumbent Delegate? ☒ Yes ☐ No | If yes, year you became Delegate: 2018

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

I'd like to continuing being a Delegate to ensure that the viewpoints of our region are shared as we struggle to recruit and retain teachers with limited funding and address our students' social and emotional wellbeing as mental health issues rise. I care greatly about closing the opportunity gaps that are highlighted via the California dashboard. I believe we need to help every child reach their potential, and the guidance and support that CSBA can provide in both coordinating advocacy efforts and education of board members is critical.

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

I am currently the Board Vice-President and a liaison to SchoolForce, the education foundation. I have successfully pushed for a district communication plan to engage all stakeholders in support of our school. I have completed my Masters in Governance training, attended all AECs, and am a continuous learner. I am the co-chair of the SMCSBA Kent Awards program which recognizes educational best practices in San Mateo County and am currently the Vice-President, NorCal for APISMBA. I've been the Business Value Co-Chair for Women at Gilead for the past 2 years.

**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. 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 should continue to vary their communication methods (adding text messaging, online learning were first steps) to increase their reach on both advocacy efforts and educational topics.

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## AMY KOO

amykoo.schoolboard@gmail.com / (415) 794-9379

Redwood City, CA

### COMMUNITY VOLUNTEER EXPERIENCE

- Board Member, **Asian Pacific Islander School Board Members Association** 2019-current
  - Vice-President, Northern California, 2020
  - Treasurer / Membership, 2019
- Delegate Assembly, **California School Boards Association** 2018-current
- Leadership Team, **Women at Gilead Employee Resource Group** 2018-current
  - Membership Co-Chair, 2020
  - Business Value Co-Chair, 2018-2019
- Board Member, **San Mateo County School Boards Association** 2017-current
  - Kent Awards Co-Chair – 2019, 2020
- Trustee, **Belmont-Redwood Shores School District** 2013-current
  - Board President - 2016
- Member, Patient Advisory Committee, **Palo Alto Medical Foundation** 2010-2011

### PROFESSIONAL EXPERIENCE

GILEAD SCIENCES, Foster City, CA 2010-current  
**Director, Managed Markets Analytics** (2018 – current)  
Lead the Data Strategy and Innovation team which enables the Managed Markets Strategy and Operations department to make timely data driven decisions and to design and operate optimal programs to ensure access to Gilead products. 2 direct reports.

**Senior Manager/Manager, Trade Operations** (2010 – 2018)  
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)  
**Production Control Manager** (2005 – 2007)

### 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

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(Vote for no more than 3 candidates)

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*\*denotes incumbent*

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☐ Amy Koo (Belmont-Redwood Shores)\*

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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.*



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**Director: Alisa MacAvoy (Redwood City ESD)**

**Below are the current Delegates and their terms (as of January 31, 2020).**

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### **County Delegate:**

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## **Counties**

San Francisco (Subregion A)

San Mateo (Subregion B)