

California County Superintendents Educational Services Association (CCSESA) Protocol for Reviewing Business Partnerships

The following are the protocols for reviewing any business partnership opportunity presented to CCSESA:

1. Value: Public/private partnerships can and should be important to further the goals of public education and of meeting the needs of school districts and the greater communities.
2. Focus: All partnership concepts should be focused on improving the public education system – by bringing more efficiency and/or knowledge to the table, so that educators can improve their craft. The goal is always to be “needs focused.”
3. Rationale: CCSESA’s interest is in delivering tools and services to every county office to further the quality of services provided to districts and communities.
4. Accountability: All efforts will be evaluated against the goal of improving quality, efficiency, and effectiveness of school administrators, teachers, and/or other school staff. In addition, each potential business partnership opportunity should be evaluated with respect to due diligence to ensure that the business entity is fiscally sound, provides a quality service/product, is an ethical entity, and generally meets the standards established for doing business with public education.
5. Competition: While business partnerships are by necessity “competitive” in a business sense, it is the desire of CCSESA to always support individual county offices of education in their efforts to deliver new tools or services first within their own counties, then on a regional basis, and finally statewide. It is understood that any given service or product may duplicate an offering of a single or few county offices, but the goal is to make these tools available statewide. Consideration should be given to the impact of a potential business partnership with CCSESA on individual county offices that may be delivering a similar or equivalent service or product. In addition, the BPSC should try to assess whether any potential competition would result whether CCSESA entered into a partnership with the entity or not.
6. Voluntary Participation: CCSESA desires to offer services and products such that County Superintendents/Offices have flexible use in their application. Indeed, every offering would be left to the discretion of the individual county superintendent as to utility and value.
7. Ethical Standards: Every member of CCSESA will conduct themselves with the highest degree of integrity. This means that BPSC members, as well as staff, will need to disclose any business dealings with any potential partners, and/or any potential conflicts of interest.
8. Financial Interest: It is understood that businesses desire to make money and therefore profit for the business interests is not an insurmountable hurdle. CCSESA’s interest is value added. It is further understood that in most instances, CCSESA is expected to also financially benefit from the business partnership. It is also understood that CCSESA, as a network of the 58 County Superintendents, cannot facilitate the work of the Superintendents with a budget solely based on “dues” and that the CCSESA budget should be augmented through strategic business partnerships. It is important to examine the benefit to be derived to CCSESA and how does that benefit stand against the resources needed to make the partnership effective. Resources in this instance include staff time, as well as financial resources. Another way of assessing this issue is to determine the return on investment that the partnership is expected to yield.