



*NYC Board of Education Region 10*

## HIGH SCHOOL LEADERSHIP PROJECT WILL FOCUS ON ASSISTANT PRINCIPALS

The **NESC** obtained a major grant from The Goldman Sachs Foundation to be used to support the Academy for Promising Leaders in Urban Schools (APLUS). The one-year project, in partnership with **City College of New York** is an intensive leadership-training program designed to place twenty APLUS Fellows in Assistant Principal positions in the Department of Education's Region 10 by August 2007.

**The Goldman Sachs Foundation** is a global philanthropic organization that promotes excellence and innovation in education. Working to improve the academic performance and lifelong productivity of young people worldwide, the Foundation uses a combination of strategic partnerships, grants, loans, private sector investments, and the deployment of professional talent from Goldman Sachs.

The NESC has conducted Leadership Development Programs for public education since 1993. A pilot program for Assistant Principals was launched in October 2002 using a model derived from prior research and curriculum design. The six-month program was extremely well received. Our proven track record in this area contributed to the success in obtaining the recent grant award from The Goldman Sachs Foundation.

**Region 10** comprises Manhattan's upper West Side and straddles the shores of the Hudson and East Rivers from 125<sup>th</sup> Street to the northern tip of Manhattan. Almost 70,000 students, mostly Hispanic and African-Americans are enrolled in the Region's 107 schools that employ 3,530 teachers and 1,054 administrators and other professionals.

Almost 90% of the Region's students are eligible for the NYC Free Lunch Program.

Through courses conducted by the faculty of the School of Education at CCNY, starting in the Fall of 2006, APLUS fellows will participate in "challenge cycles" calculated to foster a clear understanding of the complex problems of urban schools. A 13 member Advisory Board, including four NESC professionals will assist in planning, monitoring and evaluating the project. **James L. Williams**, NESC Vice President for Leadership Programs and **Dr. Phyllis C. Durden**, Associate Professor, CCNY are responsible for staffing and overall management of the project.

The four-part program will address the demand for front line leaders in NYC's diverse public schools at the level of Assistant Principals. The appointment of new Assistant Principals from the program will ensure that the prototype for management effectiveness and leadership succession will be established and eventually become system-wide. Its application should lead to improved educational experiences for any urban school system's student population.

*APLUS Leadership Program*

## CCNY and Region 10 Seek Candidates

The City College of New York, School of Education has set an application deadline of July 26, 2006 for admission to the first session of the Academy of Promising Leaders for Urban Schools (APLUS) Program. The 12 month, 21 credit program, funded by **The Goldman Sachs Foundation**, will emphasize instructional leadership. The NESC, Region 10 of the NYC Board of Education, and CCNY are joint sponsors of the program set to begin in August 2006.

The funding will focus on identifying, training and certifying twenty promising candidates for Assistant Principals. Candidates for this innovative new program will be recruited and nominated from Community School Districts 3, 5, and 6 of Region 10. Nominated candidates are not guaranteed final acceptance into the program.

## Two Summer Interns at NESC

**Patrick Mac** and **Mei Liu**, recent graduates of Fort Hamilton High School in Brooklyn are working at the NESC on a one month intern program sponsored by the NYC Department of Education. These highly motivated students with strong computer skills have been assisting the staff on several ongoing projects. Both Patrick and Mei plan to pursue healthcare careers.

The Program intended to provide recent high school graduates with a workplace learning experience prior to entering college in the fall.

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Arts & Culture Sector

## AVI CHAI FOUNDATION

Tel AM publishes textbooks used for teaching Hebrew in Hebrew Day Schools and summer camps primarily in the USA and Canada. With a major grant from the Avi Chai Foundation, Tel AM is developing a Grade 1 curriculum



**Betty Lefferts**  
Senior VP for Arts & Culture

designed to integrate the teaching of Hebrew into the full curriculum rather than teaching it as a stand-alone language course. The program is expanding to 300 schools worldwide. A grade will also be added each year through Grade 6.

**Avi Chai** asked the NESC to provide plans to tackle the problems arising from this sudden growth. Betty Lefferts stated that initially, the consultancy will concentrate on Business and Organizational Management, Executive Coaching and Succession Planning. It will address

the need to create an efficient curriculum development program and define the role of the organization's director. Marvin Berenblum will advise the consulting team headed by Betsy Rosenfield, Project Manager. The consultant team includes Richard Klein, Curriculum Development; Bert Paolucci, Printing; Eleanor Holtzman and Dan Arnheim, Public Relations; Julian Taub, Sales; Barbara Linder, Customer Service; and James Williams, Training.

## NESC HELPS THE HYPERTROPHIC CARDIOMYOPATHY ASSOCIATION GROW

**Cardiomyopathy** is a disease or disorder of the heart muscle. The muscle becomes enlarged reducing its ability to pump blood. It often causes shortness of breath, chest pain and palpitations. The cause is unknown. The Hypertrophic Cardiomyopathy Association (HCMA) goal is to improve the quality of life of HCM patients and to help reduce the incidence of sudden death from the disease.



**Margean Gladysz**  
New Jersey  
Regional Director

HCMA helps the medical community, as well as patients and families, to better understand the disease. The organization provides a support network for patients and their families and disseminates information and education regarding the disease. HCMA also engages in advocacy in support of research, treatment and other issues that are important to HCM patients, families and caregivers.

NESC performed a strategic audit and developed marketing and fund raising plans for HCMA in 2004. Lisa Salberg, HCMA President, says that the NESC study helped her develop a clear picture of the long-range goals she had both for herself and the organization. As a result of the study, she decided to make leading HCMA her full-time occupation. This decision has resulted in opportunities for important public relations activities that have enabled the organization to grow substantially. So far, HCMA has helped over 3000 patients and their families. Lisa says that HCMA is now poised for even greater growth and service to patients and their families in the future.

"NESC's contribution was key to our growth," Lisa says. "It was an excellent opportunity for us and certainly cost-effective. Our NESC consultants were absolutely fabulous."

## New Jersey Sets New Record

Margean Gladysz, New Jersey Regional Director, reported a record volume of nine ongoing projects for the first half of 2006. Margean has effectively leveraged her local government connections and knowledge of the needs of the NJ

nonprofit community to attract much of the new business that the region is generating.

Active clients include Northwest Bergen Shared Services Group, Community Blood Services, Tea-

neck Creek Conservancy, Partnerships for People, Passaic River Coalition and several new mentoring assignments.

Contact: Margean Gladysz; [gladysz@comcast.net](mailto:gladysz@comcast.net)

Harvard Business School

## Eleanor Holtzman Attends Outcome Management Seminar

Fresh from attending an intensive performance measurement program at the Harvard Business School, Board member, Eleanor Holtzman, Chair of the Executive Committee, is bringing new insights into the key subject of outcome management.

The three day program, sponsored by fellow Board

member, Gerry Levy, emphasized the need for nonprofits to set strategies with specific quantitative objectives. Eleanor believes that the “Balanced Scorecard” approach by Harvard may be applied by the nonprofit community to satisfy the request of its funders for more specific outcome measurement.

Led by Ms. Holtzman, an NESC task force will be formed shortly to develop a more objective procedure for measuring the performance outcome of our clients. The task force will also focus on evaluating the results of NESC consultations.



**Eleanor Holtzman**  
Chair, Executive  
Committee

## Strategic Planning Retreat

At the request of CEO Marvin Berenblum, Margean will be organizing a retreat in lower Manhattan for NESC consultants with strategic planning expertise. The purpose of the seminar is to review the latest strategic planning concepts and how they may be applied to the larger and smaller nonprofits. More information will follow.

Contact: Margean Gladysz; [gladysz@comcast.net](mailto:gladysz@comcast.net)

## NESC PRODUCTS & SERVICES

**Business & Strategic Plans** – helping nonprofits reach new goals by honing vision, resolving conflicts over priorities, allocating resources and identifying new opportunities.

**Marketing Blueprints** – analyzing a nonprofit’s services and designing a blueprint to market them dynamically.

**Feasibility Studies** – assessing feasibility of plans for new programs or even new spin-off organizations.

**Budgeting Assistance** – assigning former chief financial officers to help craft realistic multi-year budgets.

**Fund-Raising Strategies** – crafting fund-raising operations and identifying new sources of contributions.

**Recruiting Top Executives** – industry-standard executive searches that tap into new universes to fill top slots.

**Leadership Training** – workshops and drills to hone skills of senior execs.

**Board Development** – identifying new ways boards can help a nonprofit and then recruiting new board members.

**Facilities Assessment** – surveying space uses and suggesting changes to save money and boost productivity.

**Project Management** – suggesting changes in how nonprofits manage projects to raise efficiency and cut costs.

**Media Relations** – designing operations for earning more media coverage and raising a nonprofit’s public profile.

**Human Resources** – conducting organizational audits to identify more effective staff uses

**Executive Mentoring** – working one-on-one with CEOs on a broad range of organizational & operational issues.

**Financial Management** – designing bookkeeping and payroll systems and supervising their operations.

*New Board Member*

## CORPORATE PROMOTER OF EDUCATION & PHILANTHROPY AT HEWLETT-PACKARD JOINS NESC BOARD



**Bess McDowell Stephens**  
Vice President and Global Director of Philanthropy and Education, Hewlett-Packard Company

**Bess McDowell Stephens**, Vice President and Global Director of Philanthropy and Education, Hewlett-Packard Company, Palo Alto, CA is the newest addition to the NESC Board of Directors. As Executive Director of the Hewlett-Packard Company Foundation, she is responsible for more than \$45 million of grants by HP and its Foundation to improve the lives of people in communities around the world.

In recent years, Ms. Stephens has championed a strategic approach that aligns HP's philanthropic investments with the expertise and resources of partner organizations to address substantive needs through long term and sustainable efforts.

She oversees philanthropy and education initiatives that are implemented at national, regional and local levels worldwide, as well as HP's employee charitable-giving programs, community engagement programs and strategic partnerships. Prior to her current position, she held several senior management roles, including Government and Public Affairs Manager, and Human Resources Manager in several HP divisions.

Stephens has a BS in Chemistry from Tuskegee University and MA degrees in Arts and Education from Vanderbilt University. She also was awarded an Honorary PhD degree from Tuskegee. In 1996, Bess Stephens graduated from the Executive Development Program at the Kellogg School of Management, Northwestern University.

*Looking Good*

## BUSINESS DEVELOPMENT FORGES AHEAD



**George Schneider**  
Head of Business Development

Jonathan Goldfarb, CFO is all smiles again. He recently reported very positive business development results for June and July. George Schneider, head of business development stated that significant

grants were received from the **Goldman Sachs Foundation**, the **John S. & James L. Knight Foundation**, and the **J.P. Morgan Chase Foundation**.

Revenues for the first half of 2006 have exceeded

budget by 26.5% while expenses were slightly less than budget. Jon anticipates that the operating surplus at midyear will translate into a much improved financial condition at year-end.

## RELIGION SECTOR ENHANCED

In order to strengthen NESC's activities within the Religious Sector, **Marie Terry**, SVP and Sector Head for Social Services and **Stephen Koller**, Sector Head for Government Services and Education will jointly coordinate the supervision of the former Religion Sector, including business development and project management.

Both Marie and Steve are engaged in ongoing consultancies for **Catholic Charities of New York**. The two Sector Heads continue to work together on other assignments and prospects where Religion interacts with Social Services and Education. Accordingly, our religion oriented clients benefit from their respective expertise by getting two experienced sector heads for the price of one.

Southwest CT Regional Office

## Stratford, Connecticut Public School System

In late 2005, the NESC carried out a review of the Stratford Public School System's administrative operations. The objective of this review was to determine whether these operations were properly organized and staffed, and carried out cost-effectively.

The consultants assigned, Kurt H. Schaffir, William J. Burke, and William Selden, met with the Superintendent and eight of her department heads, as well as with two of the principals. A report summarizing the findings of this review was delivered in January, 2006.

This recently completed assignment by our Southwest CT Regional Office is another indication of the NESC expertise in educational consulting.

### Hold the Date

**October 12, 6:30 to 10:00 PM**  
**Second Annual Gala**  
 Honoring Harold McGraw III  
 The Racquet & Tennis Club  
 370 Park Avenue (52<sup>nd</sup> Street)  
 New York, NY 10022

**October 24, 5:30 to 7:30 PM**  
**Arts Sector Cheese & Wine Reception**  
 Margaret B. Wilkerson, Guest Speaker  
 Program Director, Arts & Humanities, Ford Foundation  
 National Arts Club, 15 Gramercy Park  
 New York, NY 10010

#### Last Word

## NESC – A Key Contributor to Advances in Education

We take great pride in our ability to address the needs of our clients in academe. NESC consultants for many years have been aiding the educational community at the secondary school and college levels in such areas as leadership training, administrative efficiency, strategic direction, and executive placement.



**NESC Chairman & CEO**  
**Marv Berenblum**

Examples of our clients in the tri-state area include the Plainfield school system in New Jersey; Districts 9 and 10 in the NYC school system, and at the college level CUNY and Polytechnic University in New York, and the Greenwich, New Canaan, Wilton, Trumbull and Stratford school systems in Connecticut.

We've trained master teachers, academic coaches, principals and assistant principals in leadership, audited information systems capabilities, developed enhanced supply chain policies and procedures, recommended improved space utilization, and placed executives in key leadership roles through the efforts of our executive search division.

The Goldman Sachs Foundation grant offers us an opportunity to enhance the effectiveness of assistant principals' leadership development and their place in a systematic plan of succession through improved curriculum and advanced training techniques along with the early identification of their leadership talent in the school system and in succession planning strategies adapted from the corporate world. Our partner in this effort, City College of New York (CCNY/CUNY) offers opportunities for participants in this program to obtain academic leadership certification.

NESC is at the forefront of cutting edge advances across a broad spectrum of services to our clients in academe, and we expect our pioneering activities in the tri-state area to lead to replication throughout the country.

**Marv Berenblum**  
 Chairman & CEO

#### National Executive Service Corps

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**Andrey Kats**

29 West 38<sup>th</sup> Street; 8<sup>th</sup> Floor  
 New York, NY 10018  
 212-269-1234

[www.nesc.org](http://www.nesc.org)

For info: [hbutler@nesc.org](mailto:hbutler@nesc.org)