

**CONNECTICUT FEDERATION OF SCHOOL ADMINISTRATORS  
GENERAL EXECUTIVE BOARD**

**GEB AGENDA**  
JANUARY 8, 2015  
8:00 AM—9:00 AM  
CFSA, CROMWELL OFFICES

**GENERAL EXECUTIVE BOARD**

Gary C. Maynard

**President**

Paul Stringer

**Vice President**

Elaine Pappas

**Treasurer**

Richard Cavallaro

**Secretary**

**CFSA STAFF**

Reign Brawley

**Senior Operations Manager**

MEETING IS OPEN TO ALL LOCALS IN GOOD STANDING

- I. Review and Approved 10092014 GEB Minutes
- II. Annual Negotiations Contributions from Negotiating Locals
  - a. Role of Negotiator
- III. CFSA GEB Secretary & Treasurer Positions: efficacy, goal settings, rewriting/ defining: role of position(s)
  - a. Amendment to Constitution
    - i. Identifying Committee Members for Constitution Revisions
  - b. Recruitment of At-Large GEB Members
- IV. CFSA Branding “We are More than Negotiations”: social media, networking events, etc.
  - a. Identifying Marketing Approaches
    - i. Letter vs. Direct Mail or Social Media Campaign
  - b. Adding Newly Identified Products and Services to our Matrix of Services Roster
    1. Pros and Cons
- V. CFSA Strategic Planning/Operations
  - a. Budget
  - b. Rightsizing CFSA Business Operations
  - c. Recruitment: Generating Leads
    - i. Buying vs. Renting a List