

## **Meet Ed Tate – New CRSD School Board Director**

In a recent Citizens For Education interview, Ed Tate stated that it is because he believes in the importance of education that he decided to run for the for the Newtown Township Region 8 seat on the Council Rock School Board. He ran unopposed and succeeded Rick Abramson, who chose not to run for re-election after serving 16 years on the school board.

Ed stated that his motivation to be a School Director was influenced by the example of his mother, who was a fifth grade teacher, and his public relations career, where he has spent most of his professional life in some way connected to the field of education. Although Ed is a self-described moderate who wants to improve education and control spending, he states he is not a politician.

Ed grew up in Annville, Pa., in Lebanon County. He went to Annville-Cleona H.S and then attended Indiana University of Pennsylvania, where he received a B.A. in English (Journalism). He also has a Master of Science Degree in Integrated Marketing Communications from West Virginia University.

Ed brings to the Board a vast resume of work experiences. After college he spent 10 years in radio and TV in State College, Centre County, where he was a news bureau chief and freelance sports reporter. He worked for the University of Illinois at Chicago for 11 years, where he directed all University Communications and attended the University of Illinois Trustee Meetings. The Trustees were a board of 13 members, and Ed states that witnessing how they dealt with issues that involved improving educational quality and operational efficiencies has helped to inform his position as a member of the Council Rock School Board.

A job offer from Educational Testing Service in Princeton, N.J. brought his family back to Pennsylvania. He has worked in various Public Relations firms over the years, and is currently employed as Director of Communications for Rutgers University's Office of Research and Economic Development.

Ed and his wife Debby have lived in Newtown for the last 18 years. Ed met Debby, a Penn State University graduate, while he was working in State College. They have three children. Their oldest daughter graduated Penn State University last spring, their second daughter is a sophomore at Penn State University and their son is a sophomore at Council Rock High School North. Debby is currently executive director of IT at Avon's global headquarters in New York City.

When asked about his hobbies, Ed cites his children as his number one priority. He is a parent who has been involved in his children's schooling and activities. He was an active participant of Sol Feinstone's PTO and at one point volunteered to be a home room parent. Ed also has coached youth soccer, basketball and softball. He said that now that the children are older, he and his wife have the opportunity to travel. In the past two years they have been to Europe twice visiting, among other destinations, Barcelona, Prague and Munich.

Ed's major immediate goal as School Board Director has been to take on the herculean assignment of Chair of the Council Rock School Board Policy Committee that includes Jerry Grupp, Kyle McKessy and Mike Thorwart.

Council Rock has 300 school district policies. Some have not been updated since 1998 and some others no longer conform to the changes made in the PA School Code. As a first step, the district has sought advice from their solicitor, Mr. Robert Cox, Esq., and the Public School Board Association (PSBA) to help Ed prioritize re-writing the policies that are no longer in compliance with state laws. After the committee works on the re-wording of policies, they are voted on by the entire board before becoming official Council Rock School District policy.

Ed's other immediate goal is to provide Superintendent Dr. Robert Fraser, and his soon to be selected Assistant Superintendent, the support they need to implement "Professional Learning Communities." Ed believes that establishing Professional Learning Communities in Council Rock will improve student learning. He states that although most people would pick the student as the most important person in a classroom, he believes that the teacher is equally important because the student benefits are received through the teacher. He agrees with Dr. Fraser's vision that teaching and learning can be improved in Council Rock by instituting Professional Learning Communities that allow for some teacher autonomy, while at the same time standardizing the delivery of education and curriculum throughout and at all levels of the district.

Ed's long term goal is to make sure that Council Rock continues to improve educational delivery by eliminating the past trend of having several years of little or no increases in revenue, followed by a year where a double-digit deficit forces cuts and a large tax increase. Ed prefers a more predictable model of financing the budget, one that eliminates the peaks and valleys by carefully controlling costs and anticipating, in advance, the cost of needed educational improvements and future obligations.

Ed can be reached at [etate@councilrock.net](mailto:etate@councilrock.net).

Citizens For Education thanks Ed Tate for taking the time to speak with us and wishes him well in his school board endeavors.