



National School Boards Association
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MEMORANDUM

TO: NSBA Members
FROM: NSBA Board Executive Committee
DATE: November 16, 2021
RE: NSBA Welcomes Dr. John Heim as Executive Director and CEO

We are delighted to announce that Dr. John Heim will become the new NSBA Executive Director and CEO effective November 23, 2021. John was the unanimous choice of the Board, and we are confident that he is the best person to lead NSBA during such an important period for the organization.

With the completion of this organizational priority, we know this is just the beginning of our work, and we remain dedicated to making the necessary changes to fulfill our mission of serving our membership.

John has asked that we share some of his immediate thoughts with you as we make this announcement:

I am honored and humbled to be given this opportunity to lead NSBA, especially during such a pivotal period for the organization and for our membership. I am dedicated to working with the Board and our staff to rebuild trust with the state associations that are our members.

My commitment to you can be summed up in one simple and straightforward phrase: NSBA is going to work for our membership. The Delegate Assembly was very clear in reestablishing our purpose, and I will act on that immediately. I'm acutely aware, however, that restoring trust will require action, not simply words. With that in mind, allow me to share a few of the initial steps that I plan to take in the immediate period following my start date:

First, I will present at the next Board meeting (December 4-5, 2021) a plan for the Board to complete a training program on operations and governance. This plan will be grounded in the good work already done by the Governance Review Committee and the recommendations made in their report.

Second, I invite member state association leaders who are present in Washington D.C. to attend NSBA convenings between January 20-24, 2022 to join me for an in-person conversation to discuss NSBA moving forward. I will share more details about this as planning is accomplished.

Third, I will be enhancing our outreach and relationships with national organizations representing other important stakeholder groups, including those representing parents. I wholeheartedly agree with the view recently reaffirmed by NSBA that the voices of parents should and must continue to be heard when it comes to decisions about their


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children's education, health, and safety. I also strongly believe in the importance of local control, which I will ensure remains another core principle of NSBA.

These are a few of the first steps I will take. Additionally, by the time of our next Delegate assembly in April, I am committed to have completed a full reevaluation of our Board activity, staff activities, and service opportunities using the Purpose amendment, which is our roadmap—and I will present a complete report to our members on our progress at that time.

We all know that things won't change overnight. I expect the media environment in particular will continue to be challenging. But rather than engaging through the news, NSBA and I will be focused on communicating with you directly. I have already had the chance to speak with some of you in recent weeks, but I plan to connect with leaders representing each of our members in the near future now that my position has been finalized.

I don't expect my hiring, or the steps I've outlined above, will address every concern that each of you have about NSBA, or about the broader issues you are facing in our current environment. But I am committed to engaging in an ongoing dialogue with all of you. My only asks are that you engage in that dialogue with me to share your ideas and concerns, that you provide me with an opportunity to act on them, and that you judge NSBA not on what I say, but on what I do. Thank you.

More information about John is below. Please join us in welcoming him to NSBA, and feel free to share this news and John's plans with your members and other stakeholders. Thank you.

About Dr. John Heim

John comes to NSBA from serving as Executive Director of the Kansas Association of School Boards (KASB), where, for the last 11 years, he has worked closely with local boards of education on professional development, goal setting, financial stewardship, policy advocacy, and other strategic issues to advance public education. Over his four-decade career in public education, John has worked as a teacher, principal, and superintendent to improve outcomes and opportunities of Kansas students and position Kansas schools for success.

John is a respected member of his community and has received multiple accolades for his work on public education, including the 2008 Kansas Superintendent of the Year by the Kansas Association of School Administrators; the 2006 Outstanding Service Award from the United School Administrators of Kansas; and the 2001 Communicator of the Year Award from the Kansas School Public Relations Association.



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