



Broward County Public Schools

Parent/Community Involvement Task Force

Meeting Minutes

Business Outreach Subcommittee
Wednesday, June 15, 2011
Plantation High School, RM 2501, 5:30 p.m. – 7:45 p.m.

Co-Chairs: Andrea Lubell and Elisa Wolfe
Evening Facilitator: Eric Chisem, Specialist, Risk Management

Attendees: Cora Brown, Eric Chisem, Larae Floyd, Andrea Lubell, Merrie Meyers, Luis Roman, Jose Vazquez & Elisa Wolfe

Committee Purpose

To reach out to local businesses to determine their interests regarding schools; to determine how the school system can better support local businesses and the type of information they need from us relative to education issues; to work collaboratively to better engage businesses.

I. Subcommittee Meeting was Called to Order: 6:15pm

II. Introduction of Subcommittee Members

- a. Each Subcommittee Member provided a brief introduction which included their interest and desire to be a part of the subcommittee. A part of the introductions included information concerning the business roles the subcommittee members currently hold, children, family and the desire to have the District to be benchmarked with other businesses. Evening facilitator shared brief information regarding the evening and the introduced the speaker.

III. Speaker – Merrie Meyers

- a. Merrie provided the committee with a historical timeline concerning community and business partnerships. This included information concerning the start of partnerships back in the 80's: "Nation at Risk", "Partners of Education" etc.
- b. Subcommittee members were directed to take advantage of the District's webpage to access additional information including but not limited to: *School Liaison & Business Liaison Reference Manuals, Getting Involve in Education, Volunteer Information etc.*

- c. Further discussion was centered on receiving Principal Survey Data. Data reflects Partnerships account for nearly \$9 million but now down to \$5 million. This discussion highlighted areas regarding the need for the survey to become compliance driven for principals.
- d. Additional partnership information included discussions on the Chambers of Commerce (Scholarships), Education advisory of each city, Broward Alliance/Broward Workshop.
- e. Nearly 1600 request a year from businesses regarding some form of partnerships, dissemination of information and/or materials throughout the District.
- f. Special Programs for Students.
- g. Merrie advised of the ability for the committee co-chairs to meet with the Partnership's Department for additional resources and information.

IV. Overview of Subcommittee Tasks

- a. Further discussion centered on the "Task of the Subcommittee". Specially identifying their charge and goals of the subcommittee. Much discussion had taken place around goals but no specific concrete goals had been established just healthy discussion.
- b. Eric Chisem, Evening Facilitator and Mary Fertig, PCIT Force Committee Chair, focused the committee's attention on the ground work that they had already established during the evening specifically the discussion including: reaching out to current partners, participation of business partners on survey, integrating business partners into curriculum, reaching out to business partners to identify their needs.
- c. Further highlighted areas included: Additional clarification on goals, reaching out to current partners to identify their needs, outreach methods, researching the answers that rest with the community, raise more dollars (introduction of business into school vs. just focusing on raising dollars), identify tools for business partners to work with schools.
- d. Asking the real questions: Where do we go? How to get partnerships? How do we get kids exposed at elementary level to the businesses? Subcommittee members were advised of the many current programs presently in the schools that work directly with the business community.
- e. Discussion surrounding the District's advertising Policy.

f. As the evening progressed the subcommittee identified the following goals/objectives to assist in their outreach efforts:

Participation of Business Partners on Survey	Integrate Business Practices in curriculum	Work with Businesses to utilize field trips to educate	Don't just focus efforts on raising money, identify other efforts
Use businesses to help teach	Don't just focus on money...take advantage of time and talent	Educate Businesses.	Determine their motivation and interest of Broward County Public Schools
Identify where to go: Chambers, Rotary etc.	Identify Businesses as Motivators for Students	Reach Elementary Age Children	Ask business owners how they see their children's school involvement
Change for Children Jars	PIE Zone Wide	Involve Broward Education Foundation	Create a template for talking to businesses
Meet the Masters	Thank Businesses	Find "Green" Partners, automotive, marine	Reach home-based businesses
Vendors who provide discounts or incentives to our PIE	Reach-out to Advisory Councils		

V. Subcommittee Organization

- a. Future Meeting dates – Mr. Chisem briefly discussed Sunshine Law – information concerning setting future meetings and the availability of school board locations. Tentative meeting dates set for week of July 4 & July 11, 2011.
- b. Select a recorder – Co-chair will serve as the recorder for future meetings

VI. Adjourn

- a. Meeting was adjourned at 7:45pm