



# Broward County Public Schools

## Parent/Community Involvement Task Force

### Meeting Minutes

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Business Outreach Subcommittee  
Wednesday, July 27, 2011  
Plantation High School - 5:35 p.m. – 7:35 p.m.

Meeting called to order 5:35 PM by Elisa Wolfe, co-chair

In attendance:

Andrea Lubell (co-chair)

Elisa Wolfe (co-chair)

Nina Randall- speaker from Broward School's Partners in Education

Gary Plancher

Sandra Plancher

LaRa Floyd

Lew Naylor

Steve Moyer

Cora Brown

Ed Wilcox

- Brief introductions by all in attendance at that point
- Elisa and Andrea stated intent to leave meeting with concrete assignments on moving forward
- Definition of committee's task as posted on the Broward web site was read to the group
- Next meeting announced; Thursday August 11 at 5:30- Plantation High School
- Nina Randall introduced as speaker:

Partners in Education (PiE) looks for partners who can donate time, expertise and money to schools

Nina explained district outreach vs. community / school based outreach and gave the partnership with the Department of Environmental Protection as an example

She prefers partnerships where there is a person actively involved from both sides: company and school

Nina is the facilitator to make the relationships

- Nina talked about the "revolving door of people going in and out of business"
- It may seem like we are in competition with each other – this is an issue. She mentioned some districts only allow fundraising at the foundation level: Hillsboro County for example
- We then discussed looking at how other school systems operate their partnership foundations and how we can learn from others what to do and what doesn't work.

Key: to build some NEW good relationships since we see the same names year after year that support the schools, i.e.: AutoNation, AT&T etc

Nina mentioned Emerson Electric is moving their headquarters to Sunrise. We then discussed the Broward Alliance and how they work confidentially when they are assisting companies to bring them to Broward. We need to make sure we form relationships as soon as the location of new businesses such as this are announced. Companies want to know about the school system for the benefit of their employees.

Gary – participates in Broward Alliance Entrepreneurial Council. We discussed that there is a representative from the school board who sits on the Alliance. Is it the Superintendent?

It appears as though schools do an ok job at this point of getting into local businesses in their areas.

- We need to find companies that need to have relationships re-established
- Discussed the question of whether there is a large disparity between areas within the county geographically:

Example: Markham- no one around them

- When parents are involved, schools have more business relationships and participation
- Dynamic school leaders/principals make a huge difference in the amount of participation from business and the community that a school gets
- We discussed customer service training in the district—the attitude of how people are welcomed when they enter a school greatly affects the future of a relationship. There is a program done by PRSA that we could use more effectively to train school staff in customer service. We discussed making a recommendation to standardize training across the district.
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Broward Workshop has been meeting on identifying emerging industries—key participants in that group are:

Alan Levy

Mason Jackson

At&t and Citrix used to participate in activates in schools

There are 2 government relations people on school board; Judy Zinn? Margarita Castleon who is government relations for AT&T. They were group that represented Fortune 500 in Broward in the past. Another name mentioned again was Mason Jackson from Workforce One. Group had said the schools weren't educating children qualified to work for them.

Suggested we work with Broward Alliance or Workshop to get entrée to fortune 500 in county. Example: ask Publix and others how we can work better with them—ask: Are out students prepared to work for them?

\*Elisa asked if we could get someone from Broward Alliance to speak? Entrepreneurial Council and President's Council mentioned. Gary was asked to arrange this. Question: are we targeting large companies or small? Assumed both

Elisa explained breakdown by city idea where each of us would be tasked with representing the sub-committee to the schools in the community in which we live. Lew commented that he is co-chair of the Municipal Outreach Sub-Committee and that that committee has developed a questionnaire to go to municipalities. Andrea asked Lew \*how to best approach reaching businesses within the cities. Asked Lew to bring that up to the municipal committee possibly adding survey question addressing that on their current questionnaire.

LaRae asked about overlap between government, non-profit. Maybe we should not get so broad. All agreed our focus needs to be businesses not governments

Discussed defining business size:

- Large is 10 million +
- Medium under 10 million
- There are plenty of under million dollar businesses out there that are profitable and should be approached

Nina commented that we need to target what we want to ask them to do. She combs companies to find volunteers, dollars or preferably both. Companies don't stay without an emotional connection. Up to this point it is mostly "exempt" employee (non-hourly) who are given the opportunity for time off to participate in schools. Per Nina, there is a 3<sup>rd</sup> piece, schools involving businesses in activities of learning.

Programs developed in conjunction with participating teachers- Examples:

- BSO brought in person who covered accidents for them and showed elementary students how they calculated the speed a car was going at the time of the accident etc
- Owner of a mailbox store showed student how they used volume and square inch daily in their work.
- NE high school students build a theme park with an architectural firm after doing research.

Per Nina- any type of program like this is helpful as long as it drills down leaning toward FCAT.

Elisa asked how do we take the individual programs and bring them to district level to include more schools. Nina said you need more participants. That she has often approached similar businesses when a program works. Example: if a successful program is being done by a law firm, she will contact 10 other law firms. 9 of 10 times she doesn't get answered. We need to pump up businesses to help.

We discussed "Budget neutral" meaning that it is at least a wash to pay for something; dollars spent are at least recouped. That is very important at this time to school board. Need sponsorships to do things.

Elisa mentioned ACE academy a charter school in Coral Springs (middle and high) who has a great program for bringing businesses into schools that is not in public schools. Elisa will explore ways in which to bring this program or similar programs into the district.

Nina mentioned KITPOW (kids in the power of work) finds businesses to work with teachers, like a JA program

Johen Casparo is Exec Director for Broward. Royal Caribbean is involved.

Committee member Ed Wilcox runs Huntington Learning Centers and is willing to donate \$500 checks to schools for putting up banners and most of the time dollars end up in private schools vs. public because he can't get the permission for the banner in public. We need to do something to make the process easier for businesses to participate.

Andrea asked about advertising. Nina mentioned there is presently an Advertising Committee as part of the board who is reviewing the situation. Currently, flyers are not allowed that advertise. Mentioned the Orange county model that sells gymnasium space for sponsorships. Ad committee was close to hiring an ad agency to research. An agency has been selected from an RFP that went out.

Example: Wal-Mart sells cups with logos from local high schools. No revenue is presently enjoyed by the school for use of that logo. Has to change.

LaRae asked: What our goals are: Identify companies and do soft sell and hand off to schools?

Discussed principals: Nina told story of other learning center (not Huntington) who was allowed to sponsor a meeting and a parent sued because they felt the school board participated in coercing them into purchasing tutoring for their child. Now there is a "non-endorsement" statement that has to go on anything branded that parents see.

Discussed the Superintendents' screening committee—everything has to go through district that goes out. Process takes months and can be frustrating to businesses. Committee will look into ways to streamline the process that still meets legal requirements.

\*Nina to go through partnership list and we will randomly survey to find out:

- Barriers to participation
- Learn whether partnerships are currently helping their businesses

School district has research department—discussed the importance of framing questions correctly to get accurate responses

Survey Monkey will write survey for fee

Discussed partners that promote what some feel is unhealthy eating for children, i.e.: McDonald's, Papa Johns' and whose responsibility it is to monitor that?

\*Agreed to Action item #1:

Survey current Partners in Education participants. Nina to share list and survey data that was gathered in last survey (approx 10 years ago) Nina to send Elisa existing survey and Elisa volunteered to re-write and email to all committee members with a due date to respond back with feedback. We will culminate responses and get survey written before meeting August 11

Each committee member will then participate in surveying a few partners each

Low suggested tapping Partners in Excellence, Innovation Zones

\*Agreed to Action item #2:

Approach businesses that are not currently partners to learn what it would take to get them involved

\*Agreed to Action item #3

Talk to top 10 schools that work successfully with partners. Speak to school partner liaison in each. Divide up amongst committee members. Nina to look to see if she has survey previously done on that. Elisa to tweak survey for this. Question on whether survey taking should be divided to committee members geographically? We will decide at next meeting how it's going to work

Discussed trying to bring in "like" businesses to ones that are currently good partners. Example: Bring in another large law firm if we currently have a successful relationship with a big law firm.

Low mentioned chamber/Kiwanis as outlets to reach/survey those who are not currently involved

Lynn Goldman is the community liaison for 3 technical schools  
School Board has Community Task Force

Low asked how we are going to get access to businesses—they won't know who we are. Discussed asking a school board member to issue a letter explaining our mission that we can use to "legitimize" our mission

\*Agreed to Action item #4

Ask Bernie to find what Partners in Education program are working in other places around the country. Nina suggested Council of Great City Schools is a resource. Small school districts don't have partnership programs. The smallest school systems that we should model are ones with 25-50 + schools. We will ask Bernie (research committee) to help.

Edward volunteered that he is affiliated with Remedial Educators Assoc

Discussed advertizing and how some parents find it offensive. Some of us expressed our opinions that we can't worry about that anymore.

Discussed program that now is in place that sells businesses banners that hang on a fence. Elisa suggested that parents might feel better about banners if they listed what program the dollars earned were going to. I.e.: Accelerated Reader Program

We are scaring businesses off with the complicated process that takes 90 days to get approvals.

Nina told us about Palm Beach county banner program. Think it's on school level

Low suggested we speak to the Research Department of school Board – Paul Houchens or Jeff Malchin to help write surveys.

PIC= Parent Involvement Council

\*Andrea to ask Jeff or Mary Fertig to get speaker from Advertising Committee of School Board to be a speaker at our next meeting: Janet Delpinal of the Partnership Department

Keiser University is a new partner

Elisa asked how do we get businesses to participate in other schools when they currently participate in other schools at district level. Recommendation should be made on our final report involving how to get more involvement

Recommendation was made to look at getting more grants. Grant writers have been cut at district level. Edward added that like corporations that have been forced due to budget cuts to decentralized tasks. We could put the responsibility of partnerships back in the principal's hands. Discussed whether schools should be officially tasked with contacting/ following through with their Partners that are listed as their Partners in Education.

Committee discussed making recommendations to change the environment of fear stemming from potential law suits and negative press and put the greater good ahead.

7:35 Lew moved to close meeting  
Second Andrea