



# Broward County Public Schools

## Parent/Community Involvement Task Force

### Meeting Notes

---

Wednesday, June 1, 2011  
KCW, Pre-Function Room, 5:30 p.m. – 7:30 p.m.

Facilitator: Jeffrey Moquin, Executive Director, Support Operations  
Chair: Mary Fertig

Attendees: Toby Bass, Janet Bravo, Noel Hyatt, Jodi Klein, Doug Kruse, Andrea Lubell, Gloria Moschella, Lew Naylor, Melodee Putt, Laurie Rich Levinson

#### I. Committee Organization

##### A. The members chose meeting ground rules.

1. Focus on what matters
2. Respect other opinions
3. Include everybody
4. Give everyone a chance to speak
5. Limit texting

B. Mr. Moquin discussed the task force's digital notebook. The Parent/Community Involvement Task Force (P.C.I.T.F.) website (<http://www.broward.k12.fl.us/pctf/>) is linked from the District's homepage. Click "Document Handbook" for all meeting handouts. All pertinent Task Force information will be posted on this website.

Lew Naylor requested this web page link be included on all forthcoming meeting agendas.

Committee Members' names and who they represent will be posted on this webpage. Email addresses shall also be posted for those members who request such.

C. Regarding voting, Mary Fertig stated this item would be more pertinent in October.

#### II. Sunshine Law Overview

A video presentation featuring School Board Attorney Marilyn Batista-McNamara reviewing Sunshine Law requirements was shown. This video may be accessed on the Broward Education Communications Network (BECON) website

(<http://www.becon.tv/>). Click “BECON On Demand” and enter “Sunshine” in the search box.

Mr. Moquin will inquire if Sunshine Law information is available on the Broward Enterprise Education Portal (B.E.E.P.) portal. He will also look into rules regarding subcommittee members doing Task Force work *outside* of the meetings.

Because Sunshine Law requires advance notice of meetings to the public, meeting dates will be needed to meet advertising deadlines (for example, to have ads featured in the *Sun Sentinel*).

### III. Committee Leadership Training

The purpose of tonight’s discussion is to prepare subcommittee chairs in leading their groups, to begin at the next meeting, June 15, 2011.

- A. Roberts Rules of Order was discussed (see pp. 11-13 of “Meeting Rules and Tools” handout). In addition, a brochure entitled Basic Parliamentary Information was distributed. Task Force members requested a more informal approach to decisions, rather than formal motions.
- B. Conflicts of Interest were discussed. Mary Fertig reviewed *Form 8B, Memorandum of Voting Conflict for County, Municipal, and Other Local Public Officers*. Subcommittee chairs shall make this form available to all members of their groups.

Mr. Moquin revisited the purpose of the Task Force: to re-energize parent involvement. Personal gain or gain for personal business or place of employment is where conflicts of interest occur. This issue was raised as a point of awareness for Task Force members.

- C. The focus of the group was discussed. Mary Fertig reviewed defining goals (long term and short term), a plan of action, relevant issues, and setting a timeline. The timeline is critical because this Task Force expires in January 2012, and recommendations are due in November 2011.
- D. Subcommittee chairs and their role as facilitators were reviewed. Mr. Naylor asked if this Task Force was “budget neutral.” Ms. Fertig recommended the chairs invite all subcommittee members to express their ideas (regardless of potential costs) and then look at which ones would be viable.

## IV. Subcommittees

### A. Chairs.

Following the May 18, 2011 meeting, the need for a shift in chairs on some subcommittees became evident. The Supplemental Notes of the May 18, 2011 Meeting Notes reflects these updates. Because the School Outreach subcommittee needs to cover many schools, four co-chairs may be needed.

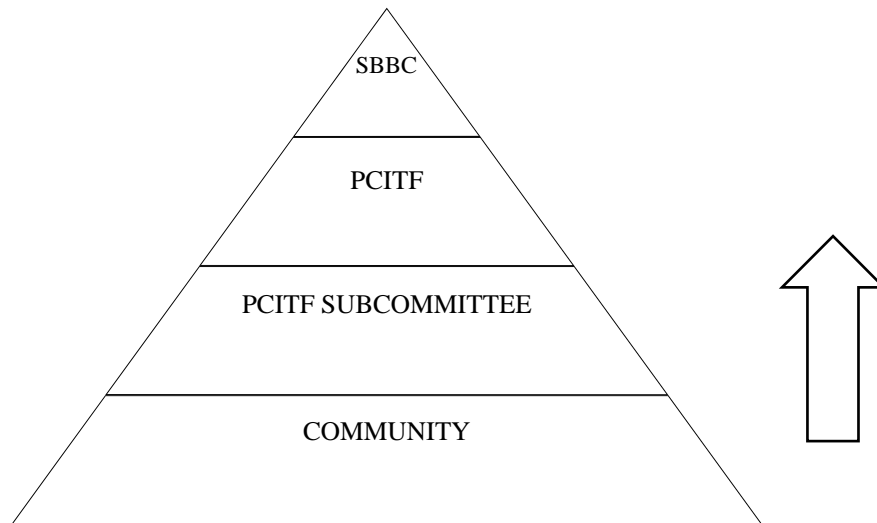
Mr. Moquin discussed subcommittees and changes in the initial list of eight. The Policies & Procedures subcommittee will not be actively needed at this time. The Stakeholder Satisfaction / Data Gathering subcommittee was folded into the Communications subcommittee, which has similar tasks.

### B. The role of chairs was discussed. Mary Fertig advised chairs to look at gains, strengths, barriers, who their audience is, and who can help achieve their goals.

The 250 applicants for Task Force membership were solicited to become members of the subcommittees and 51 applicants responded. A pie chart depicting their first choice of subcommittee was distributed, along with a table indicating their top three choices in order of preference.

Mr. Moquin will review zip codes of the volunteers for subcommittees to ensure all geographical regions are represented. Because diversity is also a goal, meeting notices will contain TTY and translator references.

A poster, "P.C.I.T.F. Involvement Diagram," was shown to illustrate the bottom-to-top process of the task force.



All meetings will be held at School Board sites.

- C. The first subcommittee meetings will be used to review all policies and requirements. This is also the time for chairs to *inspire* members.
- D. Voting. The group requested an informal approach as opposed to motions.
- E. District resources.

The process of recording meetings was discussed. Video conferencing is available.

Speakers who can provide pertinent information to subcommittees can also be arranged. Likewise, help in drafting surveys is available. The subcommittees may choose questions. Ultimately, approval from The School Board of Broward County will be required for all questions.

A representative from BECON, Noel Hyatt, discussed video conferencing, available upon the request of subcommittees. This would be helpful to participants who cannot attend in person. (Phone conferencing is also available.) All requests should be forwarded to Jeffrey Moquin.

To increase awareness of this Task Force, Janet Bravo suggested a jumbotron announcement at Sun Life Stadium (for example, during family night at a baseball game), to notify of the meeting dates and times and feature the web address.

Another member suggested going to churches (one avenue for outreach) to target under-represented communities for involvement on the Task Force.

Mr. Moquin will inquire if background checks are required for volunteers on subcommittees. Their specific role may be a determining factor.

Mr. Naylor stated he would like to utilize the District's Office of Parents, Business, and Community Partnerships as a resource. He also inquired about the percentage of households that have Internet access. Mr. Moquin accessed the District Overview webpage (<http://www.browardschools.com/about/overview.htm>) containing useful statistics pertaining to The School Board of Broward County. The District's Research Services department can also be helpful in providing statistics. Mary Fertig distinguished between roles of the Research Services Department (which can help members craft their surveys) and the Task Force's Research subcommittee (which will look at models of parent involvement).

Jodi Klein requested Task Force members' contact information be shared within the group.

Requests for resources should be directed to Jeffrey Moquin.

**MOTION:**

**Mary Fertig, who had been acting as Chair Pro Tem, was nominated as Chair of the Task Force. The Task Force members unanimously voted to name Ms. Fertig the official Chair.**

Mr. Moquin informed Task Force members the web pages for all District schools are in the process of being standardized, where the first page of each would have the same design and format.

**Next meeting:** June 15, 2011, 5:30 p.m., Plantation High School. All Task Force members and subcommittee members will meet together then break into separate groups.