



Broward County Public Schools

Parent/Community Involvement Task Force

Meeting Minutes

Thursday, August 25, 2011
KCW, 10th Floor Conference Room, 5:30 p.m. – 8:00 p.m.

Facilitator: Jeffrey Moquin, Executive Director, Support Operations

Chair: Mary Fertig

Attendees: Janet Bravo, Karen Davis-Powers, Wayne Johnson, Doug Kruse, Andrea Lubell, Gloria Moschella, Lew Naylor, Melodee Putt, Laurie Rich Levinson, Cathie Starkey, Gwen Watson, Elisa Wolfe.

❖ Approval of June 15, 2011 meeting minutes.

The minutes were unanimously approved.

❖ Purpose

Mary Fertig, Chair, informed the group the purpose of tonight's meeting was for each subcommittee to present a report on its progress.

❖ Subcommittee Reports

A. School Outreach

Melodee Putt reviewed two survey forms created by the School Outreach subcommittee: (1) Parent/Community Member Survey, and (2) Teacher Survey.

In addition to hard copies of the Parent Survey being handed out at Open Houses and the Teacher survey being made available at schools, Mr. Moquin agreed to have the Teacher Survey posted to the home page of the District's website for easy access. A schedule of upcoming Open Houses from August 29, 2011 to August 31, 2011 was distributed.

It was recommended the subcommittee work with principals to determine the best method for distributing the Parent Survey. Posting on individual school websites was another suggestion, as was sending home the survey with students in their back-packs.

Laurie Rich Levinson informed the group she attended the high school principals' meeting and asked the principals to welcome Parent/Community Involvement Task Force (PCITF) members to their schools. She also suggested the District distribute a letter explaining the importance of the surveys. Mary Fertig recommended this letter come from the PCITF.

It was suggested the surveys be available in other languages besides English.

Recommended changes to the "Parent/Community Member Survey":

- Add phrase, "Parents, we need your help" at top.
- Delete line, "Due to recent budget cuts..." in the introductory paragraph, because participation is vital even in schools where the budget is not an issue.
- Delete the question mark (?) in the third sentence in the introduction.
- Following the "willing to volunteer" question, add check-off boxes for (1) at home, and (2) at school.

Gwen Watson reported 64% of parents of our District's students do not have Internet access.

Next School Outreach subcommittee meeting: August 31, 2011, Plantation High, 5:30 p.m.

B. Business Outreach

Andrea Lubell and Elisa Wolfe reported this Subcommittee drafted a survey and will provide it to task force members at a later date. Their goals include (1) to learn how to raise more dollars from businesses, (2) to look at what is being done elsewhere, and (3) to bring in more business through advertising.

Laurie Rich Levinson informed the group about the Board workshop on October 11, 2011 regarding additional resources, including advertising on buses.

Next Business Outreach subcommittee meeting: September 7, 2011, Plantation High, 6:00 p.m.

C. Community Outreach

Gwen Watson stated her subcommittee is focusing on reaching out to non-profit organizations, and how the District can help non-profits work with the school system.

She stated there is a gap in communication between non-profits and schools.

Next Community Outreach subcommittee meeting: August 31, 2011, Plantation High, 5:30 p.m.

D. Municipal Relations

Gloria Moschella stated this subcommittee will reach out to education advisory boards in other cities and has developed a questionnaire for city officials. Each member will target more than one city. A letter introducing the task force -- addressed to the mayor, commissioners and city managers -- was distributed at tonight's meeting. The subcommittee will send this letter to all municipalities.

Next Municipal Relations subcommittee: September 19, 2011, Plantation High, 6:00 p.m.

E. Communications

Doug Kruse reported "communications" is broad in its meaning and his subcommittee has narrowed it to two areas for focus: (1) customer service, and (2) finding a mechanism for parents to interact with each other.

Regarding customer service, several examples of schools (including charter schools) as well as other companies (such as Wal-mart with greeters) that make people feel welcome were shared.

Regarding increasing interaction among parents, social media was discussed as one avenue. This subcommittee's next step is to develop something for school employees to

understand the need to make parents feel welcome. Receptionists and front office staff, the first contact parents have with a school, and their role were discussed. A committee member asked if Human Resources offers a training module for front office staff.

Next Communications subcommittee meeting: September 14, 2011, Plantation High, 6:00 p.m.

F. Research

This subcommittee can help the other subcommittees with any research and statistics they need.

Ms. Fertig requested all subcommittees generate their own reports of their findings, to bring to the PCITF to accept, reject, or amend. It was suggested the reports be kept simple for easy identification of the “flavor” of the findings, with demographics used for support as needed. Many helpful recommendations are anticipated.

Next Research subcommittee meeting: September 14, 2011, Plantation High, 6:00 p.m.

❖ Planning Task Force Work Schedule and Community Input

Ms. Fertig recommended the PCITF hold parent/community forums to give parents and other community members the opportunity to talk and have their voices heard. It was suggested their time to talk be limited to three minutes to afford a greater number of parents the chance to speak. It was also recommended the forums occur in the North, South, East and West areas, and that Task Force members attend forums outside of the usual locations they attend, to experience a different setting and perhaps see what misconceptions they have regarding certain locations. The forums will take place from 6:30 pm to 8:30 pm. Dates were selected as follows:

- Wednesday, October 5, 2011 – Plantation High (requested) [\[After the meeting, it was determined there was a conflict and the date was changed to October 6, 2011.\]](#)
- Thursday, October 20, 2011 – 2 meetings, North and South (location to come)

- Wednesday, November 2, 2011 – 2 meetings, East and West (location to come)

❖ Video

A brief, BECON-produced DVD to introduce the task force and define its purpose was shown. This DVD will be posted on the District's website and shown at Open Houses to increase awareness of the PCITF.

❖ Adjourn

Ms. Fertig adjourned the meeting.