Broward County Public Schools
Parent/Community Involvement Task Force

Meeting Minutes

McFATTER TECHNICAL CENTER

CULINARY ARTS CENTER

JANUARY 19, 2012 / 2:00 PM TO 6:00 PM

Chair: Mary Fertig

Facilitator: Jeffrey Moquin

Attendees: Janet Bravo, Zayra Climes-Lenchus, Karen Davis-Powers, Jodi Klein, Andrea Lubell, Gloria Moschella, Lew Naylor, Scott Neely, Linda Nestor, Melodee Putt, Laurie Rich Levinson, Cathie Starkey, Elisa Wolfe

Today's purpose: to review recommendations from the subcommittees and vote on the ones to be brought forth to the School Board.   Ms. Fertig distributed draft versions of each subcommittee's recommendations, which were also included in a PowerPoint presentation.

The final report will indicate if more than one subcommittee brought forth a particular recommendation.

Ms. Fertig stated the mode of delivery (implementation) for each project will be looked at later. The priority is to vote on the project to bring forth.

- **Research Subcommittee** (recommendations presented by Ms. Fertig)

It was **unanimous** to adopt four of this subcommittee's five recommendations.   Voting on the 5th recommendation ("School Parent Compact") was **deferred** until the February 1, 2012 meeting.

- **Business Outreach Subcommittee** (recommendations presented by Ms. Lubell and Ms. Wolfe)

The Task Force unanimously adopted the 25 recommendations from this subcommittee, with revisions to three recommendations as follows:

1. Separate the project, "Provide customer service / public relations training for those tasked with greeting those who enter the schools" into its own recommendation (currently included in the first entry on page 3 of the handout).

2. In the entry, "Require each school to expand their SAC meetings to include business groups," change "require" to "encourage" (2nd entry, page 3 of the handout)

3. In the entry, "Create a button for use on partner's websites…" change "button" to "link."

- **Communications Subcommittee** (recommendations presented by Ms. Davis-Powers)

In introducing the recommendations, Ms. Davis-Powers noted "customer service" was a recurring theme. This subcommittee's recommendations are divided into two categories: (1) customer service, and (2) use of effective communication methods.

Ms. Fertig suggested the recommendation, "Provide for regular opportunities for parents and other community members to ask questions and/or share ideas…" should be pulled out from this subcommittee's list and included as a "stand alone" recommendation from the overall Task Force. This left four "Customer Service" recommendations to be voted on, and the Task Force **unanimously** adopted them with the following changes:

In Customer Service entry #4 (page 4 of the handout), pertaining to responses to phone calls and emails, the timeframe "within 48 hours" was added. In that same entry, the piece recommending "a system that tracks calls…" was deleted.

Ms. Fertig initiated a discussion of the recommendations pertaining to Customer Service brought forth by the School Outreach subcommittee, as these dovetailed with recommendations from the Communications subcommittee. Please see the School Outreach section below.

Next, Ms. Davis-Powers presented nine (9) recommendations pertaining to "Use of Effective Communication Methods." Because revisions were desired, the group voted on whether or not to defer voting (until February 1, 2012). **Five (5) were in favor of deferring the vote; six (6) were opposed to deferring.** Therefore, Ms. Davis-Powers completed the revisions during the meeting and distributed copies to the group.

The nine (9) recommendations regarding Communication Methods were **unanimously** adopted, with the following changes:

1. Add "future" to describe "technology" (entry 1, page 4 of handout).

2. Add "Parents should be able to choose which communication methods work best for them..." to entry 2 (page 5).

3. Add "effective and technological" to describe "school-wide system from communicating" to entry 4 (page 5). In addition, add "Explore ways to enhance the Pinnacle system to include a tracking system…" to this recommendation.

4. In entry # 6 (page 5), change "Utilize" to "Expand the awareness of," regarding real-time streaming techniques.

5. The original entry #9, "Work toward all future school boundary changes" was deferred (for revisions), to be voted on during the February 1, 2012 meeting. This entry will become the 10th recommendation, as a new #9 was added:
   - An email address for each teacher in the school will be posted.

- **School Outreach Subcommittee** (recommendations presented by Ms. Klein and Ms. Putt)

Ms. Fertig indicated the School Board will be informed multiple committees brought forth the same recommendations in some cases, and the report will contain all recommendations. However, to avoid repetition, duplicate recommendations will not be included during the Board presentation.

Recommendations from the School Outreach subcommittee are divided into three categories: (1) Communication, (2) Customer Service, and (3) Other Noted Barriers.

The six Customer Service recommendations (presented in tandem with the Communications subcommittee's findings) were **unanimously** adopted as proposed.

Although five Communications recommendations from the School Outreach subcommittee were initially presented, a 6th recommendation was added during the meeting, and the Task Force **unanimously** adopted all six recommendations, with the following revisions.

1. Merge "multiple methods of communication" with a recommendation from the Communications subcommittee to add more choices (Recommendation #1, page 2 of handout).

2. Revise the recommendation, "Collect all communication data in the beginning of the year" to read "Collect and enter all communication data and update biannually." (Recommendation #5, p. 2 of handout.)

The newly added 6th recommendation pertains to the STAR clearance system:

- The STAR system needs to be reviewed as a whole.

The 3rd category of recommendations pertained to "Other Noted Barriers." Voting on these recommendations was **deferred** to the February 1, 2012 meeting. However, revisions were discussed as follows:

1. Regarding on-site babysitting, change "can be arranged" to "should be arranged as often as possible" (Recommendation #5, page 4 of handout).

2. Add a recommendation (as #7), "Meeting times will be parent- and community-friendly. Weekends should be an option."

3. Add a recommendation (as #8), "There will be a District-sponsored training module offered and strongly recommended for parent and community volunteers three times a year, fostering effective working relationships."

4. Add #9, "Research, define and implement multiple strategies for reaching out to parents from different cultures and who speak different languages."

5. Add an item addressing the ESE population.

Recommendations from the following subcommittees were deferred until the February 1, 2012 meeting.

- Municipal Subcommittee

- Community Outreach Subcommittee

In addition, all other deferred items will be voted on at the next meeting, as well as overall recommendations from the Task Force not generated by one of the six subcommittees.

- **Next meeting**

February 1, 2012, KCW, 10th floor conference room, starting 5:30 p.m.