



Broward County Public Schools

Parent/Community Involvement Task Force

Meeting Minutes

McFATTER TECHNICAL CENTER

CULINARY ARTS BUILDING - BISTRO

MAY 31, 2012 / 5:30 PM TO 8:00 PM

Chair: Mary Fertig

In-person: Janet Bravo, Karen Davis-Powers, Jodi Klein, Doug Kruse, Gloria Moschella, Lew Naylor, Laurie Rich Levinson, Linda Nestor, Cathie Starkey, Gwen Watson, Elisa Wolfe

Additional Attendee: Robert Mayersohn

- [Call to Order](#)

Mrs. Fertig called the meeting to order.

- [Update on Implementation of Recommendations](#)

Laurie Rich Levinson provided updates on how the Task Force recommendations are being addressed. The recently approved organizational chart will feature positions to address customer service and communication concerns listed in the report. These include a Customer Service Officer and a Public Information Officer. The latter position has been filled by Tracy Clark, who has begun working for the District.

There will also be a new position to coordinate external partnerships and bring in new revenue from major corporations. Mr. Naylor reminded members that additional support and resources are needed for the District to approach small businesses.

Mrs. Rich Levinson also reported the District is re-vamping its website to be more user-friendly and uniform among schools. The updates will be implemented during School Year 2012-2013.

The District will also produce a back-to-school toolkit, containing a section for how volunteers can get involved. Mrs. Moschella recommended including an inspiring video with this toolkit, utilizing high school students with inspiring stories. Mrs. Rich

Levinson suggested BECON's involvement. It was suggested the video be shown at open house – the optimal time to reach parents – and at assemblies.

Regarding the STAR security clearance system, Mrs. Rich Levinson reported that a welcome letter stating “you have been cleared” will be sent to all volunteers as a follow-up measure.

The District is also planning public service announcements (PSAs) to promote Partners In Education (PIE) endeavors.

To capture preferred communication methods (email, robo-call/Parent Link, etc.), parents will be asked to indicate their choices for communications from their child's school and, separately, communications from the District, and return it with the Emergency Contact Card. The card will also be utilized to indicate which families have Internet access.

Mrs. Rich Levinson announced that middle school and high school forums will be held again this coming school year. The information gathered from previous forums was very helpful. Mrs. Fertig recommended that volunteers (rather than staff) function as the moderators. This component was instrumental in the success of last year's forums.

Ms. Wolfe suggested a volunteer incentive, and Ms. Nestor recommended a “passport plan,” a simple and user-friendly way to rank events and school activities.

Mrs. Rich Levinson addressed the principal evaluation recommendation from the final report, stating revisions to the current evaluation must first be approved by the “Meet and Confer” group for principals. The new evaluation will reflect the new restructuring in the District.

- [Discussion of Parent Community Involvement Models](#)

Mrs. Rich Levinson reported that the new Public Information Officer, Tracy Clark, is reviewing the Parent University model for potential implementation.

Ms. Watson complimented Superintendent Robert Runcie on the request he presented during his Listening Tour: asking audience members who voiced concerns to also offer suggestions for a solution.

- [Recommendations requiring follow-up](#)

Mrs. Fertig reviewed items for further review and implementation, including:

- Streamlining the approval process for non-profit organizations
- Inviting a member of the Parent / Community Involvement Task Force (PCITF) to work with the Partners In Education (PIE) program

- Planning for training opportunities, including training parents in customer service
- Producing a new video to inspire volunteers, to be shown at the beginning of open house (In addition, Ms. Bravo suggested looping the video in the front office at each school, and also broadcasting it on BECON TV.)
- Creating a comprehensive District calendar.

Mrs. Moschella suggested current volunteers should be “more inviting” to incoming volunteers. It was also reinforced that it is not just parents who volunteer. Grandparents and older siblings are also a part of the volunteer pool.

- **Recognition of Outstanding Service**

Awards for Outstanding Service were presented to Mrs. Fertig, Mrs. Rich Levinson, and each Task Force member. Jeffrey Moquin (not present), Todd Sussman, Theresa Coleman, and James Coleman III (not present) also received awards for the work and support they provided.

- **Future Meetings**

A questionnaire will be forwarded during the week of June 4, 2012 to provide all Task Force members an opportunity to indicate their preferred days and times for future meetings.

The Task Force has been asked to discuss suggestions for re-structuring District Advisory as a result of phasing out the area offices.

- **Adjourn**

Mrs. Fertig adjourned the meeting.