



Broward County Public Schools

Parent/Community Involvement Task Force

Meeting Minutes

McFATTER TECHNICAL CENTER

CULINARY ARTS BUILDING - BISTRO

SEPTEMBER 6, 2012 / 5:30 PM TO 8:00 PM

Present Members: Mary Fertig (Chair), Janet Bravo, Wayne Johnson, Jodi Klein, Doug Kruse, Gloria Moschella, Lew Naylor, Scott Neely, Linda Nestor, Laurie Rich Levinson, Cathie Starkey

Guests: Sharon Airaghi, Chief Service Quality Officer; Renee Grutman, Parent Educator; Robert Mayersohn, Vice Chair, District Advisory Council

- [Call to Order](#)

Mrs. Fertig called the meeting to order.

- [Introductions](#)

Each member plus the three guests introduced themselves.

- [Update on Implementation of Committee Recommendations](#)

Ms. Rich Levinson shared the following progress report:

- The District created the "Get Involved" video for schools to share with parents and community members.
- Volunteers will now receive welcome notification letters once they are approved to volunteer.
- The District is planning bi-annual forums with municipalities to share District initiatives and have conversations about concerns.
- We are in the process of calendaring three separate forums for school levels: High School, Middle School, and Elementary School.
- The District is researching other means of communication with parents and the cost, i.e. email through parent link, texts, etc.

- We have created and launched a web icon for Partners in Education companies to add to their websites: "I'm a Broward Schools Partner In Education."
- We have worked to improve the rate of return of the Partners In Education surveys for 2011-2012, with a 92% response rate.

Ms. Rich Levinson indicated the District will also increase focus on Task Force recommendations pertaining to non-profit organizations.

Ms. Airaghi, Chief Service Quality Officer, provided the following updates:

- The Service Quality Office is up, running and handling the transition from the areas to the Office of School Performance and Accountability. Three Assistant Directors, Scott Jarvis, Chris Bolden and Al Alexis, handle school concerns and are organized by Innovation Zones. The directors are organized by Cadre and Innovation Zone.
- The District has developed telephone protocols for schools. Schools are to answer phones with a "live person." Attendance phone calls may be directed to an answer phone.
- Ms. Airaghi's office is working with the Office of Talent Development to design, develop and train clerical personnel on delivering high quality customer service. They will start with clerical staff; the goal is to train all personnel.
- The "Get Involved" video has been completed, and a memo to principals was posted on August 18, 2012. Schools will be reminded to show the video at all events where appropriate. Feedback in reference to the video will be shared with BECON and Communications. (The Task Force viewed the video during the meeting. It is also available on the home page of the District's website, www.browardschools.com.)
- Tracy Clark, the District's Public Information Officer, is working on a welcome letter for schools to send to volunteers.
- Ms. Airaghi, Chief Service Quality Officer, and Dr. Desmond Blackburn, Chief School Performance and Accountability Officer, will present the organization of their offices at the District Advisory Council meeting on September 12, 2012.

Ms. Fertig requested that the aforementioned updates be posted to the District's Parent / Community Involvement Task Force website.

- [The Restructuring of the Advisory Process](#)

Ms. Fertig presented a PowerPoint on the District Advisory Council (DAC), Area Advisory, and the School Advisory Forum (SAF). Sections included: the History and Current Status of the Advisory Process, Potential Advisory Models, and Barriers to Effectiveness. Task Force members offered suggestions for increasing participation. Please see attached notes for additional information, including the Task Force's suggestions.

- [Future Meetings](#)

At this time, no additional Task Force meetings were scheduled.

- [Adjournment](#)

Mrs. Fertig adjourned the meeting.