



Broward County Public Schools

Parent/Community Involvement Task Force

Meeting Minutes

McFATTER TECHNICAL CENTER

CULINARY ARTS BUILDING - BISTRO

MAY 23, 2013 / 5:00 PM TO 7:30 PM

Present Members: Mary Fertig (Chair), Janet Bravo, Karen Davis-Powers, Wayne Johnson, Jodi Klein, Doug Kruse, Gloria Moschella, Laurie Rich Levinson, Elisa Wolfe

Guests: Sharon Airaghi, Tracy Clark, Charles Webster, Wanda Robinson

- [Call to Order](#)

Ms. Fertig called the meeting to order.

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

Ms. Rich Levinson announced tonight's meeting would be utilized to bring Task Force members up to date on the recommendations and discuss ways to expedite progress. In addition, future projects would be discussed.

Ms. Clark, Public Information Officer, discussed her role in managing communications and media relations for the District. She stated the District's website is in the process of being updated. It will reflect that parents are the primary stakeholders. She also addressed customer service initiatives, beginning with how phones are answered. Respectfulness is an organizational philosophy.

Ms. Airaghi, Chief Service Quality Officer, is working with the Talent Development department to train clerical staff on customer service. Schools are the focus for this initiative. Principals will receive feedback from visitors to get a better understanding of the reception at their schools. A marketing committee is also being developed.

Representing the Senior Leadership Team (SLT), Ms. Airaghi attended the Disney institute. Disney will look at our District's gaps to build a service framework for moving forward. The Disney premise is for employees to feel supported, and to demonstrate a high level of respect and professionalism.

Ms. Airaghi stated the orientation process for incoming District employees will highlight the District's accomplishments, as we can all be proud of this organization. In addition, we are working on strategies for how to acknowledge staff.

Mr. Johnson indicated more people are needed in the schools to assist parents, and Ms. Airaghi stated they will bring in extra help for busier times (i.e. enrollment).

Ms. Rich Levinson added customer service training for principals is also important.

Ms. Clark discussed the launch of Performance Management sessions, including a component of development opportunities for seated administrators. Everyone wants to be better at what they do and can learn new ways of doing business.

Ms. Rich Levinson announced the new emergency card (for students) will go out this year, with the opportunity for parents to indicate their preferred method of communication (phone, email, etc.). This information will be utilized by schools as well as District offices.

Ms. Fertig inquired if customer service training will be provided to volunteers, an integral part of the District. Ms. Clark said we will look at offering such training for our volunteer cadre.

Ms. Fertig said she noticed the infrastructure is now in place for improved customer service, and this was a positive step for the District.

Ms. Clark recommended a “parent corner” on the District’s website to include topical articles written by parents (for example, what new parents should prepare for when enrolling their children).

Ms. Fertig asked about the robocall system (Parent Link). Ms. Clark is filtering outgoing Parent Link messages through her department to ensure they are clear and concise. Ms. Airaghi added frequency and timeliness are key. Ms. Rich Levinson requested they address the issue of messages sometimes being cut off.

Ms. Fertig indicated she was pleased schools are being asked to develop a marketing and communication plan.

Ms. Clark addressed Ms. Fertig’s inquiry regarding the District’s website. The first phase is a “new outward face” for the start of the school year. Information & Technology (I & T) will standardize the school sites. Additional phases will be shown in the Communications plan.

Ms. Rich Levinson announced two upcoming Board workshops: The Parent / Community Involvement Task Force and Customer Service workshop (June 10) and the Communications Plan workshop (June 18). Mr. Sussman will send a notification email to Task Force members.

Ms. Fertig inquired about the STAR system for screening volunteers. Ms. Clark stated this is owned by Broward District Schools Police. A web-based component is suggested. Ms. Robinson indicated volunteers must provide the correct information to facilitate their approval. Ms. Clark advised members to reach out to her department when issues arise. Ms. Bravo added that sometimes volunteer hours are not captured correctly.

Ms. Rich Levinson asked members to let her know if they have other questions on the recommendations and she will discuss them at the workshop.

Task Force members indicated they appreciated the opportunity to hear updates from Ms. Clark and Ms. Airaghi.

Ms. Robinson, Office of Parents, Business and Community Partnerships, discussed the Parent University project and invited the Task Force to collaborate with her in its design and implementation. She distributed Epstein's Framework of Six Types of Involvement – a school, family, and community partnership model. Will work in collaboration with Dr. Desmond Blackburn's office (School Performance and Accountability) and Title I to assist schools in utilizing this model in the development of the parent engagement section of their school improvement plans.

Ms. Rich Levinson stated the Task Force can help deliver Parent University. Ms. Moschella added, in certain situations, parents' stressors thwart their involvement with their children. Parent University can address this. Ms. Clark indicated that the District's partners (including the Children's Services Council and the United Way) should also be utilized to help parents.

Ms. Klein reported the District Advisory Council (DAC) joined with the Parent Teachers Association (PTA) to create a spring training event for parents and school staff. Topics included the elimination of the "school house to jail house" pipeline.

Mr. Webster, Public Relations and Governmental Affairs, who was part of the advisory process in the past, stated several of the concerns from the past remain (such as engagement of parents). He feels our administration is committed to working with parents and advisory members to address these concerns, and he is looking forward to working with the group.

- [Fall Forums](#)

Ms. Fertig invited Task Force members to help organize and participate in elementary, middle, and high school forums for the coming school year. Possible dates will be emailed to Task Force members, to weigh in on their preferred dates.

- [Future Meetings](#)

Separate Task Force meetings to focus on the fall forums and Parent University will be held. Dates to come.

- [Meeting Minutes](#)

The minutes from the previous Task Force meeting (September 6, 2012) were approved.

- [Adjournment](#)

Mrs. Fertig adjourned the meeting.