



Broward County Public Schools
Parent/Community Involvement Task Force
(PCITF)
Meeting Minutes

McFATTER TECHNICAL COLLEGE

BISTRO

JUNE 8, 2015 / 6:00 PM – 8:30 PM

Members: Mary Fertig (Chair), Debbie Aleman, Natalie Beasley, Janet Bravo, Ana Corujo, Sheri Johnson, Colleen LaPlant, Esther Mizell, Lew Naylor, Laurie Rich Levinson, Elisa Wolfe

Guests: Andrea Cavanagh, Yvette Fernandez, Wanda Robinson

- **Call to Order**

Ms. Fertig called the meeting to order.

- **Welcome & Introductions**

Each attendee introduced herself/himself.

- **Approval of Minutes**

The meeting minutes from April 20, 2015 were unanimously approved.

- **Select dates for events and meetings 2015-2016**

These dates were discussed throughout the meeting:

1. **Media Forum Subcommittee**

Wednesday July 1, 2015
10 a.m. - 12 noon
Ramblewood Middle

2. **Media Forum Subcommittee**

Wednesday July 22, 2015
10 a.m. - 12 noon
United Way office

3. Regular Meeting

AND

4. Academy for Parent Engagement Subcommittee Meeting (2 meetings in 1)

Tuesday, August 18, 2015

6:30 pm - 8:30 pm

McFatter Technical Center

PLUS...

5. Media Forum: Monday, August 17, 11:30 a.m. - 1:30 p.m. (*Update*: KCW Board

Room **not** available at that time. Location TBA, or date change.)

6. High School Forum possible dates (need to finalize): September 28, September 30, October 12, October 26, November 2, November 4, November 9, November 11, times & locations TBA.

7. Middle School Forum: Choose from above dates (September - November).

8. Parent Engagement Conference: March 5, 2016, 8:00 a.m. - 1:00 p.m., location TBA.

Note: Ms. Fernandez, from the District's ESOL (English for Speakers of Other Languages) Department, stated her department will provide translators for the forums and translate the notifications as well.

➤ Wrap-up: Parent Engagement Conference

Ms. Beasley inquired if a budget will be available for the next conference. Ms. Rich Levinson will follow-up with Superintendent Runcie and report back

Ms. Rich Levinson said overall, feedback she received from principals was positive. They considered the conference to be valuable.

Mr. Naylor asked how the non-profit organizations were notified. Ms. Beasley indicated she emailed all task force members the link for registration, for members to forward.

Ms. Fertig distributed a list, "Participating Nonprofits," with descriptions of each.

Ms. Bravo suggested sharing success stories from schools who utilized ideas from the workshops at the first Parent Engagement Conference to promote the next one.

Ms. Fernandez recommended the workshops be held in closer proximity to the keynote presentation to encourage attendance.

Ms. Rich Levinson said the biggest challenge is marketing the event. Ms. Fernandez reminded the members her department will translate the notice (flier) into different languages and help promote the event.

Ms. Fertig stated there was wide attendance from the various districts.

Ms. Rich Levinson has recommended parent and community engagement positions for Michaelle Pope's department, Student Support Initiatives.

Mr. Naylor suggested senior level District attend advisory meetings, to be available to answer questions.

Ms. Beasley said the framework is in place for the conference (registration, format). The sooner we identify the date, the sooner we can promote the conference and get School Board Members involved. Ms. Cavanagh agreed, advising to pick a date soon and send out a "save the date" notice. The **Parent Engagement Conference** date was chosen: **Saturday, March 5, 2016 (8:00 a.m. – 1:00 p.m.). Location TBA.**

Mr. Naylor suggested asking Board Members to send the conference notice to those on their email lists.

Ms. Johnson said she received positive feedback from attendees, and attendance will bubble up through word of mouth.

Ms. Robinson suggested utilizing buses to transport parents from their neighborhood schools to the event to increase attendance. She also recommended a workshop on the school improvement plan, to see what the school's goals are to give the conference more meaning.

Ms. Wolfe stated social media could be used – such as Facebook, Twitter and Remind – to promote the Parent Engagement Conference. She also recommended inviting the media (local channels and local publications, including community newspapers) to cover the event. We should make the media feel welcome to cover a positive story. In addition, we should hold a forum for media people this August, and feature a "Broward County Public Schools 101" workshop – a grade K-12 parent primer, including how parents may access information at their child's school and tips on current and proposed legislation.

Proposed date for the **Media Forum: Monday, August 17, 11:30 a.m. – 1:30 p.m., in the KCW Board Room** (*Update:* the requested location, KCW Board Room, is not available on August 17 at the chosen time. **Location TBA. Date subject to change.**)

A Media Forum subcommittee was formed: Elisa Wolfe, Mary Fertig, Yvette Fernandez, Ana Corujo, Lew Naylor, and Janet Bravo. Other members offered to communicate and send information via email.

The Media Forum Subcommittee meetings will be held as follows:

- Wednesday, July 1, 2015, Ramblewood Middle School, 10 a.m. – 12 noon.
- Wednesday, July 22, 2015, United Way office, 1300 S Andrews Avenue, Ft. Lauderdale, 10 a.m. - 12 noon.

Ms. Mizell recommended inviting Linda Nestor from the media. (Ms. Nestor is also a former PCITF member.) Ms. Wolfe will invite her.

Ms. Bravo indicated parents who change their phone numbers should inform the school so the parents' contact information is updated.

Ms. Fertig suggested contacting city liaisons, to invite local publications to the Media Forum. She also recommended asking the media to report task force events on Twitter, in brief bites.

Ms. Robinson encouraged presenting data on how parent engagement positively impacts schools and learning, to make this newsworthy. She will help develop a press package with data and success stories.

Mr. Naylor suggested asking Charles Webster to help promote the media forum.

➤ **Social Media and Communication**

Uses of social media to help promote the Parent Engagement Conference was discussed during the conference wrap-up (see above).

➤ **Forums subcommittee**

Ms. Fertig distributed collated data for high and middle forums, prepared by Mr. Naylor and Ms. Bravo. (Todd Sussman previously emailed this data to all PCITF members and guests.)

Ms. Bravo recommended a template for the forum questionnaires, so data will be collected in the same format. Ms. Rich Levinson advised that group facilitators meet prior to the forums to review the questionnaire to ensure it is presented uniformly.

Ms. Fertig asked each member to choose one area (from the collated data) to focus on, to facilitate implementation of some of the solutions.

- **Academy for Parent Engagement (also known as Parent University)**

Ms. Robinson distributed the following handouts:

- Academy for Parent Engagement - Q & A
- Academy for Parent Engagement – domains (Health & Wellness, etc.)
- Parent University – Program Models

Ms. Robinson agreed to send Mr. Sussman these documents electronically, to forward to all PCITF members and guests. (*Update*: Actions completed on June 10, 2015.)

An Academy of Parent Engagement subcommittee was formed: Mary Fertig, Wanda Robinson, Sheri Johnson, Natalie Beasley, Ana Corujo, Elisa Wolfe, Janet Bravo, and Esther Mizell.

PCITF members were asked to email Ms. Fertig and Mr. Sussman their ideas. Ms. Fertig will collate them. She asked people to be creative. Ms. Rich Levinson advised the focus should be on “what will help parents.”

A subcommittee meeting date was not set at this time.

- **Update on Task Force Recommendations**

Recommendations (from 2012) will be reviewed at the next PCITF meeting, in tandem with the new data from the forums.

- **New Business**

Ms. Naylor inquired if a Board workshop was held on the by-laws. Ms. Rich Levinson indicated this is in-the-works and the by-laws submitted by all committees are being reviewed.

- **Next Meeting**

Tuesday, August 18, 2015 at McFatter Technical College, Bistro, 6:30 p.m. – 8:30 p.m.

- **Adjournment**

Ms. Fertig adjourned the meeting.