



Parent / Community Involvement Task Force (PCITF)

Meeting Minutes

McFatter Technical College (Bistro)

McFatter Technical College

October 10, 2016 / 6:00 PM – 8:15 PM

Members: Mary Fertig (Chair), Debbie Aleman, Natalie Beasley, Andrea Cavanagh, Colleen LaPlant, Esther Mizell, Gloria Moschella, Lew Naylor, Laurie Rich Levinson, Cathie Starkey

Guests: Andrea Blackwood, Nadia Clarke, Cara Coletti, Scott Jarvis, Christine Semisch, Carolyn Stewart

- **Call to Order**

Ms. Fertig called the meeting to order.

- **Welcome & Intros**

All members discussed their Hurricane Matthew preparation experiences.

- **Approval of September 12, 2016 Minutes**

The minutes were unanimously approved.

- **Update on Parent / Community Engagement**

Ms. Clarke announced a “School Has Started, Now What?” workshop for parents and community will be offered, as well as a Broward Reads workshop and pajama party (in the works). Her department (Office of Parent Engagement) will have a designated “parent page” on the District’s website. In addition, she is planning a workshop series for school staff (with the

Talent Development department). Staff will receive in-service points for certification. The first workshop will involve the School Improvement Plan.

- **Innovation Zone Support Update**

Ms. Fertig reported on the Deerfield Beach Middle School innovation zone meeting from September 28, 2016. Almost every zone school attended, and zone meeting structure was discussed. The goal of education reform was to bring the community into the conversation. Parents stated they were involved in a few zone meetings each year. In the Deerfield zone's SAC and SAF meetings, elections are held and meeting minutes are written and maintained.

Mr. Naylor reported on the Plantation zone meeting held September 29, 2016. Regarding Office 365, he said many parents do not know how to use it, but it can be very helpful. He added that discussions are needed on matriculation and support for parents in this process. Furthermore, Deerfield has the International Baccalaureate (IB) program, and more students should be involved in this. We need communication to inform and encourage students to join this program.

Ms. Fertig indicated zone meetings are a great way to talk about how schools are functioning. Building zone capacity is happening thanks to the initiatives of Dr. Valerie Wanza and Christine Semisch. More parent /community involvement would help increase zone cohesiveness.

Ms. Mizell enjoyed parent involvement at the zone meeting. Transportation for parents is vital – they will participate if they can get there.

Ms. Clarke learned that parents are intimidated by acronyms – parent-friendly language is needed.

Ms. Fertig suggested involving parents in the planning process so they will have more of an interest in the outcome.

Ms. Semisch reported that her office's work was restructured under the leadership of Dr. Wanza, so zone meetings will be more consistent and there will be a minimum of two zone meetings each year. Every week, the Office of School Performance and Accountability (OSPA) is working with the schools directly on zone collaboration between principals. There is a big commitment by OSPA to work with the zones.

- **Fall Conference Report – Nov. 19**

Ms. Clarke indicated the registration flier will be completed this week. The Public Information office (PIO) is taking the lead on the marketing.

Ms. Beasley requested Ms. Clarke send her a jpeg of the “Save the Date” flier and the parent engagement logo (411), separately.

Mr. Naylor asked Dr. Stewart (PIO) to email documents in both pdf and jpeg. This will help facilitate sharing the information on social media.

Ms. Clarke recommended a survey asking parents what workshops they would be interested in attending. Information on where to download the survey could be posted at the conference. Ms. LaPlant suggested including this information on the registration form, too.

Ms. Clarke indicated she is working with Marcia Bynoe (in the District’s Coordinated Health department) to finalize arrangements for the farmers’ market – fresh produce provided to attendees.

Ms. Beasley requested a walk-through at Ft. Lauderdale High School prior to event. Mr. Jarvis stated he will do two walk-throughs before the event. He will reach out to Sean Curran for the room assignments – which are needed soon for the program. Mr. Jarvis will forward the room numbers to Todd Sussman – who will then send out to conference committee members. Mr. Jarvis also indicated the panel discussion is slated for the school’s mini auditorium.

Ms. Mizell stated she will sign-up children for child care in the cafeteria. Mr. Jarvis will reach out to another school for additional child care help.

Mr. Jarvis will also inquire on the best place for conference attendees to park.

Ms. Fertig will check on the status of the principal letter.

Ms. LaPlant indicated we need a donation letter for breakfast foods for the conference.

Ms. Fertig offered to print the programs on Publisher.

Ms. Aleman indicated Ms. Bravo (not present at tonight’s meeting) will present on outstanding customer service. A brief description of this workshop is needed for the program. Mr. Sussman offered to write one if given the bullet points or outline of topics to be presented.

Ms. Aleman stated the panel discussion will focus on “how to be an agent for change.”

Ms. Fertig asked to have all members of the panel discussion meet prior to the event to review their presentation / discussion.

Ms. Beasley recommended BECON be present to tape the discussion. Dr. Stewart agreed to arrange this, and to also post a message advertising the conference on Twitter.

Ms. Moschella suggested engaging student reporters to participate.

Ms. Clarke added that Spanish and Creole translators from ESOL will be present.

Ms. Fertig suggested a station where people could share community involvement success stories.

Ms. Rich Levinson stated Danny Tritto will present technology and Naviance trainings. The technology discussion will include Office 365 and inform parents they have free access. She also indicated she will encourage principals to invite booster clubs to the event.

- **New Business**

Dr. Stewart encouraged PCITF members to register for the upcoming Ed Talk event. This year, Ed Talk will include student involvement. The event is taking place on Saturday, November 5, 2016 at the Broward Convention Center (networking: 8:00 a.m – 9:00 a.m; program: 9 a.m. – 12 noon).

- **Future Meeting & Event Dates**

--TO BE RE-SCHEDULED: Thursday, October 6, 2016 Miramar zone meeting (cancelled due to Hurricane Matthew).

--Thursday, October 13, 2016 – Boyd Anderson zone meeting at Lauderdale Lakes Middle School – 6:00 p.m.

--Monday, October 24, 2016 – Conference subcommittee meeting – S.W. Regional Library
6:00 p.m.

--Monday, November 7, 2016 - regular PCITF meeting – McFatter Bistro – 6:00 p.m.

--Saturday, November 19, 2016 – Fall Parent Engagement Conference – Ft. Lauderdale High School – 8:00 a.m.

--Monday, December 12, 2016 - regular PCITF meeting – McFatter Bistro – 6:00 p.m.

--Monday, January 23, 2017 – regular PCITF meeting – McFatter Bistro – 6:00 p.m.

- **Adjournment**

Ms. Fertig adjourned the meeting.