



Parent / Community Involvement Task Force

Meeting Minutes

McFatter Technical College (Bistro)

November 16, 2015

6:00 p.m. – 8:30 p.m.

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

Call-in: Elisa Wolfe

Guest: Andrea Blackwood

- **Call To Order**

Ms. Fertig called the meeting to order.

- **Welcome and Introductions**

Ms. Fertig welcomed all attendees.

- **Approval of Minutes from September 28, 2015**

The minutes were unanimously approved.

- **PCITF Website**

Todd Sussman, the Superintendent's Representative on the Task Force, showed (on a big screen) the new Parent / Community Involvement Task Force (PCITF), located at this link:

<http://www.broward.k12.fl.us/pctf/>

Here is their feedback:

- Members liked the quotation about volunteers being priceless. However, Ms. Beasley requested it be set in smaller type.
- Under the “Welcome” heading, add a blurb on “who we are” (including individual volunteers appointed by board members and community representatives). Add the link to the list of members (tab at top of site) if possible.
- Next, include the goals -- move them up from the bottom of the home page.
- Members liked the moving banner (above the photographs) used to advertise the high school forum, but only for events. Upcoming regular meetings should be listed at the bottom of the page – but not moving.
- Show the pictures in rotation, if possible.
- Ms. Fertig liked that all past meeting minutes were posted. She would like the currently posted scan of the 2012 report and recommendations to be placed with nicer-looking, color pdfs – with the report and recommendations separated into two separate documents. She will forward these to Mr. Sussman. In addition, she would like a 3rd link for new recommendations.
- Mr. Naylor requested a list / notation of recommendations that were already implemented.
- Mr. Fertig requested a tab for subcommittees – to contain lists of each subcommittee (forums, Parent Engagement Conference, etc.)
- Mr. Naylor requested a “volunteers” tab – to develop a bank of volunteers the Task Force can call to help with upcoming events. In addition, he requested a prompt for potential volunteers to provide their email address. Can they input it directly onto the site, or shall they be directed to a separate email address (for example, the Task Force’s g-mail account used for recent events)? What are the available options?
- Mr. Sussman said the by-laws would be posted in the future, once approved by the Board.
- Mr. Sussman will present all of the above to Theresa Coleman in Risk Management. She is the PCITF webmaster.

- **Middle and High School Forums**

Ms. Fertig distributed a listing of recommendations from the November 9, 2015 High School Forum. This was a partial listing – additional recommendations from other groups at that forum will be forthcoming.

- ESE Discussion Group Recommendations

It was decided that all ESE recommendations (1-5) would be pursued (moved forward).

Ms. Johnson called for methods to better engage volunteers.

Ms. Blackwood suggested a needs assessment for volunteerism (and opportunities for volunteers) at each school. Ms. Fertig recommended the PCITF develop their own, and that Google be used as a starting point for samples.

Ms. Corujo suggested creating a document to indicate parents' available times to volunteer.

Ms. Mizell recommended having parents come to a table (at the school) to join particular committees that need volunteers; post a sign that says “get involved.”

Ms. Bravo suggested posting schools' volunteer needs online.

Ms. Rich Levinson stated volunteering opportunities should be opened up, beyond the PTA.

Ms. Rich Levinson will discuss current anti-bullying efforts with Micki Pope and Wanda Robinson (re: ESE recommendation #4)

Ms. Bravo suggested adding information (including links to students' graduation requirements) to the bottom of students' report cards.

Ms. Corujo stated some parents have a language barrier -- more than students do – and they need ELL program information in different languages.

Ms. Newmeyer suggested reaching out to principals that are zone representatives re: a needs assessment.

- School Advisory Council (SAC) Recommendations

The members want to move the listed SAC recommendation forward – re: workshops on marketing plans.

Mr. Naylor stated the District's Western schools have strong marketing to attract and retain students.

Ms. Johnson asked what charter schools do to market their schools? Mr. Sussman reported on a new District marketing initiative – personalizing direct mail pieces (which charter schools also

do) for the family, listing benefits of enrolling in the SBBC school, and including an illustration of a desk awaiting the student (with the student's first name included as a personal touch).

Ms. Bravo said marketing to alumni is helpful and cited McArthur High as an example.

Ms. Rich Levinson stated marketing has to be a team effort; administrators have to be involved with the parent group in the marketing plan. She recommended including marketing workshops at the next Parent Engagement Conference, even if just for the zones who desire such a workshop.

Ms. LaPlant recommended videotaping a marketing workshop for continuous use.

➤ Teacher Discussion Group Recommendations

Mr. Sussman, who led the Teacher group at the High School Forum, reviewed seven recommendations.

Ms. Rich Levinson stated that the 1st recommendation – encouraging parents to volunteer at their child's school, being mindful of their available times -- was an original recommendation from the 2012 report.

Ms. Johnson stated effective parental involvement in a child's education (including ensuring homework is completed) is different than volunteering at the school.

Ms. Fertig stated more parental involvement is needed in high schools; students need parents even more as they get older.

Ms. Corujo said it is important for kids to see the parent form a relationship with adults at the school, so there is a connection.

Ms. Fertig stated volunteer needs must be (1) identified, and (2) communicated.

Ms. Bravo stated parent involvement will help with the accreditation process.

The recommendation (#3) of school staffs at booths for athletic events was very well-received.

Mr. Naylor reminded that a BTU representative is need on the PCITF.

The Volunteer Subcommittee was established: Ms. Corujo, Ms. Bravo, Ms. Fertig.

➤ Business Group Recommendations

Mr. Naylor review the Business group recommendations.

Recommendation #4 (re: life skill / financial management) was well-liked by the group. This will be moved forward. On that note, Ms. Rich Levinson stated the Department of Education (DOE) has approved financial literacy courses. The District will pilot these as electives next year at the high school level. Topics will include financial decision making (such as buying or

leasing a car), interest and how it is compounded, revolving credit debt, fixed or variable interest rates on buying a house, and how to compare and buy insurance.

Mr. Naylor stated schools need to learn how to best utilize business partners, besides as a source of cash.

- **Reschedule Media Forum – February 2016**

The Media Forum Subcommittee includes: Ms. Corujo, Ms. Wolfe, and Mr. Naylor. Ms. Bravo and Ms. Fertig indicated they will also try to participate.

Ms. Wolfe will advise on a specific date in the near future.

- **Parent Engagement Conference – set for March 5, 2016**

We will use part of the next PCITF meeting (December 14, 2015) for planning. Ms. Rich Levinson will reach out to Micki Pope and Wanda Robinson to attend

The event will take place at Piper High School.

- **Update on PCITF Recommendations**

Ms. Rich Levinson will offer a status report next time.

- **Additional Business**

Mr. Naylor asked for an update on previous requests for Principal and BTU representatives to be appointed to the Task Force.

- **Future Meeting Dates**

The next two meetings will both take place at McFatter (Bistro), starting at 6:00 p.m.

- Monday, December 14, 2015 – regular meeting to continue discussion of recommendations from the forums, then Parent Engagement Conference planning.
- Update: Monday, January 11, 2016 meeting set

- **Adjournment**

Ms. Fertig adjourned the meeting.