



# Parent / Community Involvement Task Force

## Meeting Minutes

### McFatter Technical College

January 11, 2016 / 6:00 p.m. - 8:30 p.m.

Members Present: Mary Fertig (Chair), Debbie Aleman, Natalie Beasley, Janet Bravo, Sheri Johnson, Colleen LaPlant, Esther Mizell, Gloria Moschella, Lew Naylor, Veronica Newmeyer, Laurie Rich Levinson, Cathie Starkey

Phone-in: Elisa Wolfe

Guests: Andrea Blackwood, Ana Cavanaugh, Yvette Fernandez, Wanda Robinson

- **Call to Order**

Ms. Fertig called the meeting to order.

- **Welcome**

Members greeted each other and shared their holiday experiences.

- **Approval of Minutes**

The minutes from December 14, 2015 were unanimously approved.

- **Update on PCITF Recommendations**

Ms. Fertig distributed recommendations from the Middle and High School Forums.

- Ms. Bravo requested to add (p. 3, Business group rec 1): “Include parent and community representatives at substantive meetings with a comprehensive dialogue” at innovation zone meetings. (Will be brought forth to Board.)
- Business Rec. 3, p. 3 – “District support...appropriate schools” ... “to include an online component” (so potential partners can see what schools have in place). Also add: “considering equity and fairness – so schools have equal opportunities.” Will move this forward to Board.

Mr. Naylor: Some businesses are being excluded from schools. Ms. Beasley stated some schools may not need the service.

Ms. Rich Levinson: The District’s Partners in Education program will help implement these recommendations.

Ms. Blackwood called for a way to build in equity to evenly distribute partners among schools.

- Add basic training for booster club parents. (Will move this forward to Board.)

- **Parent Engagement Conference**

Piper High, March 5, 2016

- A. Non Profit Fair

Ms. Beasley distributed sample registration forms, for both attendees and vendors.

Ms. Rich Levinson will encourage more principals to attend. Ms. Starkey suggested more parents attend, too.

Members should direct possible vendors to Ms. Beasley.

Ms. Fertig asked for principals and staff who coordinate field trips to be notified.

Ms. Johnson suggested informing vendors of the value of a partnership.

Ms. Fernandez stated the fair is very informative; schools learn more about vendors when they visit the tables.

Ms. Aleman: Send to flier to Guidance Directors, too. Ms. Robinson will request Scott Jarvis (Service Quality Office) to help notify Guidance Department.

Ms. Blackwood suggested asking Dr. Valeria Wanza (OSPA) to solicit feedback from the principals regarding the Non Profit Fair. What was beneficial to them?

Ms. Fertig: have separate door prizes for the Non Profit Fair. Ms. Starkey: stamp a card to show attendees visited each booth.

Ms. Rich Levinson: create a separate flier the Non Profit Fair. Ms. Beasley, Ms. Fertig and Ms. Johnson will develop the flier, via conference call.

Mr. Naylor: invite media people (especially smaller newspapers); use contacts we found from planning Media Forum.

Ms. Bravo: Ask Charles Webster to send the flier to cities and education advisory boards (EABs).

Ms. Robinson: send the flier electronically to principals.

Ms. Beasley discussed the Attendee registration form she distributed. Ms. Blackwood recommended adding “student” as a choice.

A question was posed re: a liability waiver if children (in child care at the event) used the school’s sports equipment. It was decided board games would be utilized to prevent any safety issues.

#### B. Marketing

Ms. Fernandez will request translations of the “Save the Date” fliers (conference and fair) into different languages.

Ms. Fertig: send the flier to SAC, SAF, PTA.

#### C. Door prizes

Ms. LaPlant offered to be the point person.

Ms. Fertig: Reiterated separate prizes for the Non Profit Fair.

Members agreed to find donors.

#### D. Breakfast food

Ms. Aleman agreed to be the point person, to obtain food for the event.

#### E. Registration

Ms. Bravo stated greeters were needed in the parking lot of Piper High.

Ms. Rich Levinson suggested JROTC students as escorts. Ms. Blackwood will speak to Principal Gomez on this topic.

Ms. Robinson asked for reserved parking spaces for VIPs.

## F. Workshops

We reviewed possible topics as listed in the December minutes. Discussion included:

1. Booster Clubs 2.0 (+ 1.0)

2. Technology (with a lab available for hands-on activities), including Pinnacle and Office 365 for students, and social media. Ms. Rich Levinson will speak to Jeff Stanley (I & T) to present on Pinnacle and Office 365. She will ask the Guidance Department to give parents an introduction to Naviance, which has many features, including helping students with college applications.

3. The new designer drugs & substance abuse.

Ideas for catchy titles and specific subjects and descriptions to come.

## G. Keynote speaker

Ms. Robinson: Utilize a District panel to inform parents of District developments – what parents need to know and what parent advisory boards need to know to partner with the schools. Share success stories with parents, and tell them how they can assist.

Ms. Fertig: We need a dynamic kickoff – someone to make people feel inspired, someone who interacts with volunteers and will talk about the power of volunteers.

Ms. Beasley recommended Henry Crockett as such a person who inspires, and he is a product of Broward schools.

Ms. Mizell recommended her son, a leader in the Teach for America program.

- **Middle and High School Forums**

The forums were discussed earlier in the PCITF recommendations update.

- **Media Forum**

Although the Task Force did not hold a Media Forum, they will invite local press (small community newspapers) to the Parent Engagement Conference.

- **Future Meeting Dates**

- February 8, 2016 – McFatter (Bistro), starts 6:00 p.m.
- March 14, 2016 – McFatter (Bistro), starts 6:00 p.m.

- **Other Business: PCITF Membership**

Mr. Naylor reminded that we need a principal (high school or middle school) and teacher. To be fair and impartial, Scott Jarvis from the Service Quality Office will be asked to send the word out that these positions on the Task Force need to be filled.

- **Adjournment**

Ms. Fertig adjourned the meeting.