



Parent / Community Involvement Task Force (PCITF)

Meeting Minutes

McFatter Tech College

March 14, 2016 / 6:00 p.m. – 8:30 p.m.

Members: Mary Fertig (Chair), Debbie Aleman, Natalie Beasley, Janet Bravo, Ana Corujo, Melanie Hemphill, Colleen LaPlant, Esther Mizell, Gloria Moschella, Lew Naylor, Andre Ponder, Laurie Rich Levinson

Guests: Andrea Blackwood, Andrea Cavanagh, Nadia Clarke (Asst. Director, Parent Engagement)

- [Call to Order](#)

Ms. Fertig called the meeting to order.

- [Welcome and Introductions](#)

All introduced themselves. Each member and guest shared “something good” happening in their lives.

- [Approval of February 8, 2016 Minutes](#)

Unanimously approved.

- [Review of Parent & Community Engagement Conference – March 5, 2016 \(Piper High School\)](#)

Ms. Aleman stated it was great to have the Assistant Principals attend the Conference. She recommended more PR and media coverage and said that some TV stations offer free advertising to Broward Schools. She also recommended advertising the Conference on Pinnacle.

Several members suggested the opening session be extended to 1 ½ hours, as it engaged the audience and was interactive.

Ms. Fertig stated keynote speaker Henri Crockett was wonderful. Ms. Moschella echoed that he was very personable. She is glad he was given more time to speak than initially planned.

Ms. Rich Levinson suggested asking BECON to film the event next time. Ms. Fertig indicated it was a perfect tie-in to BECON's "Give Back to Broward" programming.

Ms. Bravo suggested having translators of foreign languages at the registration table next time.

Ms. Fertig stated there were requests to hold the Conference two times per year. Ms. Rich Levinson shared Board Chair Dr. Rosalind Osgood's viewpoint to hold one in the East section of Broward to reach that part of the community, and Micki Pope's viewpoint that holding the Conference in a Western location where there is a cluster of schools would help pull more people in.

Ms. Fertig offered an alternative approach to the East and West idea: Hold the Conferences in fall and spring. Certain topics, for example Naviance, may be more helpful to parents and students in the fall.

Ms. Moschella suggested providing more descriptive information on the advertising materials so people would have a better idea of what the Conference offers. Ms. Corujo suggested including information on the benefits of attending.

Mr. Ponder suggested holding the Conference at a non-school location, such as the Convention Center.

Mr. Naylor recommended including information about the Conference in the District's Friday Focus online newsletter.

Ms. Bravo informed us her daughter's school, McArthur High, will springboard off this Conference and hold their own.

Ms. Clarke recommended "reaching parents where they are," including advertising on radio. Ms. Rich Levinson added that honoring parents' communication preferences were part of the PCITF's initial recommendations. Although the Student Emergency Contact Card prompts parents to indicate their preference (email, text or phone), some schools may not be implementing their choice.

Ms. Clarke also discussed looking at barriers to engagement, the culture of the school (is everyone made to feel welcome?), and making such part of the principal's evaluation. Ms. Rich Levinson reiterated these were part of the PCITF's original recommendations.

Ms. Fertig asked if the group wanted to plan a new Parent Engagement Conference for the fall. All members indicated they did.

Ms. Fertig and Ms. Rich Levinson agreed both the forums and the conferences give parents a voice.

Ms. Fertig suggested combining the Conference with a volunteer fair, something new.

Ms. Moschella described her experience of her school's PTA putting constraints on volunteering. Often, if the volunteering is not done at the school, the PTA is not aware.

Mr. Ponder suggested results of the survey (from the Parent Engagement Conference online registration) be distributed to the members.

- [Celebrating five years of the PCITF](#)

This committee was created five years ago to re-ignite parent and community engagement. Ms. Fertig thanked all for their participation and making the events come to life. Ms. Rich Levinson, who spearheaded the creation of the Task Force, stated she was impressed that we can pull together these wonderful events (forums, conferences) in such a short amount of time.

Special thank you to Ms. Fertig for supplying the delicious food for our meetings, including tonight's cake.

- [Report to the Board \(re: Recommendations from Forums\) – January 20, 2016](#)

Ms. Fertig distributed the recommendations (garnered from our most recent High School and Middle School Forums) she brought forth to the School Board last January. The recommendations included ideas and suggestions from the ESE, School Advisory Council, Teacher, Business, and Booster Club discussion groups.

Ms. Rich Levinson stated the PCITF was kept in place to help implement the original recommendations. At the next PCITF meeting, we will look at which ones have already been implemented and where more work is needed.

- [New Business](#)

Two subcommittees were formed as follows:

Conference Subcommittee

Debbie Aleman

Andrea Cavanagh

Nadia Clarke

Sheri Johnson

Colleen LaPlant

Esther Mizell

Cathie Starkey

Forum Subcommittee

Andrea Blackwood

Janet Bravo

Melanie Hemphill

Gloria Moschella

Lew Naylor

- **Future Meeting Dates**

- Monday, April 11 - Regular meeting
- Monday, May 9 – Regular meeting + Conference and Forum subcommittee meetings
- Monday, June 6 – Regular meeting + Conference and Forum subcommittee meetings

All of the above will be held at McFatter Tech College (Bistro) and start at 6:00 p.m.

- **Adjournment**

Ms. Fertig adjourned the meeting.