



# Parent / Community Involvement Task Force (PCITF)

## Meeting Minutes

McFatter Technical College (Bistro)

August 15, 2016 / 6:00 PM – 8:30 PM

Members: Mary Fertig (Chair), Debbie Aleman, Andrea Cavanagh, Natalie Beasley, Janet Bravo, Melanie Hemphill, Sheri Johnson, Colleen LaPlant, Esther Mizell, Lew Naylor, Veronica Newmeyer, Laurie Rich Levinson

Guests: Donna Boruch, Nadia Clarke, Brandie Gray, Veda Hudge, Scott Jarvis, Christine Semisch

- **Call to Order**

Ms. Fertig called the meeting to order.

- **Welcome and Introductions**

All members introduced themselves and shared something interesting about themselves.

- **Approval of Minutes of June 6, 2016**

The minutes were unanimously approved.

- **Update on Parent/Community Engagement**

Nadia Clarke stated her department has been doing a lot of work behind the scenes.

1. The response to adopting zones and working with leaders is that 3 zones have accepted: Deerfield Beach, Plantation and Miramar. They are having their next meeting the 3<sup>rd</sup> week of school.
2. The District reviewed recommendations and held focus groups; there was a lot of feedback. The overwhelming theme was customer service; it must line up with service quality.

In 2016, a Customer Service Committee was created (Veda Hudge & Donna Boruch – both in the District’s Office of Service Quality)

Ms. Hudge stated that all Stakeholders across the District bring up customer service concerns. The Committee consists of Principals and District staff who prepare a framework of ideas to then bring to the Stakeholders for a starting point. Customer service focus looks at identifying expectations and standards to follow. Work has been about identifying a vision of where the District wants to go. “Secret shoppers” may be a good idea.

Ms. Bravo advised that we have “been there, done that.” Customer service is always discussed but it feels like we are spinning our wheels. The District needs to brand their customer service style, and she hopes they live up to the core values of what is in place. What about accountability? That is a concern.

Ms. Hudge explained there are steps. First, a clear definition of expectation is needed. Second, it is evolving and won’t happen overnight; changing a culture is not easy and not the job of one person. It is a collective effort to model and expedite expectations. She stated that one challenge is the size of the District. Where to start?

Ms. Hemphill stated that the issue is office staff. Who is hired, and who trains new employees to be polite? There seems to be nothing available.

Ms. Hudge responded that talent development is being worked on.

Ms. Rich-Levinson reminded the group that Karen Davis-Powers, a Task Force member, went to all of the schools in the District several years ago and was not greeted at 80% of them. Supposedly, training ensued at that point.

Ms. Fertig wanted to know what training had been done since. She clarified that recommendations were made specifically, and she would be disappointed if training had not occurred or annual refreshers were not given. It is what happens on a daily basis at all schools in the front office that is important. She would like to know what training has been done over the past 4 years and what success the District has had. Community members seem to get more information and insight than District employees.

Mr. Naylor inquired if there is a framework of discussions.

Ms. Clarke stated that there is a draft PowerPoint presentation, which she showed the group.

Mr. Naylor shared that there were people on our committee interested in participating.

Ms. Johnson urged that it goes both ways. PTA Leadership should be at the table from the get go, as they established standards of a welcoming school over 20 years ago.

Ms. Newmeyer stated that she knows there was training, but that it was not mandatory and those that needed to attend did not.

Ms. Clarke shared the PowerPoint and it was reviewed by all. Ms. Hudge pointed out that the District is looking at engagement of schools at the zone level. There are 3 pillars of the strategic plan. Everyone needs to be actually engaged. There are 4 ways to be engaged: Discovery, Act, Track and Adapt (DATA). Discovery is needed, how to act, where to find resources, track data and how to reengage when the data shows little success. 1) Teachers need to come together to discuss best practices and data; 2) Look at response to intervention (RTI) and how to ensure correct intervention, must engage kids to Tier 1 education first; 3) Internal and external customers; 4) scaling up best practices; 5) Ed Talk – validates what we already know about what has to be done; and 6) Surveys – also validate we must go forward with customer service initiative.

Ms. Mizell shared her frustration. Parents are forgotten once they give what the District needs.

Ms. Newmeyer agreed with Ms. Mizell and recognized that customer service was excellent when the bond issue was up for vote, then it seemed to decline.

Ms. Fertig stated that when the District needs the community they are nice to us; we have done a lot the past 5 years. Are we moving beyond the ideas?

Ms. Hudge answered that results show a framework of how the committee evolved. The core group meets weekly. The idea is to vet this out to the Stakeholder group.

Ms. Beasley is hearing more analysis and not so much doing.

Mr. Naylor pointed out that parents who attended the forums will see something coming to fruition with action.

Ms. Hudge inquired as to the standards. Ms. Fertig explained that we have specific recommendations; we ask for annual evaluations. There are consistent problems in certain schools as to how people are treated. These are noted on evaluations and we need accountability.

Ms. Bravo suggested office staff be trained on steps to greet, diffuse and respond.

Ms. Hemphill said that first and foremost have something – a standard, a vision -- and then it has to be followed.

Ms. Fertig suggested that at the September 12 PCTIF meeting, this group use the time to set acceptable standards, character traits and identify what we want to see and what should NOT happen. Mr. Naylor agreed and said we need to define who the internal customers are. Ms. Hudge explained they are students, office staff and parents. Ms. Fertig requested a definition sheet.

- **Fall Conference Report**

The Subcommittee reported on the status of their last two meetings. Andrea Cavanagh shared the Timeline they created of deadlines in order to be ready, as follows:

08/15/2016	Finalize Workshops and titles/speakers
08/20/2016	Todd Sussman confirm Conference location ( <b>Update:</b> Scott Jarvis is reaching out to principals for the location; Todd will inform the members once finalized.)
08/29/2016	Finalize registration set-up
09/01/2016	Save the Date postcard ready; Workshop descriptions finalized; Speakers confirmed
09/08/2016	1 <sup>st</sup> email blast to past attendees goes out; 1 <sup>st</sup> Parent Link (Robocall) made today; <u>Nadia</u> : send info to principals to go out to parents/staff
10/13/2016	2 <sup>nd</sup> Parent Line and email blast goes out today
10/14/2016	Registration Opens!
10/19/2016	Food donations/Farmer's Market confirmation deadline; Deadline for logos from and donors
10/27/2016	3 <sup>rd</sup> Parent Link and email reminder blast today
11/01/2016	Deadline to finalize Conference Program to be ready for printing
11/10/2016	Final Parent Link and email reminder blast.
11/18/2016	Meet at venue for set up.

Ms. Aleman shared that the Subcommittee would like a pop up on the Pinnacle website ASAP, as well as on Virtual Counselor, until the date of the Conference. Mr. Jarvis said he would follow up on this, as well as getting the message out at all Open Houses regarding info on the Conference. Ms. Aleman asked who would be doing all of the things Wanda Robinson did and Ms. Clarke said that she would, with Anitra King, the new Engagement Specialist, and Pearl.

Ms. Cavanagh explained the above Timeline of important deadlines to ensure we do not run short on time, as occurred with the last Conference.

Ms. Newmeyer spoke about the new District App being released, a find-it-all-in-one-place App.

Ms. Aleman reported on the status of her requests for advertising the Conference with local Media. She needs to follow up with the Sun Sentinel, BECON, CBS Radio and NBC 6.

Ms. Beasley will send an email blast to all previous attendees.

Ms. Rich-Levinson was concerned that if we do not offer child care, this community might be turned off, or less likely to attend. The group discussed this and Ms. LaPlant agreed that we will offer it.

Mr. Naylor suggested we re-send the Save the Date again at a later date once the District “farmer’s market” have agreed to bring the produce for distribution to attendees.

Ms. Cavanagh reviewed all of the workshops and shared that the Subcommittee decided on 6 to run twice for 2 sessions. She inquired about Naviance. Ms. Hemphill explained the concept. We need a workshop on this issue solely. Other educational tools topics should be separate.

Ms. Rich-Levinson will confirm with Danny Tritto to present the Naviance Workshop. She will have Dr. Valerie Wanza send a formal invitation to Mr. Balchunas and Mr. Bullock, Principals of the Turn Around Schools, to participate in the Panel Discussion before the Workshops begin at the Conference. She will also follow up on a letter from Superintendent Runcie to all Principals urging their attendance. She shared that the 8<sup>th</sup> grade Intern Principal group who assisted last time should do the Workshop on Building Community. Christine Semisch agreed and will let them know.

Ms. Fertig suggested a session on using outstanding customer service in schools. Ms. Bravo will assist with this.

Ms. Clark will coordinate with the Public Information Office (PIO) for a District website banner announcing the Conference and all Parent Links.

Mr. Naylor was concerned that there was no mention of our Conferences in Friday Focus and urged that it needs to be in there.

Ms. Beasley asked that a District photographer attend to capture it all in pictures for our website. She did it last time but needs to focus her attention elsewhere during the Conference.

Ms. Semisch will facilitate the Conference Subcommittee attending the Principal Meetings to speak about the Conference. The Elementary meeting is at Volunteer Park in Plantation and the Middle is at the Office of School Performance and Accountability (OSPA) in Pompano Beach. The meetings are 9/15, 10/27 and 11/17.

- **Innovation Zone Support Update**

Mr. Naylor stated the Committee met over the summer, and an instrument to measure current parent involvement ideas will be presented to Zones.

Ms. Fertig stated that we must try to gauge if we can help, find tune and eventually use at all schools to see where they are in parent engagement.

Mr. Naylor said the zone process has died. If we are all Stakeholders working to increase success all have to be involved.

Ms. Fertig agreed that it is a very hands-on project and will need more help going into a school community and improving dynamics. The subcommittee will organize events.

The following group members will assist: Janet Bravo, Lew Naylor, Mary Fertig, Sheri Johnson, Gloria Moschella, Veronica Newmeyer, Nadia Clarke and Melanie Hemphill.

Brandie Gray, a guest, told the group that she is a parent who resolved to be involved this year. She accessed the District website, saw our meeting on the calendar and decided to join us. She is interested in being involved. Her daughter is in 5<sup>th</sup> grade at Parkway Middle.

Ms. Fertig spoke about having meetings to interview school committees for Deerfield Beach, Miramar and Plantation zones.

Ms. Hemphill put in digital format the Parent Community Involvement Analysis. Ms. Fertig suggested adopting the Analysis. Mr. Naylor moved to adopt, Ms. Beasley seconded his Motion and the group unanimously voted to adopt the Analysis. It will be sent to Zone schools.

- **New Business**

There was no new business.

Ms. Fertig reiterated the Action Steps for Goals for 2016-2017 and suggested we keep these in mind to discuss at future meetings: A) Facilitate Communication, B) Promote Best Practices, C) Build Relationships, D) Recognize Excellence, E) Share Resources, and F) Offer Opportunities To Be Heard.

- **Future Meetings Dates**

- September 12, 2016 is the next regular PCITF meeting, McFatter Technical College (Bistro), 6 – 8 p.m.
- Monday, October 10, 2016, regular PCITF meeting, McFatter Technical College (Bistro). 6 – 8 p.m.
- Monday, October 24, Conference Subcommittee meeting at Southwest Regional Library, 6-8 p.m..
- Monday, November 7, 2016, regular PCITF meeting at McFatter Technical College (Bistro), 6 – 8 p.m.
- Saturday, November 19, 2016, Fall Conference – 8 a.m. – 12:30 p.m. – Location to come

- **Adjournment**

Ms. Fertig adjourned the meeting.