



# Parent / Community Involvement Task Force (PCITF)

## Meeting Minutes

McFatter Technical College (Bistro)

McFatter Technical College

September 12, 2016 / 6:00 PM – 8:30 PM

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

Guests: Andrea Blackwood, Nadia Clarke, Veda Hudge, Scott Jarvis

- **Call to Order**

Ms. Fertig called the meeting to order.

- **Welcome and Introductions**

Members and guests introduced themselves and spoke of something exciting from their summer.

- **Approval of August 15, 2016 Minutes**

The minutes were unanimously approved with no changes.

- **Update on Parent / Community Engagement**

Ms. Clarke (Office of Parent Engagement) provided updates as follows:

- Her department will address the chain of command for communication – who do you go to if you feel your child's teacher is not listening to you? Who should you reach out to? This information will be added to each school's website – a best practice.
- Her department will provide parents with other resources as they come to workshops that will be offered.

- In addition, ways parents should support students will be reviewed: routine, healthy meals, and in bed on time.

Mr. Naylor recommended this information be shared with the cities.

Ms. Johnson inquired if the workshops will be held in the communities. Ms. Clarke replied: “Yes, not just at schools.” Locations will include parks, laundromats, and other places where parents are likely to gather.

Ms. Bravo suggested sharing parents’ success stories, so parents will not think the administration will only side with teachers.

Ms. Clarke added the School Improvement Plan will have strategies for schools – a welcoming space for parents, parent information center, and materials. There will be a cultural ambassador to garner information for breaking down barriers and working with School Advisory Councils (SACs) and School Advisory Forums (SAFs).

Ms. Clarke indicated she is also working with the Office of Service Quality on this initiative.

Ms. Rich Levinson stated we need to revitalize the SAF – so parents’ voices are recognized.

Ms. Clarke said there is a separate component in the School Improvement Plan that each school will have to address. Ms. Rich Levinson added this will make it less abstract – having concrete things parents can do.

Ms. Fertig inquired about meeting minutes from these committees. Ms. Hudge (Office of Service Quality) stated SAC minutes are uploaded to the District’s website, but not SAF minutes.

Ms. Hudge indicated 226 schools are currently being trained, including SAC chairs and administrators. Teacher leaders are there, too. The SAC chairs are required to come to three (3) trainings a year for the School Improvement Plan.

Ms. Fertig stated parents should be empowered to elect their own leader, and minutes should be posted. She inquired on the number of schools that have an SAC chair who is not an employee. Ms. Hudge added that it does help to have an employee – to ensure benchmarks are being met.

Ms. Fertig commended Ms. Clarke on great work with her project.

- **Update on Customer Service**

Ms. Hudge reported on indicators of progress with items on the PCITF report:

- Customer Service training – occurring since 2011, some face-to-face, some online. Topics include: Effective listening skills, emails matter, office protocols, telephone technical skills, problem solving, conflict resolution.
- Many office workers get points for the training.

- Trained staff include Office Managers. Going forward it will be more widespread; she will meet with zone facilitators – to set the tone for expectations re: standards within a school.
- She will roll out a plan at cabinet, looking at who at the District level can take on this Customer Service piece, in collaboration with the Office of Service Quality.
- Evaluations – Customer Service is addressed in Standards 7 and 8 on the DASA evaluation – quality service (core 7), and communication and collaboration (core 8).
- Her office is looking into having “secret shoppers.”
- All schools are required to provide friendly, welcoming greetings, return phone calls, and have timely follow-ups with parents.

Ms. Fertig recommended an award for customer service.

Mr. Naylor asked who monitors the evaluations – what is the ramification if there is a deficiency in that area? Ms. Hudge replied that the Office of School Performance and Accountability (OSPA) will monitor it, as they get concerns from parents that call in.

Ms. Fertig distributed the recommendations from 2012 and complimented Ms. Hudge on a great update on Customer Service and the recommendations.

Ms. Newmeyer indicated the upcoming Inaugural Attendance Symposium (purpose: importance of students attending school every day) is at 7:30 a.m., when parents are helping their children get ready for school. More convenient times for this and other events were requested.

- **Innovation Zone Support Update**

The zone facilitators list was distributed.

Mr. Jarvis stated veteran principals will support newer principals in the zones.

A parent / community involvement draft survey was distributed. (**Update:** Ms. Clarke will present this to Valerie Wanza, OSPA, prior to distribution.)

Ms. Fertig stated the Innovation Zones project will involve the Boyd Anderson, Miramar, Plantation, and Deerfield zones.

Potential dates discussed were: Sept. 28, Sept. 29, Oct. 6, and Oct. 13. Final date to be determined. The chosen time: 6:00 p.m. – 7:30 p.m.

- **Fall Parent Engagement Conference Report (November 19, 2016)**

Ms. Mizell stated the BCCPTA will hold their Thanksgiving meeting on November 19 (scheduled date for the Conference). The BCCPTA date was not on the District calendar. The Parent Task Force chose to keep the November 19<sup>th</sup> Conference date, as planned.

The Conference will be held at Ft. Lauderdale High School this year.

Conference schedule:

7:00 a.m.	Volunteers arrive
8:00 a.m.	Registration
8:30 a.m.	Introduction (official start time)
9:00 a.m. - 10:20 a.m.	Panel
10:30 a.m. -11:30 a.m.	Session 1
11:40 a.m. – 12:40 p.m.	Session 2

Ms. Clarke stated the Farmers Market will be there, per Marcia Bynoe.

Ms. Rich Levinson will invite Danny Tritto for the Naviance & Tech 101 session. She will also invite the Booster club, and ask Superintendent Runcie to sign the letter to principals.

Todd Sussman will forward the Save the Date flier to all members once received. (**Update:** sent Sept. 14, 2016. The flier, as well as a scrolling banner for the event, were added to the PCITF website, courtesy Theresa Coleman.)

Mr. Jarvis suggested the Conference be advertised on school marquees. Members asked for the event to be announced on Twitter, too.

Ms. LaPlant stated daycare will be available.

Ms. Rich Levinson announced she would invite someone from the District's Public Information Office, and principals, to discuss marketing.

- **Future Meeting & Event Dates**

PCITF regular meetings (all at McFatter Bistro, starting at 6:00 p.m.)

- Monday, October 10, 2016
- Monday, November 7, 2016
- There will not be a December 2016 meeting.

### Conference Subcommittee Meeting

- Monday, October 24, 2016...SW Regional Library...6:00 p.m.

### Parent Engagement Conference

- Saturday, November 19, 2016...Ft. Lauderdale High School  
(Please see above Conference schedule for times.)

- **Adjournment**

Ms. Fertig adjourned the meeting. Although a Conference subcommittee meeting was scheduled for after the regular meeting, the PCITF members discussed all of those issues during the regular meeting.