



PARENT / COMMUNITY INVOLVEMENT TASK FORCE (PCITF)

McFatter Technical College (Room 602) / 6:00 p.m. – 8:30 p.m.

Meeting Minutes / February 13, 2017

Present: Mary Fertig (Chair), Debbie Aleman, Joseph Balchunas, Natalie Beasley, Janet Bravo, Andrea Cavanagh, Sheri Johnson, Esther Mizell, Lew Naylor, Cathie Starkey

Guests: Nadia Clarke, Scott Jarvis, Christine Semisch

- **Call to Order**

Ms. Fertig called the meeting to order.

- **Welcome and Introductions**

Each expressed a Valentine's Day message of gratitude, peace and/or love.

- **Approval of January 23, 2017 Minutes**

The minutes were unanimously approved.

- **Task Force Housekeeping Items**

Ms. Fertig stated the by-laws will be brought forth to the Board February 22, 2017. She also informed us that Ms. Rich Levinson has confirmed the non-profit guide (resource locator) will be posted soon.

- **Update on Parent Engagement**

Ms. Clarke stated the Parent University is scheduled for this July.

- **Spring Conference Report**

Ms. Beasley stated the letter inviting non-profits to register is in the works. She also asked for a save-the-date postcard. Ms. Clarke will have her team produce this.

Mr. Jarvis indicated confirmation for Ft. Lauderdale High to host is in the works.

Todd Sussman will inquire with his department, Risk Management, on food truck requirements for the April 29 conference. (*Update*: On February 14, Mr. Sussman emailed all members and guest the requirements.)

Ms. Fertig suggested wrapping-in outstanding parent/community engagement – recognizing excellence – one of the PCITF goals. She also suggested recognizing people who exude outstanding customer service.

Ms. Bravo posed a question regarding how to get working parent engaged. Many only have weekends off to spend time with their children.

Ms. Bravo reported on quality customer service – a report from a School Advisory Committee (SAC) meeting she attended, where they drew on information from Anchorage Public Schools. Mr. Jarvis added Anchorage had a phenomenal customer service write-up online.

Ms. Clarke emailed the Anchorage document to all members during the meeting.

Ms. Beasley, echoing Ms. Bravo, added that home-grown ideas (from South Florida and the District) may be more reflective of our diversity.

Ms. Bravo stated catching someone being “great” is preferred over catching someone being “good.”

Mr. Naylor recommended PCITF achievements be recognized in District videos and publications.

Ms. Fertig indicated that, years ago, “thank you” certificates used to be sent out to volunteers, signed by the Superintendent and the committee chairs.

Ms. Fertig indicated she will ask Ms. Rich Levinson to invite Tracy Clark to our next meeting, and to invite Superintendent Runcie and board members to the Spring Conference. Parents would value the chance to interface with them in small workshops.

Ms. Aleman reviewed previous panel discussions and break-out sessions.

Ms. Fertig suggested a booster club session – always popular.

Mr. Naylor suggested reaching out to the community (via technology) to see what sessions they would like to attend.

Ms. Fertig reminded that people love to share their thoughts. The conference should be pushed out through advisory committees and principals.

Ms. Johnson indicated parent engagement should be looked at as a verb rather than a noun...to be action-oriented. She also suggested attendees get continuing education credit for attending.

Ms. Bravo stated principals attending would increase parents attending.

Ms. Semisch (from the Office of School Performance and Accountability) said it may be beneficial to showcase the positive aspects of the conference. She will circle back with Dr. Valerie Wanza regarding strongly encouraging principal participation.

Ms. Fertig stated that finding out what workshops principals would like to see may entice them to attend.

Mr. Balchunas indicated the non-profit fair would be a great way for principals to learn what services are available to their schools.

Mr. Naylor inquired if school board member contact lists could be utilized to invite participants. Ms. Fertig suggested reaching out to Charles Webster for his list as well.

Ms. Beasley inquired on the format for the conference. Ms. Fertig indicated the previous format -- panel and questions, workshops, food (produce) and non-profit fair -- was excellent.

Ms. Fertig inquired if parents could complete surveys on their cell phones.

Ms. Aleman suggested Superintendent Runcie talk about the District's vision for parent engagement.

Ms. Bravo recommended a legislative update workshop.

Ms. Fertig recommended a workshop on how to do hands-on activities with your children (for example, working on a science project).

Mr. Balchunas recommended SAC and SAF chairs showcase "excellence in action" for parent engagement.

Mr. Sussman reminded of the mental health issues the audience brought up in the Fall conference and suggested a workshop on mental health. Ms. Bravo suggested including the topic of good nutrition.

Mr. Naylor suggested business partners be invited to have booths, along with the non-profits.

- **Innovation Zone Support Discussion**

Ms. Fertig recommended tabling this discussion for a future meeting.

- **Future Meeting Dates**

Regular meetings: all at McFatter, Room 602, 6:00 p.m.:

- Monday, March 13, 2017
- Monday, April 3, 2017
- Monday, May 8, 2017
- Monday, June 12, 2017

Parent Engagement Conference:

- Saturday, April 29, 2017 – location TBA

- **Adjournment**

Ms. Fertig adjourned the meeting.