



PARENT / COMMUNITY INVOLVEMENT TASK FORCE (PCITF)

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

Meeting Minutes / March 13, 2017

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

Guests: Tracy Clark, Nadia Clark, Cara Coletti, Aneatra King, Lori Krans

- **Call to Order**

Ms. Fertig called the meeting to order.

- **Welcome and Introductions**

All members and guests introduced themselves.

- **Approval of February 13, 2017 Minutes**

The minutes were unanimously approved.

- **Update on Parent / Community Engagement**

Ms. Clarke indicated the Parent University website will be up in June 2017, and the launch is scheduled for August 2017. Workshops and trainings are forthcoming. The website will be a one-stop-shop for information on parent engagement.

- **Spring Conference Report (April 29, 2017)**

Ms. Aleman distributed handouts: (1) to-do list, (2) outline for panel discussion, and (3) timeline. She stated having less workshops than last time – four (4) were on the new list – may increase attendance at the ones offered.

Ms. Fertig requested an additional workshop be added -- Building Community: High Schools.

Ms. Bravo suggested Principal Todd LaPace (McArthur High) be asked to help in recruiting for the high school session. Ms. Fertig added a number of high school principals would be dynamic for this.

Mr. Naylor inquired on the Drug Awareness Resistance Education (DARE) program -- how many cities have it? It used to be a weekly program held at each school. He was previously impressed with the positive interactions DARE promoted.

Ms. Johnson spoke of the "power of one" -- how parents can be advocates for their children, beyond just volunteering at the school.

Ms. Fertig stated advocates sometimes have to break rules to make sure all children's needs are met. She would like a parent or community member who has been a successful advocate to speak at the Conference.

Ms. Beasley indicated a School Board Member interactive session would give parents an opportunity to speak with School Board Members and increase contact.

Ms. Mizell stated School Board Members can make a difference by being present (hands on) at the schools.

Ms. Fertig added School Board Members make (1) financial decisions and (2) policy decisions. Parents would value interacting with School Board Members on these subjects.

Mr. Naylor indicated that AdvanceEd (the organization that recently re-accredited SBBC) recommended parents first try to solve problems at the school level -- not to circumvent the process by going to the Board first.

Ms. Aleman suggested Ms. Fertig as a moderator. She has a wealth of experience as an advocate.

Ms. Krans, from the Public Information Office (PIO), said room configuration plays a role. She stated the "save the date" flier could elaborate on the experience and suggested more detail on why people would want to attend. Her department will modify the flier so it is more attractive and detailed. She also recommended asking those who attended the previous conference -- if they had a good experience -- to provide testimonials. Their quotes can be used to promote the event.

Ms. Clark (PIO) stated the PCITF did a phenomenal job in the past with coffee, produce and breakfast items. Let attendees know of these offerings. She also recommended debriefing after the event and notating the "why" -- for example, why did the Piper High event (April 2016) have a better turnout than the Ft. Lauderdale High event

(Nov 2016)? She said she would blast out information on behalf of the Task Force, and added that a personal invitation goes a long way, too. She will also help with an action plan for reminders to get the word out.

Ms. Starkey indicated evaluation forms would be distributed at the new conference.

Ms. Clarke (Office of Parent Engagement) suggested putting faces on the invitation, to make it warmer. She reported that the “save the date” flier was not sent out yet. Her department was waiting to have tonight’s conversation with Ms. Clark and Ms. Krans.

Ms. Fertig suggested the workshops have more energetic titles.

Ms. Bravo mentioned “champion” as a preferred word for the flier.

Ms. Johnson asked Mr. Balchunas his view to increase principal attendance. He stated Dr. Valerie Wanza (OSPA) will recommend that if principals cannot attend, they ask a designee to attend (Assistant Principal, parent leader or parent advocate).

Ms. Corujo inquired if individual cities would push this out. Ms. Clark will ask Charles Webster. Ms. Corujo also added that the Next Door website garners a large response from the community.

Ms. Aleman reported the Non-Profit Fair will be modeled after last year’s fair.

Ms. Fertig offered to approach School Board Members to participate in the workshops. Mr. Naylor and Ms. Aleman agreed to ask the members who appointed them.

Ms. Fertig suggested ground rules to guide the conversations. Due to sunshine rules, it would be one Board Member per session.

Mr. Fertig stated that Laurie Rich Levinson is working on transportation for the Deerfield zone.

Ms. Fertig will create the programs (handouts).

Ms. Mizell asked Ms. Clarke to send invitations to Broward County Council of PTAs. Ms. Clarke will also send them to the various advisory groups.

Ms. Corujo will create the sign-in for child care. Ms. Aleman stated Colleen LaPlant offered to help, too. She will inquire if Scott Jarvis has bracelets for the children to wear.

Ms. Clark advised to send a “save the date” email now, even before new flier is ready. The flier, once completed, will be translated. All versions should be sent at the same

time. (**Update:** a new, colorful flier was designed and sent to Task Force members on Tuesday, March 14, 2017.)

- **Innovation Zone Support Discussion**

Those members who want to participate on this subcommittee discussed ideas, following tonight's regular meeting. A formal meeting was set for **Thursday, May 18, 2017** at 6:00 p.m. (Location to come.) Todd Sussman will reach out to Scott Jarvis to see if the Office of School Performance & Accountability (OSPA) is available

- **Future Meeting Dates**

- Monday, April 3, 2017 – Regular Meeting – McFatter, Room 602, 6:00 p.m.
- Saturday, April 29, 2017 – Parent Engagement Conference – Ft. Lauderdale High, 8:00 a.m.
- Monday, May 8, 2017 – Regular Meeting – McFatter, Room 602, 6:00 p.m.
- Monday, June 12, 2017 – Regular Meeting – McFatter, Room 602, 6:00 p.m.
- **Update:** The Innovation Zone subcommittee will meet Thursday, May 18, 2017, 6:00 p.m. (Location to come)

- **Adjournment**

Ms. Fertig adjourned the meeting.