



PARENT / COMMUNITY INVOLVEMENT TASK FORCE (PCITF)

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

Meeting Minutes / April 3, 2017

Present: Mary Fertig (Chair), Debbie Aleman, Janet Bravo, Andrea Cavanagh, Ana Corujo, Sheri Johnson, Esther Mizell, Lew Naylor, Veronica Newmeyer, Laurie Rich Levinson, Cathie Starkey

Guests: Andrea Blackwood (CAAC), Nadia Clarke (Parent Engagement Office), Jennifer Cuffy (SAC), Scott Jarvis (SQO), Lori Krans (PIO), Christine Semisch (OSPA), Lissette Torres (Teacher)

- **Call to Order**

Ms. Fertig called the meeting to order.

- **Welcome and Introductions**

All members and guests introduced themselves.

- **Spring Conference Report**

The draft program listing the speakers and seminars was distributed by Ms. Fertig for the members' review.

Ms. Semisch has helped spread the word on the Conference, ensuring all the various groups (principal groups, SAF, etc.) are informed.

Ms. Cavanagh stated they will replicate the same child care process as last time, including bracelets for the children to wear.

Ms. Jarvis spoke with the Ft. Lauderdale High administration regarding child care and coffee cups.

Ms. Fertig read a description of the proposed Board member workshops.

Ms. Rich Levinson will inquire (with Vice Chair Nora Rupert) if transportation is available for parents in the Deerfield zone.

A time frame was proposed and agreed upon: 8:00 a.m. – 12:10 p.m. (8:00 a.m – 8:45 a.m. is the registration time.)

Ms. Fertig indicated the Board members who will conduct workshops (small group discussions) will each be available for two workshops. She advised that principals should encourage parents or others in their school community to pre-register for the Board member workshops. Ms. Semisch agreed to push that message out to principals.

Mr. Naylor, Ms. Johnson, Ms. Newmeyer, Ms. Bravo, Ms. Clarke, and Ms. Fertig volunteered to be moderators for the Board member workshops.

Ms. Clarke confirmed produce (various food items) will be available. Her department (Office of Parent Engagement) is absorbing the shared cost.

Ms. Bravo spoke about advising participants of the best entrance to the Conference. Mr. Jarvis will seek to have students to assist.

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

The minutes were unanimously approved.

- **Update on Parent / Community Engagement**

Ms. Clarke discussed Jacksonville's model for the Parent University, including online registration and pushing information out. The vision is for SBBC to be the connector, bringing in both District and non-District people to provide trainings. The outside groups are known as "anchor partners." School Wires – SBBC's new IT platform – will support the Parent University.

Mr. Naylor inquired if Title I will be part of the Parent University. Ms. Clarke stated this partnership is separate from Parent University.

Ms. Krans indicated the new IT platform brings a new branding opportunity to the District. New standards and guidelines are also being developed.

- **Update on Customer Service**

Ms. Clarke indicated that many schools have shared customer service information with her department (Office of Parent Engagement) in an effort to make meetings more engaging. She is also rolling out deliverables for the upcoming school year.

- **Innovation Zone Support Discussion**

Mr. Jarvis indicated his location (the OSPA office next to Pompano Beach High, also known as Pompano Administrative Center) can host the subcommittee meeting, May 18, 2017, from 6:00 p.m. – 8:00 p.m. (The room will be available starting at 5:00 p.m.)

Ms. Fertig indicated this meeting will be the kick-off for the Boyd Anderson and Deerfield Beach zone projects.

Ms. Aleman inquired (on behalf of Joseph Balchunas) if the Dillard zone should be involved rather than the Deerfield zone.

Mr. Naylor inquired who would be invited to participate. Ms. Fertig replied to invite as many representatives as possible.

Mr. Jarvis said it would be beneficial to know who the audience is to ensure those who want to participate are available.

Ms. Blackwood indicated the Central Area Advisory parents are actively involved in zone participation.

Ms. Fertig discussed zone issues worthy of addressing with this new project: facility issues, marketing, curriculum, and feeder patterns.

Ms. Bravo stated leadership training for parents is vital for this effort.

Ms. Cuffy (from Boyd Anderson zone) indicated it is important for parents new to these projects and meetings to be welcomed, oriented and informed on the process and their role.

Ms. Clarke suggested reaching out to local businesses and organizations to help strengthen parent leadership. She is also seeking organizations to help find parents who will help other parents in their same community – to coach, train, and impart information.

Ms. Mizell recommended reaching out to churches and pastors to mentor parents.

Mr. Naylor noted the cities are very involved with the schools in the Boyd Anderson and Deerfield zones. He recommends a city calendar for school events – to increase participation.

Ms. Fertig indicated with some schools, support comes more from the zone than from the city. Different strategies work for different areas. She asked members at tonight's meeting to talk about why they became involved with their children's schools and their first experience.

Ms. Mizell started by consulting with the principals so they would not feel sidelined.

Ms. Aleman spoke of how her mother was involved with the PTA. She then became the PTA President and grew her PTA, increasing membership and parent support.

Ms. Bravo comes from a civic-minded family. Initially, the system seemed intimidating – with acronyms and confusing agendas. She came in with a “personal fire” to keep her kids safe. Her passion was Advisory – to make change with the rules.

Ms. Johnson discussed how her daughter was initially enrolled in a private school, and she wanted to know the standards and year-to-year expectations. She worked for the national PTA. By the 4th grade, she enrolled her daughter in a public school and became an advocate for her daughter.

Ms. Fertig’s first experience as a volunteer was as the co-room mother for her daughter’s school. She thinks the key for volunteers is where they start.

Ms. Fertig knows Boyd Anderson has volunteers – but they may need more confidence to become leaders. It can work – volunteers can help parents. You do not have to be an educator to help your children realize their dreams.

Ms. Rich Levinson said if we describe what is involved and the time commitment, we would attract more volunteers.

Mr. Naylor’s first experience with his son’s school was at an open house. He realized he had to be more active to ensure his son’s educational needs were being met.

- **Future Meeting Dates**

- Saturday, April 29, 2017 – Parent Engagement Conference – Ft. Lauderdale High – 8:00 a.m. – 12:10 p.m. (Registration: 8:00 a.m. – 8:45 a.m.)
- Monday, May 8, 2017 – Regular Meeting – McFatter (Rm. 602) – 6:00 p.m.
- Thursday, May 18, 2017 – Innovation Zone Subcommittee Meeting, OSPA office (Pompano Administrative Center) – 6:00 p.m.
- June 12, 2017 – Regular Meeting – McFatter (Room 602) – 6:00 p.m.

- **Adjournment**

Ms. Fertig adjourned the meeting.