



Parent / Community Involvement Task Force (PCITF)

Meeting Minutes

McFatter Technical College (Chef Table Room, 602)

January 22, 2018 / 6:00 p.m. - 8:15 p.m.

Present: Mary Fertig (Chair), Debbie Aleman, Joseph Balchunas, Requel Bell (call in), Janet Bravo, Andrea Cavanagh, Melanie Hemphill, Gloria Moschella, Lew Naylor, Veronica Newmeyer, Laurie Rich Levinson

Guests: Maxine Dalen and Anita Fain Taylor (both from Zeta Phi Beta Sorority, Ft. Lauderdale Chapter), Nadia Clarke

I. Call to Order

Ms. Fertig called the meeting to order.

II. Welcome and Introductions

New member Ms. Bell (Ann Murray's appointee) and our two guests from Zeta Phi Beta, Ms. Dalen and Ms. Fain Taylor, were welcomed by the members.

III. Approval of the December 4, 2017 Minutes

The minutes were unanimously approved, with no revisions.

IV. Report on Secondary Forum

Ms. Fertig distributed notes from each group at the forum from November 1, 2017.

Mr. Naylor recommended following-up on recommendations previously made. He stated the surveys he received showed steps toward positive communication.

Mr. Balchunas recommended redacting school names from the report, although Ms. Newmeyer stated the names of the schools may be needed to address the concerns directly.

Ms. Fertig suggested these recommendations, combined with the I-zone findings and upcoming Spring event findings, be brought to the Board.

All members were asked to review the forum notes, with group leaders to be called upon to present a summary at a future meeting.

V. **Deerfield I-zone Support Discussion**

Ms. Fertig reported the Task Force broke out into various focus groups at the December 4, 2017 I-zone meeting.

1. Increase Parent Involvement At All Levels

Ms. Bravo received feedback that robo calls could be more engaging, and acronyms were confusing. Ms. Hemphill stated parents want to hear which school is calling on a robo call, as they may have children in more than one school.

Ms. Fertig requested District training on robo calls. Ms. Hemphill added the training should include time frames for when calls should go out, to give parents advance notice; however, some parents want a same-day reminder.

2. Redefining Parent Involvement

Ms. Hemphill said the group discussion involved how to increase parent involvement at school conferences and events. Offering food and raffles were two ideas discussed. She added, some schools have a more open door involvement with the community.

Ms. Fertig suggested recording the upcoming February 12, 2018 meeting and posting it on the Deerfield Beach Middle website. Mr. Balchunas will inquire if the school can videotape it. At Mr. Naylor's suggestion and Ms. Fertig's request, Mr. Sussman agreed to inquire if BECON can record the meeting as a podcast.

3. Building a Zone Core of Volunteers

Ms. Cavanagh received feedback that zone volunteer recognition would be most welcome.

Mr. Balchunas indicated parents could apply to volunteer via the school websites.

4. Bringing Businesses into Schools

Mr. Naylor reported his group featured a non-profit owner, a member of the city of Deerfield, and a liaison from the Boyd Anderson zone. He received feedback that communications need to be pushed out, and recommended utilizing bulk mail to reach every address in the city (persons, businesses and non-profits). Ms. Hemphill reinforced that idea.

Mr. Naylor also suggested a zone newsletter, to acknowledge businesses and mentors.

Ms. Fertig recommended city commissions recognize one Deerfield Beach zone business partner on a quarterly basis.

5. Multilingual Communications Across the Board

Ms. Fertig said the meetings are a great way to learn the barriers to volunteering and parent/community involvement. She suggested holding a separate, specific meeting for Spanish-speaking, Creole-speaking, and Portuguese-speaking parents. We will need note-takers who can translate.

Mr. Balchunas agreed breaking out into the various languages would make parents feel very welcome. He is developing a flyer for the February 12, 2018 to send to all principals to market to their schools. Mr. Naylor added the flyer should have a welcoming tone. Ms. Rich Levinson offered an example, "We want to hear from you."

Ms. Dalen inquired how the Creole-speaking parent was invited to or heard about the previous meeting. That person can help inform other interested people.

Mr. Balchunas will inquire if the city of Deerfield Beach city has a resource to help translate flyers. Ms. Rich Levinson will ask Ms. Saldala if her department can assist for the February 12, 2018 meeting flyer. She will also check if there is the capability for robo call recipients to select their preferred language.

The action plan for the Deerfield zone was unanimously adopted at tonight's meeting.

Ms. Fertig asked Task force members to arrive at the February 12, 2018 meeting by 5:45 p.m. if possible.

VI. **Update of Parent / Community Engagement**

1. Community Connections

Ms. Clarke announced Parent University will be officially launched on January 31, 2018, and named "Community Connections." She will send an e-version to stakeholders and distribute printed copies as well.

Mr. Naylor suggested putting the information school websites. He also asked if a splash page could be added as a lead-in to Pinnacle. Ms. Clarke will inquire.

Ms. Fertig asked for the Parent Task Force and District Advisory Council to receive this information, and for Ms. Clarke to present it at the February 12th zone meeting and the upcoming multicultural meeting.

Ms. Clarke is working with Charles Webster to inform the municipalities.

Ms. Rich Levinson asked for parents to receive the information directly.

2. Equity Workshops

Ms. Clarke announced Equity Workshops, pursuant to a Title IV grant (student support in academic enrichment programming). She indicated Broward Schools will make an equity plan available to the community, and schools will have equity liaisons. North, central and south quadrants will be involved.

Ms. Fertig recommended offering equity workshops to people in their own languages.

Ms. Clarke stated the equity program will be offered to all schools, who are strongly encouraged (but not mandated) to participate.

VII. **Spring Conference**

Ms. Aleman recommended a town hall-style set-up rather than workshops this time, to include a discussion of life skills for children. She also suggested a moderator and panel. Furthermore, a market for District services and departments that provide direct support to families was discussed.

Ms. Fertig indicated such departments plus the non-profit vendors could be included.

Ms. Bravo stated the different school levels should be represented – elementary, middle and high school.

Ms. Moschella suggested a time frame for various topics. Ms. Aleman added the moderator can help move the discussion along.

Ms. Bravo added that different people have different parenting styles. Ms. Fertig indicated department experts could moderate these issues.

A different name for the event (rather than “441 on Parent Engagement”) was requested. Mr. Sussman suggested “Parent Resource Town Hall.”

Ms. Fertig suggested “teaching kids financial life skills” as a topic...and to weave in parent university lessons, too.

Ms. Hemphill recommended a local author / expert be involved. **Update:** following the meeting, she sent the name Dr. Bob Barnes, who wrote *Who’s in Charge Here? Overcoming Power Struggles with Your Kids*, to Conference planners.

Ms. Fain Taylor suggested “the stranger in my house” as a topic.

Ms. Moschella recommended a child psychologist be present to review children’s stages of development.

Ms. Hemphill suggested “it takes a village to raise a child” as a topic.

Ms. Clarke added “managing stress in your children, how to identify stress, and resources” as points for discussion.

The agreed upon time for the event (at Piper High): Registration 8:30 a.m. – 9:00 am; event 9:00 a.m. – 12 noon, plus resources (District departments and non-profits) set up: 9:30 a.m. - 10:00 a.m., and available for participants 10:00 a.m. – 12 noon.

VIII. Future Meeting & Event Dates

Monday, February 5, 2018 Conference (Town Hall) subcommittee meeting 6:00 p.m.
McFatter, Chef Table Room 602

Monday, February 12, 2018 Regular Task Force Meeting + Deerfield I-zone meeting
Deerfield Beach Middle School, Cafeteria 5:45 p.m.

Monday, March 5, 2018 Regular Task Force Meeting 6:00 p.m.
McFatter, Chef Table Room 602

Saturday, March 10, 2018 Parent Resource Town Hall Piper High School
Registration 8:30 a.m. – 9:00 a.m.
Event 9:00 a.m. – 12:00 noon
District Departments & Non Profits Set-up: 9:30 a.m. – 10:00 a.m.;
Available for participants: 10:00 a.m – 12:00 noon

Monday, April 9, 2018 Regular Task Force Meeting 6:00 p.m.
McFatter, Chef Table Room 602

IX. Adjournment

Ms. Fertig adjourned the meeting.