



Parent / Community Involvement Task Force (PCITF)

Innovation Zone Discussion Notes

McFatter Technical College / Chef Table Room (602)

March 5, 2018 / 6:00 p.m. – 7:30 p.m.

NOTE: Due to the lack of a quorum, instead of a regular PCITF meeting, an I-zone discussion was held.

Present: Mary Fertig (Chair), Debbie Aleman, Andrea Cavanagh, Esther Mizell, Lew Naylor, Veronica Newmeyer

Guests: Mikelage Olbel (Community Based Connections, Executive Director), Nadia Clarke

I. Call to Order

Ms. Fertig called the discussion to order.

II. Innovation Zone Project Discussion

Ms. Fertig announced the next I-zone meeting is March 19, 2018 at Deerfield Beach Middle School, 6:00 p.m.

Mr. Naylor introduced Mr. Olbel, whose non-profit organization, Community Based Connections, is working to increase student achievement and community participation in the Deerfield zone.

The organization's goals include:

- Creating economic opportunities for students
- Improving grades and increasing graduation rates
- Ensuring students are learning in a creative environment
- Bringing in outside consultants (teachers, administrators) to identify the needs for each zip code...then reporting the findings to funders

Mr. Olbel advocates for businesses to adopt schools. Business owners need to know what the schools' needs are. His organization responds to schools and helps find resources for them.

Ms. Fertig suggested focusing on business partners at a Deerfield zone meeting. Mr. Naylor requested using the term "community partners" instead of "businesses" -- to develop an umbrella of services to move from zone to zone, city to city.

Mr. Olbel stated his appearance on a BECON TV program enabled funders to hear about his business. The more people know about you, the more funding comes your way. He also announced his organization's project to give backpacks to students.

Ms. Fertig suggested recognizing the backpacks project in July or August, which may attract other businesses to contribute.

Mr. Naylor recommended testing the best practices to increase community partner involvement, to see if they produce results. Ms. Fertig added we should be discussing what partners to approach.

Mr. Olbel stated a targeted analysis would help to discover what the schools' needs are. He also gave an example -- developing a partnership with a local store, Dollar Tree, to help defray costs of items billed to the schools. He then suggested a "mail drop" from schools, to inform community partners about the school's narrative (what the school is all about).

Ms. Newmeyer asked how Mr. Olbel's organization chooses a school to help. In addition to the targeted analysis he previously mentioned, he added it helps to know someone in the school as a way in.

Ms. Fertig stated many organizations want to give but may not be accepted as a vendor.

Mr. Olbel described the challenge potential partners face to get into the schools to donate. He called for less red tape.

Ms. Mizell said the District has a volunteer program and the participants receive volunteer hours.

Ms. Fertig recommended streamlining the multiple processes (one process is volunteering; another is for businesses to gain entry into schools). She will request a speaker from the Superintendent's screening committee to inform the PCITF on the process for partners to be accepted.

Ms. Clarke described the current flood of support and people wanting to assist in the aftermath of the Marjory Stoneman Douglas High shooting, as well as lessons learned in the vetting process for this support. When we ask for help, we have to be strategic so we can match partners in an expedient manner. Ms. Clarke will find out the process of the Superintendent's screening committee and share with the PCITF.

Mr. Naylor stated we should be “result inspired” rather than “event inspired,” to support the mission of the school district.

Ms. Fertig reminded of the recommendation to streamline the vetting process as discussed at the Pier 66 business meeting seven years ago. She advised (1) working through the process in the Deerfield I-zone to see where the current roadblocks are for businesses getting accepted into schools, and (2) holding a forum where the focus is bringing businesses into schools.

Mr. Naylor suggested inviting the newly-formed Deerfield Beach Economic Council to the Deerfield I-zone meeting.

Ms. Fertig recommended including Vicky Saldala and her group in future conferences. It is very helpful to impart the information in different languages.

Mr. Naylor recommended using Twitter to announce PCITF meetings. Ms. Fertig said we first have to learn the Sunshine Law implications of committees using social media.

Ms. Clarke added the District can re-Tweet committee announcements.

VI. Future Meeting & Event Dates

Monday, March 19, 2018	I-zone Subcommittee Meeting Deerfield Beach Middle School, Cafeteria	6:00 p.m.
Monday, April 9, 2018	Regular Task Force Meeting McFatter, Chef Table Room 602	6:00 p.m.
Monday, May 7, 2018	Regular Task Force Meeting McFatter, Chef Table Room 602	6:00 p.m.
Monday, June 4, 2018	Regular Task Force Meeting McFatter, Chef Table Room 602	6:00 p.m.

VII. Adjournment

Ms. Fertig adjourned the discussion.