

ROCHESTER BOARD OF EDUCATION
Community & Intergovernmental Relations Committee Meeting

August 9, 2018

MINUTES

Attending:

Commissioners – Commissioner Cynthia Elliott (Chair), President Van White, Vice President Powell, and Commissioners Hallmark, Sheppard and Funchess

District Staff – Karl Kristoff (General Counsel and Committee Liaison), Carlos Garcia (Chief of Communications)

Parent Representative – Not in attendance

Board Staff – Kallia Wade

Commissioner Elliott called the meeting to order at 6:04PM.

I. Finalizing the Board Communications Plan (last updated June 14, 2018) with Chief of Communications, Carlos Garcia and forward for acceptance

Commissioner Elliott started the conversation by noting that she and Chief of Communications, Carlos Garcia, had previously met to discuss the Communications Plan (CP). She welcomed Chief Garcia to the meeting and invited him to provide his insights on the Plan. Chief Garcia indicated that a cohesive plan with the Board is long overdue and that his biggest concern is that the right vehicle is chosen to deliver Board messages. He also advised that the implementation of the plan needed to be a coordinated effort between the Board and the Administrative communications team. Following this, Chief Garcia provided his assessment of the CP by noting that as a whole, it is a cohesive document and stated that he agreed with the contents. He also advised that the District would assist in implementation and needed to establish a strategic plan with regard to this.

Action Item: Board Staff, Kallia Wade, to send another copy of the Communications Plan to Chief Garcia to share with the communications team

Commissioner Elliott noted that the next step after the Communications Plan (CP) is adopted will be to operationalize it and establish what the Board wants to communicate to the community. She further pointed out the need to establish a shared message and also dictate who will be carrying the message. Chief Garcia agreed, and stated that the idea is to engage the Board's audience. He believes that the Board can be strategic in how it sends out messages per the Board calendar and that this can be done on a monthly basis.

Vice President Powell interjected noting some concern for the tone used in the CP, with regard to interactions with Student Leadership Congress (SLC). She noted that the Plan

DRAFT: NOT APPROVED BY COMMITTEE

currently sounds like the Board wants to take over SLC. Commissioner Elliott responded to this by indicating that the Plan still needs to be operationalized so that it won't carry this tone. She further indicated that once the plan was approved, segments of it will be taken into consideration for further improvement. She stated that the intent of the document is to communicate with all stakeholders, not to take over, but rather to collaborate. VP Powell accepted this point but noted that her concern is with the tone of the current document. She went on to suggest several wording changes. Commissioner Funchess assisted in clarified VP Powell's point and also assisted in editing the verbiage as follows:

- Change wording on page 2 from “[s]chedule and publicize these meetings well in advance...” to “facilitate publication of the schedule well in advance...” so tone shows the Board is there to help

Commissioner Elliott clarified this sentence was not meant to refer to the SLC, but rather for the Board meetings. The Committee confirmed the need to change the sentence to reflect this. It should now read “[s]chedule and publicize Board meetings well in advance...”

Additionally, VP Powell pointed out that the language in the Plan does not identify the Parent Advisory Council (PAC) or the Bilingual Education Council (BEC). VP Powell suggested the additions to the Communications Plan (pg. 3) below:

- Attend Parent Advisory Council (PAC) meetings at least twice per year for every school to which the Board member has been assigned as a liaison.
- Attend Bilingual Education Council (BEC) meetings at least twice per year for every school to which the Board member has been assigned as a liaison.

VP Powell suggested that a letter be drafted at the beginning of each school year to each involved stakeholder let them know that the Board is available. She further noted that the language in the letter should be inviting and should sound like an open invitation.

Action Items: Board staff, Kallia Wade, to make verbiage changes to the Communications Plan as indicated above. Commissioner Elliott and Ms. Wade to meet to discuss the communications plan. Also, Chief Carlos Garcia to forward the strategic goals for the District

Motion by Commissioner Elliott to address and approve the Board Communications Plan with the amendments submitted. Seconded by Vice President Powell and Commissioners Hallmark and Funchess. Adopted 4-0.

Commissioner Elliott noted that the Committee would begin to operationalize the Communications Plan and assign the issues to be addressed

II. Continue Planning the Fall Community Forum

DRAFT: NOT APPROVED BY COMMITTEE

The Committee continued to discuss plans for the Community forum, noting the Date of October 20th, 2018. Timing is will continue to be discussed, but has been proposed for 11:00am-1:00pm. Food, and childcare to be provided. Board Staff, Kallia Wade, provided an update on the presenters for the different topic, noting that Ms. Betsy Hoffer would be presenting on the attendance piece. The group continued to discuss the best venue for the event and weighed the following options:

- Monroe High
- School #58
- School #12
- East High (auditorium)

Action: Board Staff Wade to touch base with Chief Idonia Owens in regards to the Code of Conduct presentation and the possibility of presenting a student handbook to the code at the event. Ms. Wade will also be calling schools, and working with the facilities team to see about making a formal request for venue possibilities voiced.

The Committee discussed suggestions to include suspension data and information regarding the history and development of the Code of Conduct. Additionally, it was suggested that there should be some discussion about how the Board can help enforce the Code and increased attendance.

In regards to the forum agenda, suggestions included tying the attendance and Code of Conduct topics together, hosting a panel discussion, facilitating an interactive session during the lunch break, and assigning different parts of the agenda to certain Commissioners.

In closing the Committee meeting, Commissioner Elliott noted that the agenda for the September meeting would feature the School Climate Advisory Committee's recommendations presentation. The FMP Presentation and follow-up discussion on the local diploma will be pushed to the following month.

Meeting adjourned at 7:02PM.

Next Meeting: September 13, 2018