

ROCHESTER BOARD OF EDUCATION
Community & Intergovernmental Relations Committee Meeting

July 12, 2018

MINUTES

Attending:

Commissioners – Commissioner Cynthia Elliott (Chair), and Commissioners Hallmark, Sheppard and Funchess

District Staff – Karl Kristoff (General Counsel and Committee Liaison)

Parent Representative – Not in attendance

Board Staff – Kallia Wade

Commissioner Elliott called the meeting to order at 6:07PM.

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

Commissioner Elliott started the conversation on the Board Communications Plan by noting that Chief of Communications, Carlos Garcia, was unable to make it and would be in attendance at the next CIGR meeting. She also indicated that she would be meeting with Mr. Garcia individually to discuss how the Board could infuse its plans with District plans. She also noted plans to discuss signage and literacy, and how to communicate with all in the district effectively.

II. Planning the Fall Community Forum

Commissioner Elliott started the conversation on the fall community forum by posing the question “What should the community be aware of this semester?” Commissioner Funchess suggested promoting the Board’s role and providing an explanation for what the Board does and doesn’t do. Commissioner Sheppard suggested advising ways the community can communicate with the District. Commissioner Sheppard also suggested providing the public with a flow chart expressing who to contact (i.e. a chain of command). Commissioner Elliott followed up on this suggestion by asking whether the Board should have relevant District persons at the forum. She went on to note that it may be beneficial to have District staff on standby to provide information and so that the public can connect a faces to names, titles and responsibilities.

Commissioner Hallmark interjected here, calling attention to the Commissioners’ Night event that had been suggested in the June CIGR meeting. She indicated that these could take place in a standard format with each of the schools and would be hosted in quadrants as

was previously discussed. She noted that Communications could be utilized to invite parents.

The Committee then moved on to discuss a redefining of the quadrants based on neighborhoods. A suggestion was made to cluster elementary schools separately from high schools. There was also some effort to establish the format for these Commissioners' Night meetings and define the meeting intention as well as how the clusters would be composed. The Committee discussed solutions to these questions—contacting the principals, and contacting communities and schools to establish what the natural clustering of schools should be. Commissioner Funchess indicated that she would bring up this topic at the next Principals' meeting.

The Committee established its intention to host the next public forum in October, with Commissioners' Night events interspersed throughout the year. Additionally, the Commissioners agreed to take their lead from the school principals to establish the best time of year to host the Commissioners' Nights. This was decided because principals were deemed to have the best sense of when to offer these types of events to parents and community members. Additionally this type of planning would prevent clashing with other parent nights or other school events.

Action Item: Board Staff, Kallia Wade, to send Commissioner Funchess a reminder about speaking with Principals at the next meeting about potential Commissioners' Nights

The Commissioners moved on to discuss the elements of the upcoming public forum and started by addressing the forum topics. Commissioner Elliott indicated that she intended to approach the topic of "attendance" from a different perspective and she posed the question "how should we talk about attendance?" Commissioner Sheppard indicated that "attendance" is an appropriate topic to be discussed at the beginning of the academic year. The committee discussed different ways to organize and plan for the forum topics. Suggestions included splitting the discussion by grade (i.e. pK-8th grade and 9-12th grade) to better address different attendance concerns.

The commissioners suggested the following format for the "attendance" topic presentation,:

1. Presentation of data via PowerPoint slides with an explanation of what the data tells us
2. Top 3 things parents can do to help support attendance
3. Top 3 things Students can do to increase attendance
4. Top things the District/Board can do to support attendance improvement

The Commissioners identified the following remaining topic items to be addressed in the next meeting:

- The players (persons in charge of presenting)
- Time of day to host this discussion.
- Length of time to host this discussion

Commissioner Hallmark left at 6:38pm

The Committee then went on to discuss the “Code of Conduct” (COC) as a forum topic. Commissioner Funchess endorsed a suggestion to have the School Climate Advisory Committee assist with this section of the forum agenda. Commissioner Elliott noted that the topic needed a champion to help promote the information—suggestions included Ruth Turner or Idonia Owens. Commissioner Elliott also noted the need to have talks with each of these individuals.

Action: Committee to send any suggestions on how to discuss the COC information at the forum to Board Staff, Kallia Wade

The Committee then went on to discuss logistics for the forum by sharing suggestions on where to host the event. One such suggestion was to hold a forum on the east-side of the city in the spring and one on the west-side in the fall (or vice versa). In terms of venues, the following were considered:

- School 9
- School 58
- Monroe High (new building, but concern with parking)
- Freddie Thomas School

Action: Board Staff Kallia Wade to talk with Chief of Operation Mike Schmidt re choosing an appropriate venue

To close the conversation on the forum, Board Staff Kallia Wade walked the Committee through the smaller details for the event. She affirmed that the event is planned to be about 2-3 hours in length. Additionally, food/beverages and child care is to be provided for parents, students, community members and other attendees. A suggestion was made to have children be included in the event, by facilitating a child presentation of sorts for those in attendance.

In concluding the meeting, Commissioner Elliott noted the agenda for the next CIGR meeting in August. At that meeting, she noted that the Committee would be formalizing the Community Forum Plans, continuing to discuss plans for the Community forum and Commissioners’ Nights, and also receiving an FMP Update.

Prior to the formal closure of the meeting, miscellaneous discussion followed regarding the FMP program that was conducted the day prior. Commissioner Elliott also noted wanting to follow up on information regarding the MWBE opportunities for businesses in the District.

Meeting adjourned at 6:50PM.

Next Meeting: September 13, 2018