



THE SCHOOL DISTRICT OF LEE COUNTY

Continuous Systemic Improvement Advisory Committee Meeting Minutes

Wednesday, November 13, 2019

6:00 p.m. – 7:30 p.m.

Training Room D

Committee Members Present: Warren Baucom, Jack Dunigan, Jason Grabowski, Morgan Jones, Ryan McLain, Dr. Michele Stork, Jamie VanCleve

Absent: Anide Charles, Christle Guynard, David Montrose, Mary Jo Potter, Brian Rasnick, William Ribble, Sara Richmond, Rachel Rodriguez-Serrat

School Board Liaison: Cathleen O'Daniel Morgan

Staff Members Present: Cindy McClung, Director, Continuous Improvement
Irma Lancaster, Director, Strategic Communications

Recording Secretary: Julie Holcomb

Guests: n/a

Welcome

The meeting was called to order by Dr. Stork at 6:00 p.m.

Board Member Report

The groundbreaking for the new East Zone high school took place today. The school name selected is Gateway High School. The school colors are black and gold, and the mascot is a Golden Eagle.

Ms. Morgan expressed that the recent Strategic Plan presentations by departments at the recent Board Workshops by the departments have been great.

A proposal that Ms. Fisher put together regarding an 8th grade mental health services curriculum is being put forward in the legislature.

Ms. Morgan will remain with the CSI Advisory Committee through June 2020.

Review and Approval of Agenda and Previous Month's Meeting Minutes

The November 11, 2019 meeting agenda was unanimously approved.

The October 15, 2019 meeting minutes were unanimously approved.

Communications Department Overview

Ms. Irma Lancaster, Director, Strategic Communications presented an overview of the Communications Department in the District.

- 18 Staff Members
- Printing Services is housed under the Communications Department
- Assistant Director is the lead for public communication
- Manager of Public Records – handles public information requests
- Coordinator of Multimedia – tasked with videos, news stories, Social Media, etc.
- Digital Media Manger – Oversees District and School websites

Initiated District Application in 2018-2019 school year.

School Messenger program used to send texts, voice mail, e-mail, etc., and in language parent selects.

Peach Jar program – outside organizations can share information within District staff.

Questions

Ryan McLain

- Social Media applications are blocked by District internet
- Peach Jar – fee to send information to schools – cost per school where you want to send information – difficult for non-profit organizations
- Suggestion for a District position to update school websites

Jamie VanCleve

- How is information sent in an attachment form to parents.
- Access to a real-time calendar to display on school-based website to provide up-to-date information to parents on a regular basis.

Warren Baucom

- Has heard that parents do not access Peach Jar.

Jack Dunigan

- What is done with survey results?
 - o Department results – Ms. Lancaster has reviewed and some have already been implemented.
 - o Staff survey results – shared at principal meetings, committee meets, etc. – target areas where people are unhappy and most likely to leave the district – specifically used to analyze turnover at this time
 - o Parent survey results – most recent was the “branding” – provided baseline data to look at growth
 - Data shared with schools
 - o Some schools do their own surveys
- Is there an intranet site in the district? Current site is being revised and updated for employee access

Ms. Morgan

- Variance in school websites – format, information

Dr. Stork

- Outdated school websites

Next Steps – Group Work

Dr. Stork read an excerpt from a book she has been reading *titled Universally Designed Leadership* by Katie Novak and Kristain Rodriguez, which is appropriate to the work of the CSI Advisory Committee.

- Superintendent does a great job communicating and involved and visible in the District.
- Foundation does a great job communicating
- State of the Schools excellent community engagement activity
- Parents with students in schools are eager to participate and be engaged at individual school – how do you communicate need to expand to District support as well.
- Important for those without direct involvement get engaged in the District.
- Website interface not user-friendly – menus not clear direction.
- Human nature is to be involved in what is of current interest to them – involvement on District level would be difficult.
- Connecting points happen at the ground level. Principles are simple to get people connected, but hard to implement on a large scale.
- Parent engagement important, but community communication campaign to learn why it is important to have a shared interest/support in the District.
- School website updates imperative – possibly direction from District level to schools.
- Location based communication for parents who cannot participate due to distance, time, etc. Offer snacks, child activities, etc. while parents are involved in meeting/session.
- Multiple programs/platforms used to send out blast notifications – need to prioritize one platform for important communication.
- Provide instructions for single platform to parents.
- Allow students to communicate information to parents.
- Personalize notifications from school – more likely to engage with message sent directly from school rather than District number/e-mail, etc.
- Parent Advisory Committee created similar to Student Advisory Committee.
- Text messages more likely to be read rather than phone calls answered.
- Streamline communication systems into one central platform.
- Implementation of app as an option to streamline notifications.
- Focus groups helpful to obtain information. Finding champions at local level.
- Develop capacity at school level – involved in decision-making role, community connector. Train individuals at school level to be the “connectors” so they can be more effective.

Next Steps

- The Foundation for Lee County Public Schools and Southwest Florida Community Foundation partnering with the district to roll out strategic plan to community.
- Friday, March 6, 2020 – 7:30 a.m. to Noon
- Partnership with District and guest speakers/community members – overview of work of school system – what needs to be done before children begin school through what happens when they graduate
- Attendees break up into “Ted Talk” groups for further discussion.
- Topics for discussion to be sent to Cindy/Julie for review at January 2020 meeting.
- Cindy will send a reminder about topics to be submitted.

Public Comment

N/A

Good of the Order

December 2019 meeting will **not** take place.

Dr. Stork asked if action items that departments are tracking to achieve goals in the Strategic Plans could be shared when presentations are made to the CSI Advisory Committee.

Ms. McClung mentioned that the department presentations to the Board are available online, and Ms. Morgan suggested that the specific links be sent to the Committee Members for review. Ms. McClung will include the links in an upcoming e-mail to CSI Advisory Committee Members for their review, and to allow absent committee members to get caught up with the discussions to date.

Adjournment

Meeting adjourned at 7:26 p.m.