

SPC GENERAL MEETING

SEPTEMBER 14, 2011

Coronado High School

9:30 – Meeting called to order by Heather Heroldt with Welcome and Announcements.

Update on Potential Changes to SUSD Advertising Policy “KHB” - Michelle

Marshall General Counsel for SUSD: There was discussion on this topic at the last Governing Board Meeting – To see video of this discussion, go online to www.susd.org, click Governing Board. (To get to the proper point of this video, hit pause, walk away for 2.33 hours/minutes while it buffers. Topic of advertising comes under discussion then. Press play and FF video. This can allow you to see what actually took place at the Governing Board Meeting.

Dr. Eric Meyer was in attendance both then and today.

Michele Marshall is here to answer questions from the audience about the advertising policy. SUSD is exploring getting additional revenue from advertising, exploring advertising on the SUSD website, looking at different advertising applications and identifying the positives and potential negatives. A large concern is in supporting parent groups and not interfere with deals parent groups have in place. It was decided by the Governing Board to move slowly, and concentrate on advertising opportunities on district vehicles for now.

Question by Francesca Thomas; – How do you set parameters on who can advertise with you? How do you limit without being illegal on who can advertise with you? Do you have to take every group’s flyers?

Flyers are free advertising, creating a “Limited Public Forum” . SUSD cannot have flyers that violate code of conduct or the nutrition policy. Michelle Marshall is devising a policy to include all the parameters that SUSD has.

Question by Francesca Thomas? Once policy is in place will there be someone at the district to police this policy? Carla Partridge will be the point person on this.

Heather Heroldt comments; – as past Director of Communications for SPC, SPC has traditionally treated the district as gate keeper with the recommendation to parent groups that if the district does not allow something, then parent groups probably should not do it either. SPC is developing an advertising policy of the same track as SUSD’s policy that parent groups can then model for their own uses.

Michelle Marshall will bring a revision of the policy to the board at the next Governing Board Meeting.

Question from Sheri Smith-Dodgeson – *Has there been communication to the district as a whole? There are rumors out there due to newspaper, parents talking.* Michele Marshall said the Governing Board will go back out to community and get their feedback and concerns on advertising. Carla will be doing this through the Blue Ribbon Advisory Council. Sheri recommends sending out something now to tell schools/parents where we are currently on this policy.

Naming facilities – This piece will be tackled later after discussion with parents, and a committee will be developed.

Question - *What will happen to the advertising revenue after a policy is set?* SUSD currently has ad revenue from bus advertising; the maximum we earned was \$75000 in bus ads. Advertising revenue will go into account for schools like facilities rentals do. When we rent space or approved cell towers, a portion of the revenue goes to the home school. Second, a portion goes to SUSD as whole. The goal is to spread this wealth around as some schools will never be able to rent their facility. The final portion goes into indirect funds to offset some salaries of district employees, like person who handles Rentals.

The information in the newspaper was reporting on discussions only. SUSD does not want the advertising policy to infringe on booster clubs due to their community support. The plan is to bring to the board reactivation of the policy of advertising on busses and expanding to other district vehicles. Next addressed will be the question of website advertising. Another possibility will be to develop strategic partnership with maybe 5 companies.

Question from Heather Heroldt ? – *When she watched the Governing Board Meeting board members requested community meetings/ forums on this topics. Will this happen?*

Yes this will happen. Discussions will begin in BRAC to develop structure –and then take talking points to the community in order to be best efficient.

Order of Business – We have a vacancy on the SPC board. Pete Trebbe, current VP of Community has been nominated to to 1st VP. Motion by Francesca to nominate Pete Trebbe as 1st VP Elect of SPC – Seconded. **All passed, - motion passes.**

Dr. Peterson Q & A

Question – *Is there work on discussion on changing the SUSD Calendar to start school later?* The current calendar template is set through 2014 but it is just a template/guide. If parents want a discussion the effort needs to be grass roots and they need to email the Board.

Question - *Have they done a study on money spent due to expense of starting school early?* The district has reviewed vast amounts of data. The last decision on the calendar was based on the amount of teaching time required before testing in spring. We can't move AIMS as

that is set by the Arizona Department of Education. In reviewing alternatives, one idea was to eliminate fall break and make thanksgiving a whole week, however they learned that most teachers prefer having a fall break. Another possibility is making winter break shorter. SUSD and Board needs to listen to all parties.

Question - Could we take this to state level and move the date of AIMS back? – The State is trying to reach certain teaching milestones prior to the test. Also, there needs to be sufficient prep time for AP exams. Dr. Peterson recommends beginning with State Dept. of Education to begin discussions on moving AIMS.

Francesca Thomas comments– There is NO other topic that SUSD receives more complaints on than the calendar. There are many visions on what the school calendar should look like. As parents we need to look at what is best for students. There is no simple solution. If you are passionate, get people together.

Question to Dr. Millissa Sackos by Francesca Thomas - *In the newspaper there was talk about a Middle School Task Force - Exec Director of Middle Schools and Student Services;* The idea is to bring together parents, administration, counsellors and gifted teachers to talk about ideal middle schools. This was timely as they were changing Supai and Mohave to 6-8 Middle School models, from the 7-8 Jr High model. The Committee is nearly complete but there may be vacancy for 1-2 more parents. Meetings will begin 9/26 to look at 15 research based characteristics of effective middle schools. The Task Force will consider social/emotional needs of middle school age children, brain based learning and looking at opportunities for extra curricular activities and student government. It will also be interconnected with benchmark data and teacher–student assessments. The Task Force will consider and evaluate what other academic support systems we need, for example; alternative scheduling and/or strengthening in math.

Question to Dr. Milissa Sackos by Francesca Thomas – *Will the task force have a link on SUSD the website including the names of committee members?* Yes. This information is already on the website under Taskforce. Committee may have 50 people.

Question to Dr. Milissa Sackos by Julie Guildersleeve – *There is an understanding that task force came about because freshman were struggling. How much is because of academics and how much is social? How much is it freshman struggling to get to know their new campus? Can we be proactive and not blame middle schools? Should we focus on high schools also and what they can do to integrate new students? Saguaro has a good mentoring program to bring new students into community – community building.*

Dr. Sackos – The idea for the task force came about when 2 schools were looking at changing from jr high models to middle schools and to look at what makes an ideal middle school. They also looked at promotion policy and academic readiness. Dr. Peterson said that some 9th grade teachers needed to remediate students, so we need to make sure

middle schoolers are high school ready. They are also looking at grading practices as some students with F- grades are meeting standardized testing requirements. We need to have consistent measures, curriculum and tests across the district.

The Task Force needs a representative from Saguaro.

Question to Dr. Peterson – When will Mohave officially change over to Middle School model?
The current 3rd graders will begin the 6-8 configuration.

Question to Dr. Peterson – What is the time line for the installation of solar panels and shade structures at Sequoia? Also parents there are concerned about PE as it is inconsistent. Some kids get 1 day in 6, others get more time.

Solar – Panels have been in use at Coronado for 2 years. SUSD took advantage of a federal construction bond. The boundaries of SUSD put half our district with APS and the other half with SRP. APS has been great to work with for rebates. APS serves north Scottsdale. SUSD will save \$22,000 in interest. SRP does not offer as many incentives, but Dr Peterson is working hard to get more than just Coronado, something he worked hard to achieve. The first installation of solar panels at this time is DCES. Their PTO installed artificial turf in their amphitheatre and a shade structure will be installed so solar panels can be put in on top. Please visit the SUSD website for a presentation on the proposed solar layouts and site plans.

PE – One thing that may remedy this is the “flipping of electives” next semester. For example, they would flip schools that currently have music in the morning and PE in the afternoon, allowing more time for the other elective.

Dr. Anne Hanson – Pres of SEA (Scottsdale Education Association)– They are working with the President of the AEA (Arizona Education Association) to have a session on November 17 discussing the state of education in Arizona. They are currently looking at a venue and more information will be communicated as it becomes available.

Julie Guildersleeve – SPC VP Communications – If your parent group organization has not submitted contact information please send it to Julie at vpcommunications@scottsdaleparentcouncil.org. Also, to receive The Learning Curve e-newsletter, please sign up on the SPC website.

Dr. Dana Sherman – Prevention Chair – Back to School Q&A –

Question about weekend activities of high school girls –It is disturbing that kids are attending many parties on weekends with liquor and parents are in attendance. Kids are attending parties in other towns, raves. How do you talk to kids about this and teach them that this is a bad path?

Dana compares this to her latest Learning Curve article, "Let Your Middle Schooler Fail".

<http://archive.constantcontact.com/fs064/1102207045030/archive/1107456701808.html>

Kids will experiment and they are supposed to do this developmentally and test the parameters. As a toddler, their job was to have temper tantrums. In high school, their job is to figure out the boundaries. The parent's job is to put the boundaries in place, however parents are limited in setting boundaries when kids have a car. Allow them to make mistakes, but give them safe options; the option to call parents whenever they need them, provide open communication, explain what your drug/alcohol policy is. Telling your kids that they can drink in your presence or that it is ok to drink as long as they call for a ride is a false sense of control and you are basically condoning underage drinking. If they do it in these circumstances, they will certainly do in other places than just your house.

Mistakes in elementary and middle school "cost less" than in high school and college. Parents need logical consequences for their behaviour in order for them to learn, and have meaningful learning.

Question about the Bullying information that was handed out in schools. Can we make bullying a larger part of the curriculum?

Three parts to bullying;

1. Balance of power
2. Repeated behaviour
3. Intent to harm

In elementary schools, SPI goes into classrooms and explains how to be a good friend and the difference between bothersome and bullying behaviour. Some teachers incorporate this into their curriculum, others do not. It is the parent's job is to teach social emotional learning.

*Question - Can SUSD provide an in-service day to discuss ways for teachers to incorporate these things into curriculum as another way to teach kids?_*Dr. Sackos – SUSD has been

running Guiding Good Choices, a series by Drug Free Az for parents of kids grades 4-8.

There are 5 Sessions. SUSD remains challenged on bringing parents to the sessions. This program will be spread to all Learning Communities for proximity to parents.

<http://susd.schoolfusion.us/modules/groups/homepagefiles/cms/394763/File/Communications/Media%20Releases/2011/Drug%20Free%20AZ%20Parent%20Workshop%20Session%20II.pdf?sessionid=cb6601fc4645a3bd9add0f602635c40f>

Comment by Tonolea Parent Group - Their parent groups actually phone parents to tell them to come. They have great response and many parents come to events.

Shannon Crozier – Student Activities Manager; Tax Credit Rules

The State made changes to the law last year giving more freedom on use of Tax Credit money. Tax Credit money must be used for extra-curricular activities that require a fee for participation. In the past, principals have been able to waive the fee on an individual student basis. Also in the past, principals have waived the participation fees for entire clubs, but it should be for individual students.

Soft Capital - A change to the law made at end of last year allowed use of tax credit money to purchase "soft capital" items. Schools that choose to do this have up to 2 years to spend unencumbered funds for use on soft capital, including; kits, textbooks, library books, technology, furniture, equipment, vehicles, playground equipment, shade structures and other uses. Site Council makes decisions on these expenditures.

Question - What is the interest and likelihood in expanding use of tax credit dollars? Could we use these dollars to address student -teacher ratio?

The answer depends on the Legislature, and question of equity among schools will always be an issue.

Francesca Thomas - believes it will require a constitutional change.

Dr. Meyer -One way we can expand use of tax credit money is simply to collect more. An example is Middle School sport; all can participate. Now we can pay teacher stipend out of tax credit dollars instead of the M&O budget.

Gift money is separate from tax credit money.

Shannon encourages each campus to communicate what the money is spent on. It is a good opportunity for parent groups and Site Councils to work together. Monthly minutes are available for review which discusses every expenditure.

Question – How do we increase tax credit donations?_ Many companies will do matching including Wells Fargo and Boeing. Also many parents do not know about it, and they can share information with their friends, family and co-workers.

Site Council Training – To be facilitated by Jeff Thomas - will be postponed until October. Another wave of training sessions (which are required for site councils) will take place in November. The District will prepare training materials and SPC wants parents to also be included.

See your principal for more information if you want to serve on a Site Council.

Question - *Do I have to designate how I want the money spent on a tax credit donation?* You do not have to designate how you want the money spent, however you do need to specify which school to which it should be applied. Beyond that, it is easier for schools to utilize money if it is not specified, however some programs exist only because of specific donations. Also, if you want to support a certain program, for instance a band trip, you can donate to that specific program. You may also designate specific students to benefit.

In some situations, donations to specific programs is a problem if the program becomes disbanded before the money is spent. Then money remains in limbo.

Next meeting is October 19 at Chaparral Library.

Meeting adjourned at 11:30 by Heather Heroldt

Respectfully Submitted,

Jenny Dorsch, Recording Secretary

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