



VISION
To be a world-class school system.

THE SCHOOL BOARD OF LEE COUNTY
School Board Briefing Meeting – M I N U T E S
Tuesday – May 6, 2008 / 2:30 p.m.

Attendees: Dr. Jane E. Kuckel, Vice Chair (*called meeting to order at 2:58 p.m.*)
Mr. Steven K. Teuber, Board Member
Dr. James W. Browder, Secretary and District Superintendent
Mr. Robert D. Chilmonik, Board Member
Dr. Elinor C. Scricca, Board Member
Mr. Keith Martin, Board Attorney
Mrs. Denise Mangus, Recording Secretary

A. BOARD MEMBERS

- 1. Special Areas of Board Involvement/Reports** – Mr. Chilmonik noted Dr. Browder speaking at a recent BUPAC meeting he attended; the high student percentage of those on free/reduced lunch was noted there, and Mr. Chilmonik thinks BUPAC could perhaps help with some food drives. Events he attended: Take Stock in Children, Law Lunch, Point of Light (Eddie Felton). Mr. Chilmonik's meeting with Lt. Gov. Kottkamp tomorrow on what's happening within the school system—e.g., academics, financial; if the Board would like something asked, he'd entertain questions. Dr. Browder responded to the Board he doesn't have this scheduled but anticipates talking with the Lt. Governor in next several weeks. Mr. Teuber gave thanks for the great Take Stock program (ensures college), noting scholarships and community matches. He mentioned Mr. Felton's honor and work in community—e.g., FUSE program involving fathers in kids' education. Mr. Teuber noted good District efforts of teachers, volunteers, staff, and all that helps a child. He spoke at the East Fort Myers Rotary where there's a lot of support in the Riverdale area, with much by this organization. School Health Advisory Committee (SHAC) is doing great things; they've a marketing angle on drug posters and really trying to reach kids for what's expected. The true number of students experimenting with alcohol and drugs may be less than guessed; they're learning it's cool to get together without these things, and it's the responsibility of parents, others, the Board to normalize. Learning for Life's annual recognition dinner event is Monday night and it will have a great program; students give testimonials on their life being impacted. Dr. Scricca noted congratulations on behalf of the Board to Uncommon Friends for their recent event; she noted that the Law Luncheon's Teacher of the Year—Kathie Kobie—has been on Pride & Patriotism for years. Dr. Scricca felt the JROTC ceremony was impressive which identified scholarship recipients, with amounts surpassing \$5 million; she's looking forward to attending a session of the Book Battles which will have intensive readers. Re the District receiving accreditation, Dr. Scricca noted that one newspaper (with wide readership) saw fit to have only three small paragraphs on a second page of the local section but others had expanded coverage; she congratulated Drs. Browder and Jones for this arduous successful task. Dr. Kuckel echoed her fellow Board Members and was impressed with the knowledge of the visiting 18-member accreditation team; she understood the team had a hard time coming up with recommendations but we'll continue the path though for continuous improvement. It was confirmed that we're among 15-16 districts in the state (18-20 are in the chute). Lee joined last week the counties of Palm Beach and St. Lucie. Dr. Kuckel noted Spring Creek's panther habitat dedication, as it will be a wonderful science area for students; she noted the efforts of the community, volunteers, and contributions for this beautiful addition to the grounds there. Dr. Kuckel attended the academic (Presidential) ceremony at Three Oaks Middle; she attended Take Stock in Children but sends regrets for Learning for Life (Compliance meeting).
- 2. Legislative Update** – Dr. Browder (Mrs. Dozier ill) noted session's over; inside budget portion today, info will be where we ended up/what received—many disappointed re educational dollars. Other counties' articles indicate same. State issue is general incoming revenue; he isn't agreeing with some things inside of legislation but doesn't know if he'd do differently though more monies wanted to put in for education. Mrs. Dozier will provide an update next time and Bob Cerra will be here June 10th for a Board Legislative Briefing. Messrs. Martin and McCullers are putting together a short synopsis re bills, etc. to ensure meeting the letter of the law. These are not good times in the state, the nation, and the county where there's financial struggle for all; it's hoped the classroom won't be impacted in large measure. Dr. Kuckel noted Mrs. Dozier may put something out in writing anyway and there's the Florida School Board Association conference next month.

B. ACADEMIC SERVICES

- 1. Social Norming/Social Marketing** – Jean Campbell thanked Mr. Teuber for mentioning some of today's item re what's occurring, their plan, and what kids feel about themselves; she thanked Dr. Browder. They became aware a year ago of a prevention strategy used in another county/district. Peer pressure is one of the most prevalent reason kids do what they do. Re social norming, there's an anonymous survey to students and another which measures usage for how much alcohol is used in last 30 days, and perception of what other students are doing. The peer norm (peer pressure) is one of the strongest predictors of personal behavior. Per Ms. Campbell's PowerPoint (copy on file)—for middle school students in the past 30 days—is the following: smoked cigarettes, 56% perceived but 7% reality; 61% perceived has having had at least one drink but 15% reality; and 42% perceived as having smoked marijuana with a reality of 7%. For middle schoolers, 98% report drinking something other than alcohol when hanging out or socializing with friends. Re the frequency and believability of alcohol information (middle school): it's the Dare Officer as #1 on frequency and #1 on believability; parents #2 and #2, respective; nurse/doctor/etc. as #3 and #3; and teachers--#6 on frequency but #4 on believability (rankings based on 13 choices given to students). Re high school statistics, the work is cut for us; it was noted, interestingly though, the influence

of a previous Dare officer for high schoolers who've they haven't seen since elementary. Marketing agency is used for posters (grant money), with a Drug-Free Charlotte County partnership; a poster goes up for 2 weeks and then comes down 2 (150-300, depending on levels and students help put them at different angles to attract attention). Surveys are for poster awareness (message/believability), and then intercept surveys. Principals have noted this is a great campaign, as students are listening and talking. Next fall, posters will be up 2 weeks/down 2. There's a postcard to middle and high school parents, which is a put in District envelope (draws attention). There's a myth of parents not hurting kids in providing alcohol, but brains are not fully developed until 22-25 years of age. Ms. Campbell noted the website which will have the logos of Lee and Charlotte School Districts; website gives the law, consequences of underage drinkers in a house, top myths, etc. One tip is to buy individual soda cans for graduation parties vs. liters (helps avoid something getting in cups--e.g., alcohol). There are messages on the website for parents to choose in texting teens positive messages. Charlotte had 30-second commercials which the state has taken and will do in English and Spanish statewide. There's an annual anonymous survey which only has a 1-3% chance for lying; when students lie, they tend to overstate vs. understate. Each year, there's preparation for the first goal of getting perceptions in line; we should start seeing a decrease in alcohol, cigarettes, and marijuana. Dr. Scricca inquired about delivering the message to the media; for example, so they know 90% of kids don't actually do (vs. perception), public gets to know (lessen negative impression of student population), parent sees (confirms to kids), and children see it—all positive reinforcement of behavior and expectations. The SHAC Chair has an article in the News-Press on Tuesdays about this. The poster's message is that it's okay to say no and placement is being requested for family practice doctors, liquor stores, etc.; there are good results from physician offices for displaying such. The state initiative this fall is to use a big 6-page spread in our newspaper's education section for facts on alcohol, cigarettes, marijuana. Dr. Browder noted it will also be on the web, ITV, and broadcast as a matter of practice to assure all getting the message out there/central to this program to do (more that get it, the better for all); he believes this is the most appropriate/positive way to get to young adults and adults. Ms. Campbell noted different agencies' methods vary (e.g., scare tactics); she goes to direct networking meetings and tries to work with others. SWFAS, who is aware, wanted this going 10 years ago at a university. United Way is a helpful partner with us, supplying after a survey—pencil, applicable fortune cookie message. We're in baby steps but on the front side. Dr. Kuckel is appreciative of the trend data and the yearly refining.

C. ADMINISTRATIVE/SUPPORT SERVICES

1. **Change Order/April 2008** – This is for information (there were no questions or discussion; back-up on file).

D. BUSINESS SERVICES

1. **FY09 Budget/Legislative Issues Updates/Where We Are** – Ami Desamours noted the Funding Summary Sheet (copy on file); it's anticipated the final house proposals will be signed. She noted the differences in the revised calculations (3rd and 4th to the final). Required Local Effort is looking at less money in capital (we didn't get all the funds back); there's an approximate \$108 per student allocation cut versus the current. Re the Merit Award Program, it didn't get put in another. The ESE guaranteed allocations decreased \$1 million from the current though our ESE population continues to grow (even with other enrollment possible be down), with dollars decreased. She noted transportation and the categoricals in 08/09 budget. Re the teacher lead program—for putting funding elsewhere, it didn't happen. Class size increased but will cost us this next year. She asked for the Board to look at the bottom of the sheet to see the true story of increase—total dollars FTE declines and money must be used for specific purposes set aside. Re dollars in k-12 operations (project 2,600 student growth), we're getting negative \$16.3 million to be used for price levels (utilities, fuel, salaries); though it may appear like a 9.3% increase in funding, we're really getting negative \$16.3 million in funding for costs. Dr. Kuckel noted this is a very thorough report and appreciates the figures but not a pretty picture; re her question on our student growth, Dr. Browder noted to go back to the top in unweighted FTE—our 4th count, it showed as 79,111 and the original growth was built off of this. Ms. Desamours had shared this, based on 3rd count and the count number and where we were at the 4th count; to get at the 81,732, we'd have to grow by 2,600. We don't feel we'll grow by that and we'd have to offset the shortfall; we may be lucky to break even. We're still 600-700 students where we started this year. It was reconfirmed to Mr. Chilmonik that the actual figure is 79,111. As mentioned prior, Ms. Desamours noted there were 8 estimation models; we took the lowest to get at what we arrived at. The state model estimated us at 4,100 and we said we knew it wouldn't be that, so we took the least amount of growth—2,000. Mr. Smith has the model he looks at; we felt we might be 1,600-1,700 based on the economy. Dr. Browder noted 1,000-1,200 if like the mid-1980's; we came down off of the most conservative DOE model. Ms. Desamours noted not wanting to paint one's self inside of a corner; we have to set aside for FTE shortfall if we don't make it. She noted being careful; we may have to take more growth dollars into FTE due to 600 students we're behind. Dr. Browder noted it's much easier for us to handle our money than someone else.

E. HUMAN RESOURCES – none

F. EXECUTIVE SERVICES

1. Facility Rental Discussion – Susan Strong noted reviewing the facility rental data; it hadn't been increased in about 10 years; she explained not bumping so high though so they're not used but to rent such for paying overtime, lights, and doing things we need to. Ms. Strong noted 12-13 districts were contacted and 9 responded; there was a good deal of variance and not one magic formula (as they were all over the place). She wanted to bring the District up-to-date in recovering dollars but not discourage usage. Dr. Browder suggested after an initial draft to contact FGCU and Edison College for price comparisons; we're below those. Ms. Strong picked amounts of what she believes are representative and fair. Dr. Scricca inquired about variations if renting a brand new facility; Ms. Strong noted there hasn't been a request for renting this building and the vast majority is schools, which we charge the same rate (no special considerations). Dr. Browder noted we may need to rent the auditorium, for example, if we chose to when approached. The facility rental comparison sheet (copy on file) is aimed at schools. Of the fees, the school gets 50% (for lights—e.g., mercury-fade which the schools don't have money for) and the District (latter to pay bills, overtime). In response to Dr. Scricca's inquiry, Dr. Browder noted extra space in the LCPEC would be considered commercial rental by the square foot and may be possibility down the road but we need to consider areas leased but not needing access to other parts of the building. The Sheriff is here and we've an interlocal (SRO central hub). Dr. Browder will have the opportunity to talk as we move forward. There have been a couple of requests for the Fine Dining Room (e.g., recognitions and refreshments served). Dr. Kuckel noted the Staff Development rooms and she thought it was interesting charging the same school-to-school with the 50% split. Mr. Martin noted fee charges have to be approved by the Board. Dr. Browder will be bringing this back.

G. PUBLIC COMMENT – Sue Jacobse noted great presentation of Social Norming at Curriculum; re parent portion of survey, parents need to reinforce. Feels there may be public perception of overfunded education/throwing more money won't solve problems. Feels Lee's doing fabulous job with its money; wants all to help make County positive re what given (glass half-full).

H. BOARD ATTORNEY/SUPERINTENDENT'S COMMENTS – Mr. Martin noted (School Law Minute) IDEA requires IEPs be prepared for each child with a disability defined by statute; written statement is to contain certain components—e.g., academic achievement, functional performance (how the second is affected), functional/academic goals and how measured, description of education and services to be provided, etc. State's very clear as to individualization and not categorized (e.g., students with autism, learning disabilities) and to provide an appropriate education to meet that child's needs. Dr. Browder appreciates accreditation comments, noting Dr. Jones' and the steering committee's exemplary job; the thing which made him feel best is what was said about schools—a packet can be put together but the “rubber meets the road” when talking with kids, teachers, etc. on what's being done in this community for parents. Take Stock should remind us of the social norming aspect in that what we want to do is central around our responsibility to ensure kids understand that doing the right thing is okay—and, if done, this is the approach to life with rewards there. Dr. Browder noted the important comments of Mrs. Jacobse in not being negative on the budget. He doesn't feel being negative is the way to go as we've opportunities to look and do things different from every District business function to essential functions; there might be some things done which don't need to be, and this is an opportunity to re-tool and do better. Dr. Browder noted he's not going to whine a lot; we'll do what's right for children. He noted the District website received notification today of being judged the best of all Florida school districts for design, content, usability, etc.; we get to 20,000 via e-mail blasts in giving system information. Dr. Browder appreciates the website development and the accolade the District received as the best; he extends to any of those who doubt out there to help us instead of being critical, as it's much more difficult to come to the table with solutions than picking. Meeting was adjourned 3:58 p.m.

MINUTES BOOK NO. 44 - FY08

Jane E. Kuckel, Ph.D., Meeting Chair

ATTEST:

James W. Browder, Ed.D., Secretary and District Superintendent

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