

Pending Approval 10/1/2018



## THE SCHOOL DISTRICT OF LEE COUNTY

### *District Advisory Council (DAC) Executive Committee Meeting Minutes*

**August 28, 2018**

**Committee Members Present:** Cyndee Crosby, Andy Erickson, Casey McConnell, Scott Hertz, Denise Gorelick, Cedric Hall, Joan Downen

**Committee Members Absent:** Amelia Cepeda (excused)

**Board Member:** Mary Fischer (excused)

**Staff Liaison:** Dr. Denise Carlin

**Recording Secretary:** Cassandra Bishop

**Guests:** N/A

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### **Call to Order/Welcome**

Chair Cyndee Crosby welcomed committee members and called the meeting to order at 5:29 p.m.

### **Review of DAC Executive Committee Meeting Minutes**

Chair Crosby asked for a review of the April 30, 2018 meeting minutes. The minutes were reviewed by the committee and Chair Crosby requested a motion to approve the minutes. Scott Hertz made a motion to accept the April 30, 2018 minutes, with corrections. The motion was seconded by Andy Erikson. All in favor, the motion carried.

### **Old Business**

The committee discussed the September 12, 2018 meeting agenda, which will include a presentation on volunteerism within the district. Dr. Carlin indicated that the presentation will be facilitated by the Administrator for Parent Communications and two school principals.

### **New Business**

The committee discussed meeting topics for the first semester of the 2018-2019 school year. DAC Elections will be held during the October 17, 2018 meeting. Chair Crosby will share more information about elections during the September 12, 2018 DAC Meeting.

Scott Hertz made a motion for a Student Enrollment/Assignment Plan presentation and an Academic Update to occur during the October 17, 2018 meeting. Breakout groups would not occur during the October meeting. The motion was seconded by Denise Gorelick. All in favor, motion carried.

Scott Hertz made a motion for a Student Services with a Focus on Mental Health presentation during the November meeting. The motion was seconded by Denise Gorelick. All in favor, motion carried.

The committee reviewed the process for Board Recommendations. Dr. Carlin elicited feedback from the committee on past practice. Andy Erickson shared that Board Policy recommendations have been made as a result of Breakout Groups' discussions. Several committee members shared that Board recommendations have also resulted from staff presentations and requests. The committee discussed the structure of breakout groups and having agendas for breakout groups.

The committee recommended updating the feedback form for each breakout group to include Old Business and New Business with the previous month's topic under Old Business. Cassandra Bishop will revise the agenda format.

### **Confirmation of Agenda for Next DAC Meeting**

The Executive District Advisory Committee confirmed the following agenda for the September 12, 2018 District Advisory Council Meeting:

- I. Call to Order/Welcome
- II. Approval of Minutes from May 16, 2018
- III. Public Comment (*Non-DAC Members-Agenda Items*)
- IV. Board Update
- V. DAC overview & Elections
- VI. Volunteer Presentation
- VII. Breakout Group Discussion & Visitation
- VIII. Breakout Group Reports
- IX. Public Comment (*Non-DAC Members-Non-Agenda Items*)
- X. Good of the Order
- XI. Adjournment

Scott Hertz made a motion to accept the September 12, 2018 agenda, as presented. The motion was seconded by Denise Gorelick. All in favor, motion carried.

### **Good of the Order**

Dr. Carlin updated the committee on the feasibility of live streaming SAC meetings. She mentioned a few principals are open to the idea and would like to pilot the program.

Mr. Hertz expressed concerns about the roll-out of the new SchoolMessenger App and the Bus App. He indicated that others had shared concerns about the accuracy of information provided by the Bus App. Dr. Carlin committed to share concerns with Transportation and Communications.

### **SchoolMessenger App and Bus App**

#### **Bus App Rollout:**

We piloted the app at Heights Elementary in the spring and rolled it out in the Fall. We received positive parent and school feedback.

We asked for parents to give us until the conclusion of the first quarter to work the kinks out. We have had some glitches due to the high number of users. Our commitment is to address the challenges so that all users are able to utilize the programs effectively.

#### **Bus App Accuracy:**

There have been issues, but it isn't the app, its driver attendance. Dispatchers have been covering routes with multiple buses to reduce tardiness and that affects the accuracy of the app. We are continuously hiring bus operators to ensure that we have enough substitutes to cover routes. The hiring of substitute bus operators will reduce the need to split routes, which will improve the accuracy of the parent app. *Response provided by Robert Codie, Executive Director, Transportation*

#### **SchoolMessenger Rollout:**

The first district wide email about the new notification system went out on August 24, 2018. There will be another that goes out on Monday, September 10, 2018 and a final one will go out on September 21, 2018. Parents do not need to have the app in order to receive the phone calls, emails and text messaging.

The following were communication tools that were sent to principals to forward out to inform parents about the SchoolMessenger Communication application:

1. School Messenger App Handout
2. SchoolMessenger Communicate FAQ for Parents
3. SchoolMessenger Communicate Toolkit
4. SchoolMessger\_App\_Parent\_User\_Web

In addition, we are working on a single app that will have everything in it – Where's the Bus, The Focus Parent Portal, the new Food Services App and a link to the Communicate app should schools wish to use it. That's being designed now. *Lauren Stillwell, Director, Communications, Public Relations and Marketing*

Mr. Hall inquired if there was a way for parents to be notified when there is construction near a school that would cause detours for bussing and parent drop off and pick-up. Dr. Carlin committed to share this request with the Safety and Security Department and Communications.

When we know construction will affect bussing on a widespread level, we typically coordinate with Mr. Codie, Transportation Executive Director, to send something out to notify parents and post to the website and social media. We did that before school started when we were notified by the City of Cape Coral about widespread construction. We receive those notifications like others do, through press releases from the cities and the county. We don't track all construction projects, so unless we get that notification, it is difficult to know the location of each construction project.

As for parent drop off and pick up, the notifications I've received have come directly from the schools since they are the ones that know those routes and whether they are impacted.

*Response provided by Lauren Stillwell, Director, Communications, Public Relations and Marketing*

### **Adjournment**

The Executive District Advisory Committee Meeting adjourned at 6:20 p.m., with a motion made by Andy Erikson and seconded by Scott Hertz. All in favor, the motion carried.

**The next meeting of the Executive Committee is scheduled for October 1, 2018 at 5:30 p.m., in the Academic Services Conference Room (West Wing) of the Lee County Public Education Center (LCPEC), located at 2855 Colonial Blvd., Fort Myers, FL 33966.**