

**MINUTES OF THE SPECIAL MEETING – STUDY SESSION
OF THE GOVERNING BOARD
SCOTTSDALE UNIFIED SCHOOL DISTRICT NO. 48**

March 17, 2016

A Special Meeting-Study Session of the Governing Board of the Scottsdale Unified School District, #48, Maricopa County, was called to order at 2:02 PM, at the Scottsdale Unified School District Mohave District Annex, 8500 E. Jackrabbit Road, Scottsdale, Arizona.

Board Members in attendance were Bonnie Sneed, President; Barbara Perleberg, Vice President; George Jackson, and Pam Kirby. Kim Hartmann was absent and Barbara Perleberg would be arriving late. Interim Superintendent Dr. Denise Birdwell was not in attendance. A quorum was present.

Mrs. Sneed requested that Action Item III, A, Approval of Administrative and Certified Contract Language, be heard at the end of the meeting to allow Mrs. Perleberg to participate in the vote.

Study Session

Information/Discussion Items

Kristine Harrington, Public Information and Marketing Officer, presented Information/Discussion Item III, B, 1, Communication Strategies Including Media Policies. The information presented included a matrix which reviewed the strategies and media policies, a definition of “community” and how information is shared within communities, the various vehicles for employee communications, and a review of the media opportunities both earned and those that fall within the department responsibilities. All Board Members commended the Public Information and Marketing Department for their great strides in their communication and branding efforts. Additionally, it is the Governing Board’s belief that the department will have a positive impact specific to enrollment. Kristine Harrington, Public Information and Marketing Officer, indicated that the department is agile and will shift focus according to the demand for both internal and external communications and marketing. It was noted that the website design has markedly improved. A request was made for the 2020 Strategic Plan to highlight the accomplishments from the initial 2011 as well as outlining objectives going forward.

Governing Board Vice-President Barbara Perleberg arrived at the Study Session at 2:24 PM.

Kristine Harrington, Public Information and Marketing Officer, presented Information/Discussion Item III, B, 2, Communications and Community Partnerships. She indicated that some of the transitions from the 2011 Strategic Plan to the 2020 Strategic Plan include increased communication connections with the various employee groups, greater connection with department chairs, social media opportunities that allow for a higher level and number of views, and stakeholder communications to formulate the 2020 Strategic Plan. Ideas brought forth for consideration from the Governing Board included content and geographic marketing, and more marketing opportunities. The “One Size Does Not Fit All” marketing campaign and the learning community specific postcards are wonderful marketing tools. The department is assessing revenue generating and marketing opportunities.

Steve Capobres, facilitator for the Budget Committee and the Blue Ribbon Advisory Council, presented Information/Discussion Item III, B, 3a, Facility Master Plan: BRAC Presentation. BRAC was asked to provide information specific to the elementary facility master plan for seven targeted sites. Mike Peabody, BRAC member, helped evaluate the current conditions at those elementary sites and shared the information from the discovery process. The recommendation from BRAC, based on evidence gathered, is to rebuild. The rebuild should include student centric environments, be healthy and sustainable, flexible and adaptable, technology driven, professional, and provide a connection to the community. BRAC concluded that in order to incorporate all of the aforementioned qualities, a bond would be necessary.

Dr. Dave McNeil, Executive Director of Elementary Education and Assessment, in conjunction with Nick Noonan, Principal of Kiva Elementary, and Michelle Otstot, Principal of Copper Ridge presented Information/Discussion Item III, B, 3b, Facility Master Plan: Reports from Elementary Principals. Also recognized for their work on the project were Chuck Rantala, Principal of Hohokam Elementary, and Veronica Leiper, Principal of Sequoia Elementary. The information compiled provides a snapshot of an ideal learning environment through the lens of site administrators. Nick Noonan, Principal of Kiva, presented ideas related to a site requiring a rebuild. Michelle Otstot presented the administrative experience of a site that provides a functional space which supports teaching and learning while delivering a purposeful design,

Study Session

Information/Discussion

•Communication Strategies

Governing Board Vice-President arrived at the Meeting

•Communications and Community Partnerships

•Facility Master Plan-BRAC Presentation

•Facility Master Plan- Reports from Principals

sustainability, and flexibility that helps to achieve an ideal learning environment. Four themes arose from the work of the principals of an ideal learning environment through the lens of site administrators. Dr. McNeil indicated that when discussing the issue of right size, the most beneficial viewpoint would be to think about 3-4 teachers per grade level, rather than overall size in terms of a numerical student count. Governing Board Members agree that, should the bond effort move forward, the best learning environment will not look the same at all sites. The voices of teachers and principals are important; however, the voices of stakeholders must also be a consideration. All views need to tie to the mission and vision of the District and capture Site Improvement Plans (SIP) for individualization in order to be beneficial for kids and revitalize community. Discussions will be ongoing and data will be presented in conjunction with the associated dollars as the process moves forward.

Dr. Karen Benson, Executive Director of Instructional Services, presented Information/Discussion Item III, B, 4, Review of 2020 Strategic Plan. The Superintendent’s Leadership Team (SLT) was charged with reviewing and revising the Strategic Plan. While honoring past work, all goal statements were reviewed and revised to include Future Ready goals. The presented document incorporates new language but is not a new document. In order to facilitate comparisons with existing language and new language, a redline version will be provided to document all of the changes. In order to consider if all of the baselines and measures delineated in the document would be beneficial going forward, it needs to be comprehensively reviewed for documented growth. It is important that the document be a pragmatic vehicle for accountability. The discussion can be continued at a future Study Session in order to receive input from the Interim Superintendent, Dr. A. Denise Birdwell.

•Review of the 2020 Strategic Plan

Action Item

Dr. Pam Sitton, Assistant Superintendent of Human Resources, presented Action Item III, A, 1, Approval of Administrative and Certified Contract Language. Dr. Sitton provided new documents that included the language as a result of meeting with the presidents of the teacher and administrative employee groups. The information specific to liquidated damages was provided to employees. In honoring the process of Meet and Confer, language was not added specific to the possible passage of Prop 123. A communication will be provided prior to the release of contracts that will be crafted in conjunction with the presidents of both the certified and administrator employee groups. As contracts are sent to employees, the communication will indicate that Prop 123 dollars will not be reflected in the contract. If they become available, the monies added in 2015-16 and 2016-17 will not be a gift of public funds, and the liquidated damages clause will be highlighted.

Action Item
Administrative and Certified Contract Language

Mrs. Sneed moved to approve Action Item, III, A, 1, Administrative and Certified Contract Language. Mrs. Perleberg seconded the motion.

Motion #78
Approval of Administrative and Certified Contract Language

The motion was approved with a vote of 4 - 0. Mrs. Hartmann was absent.

At 4:05 PM, Mrs. Sneed moved to adjourn the Special Meeting of the Governing Board-Study Session. Mrs. Perleberg seconded the motion.

Motion #79
Adjournment

The motion was approved with a 4 - 0 vote. Mrs. Hartmann was absent.

Dated this 17th day of March 2016.
The Governing Board of the Scottsdale Unified School District #48

Bonnie Sneed, President

Barbara Perleberg, Vice President

Kim Hartmann

George Jackson

Pam Kirby