

**Meeting of the School Board
David Douglas School District No. 40
January 18, 2007**

The regular meeting of the David Douglas School Board was held on Thursday, January 18, 2007, at 7:00 p.m. in the Board Room of the David Douglas School District Administration Building, located at 1500 SE 130, Portland, Oregon 97233.

School Board Members present were:

Donn Gardner, Board Chair	
Dawn Barberis	Carl Clinton
Bruce Burton	Annette Mattson

Also present were Barbara Rommel, Superintendent/Clerk; Mike Stout, Assistant Superintendent; Courtney Wilton, Director of Administrative Services/Deputy Clerk; Sherrie Barger, Director of Curriculum; Susan Summers, Director of Human Resources; Barbara Kienle, Director of Student Services; and Gail Hunter, Board Secretary.

The agenda included consideration of the following:

Call to Order / Flag Salute

Board Member Reports – Carl Clinton announced that he will not seek reelection to the David Douglas Board when his term expires this June, due to other commitments. Board Chair Gardner said Mr. Clinton will be missed and that his contribution to the board and the district have been much appreciated. Annette Mattson announced that she will participate in NSBA's Federal Relations Network Conference in Washington, DC January 28-30. Conference delegates will be meeting with congressional and senatorial representatives to discuss concerns including NCLB changes and Title I funding. Ms. Mattson shared information regarding the Governor's proposal for a mandatory statewide insurance pool for all school employees, with rates set by the state. As the proposal would undermine local control, take benefits and bargaining away from local school districts, and the district's costs could increase, it was the board's consensus to express opposition to the plan in a letter to area legislators.

Student Body President's Report – Elynn Ward reported on high school activities, noting that wrestling, swimming and basketball competitions are all underway tonight. Informational meetings about Rose Festival opportunities for boys and girls will be held next week. Final exams will be held Tuesday through Thursday, and the Winter Formal will be held on Saturday.

Superintendent's Report – Sherrie Barger reported that 50 employees from Kaiser Permanente covered more than 400 of the district's library books as a community service project on M.L. King Day. Another 10-15 Kaiser employees worked to clean up the Ventura Park greenhouse area. She expressed appreciation to Kaiser for supporting employee volunteerism. Susan Summers announced that NW Natural donated 150 tickets to the Oregon Children's Theater production of "Miss Nelson is Missing". Principals used those tickets as part of the PBS program, rewarding students and their parents with tickets to Sunday's performance. Barb Kienle announced that former David Douglas student Nick Pike has been honored as CCI Enterprises employee of the year. They have offered him a full time position after he ages out of our program. Superintendent Rommel reported that a business-based program called Adopt a Classroom will pair volunteers with students at Mill Park Elementary. She said this will be a great opportunity for school-community connection. Ms. Rommel thanked Mr. Clinton for his eight years of exemplary service as a board member.

Superintendent's Mid-Term Report – Superintendent Rommel reviewed progress toward the district's goals for 2006-07. Positive Behavior Supports (PBS) has been implemented at the elementary and middle school levels, and planning is underway for introduction at the high school. The superintendent credited Mike Stout and Ericka Guynes for leading this effort and for doing an exceptional job answering questions and providing support. Work at the high school is continuing on the staff's visioning project. Curriculum mapping is being shepherded by Sherrie Barger and has received interest from other school districts. The project's goal is to align curriculum among the schools and from grades K-12. Grant funding opportunities are being actively sought, and the staff is looking for ways to develop information to guide decision-making. One such program is called Data Warehouse, which will facilitate easy access of data from eSIS for principals. Energy conservation efforts and energy audits are ongoing. Courtney Wilton has secured an Americorps worker to assist with energy data collection.

Administrators are involved in various activities to keep them aware of the motivational aspects of staff support. Comments from individual staff members have been very positive. Although the district's proposal for a bond measure failed at the polls, board members are continuing to assess facility needs and what actions might be taken to address growth. The board gave input on possible options, and district administrators were provided an opportunity for their comments as well, which will be compiled and shared with the board. Joint projects with other Multnomah County districts are ongoing. There have been efforts to partner in staff development activities. John May and Jennifer Spencer have been assisting other districts with use of the eSIS special education module. In addition to increased contacts with the business community, the district and board leadership met with our elected representatives. The superintendent commented that those connections will be valuable as we move into the legislative session.

Consent Agenda – Mr. Burton made a motion to approve the following consent agenda items, seconded by Ms. Mattson. The motion carried in a vote of 5-0.

- **Approval of 2007-08 School Calendar**
- **Acceptance of OAAE Nomination**

Audience Participation – Board Chair Gardner opened the meeting for public comments. There were no remarks from the audience.

District Communication Plan – Chair Gardner introduced Communication Specialist Dan McCue, who reviewed an outline of the district's communication plan. He presented the plan as a work in progress and welcomed board member input. Current components include the monthly Happenings publication that goes home with students and to key communicators, the annual family calendar which is distributed one per family, and the district website. The key communicator database continues to be expanded and updated. Website improvements have been implemented, including rotating articles on the front page, an increased number of links to news articles, and board meeting summaries. A 'contact us' function is a work in progress. A new press release template has been developed. Articles are being sent to building administrators for possible use in newsletters, including helpful tips for parents. A new staff newsletter will debut on February 1 via email. It will go out twice monthly around the 1st and 15th. Content will be timely information for staff, as well as staff member profiles, and articles about innovative programs developed by staff members. Still to come will be a community newsletter to be mailed to about 25,000 households in spring and fall. The newsletter will be produced in-house at a cost of approximately \$8,000 per issue for printing and postage. Also under development is a 'speakers bureau', a list of staff members willing to take

community speaking engagements. The service will be marketed to local service clubs, neighborhood associations, and others as requested. Mr. McCue plans to support school-based communications by offering newsletter writing/editing workshops, and assistance with individual building communication / community engagement plans.

Community engagement activities will include developing partners among parents and community members who are not parents, encouraging them to be fully engaged and vested in the success of neighborhood schools. Kathy Leslie presented a workshop for administrators on engaging hard to reach parents. A list of what we're doing currently at the school and district level will be compiled and shared among administrators. Each school will be encouraged to develop a communication / engagement plan.

Mr. McCue plans to support inter-governmental relations by frequently attending COSA's weekly information sessions in Salem. He also hopes to develop a system to collect reactions to proposed legislation from district key communicators and provide that input to local legislators, and to compile a list of community activists who can respond to city and county initiatives that affect the district. He said that wrapped throughout all of these efforts is the element of 'branding' – making sure the logo and name of the district goes on every communication at the district as well as building level.

Suggestions from board members included additional outreach to our immigrant families and non-English speakers and possibly going to the Russian and Latino community where they gather; posting signs on major arterials indicating "you are entering David Douglas School District", strategically located for best effect; and including a general information statement about the district at the bottom of the press release template. It was also suggested that a link be established with social service agencies to determine how best to establish meaningful connections, as these agencies already have ties to many of our families who are not native English speakers and have established a basis of trust. It was suggested that some staff photos be included on school webpages, such as that of the principal and office staff, so parents can put names and faces together. Mr. McCue was also asked to provide frequent talking points to board members about issues of current concern.

Other Business / Future Agenda Items – Superintendent Rommel suggested holding the board budget workshop on Monday, March 5. Board members approved that date by consensus.

Adjournment – There being no other business, Board Chair Gardner announced that the board would reconvene in executive session immediately following the regular meeting, in accordance with ORS 192.660 (2)(i) Superintendent's Evaluation. He then declared the regular meeting adjourned.



Donn Gardner, Board Chair



Barbara Rommel, Superintendent / Clerk