



Duval County Public Schools

July 23, 2013, Board Workshop

Mr. Fred "Fel" Lee, Chairman
Ms. Becki Couch, Vice-Chairman
Mr. Jacon Fischer
Ms. Cheryl Grymes
Dr. Constance S. Hall
Ms. Ashley Smith Juarez
Mr. Ms. Paula D. Wright
Dr. Nikolai Vitti, Superintendent

ATTENDANCE AT THIS WORKSHOP OF THE DUVAL COUNTY SCHOOL BOARD: All Board Members were present. Dr. Nikolai Vitti, Superintendent, and Ms. Karen Chastain, Chief of Legal Services, were also present.

Call Meeting To Order

[CALL MEETING TO ORDER](#)

Minutes:

The Chairman called the Board Workshop to order at 8:40 a.m.

Items To Be Discussed

[1. AUGUST 6, 2013, DRAFT AGENDA REVIEW](#)

Minutes:

The Superintendent reviewed the August 6, 2013, Draft Agenda with the Board. Discussion included the following.

- Schultz Center Agreement - added item:
 - There will be a separate agreement for use of space. It will be under \$100,000.00, so it will not have to come to the Board for approval.
 - The majority of the training for teachers and staff will happen at school sites.
 - The Schultz Center will be used mostly for Principal meetings and training of large groups.
 - Board Member Hall asked that the Board be provided a copy of the Professional Development plan. Board Member Wright also requested a copy of the Professional Development plan.
 - Board Member Hall asked if there was an outside evaluator to determine the effectiveness of training. The Superintendent indicated that there was not at this time.
 - We will continue to utilize some of the on-line modules that Schultz Center offers.
 - Board Member Wright shared that the Board had an obligation to understand the Schultz Center and its purpose, since it was built with our school system in mind. She asked the Chairman to arrange a meeting with the Schultz Board.
 - Board Member Wright asked about the use of the Public Library for meetings and who would pay for the parking. Superintendent Vitti indicated that the use of the Library was off the table at this point.
 - Board Member Wright asked about the logs maintained for Professional Development training, and that they include the dates, times, and schools. The Superintendent shared that the logs are used not only for compliance, but for reflection, and can clearly document who is being worked with, how they are being worked with, and improvement of the process. He would like to explain the continuous improvement process at an upcoming workshop.
 - Vice-Chairman Couch asked about the presentation we have always received from the Schultz Center staff each year. It is part of the current contract, and we did not receive this year's report. Normally the Schultz staff attends a Board Workshop to make the presentation. The Superintendent indicated it was not part of the new contract. Vice-Chairman Couch asked that it be added back to the contract, and that the Board be provided with this year's report.
- K-12 Virtual School
 - Superintendent Vitti shared that Ms. Karen Chastain, Director of Legal Services, was continuing her work on this agreement, and that it should be ready for the August agenda.
- Board Members - Item 1 - Annual Dues and Fees
 - Chairman Lee will check with the Chamber for an explanation of the Cornerstone Dues
- Academics - Item 1- Carl Perkins Grant
 - The Superintendent would like to have a Workshop on workforce development.
 - Board Member Wright requested a report with specific details on what we are doing with Worksource.
 - Vice-Chairman Couch asked if we were eliminating any Career Academies,

and if so, what would happen to the students in those programs. The Superintendent said staff was looking at this now and would report back to the Board.

- Board Member Wright asked for a list of which schools do not have Dual Enrollment.
- The Superintendent stated that no programs would be eliminated as a result of the Staff Allocation Plan.
- Certain programs may not have enough interest, and those would not be offered.
- If Principals found a program hard to maintain due to the Staff Allocation Plan, they could ask for a Cabinet add on.
- Board Member Wright brought up the Cosmetology program at A. P. Randolph. The teacher who was at that school was moved to Frank Peterson, and their program went national, while the program at Randolph suffered. She used this as an example of how we can kill a program. The Superintendent indicated there was declining interest in the program. One issue is that the State does not recognize industry certification. Also, the program does not help the school grade. The Superintendent indicated that the program would continue to be offered.
- Academics - Item 6 - Code of Student Conduct
 - Superintendent Vitti indicated that there were no substantial changes, except for those where Statutes were modified during the last Legislative Session.
 - The Superintendent will share the list of members for the Task Force with the Board for review. Vice-Chairman Couch had expressed an interest in serving on the Task Force, and will be part of the group.
 - Vice-Chairman Couch asked about restorative justice and concern that it is including 2.16 and 2.18 offenses. The Superintendent will check on this.
 - Vice-Chairman Couch asked about the cell phone policy and the fact that most high schools are not following the policy. She has visited several schools and observed students on their phones in the hallways, etc. We either need to enforce the policy district-wide or change the policy. This also leads to an inequity in discipline of students. The Superintendent will ask the Task Force to re-evaluate this policy. In the meantime, he will message to the Principals the need to enforce the current policy.
 - Board Member Hall expressed concern with parents not having access to a copy of the Conduct Code. The Superintendent will provide copies this year for parents. Once the Parent Portal is available, these type of documents will be available on line.
 - The Superintendent believes will ask for input from the community on uniforms. While he supports uniforms, he believes there should be some flexibility for creativity.
 - Some of the Board members names are misspelled on the front page of the Conduct Code.

Due to time constraints, Board members were encouraged to submit any additional questions to the Superintendent on agenda items.

Speakers:

Mr. Fred "Fel" Lee, Board Chairman
Dr. Nikolai Vitti, Superintendent
Ms. Becki Couch, Board Vice-Chairman
Mr. Jason Fischer, Board Member
Ms. Paula D. Wright, Board Member
Ms. Constance S. Hall, Board Member
Ms. Ashley Smith Juarez, Board Member
Ms. Cheryl Grymes, Board Member

2. STRATEGIC PLAN TARGETS

Minutes:

The Strategic Plan Targets were addressed. A copy of the presentation is attached to the Minutes. Discussion included the following.

- Superintendent Vitti stated that the objective for today is that the Board have a thorough understanding of the Strategic Plan targets, and the impact on his evaluation.
- The Superintendent shared that Mr. Doug Ayars would be in charge and project manage the Strategic Plan. He will meet with Cabinet members, address concerns, and help devise solutions. They will use SharePoint to track the plan and changes.
- Vice-Chairman Couch asked that the Board be provided access.
- Vice-Chairman Couch asked if the Board Policy calendar updates would be included. The Superintendent indicated that it would.
- The Superintendent shared that all items would have outcomes.
- Superintendent Vitti shared a slide with the Board regarding the weighting of his evaluation. Board Member Wright asked the Chairman if this was not a governance issue. The weighting of the Superintendent's evaluation for the qualitative and quantitative sections will be determined after the Strategic Plan targets are set. The Chairman will set a meeting for the Board to discuss, and then will bring in the Superintendent.
- Board Member Juarez would like to see one target and not a target and an aspirational target, and questioned the benefit of having both. After discussion, the Chairman asked the Board for direction. Board members Wright, Grymes, Hall, Fischer, and Chairman Lee liked having both, while Board member Juarez and Vice-Chairman Couch would like to have only one. Chairman Lee said they could discuss this at the next meeting and remove the aspirational target if that was the final decision. They can also discuss using a name other than aspirational for the second target.
- Board Member Fischer asked for a copy of the previous year's goals for comparison. The Superintendent provided this information during the meeting.
- Several Board members expressed that the provided targets were too low.
- The Superintendent asked Board members if there were any additional targets they would like to add, and to let him know before the next meeting.
- Chairman Lee asked about the objective criteria. The Superintendent will bring

this information to the next meeting.

- Vice-Chairman Couch would like to see targets for ATOSS.
- Board Member Fischer asked about college readiness trends and would like to see any data we have on the percent of students who have to take remediation classes when they start college.
- Board Member Juarez asked the Superintendent to emphasize that FAIR is the right tool for early childhood testing when he speaks to DOE and Legislative staff.
- Board Member Juarez asked what percentage of at risk students are in the Bridge to Success program.
- Board Member Juarez requested data on the IB and ACE early college programs and the percentage of students completing the program.

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3. ACCREDITATION

Minutes:

The status of the District's Accreditation process was discussed. A copy of the presentation is attached to the Minutes. Comments included the following.

- Superintendent Vitti shared that the SAC Accreditation visit would now be in April 2014.
- The last date on the presentation timeline slide for final submission should be April 2, 2014.
- The Superintendent asked the Board how they would like to participate in the process, and that there was nothing in the process for the Board. Vice-Chairman Couch mentioned that one of the Commendations listed for the 2008 visit was that the Board, Superintendent, and staff, worked as a team. It would be hard for them to say that again if they did not speak with the Board. Board Member Wright shared that the team interviewed the Board in 2008. Board Member Hall indicated that the Board should be involved, and always had been in the past. She has also served on several accreditation team visits, and the Board members are always involved up front and not as an afterthought. After discussion, it was decided that the Board would like to meet with the team as a group at the beginning of the process, as well as at the end when the final report is presented. Board members will also participate in individual interviews and/or school site visits.

- Chairman Lee asked how many of the staff members on our leadership team had participated in the accreditation process before. The Superintendent said that Fred Heid had participated at the State level; Daniella Simic had gone through Broad training; Andrew Post had participated at the school level; Paul Soares was in Duval for the 2008 visit; and, Marsha Oliver was here in 2008.
- Board Member Hall asked that all stakeholders be aware of the process and the information in the artifacts being provided to the visiting SAC team. The Superintendent indicated that this information will be shared with Principals and they will share with their staff.
- Board Member Hall asked if anyone had contacted Mr. Ken Manual, who was a former school system administrator, and who has served on many SAC accreditation team visits, for guidance and/or assistance. The Superintendent indicated he would reach out to Mr. Manual.
- Board Member Wright asked the Superintendent if he had given any thought to the areas he would like for us to receive commendations on. The Superintendent asked that we discuss this at our next meeting.
- The Superintendent suggested that we perform a self-evaluation as a team and use as one of the artifacts for the SAC team. The Chairman will schedule this for a future workshop.

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4. MARKETING PLAN

Minutes:

The Superintendent, along with Ms. Marsha Oliver, Chief of Communications, and Mr. Mark Sherwood, Director of Marketing, presented a marketing plan to the Board. A copy of the presentation is attached to the Minutes. Discussion included the following.

- Vice-Chairman Couch asked if anyone had reached out to groups such as the Chamber, Leadership Jax, etc., and talked to them about our District. These groups are involved with training and working with potential School Board candidates, and it would be helpful if they knew more about our school system. She suggested that they could be invited to participate in one of the Get on the Bus tours. Ms. Oliver said that she would reach out to those groups.
- Ms. Oliver shared that we were approaching the 150th anniversary of the school system.

- Board Member Grymes asked if we had a 501c3, would the funds raised for the Parent Academy have been placed in that account. The Superintendent shared that it would have been.
- Board Member Grymes asked if Board Members could have their own newsletter on the website.
- Chairman Lee would like to see more Letters to the Editor from Board members on education related topics.
- Board Member Wright asked that the Board have a link on the home page of the website. Now it is an option on a drop down box.
- Board Member Wright shared that she had feedback from parents that combining the PEP rally for the Strategic Plan with the Superintendent's Reading Celebration had left many students feeling slighted on the day's activities, and that it took the focus away from student achievement. In the past, the student's had been the focus of the entire day.
- Board Member Wright shared that this was the first time we had seen staff sharing information with the Board, and she would like to see this happen more often. She thanked staff for their work on this presentation. Board Member Grymes agreed.
- Board Member Fischer asked if we were also trying to identify children in private schools, as well as Charters, and market to them. The Superintendent indicated that they were, but it was harder to identify students in private schools.
- The Chairman asked Board members to let the Superintendent know if there were certain schools in their Districts which they were concerned about in relation to enrollment, and he could bring back suggestions on how to address those areas.
- The Superintendent shared that the Magnet office was now stronger because Pearl Roziers, the new Director, had been a Principal and was communicating better with schools.
- Vice-Chairman Couch thanked staff for the work that had gone into this presentation.
- Board Member Fischer asked about revenue generating ideas for marketing. Ms. Oliver shared that one idea was to have companies pay for space on our website. She is consulting with Ms. Karen Chastain, Director of Legal Services. Several companies offer the school system employees discounts, and are listed on our Employee Benefits webpage.

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[5. GOVERNANCE](#)

Minutes:

The following items were discussed during Governance.

- The Chairman indicated that the Superintendent had requested a Collective Bargaining Shade meeting. This was set for August 6, 2013, at 4:30 p.m.
- The Chairman asked the Board about changing the date for the final hearing on the Budget from September 17th to September 16th. The reason for the change is that the people going on the annual Chamber trip would be departing Jacksonville on the morning of September 17th. The meeting was changed to September 16th at 6:30 p.m.
- The Chairman asked the Board for a date to discuss suspension data, as well as continue the discussions on the Strategic Plan. This meeting was set for August 5, 2013, from 1:30 p.m. to 5:00 p.m.
- The Chairman shared that Vice-Chairman Couch brought to his attention the Statute that Boards would have to go through 4 hours of ethics training per year. He has asked that Ms. Chastain, Director of Legal Services, check and see what was involved. FSBA would be our first choice for training. Vice-Chairman Couch will take this on as a project and report back to the Board.

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Adjournment

[ADJOURNMENT](#)

Minutes:

The Chairman adjourned the Board Workshop at 4:19 p.m.

BSC

We Agree on this

Superintendent

Chairman