MEETING MINUTES
Public Education Enrichment Fund
Community Advisory Committee

MEETING DATE: September 12, 2012
TIME: 6:00-8:00
LOCATION: 555 Franklin, room 601Main
MINUTES ADOPTED ON: not yet adopted
MEMBERS PRESENT: Mary Jue, Maggie de Guzman, Jeff Eng, Bayard Fong, Michael Reimer, Clare Watsky, Victor Tam, Angelina Wei
Staff: Monica Lopez, Kathy Fleming

Bring meeting to order and roll call (action item)

Public Comment (Discussion Item)
none

Adoption of 4-11-12, 5-8-12, 6-13-12 & 8-8-12 Minutes (Action Item)
Unanimously approved by members.

Co-Chair and Secretary Elections (Action Item)
Nominations reviewed, several politely decline due to a variety of other commitments. Angelina nominated for co-chair position.

Angelina accepts Co-Chair nomination. Jeff speaks to her talents and poise as a committee member – recommending her most highly to the rest of the group.

Jeff and Angelina provided their background information.

Protocols and procedures for election discussed. Discussion around whether Mary’s term ended at the close of last year and if all offices are elected in the beginning of the year. Kathy will seek clarification and election will be held at October meeting. It was felt that past precedent should be followed.

Review and Approval of PEEF CAC 2012-13 Activities and Timeline (Action Item)
Reviewed timelines and activities - useful as a planning tool for the group. Priorities include Back-to-School events, perhaps via PTSA, SSCs and other support groups at sites. Discussion regarding how timelines vary. Too much for group to review in Sept. and Oct. meetings. KF suggests tweaking whole year timeline and approving. Discussion about follow-up meetings with managers in April (is this necessary?).

Clare spoke with Michelle parker re: PTSA dinner. Perhaps not the best venue for PEEF dissemination approach. MP suggests other alternatives (PTSA training sessions). Perhaps the SSC summit in Jan./Feb. represents an opportunity for the group as well. Motion to adopt calendar. Yearly timeline was approved unanimously by group.

Review and Finalize Materials for PEEF Manager Meetings (Action Item)
KF provided a historical overview of process from last year. Reviewed template used by committee. Group received department budgets and plans in advance and then interviewed managers. Some managers felt the question “justify your department” could be reworded. CAC Pairs were assigned to programs (one school based person was paired with one community/parent/student).

KF reminds group that team is smaller this year – underscoring the need to continue to let folks know about the PEEF CAC.

Magdalena suggests that SAC continue efforts to recruit diverse and reflective members to represent their communities. KF shared that SAC was used to help disseminate information regarding the recruiting process and to will communicate the need to attract a diverse appointees to serve on the committee. KF to send out student interest forms to group members prior to the manager interviews.

MJ reviewed protocols for meetings and interviews with managers. Bayard recommended going to other sites to see best practices in action – to further the dissemination of model programs. MJ suggested selecting sites at random instead of looking at “best practices” sites. East/west side schools? MJ emphasized doing this in a manner that is still supportive for managers.

Angelina suggested getting the managers to disseminate surveys to students and then having us review the answers that the managers have collected. MJ suggests that this could be incorporated into the group’s final recommendations somehow. Discussion around the feasibility of programs being able to implement student surveys.
Pairings to be completed by Oct. Victor reminded group of the importance and power of student voice in the process and that in order to be really fair that a much larger sample be used (as opposed to just 2-3 school sites) – esp. for consistency. Ambiguous, open ended nature of template presented a challenge for some committee members. Angelina suggested breaking the template into two parts (likely demanding an additional night of meetings).

Discussion about tension around attempting to discover how departments make use of funding, and supporting other colleagues in the district. Jeff echoed Bayard’s recommendation to use conversations an opportunity to strengthen existing programs. Discussion around how feedback and discussions are handled and managed (online or offline).

KF stated that some board members board expressed appreciated feedback and process used by the PEEF-CAC last year and would appreciate receiving the recommendations sooner. All CAC feedback is shared with District leadership on an ongoing basis.

MJ recommended trying to define our jobs/roles more clearly at the start of the next meeting to help provide members with more guidance. Jeff supports providing good honest feedback and recommendations – even if it is uncomfortable for some members. Recommended to de-personalize the “justification” question with re-wording.

**Youth Outreach Activities**

To be discussed in October Meeting

**PEEF Office Update: (Discussion Item)**

group reviewed the student power point from last year’s Youth Summit. Power point to be used as a foundation for this year’s presentation at the Enrollment Fair in November. Need to add more pics. K. Fleming presented a draft of a FAQ. Suggested that the group also further develop brochure or FAQ and to focus on trying to build awareness around PEEF and serving on PEEF CAC. Materials to include: revised PP, flyer, contact sheet, FAQ, (budgeting, etc). Emphasis on educating parents on PEEF and sun-setting clause – esp for families continuing through elementary-middle-high levels. Buttons or t-shirts as part of presentation – including banners or signs.

Discussion about evolving aspect of PEEF budget over the years, and how/if to convey this to the public in the materials. Further discussion about quality of materials for handouts (recycled or not, lamination issues, etc). Pie chart? Poster?

Discussion shifted to how effective the forum would be. There was general agreement about on how important the information is. Discussion on how to present material in the most appealing manner to the community. High school students could be roving ambassadors for PEEF-CAC too. Emphasis on educating public. Should we be giving a freebie away with some of the material (cookies, pencils, etc…)? Importance of color pictures noted by the group. Kathy will seek parameters for informational materials and idea of free bees.

Recommended that principals work with their communities and stakeholders to message the importance of PEEF funding at their sites. Perhaps Gentle Blythe (PR and Communications) could get involved to help craft the message (including handouts and via the web).

Kathy F. presents the new PEEF-CAC website. Angelina suggests trying to harness the power of the SchoolLoop system – noting that many parents already make use of system at many schools. KF demonstrates how to get to new site for PEEF. Group suggests highlighting PEEF this on the main district website page.

Student sign up for additional information at the Youth Summit – MJ suggests that these students are used to help plan or prepare for the Enrollment Fair. Waivers needed for student volunteers – community service hours to be offered to help recruit students.

Ideas generated; Videos, Infomercial style, contest for best PEEF-CAC video, post online, Facebook or YouTube to tell their stories.

Tracking of expenditures might help to guide this development. Noted that interesting how small the amounts are for students and programs at individual schools once monies are finally doled out. KF stated that libraries would be providing technical upgrades to an additional 50 sites for this coming school year.

Discussion around how to make the importance of the funding at individual sites to become apparent and known to all stakeholders. Supplement vs. supplant discussion ensued, shifting to the larger message of the importance of educational funding in general (state education budget).

Discussion about Teacher Academy at some schools and how it impacted different high schools and elementary schools around the district. BF Recommended that we harness the opportunity to meet with program administrators to learn more about best practices and then work to share this information with the larger communities. MJ suggests implementing this theory of action into the development of the new set of questions for program managers.

**Next Steps – Whole Group (Discussion Item)**

**Adjournment**

Motion to adjourn at 8:20. Unanimously approved. Minutes respectfully submitted by Michael J. Reimer