

THE SCHOOL BOARD OF  
ESCAMBIA COUNTY, FLORIDA

MINUTES, SEPTEMBER 12, 2013

The School Board of Escambia County, Florida, convened in Special Workshop at 3:00 p.m., in Room 160, at the J. E. Hall Center, 30 East Texar Drive, Pensacola, Florida, with the following present:

Chair: Mr. Jeff Bergosh Vice Chair: Mrs. Linda Moultrie (not present)

Board Members: Mr. Gerald W. Boone  
Mr. Bill Slayton  
Mrs. Patricia Hightower (not in present)

School Board General Counsel: Mrs. Donna Sessions Waters

Superintendent of Schools: Mr. Malcolm Thomas

[General discussion among Board Members, the Superintendent and staff occurred during this meeting. Note: The minutes below represent a summary of this workshop. Any additional information can be accessed by review of the video in its entirety at <http://escambiacountysdfl.swagit.com/play/09122013-621>]

Meeting was advertised in the *Pensacola News Journal* on August 29, 2013 – [Legal No #1607249](#)

## I. CALL TO ORDER/ADOPTION OF AGENDA

Mr. Bergosh called the Special Workshop to order at 3:00 p.m. He asked the Superintendent if he had any announcements. There were none.

## II. OPEN DISCUSSION

- **September and October Calendar (including scheduling School Board retreat with Hearing Officers)**

Mrs. West, Coordinator of Board Affairs, provided copies of the calendars for everyone. (Supplementary Minute Book, Exhibit "A") Mr. Bergosh asked everyone to glance at the September calendar and asked if anyone had modifications. The Superintendent did not have changes for September, but asked to set aside time for a Special Meeting to discuss the Food Service Audit Report. Mr. Thomas said he understood it would not be final until September 20, 2013. As School Board Members will be out the following week, he indicated it may need to be held in October.

Mr. Bergosh asked if there were calendar issues in October. Mr. Thomas stated that on Friday, October 11, 2013, he would like the Board to consider having a Special Board meeting at 8:55 a.m., immediately prior to the workshop, to have a single action item which would be approval of out-of-field teachers. He said the following week, October 14, 2013, is the beginning of Full Time Enrollment (FTE) survey and if the Board has not approved out-of-field teachers prior to survey, if there is an audit, funding would be lost for those students. Mr. Thomas said he thought the best option was to do this right before the Friday morning workshop. Mr. Bergosh asked if anyone had a problem with this idea. After some discussion, a start time of 8:45 a.m. was suggested to allow more time for the proposed Special Meeting, and Mr. Thomas agreed.

Mr. Bergosh asked if the Board should discuss the proposed Special Meeting to discuss the Food Service Audit Report. Mr. Thomas said that discussion could be in held his conference room in the

McDaniel Building; that a date and time just needed to be agreed upon. Mr. Bergosh asked if it could be done prior to the Special Meeting just scheduled on October 11, 2013, or if Mr. Thomas had a date in mind. Mr. Thomas replied that he had not selected a date, however, having it before the 8:45 a.m. meeting may not allow enough time for discussion. Mr. Bergosh suggested the date of Monday, October 7, 2013 at 4:00 p.m. It was agreed by consensus to set that time and date for a Special Workshop in the Superintendent's conference room.

Mr. Bergosh asked if there were any other issues for the calendar in October, and there were none.

The following meetings set for October 2013:

*October 7<sup>th</sup> – Special Workshop - for discussion of the Food Service Audit Report*  
*October 10<sup>th</sup> - Special Workshop*  
*October 11<sup>th</sup> - Special Meeting – for approval of out-of-field teachers*  
*October 11<sup>th</sup> – Regular Workshop*  
*October 15<sup>th</sup> – Regular Meeting*

- **Financial Disclosures/Reporting Requirements**

Mr. Bergosh made reference to Hillsborough County's contemplation of requiring financial disclosure reports by staff (in line with Senator Don Gaetz's push for accountability, and recent law revisions) and then asked if our district would follow suit. He stated it looked like the only new people mandated to fill out disclosure reports would be Financial Directors, and it also talks about anyone with purchasing authority over \$20,000. He asked Mr. Thomas and Mrs. Waters their opinions of who that would entail. Mr. Thomas asked if that \$20,000 figure represented a single purchase, or an entire budget for the year. He stated if it's the budget for the year, this would impact hundreds of employees. Mr. Thomas said that he would request staff to research this matter. Mr. Bergosh stated that currently for the district it is the elected officials, plus two others in this district; but other districts have a lot more people filing. Mr. Bergosh said it would be good to standardize. He asked Mr. Thomas how to go forward. Mr. Thomas indicated it would be a policy recommendation that would come out of School Board Rules - Chapter 2; we need to define and spell it out clearly in Chapter 2. All of the chapters will be discussed during committee meetings, and that could be a topic of discussion for that group.

Mr. Bergosh said that Escambia County has two or three dozen employees that fill out a financial disclosure form, and the City of Pensacola has at least a dozen employees that fill out the form. He stated that some school districts have multiple pages worth of employees who file financial disclosures, and he wants to make sure we're following the rule. Mr. Thomas said that we are following the rule, and there is ample discretion for school districts as to who they would include; many of those people are not required - but are electing to do so. Mr. Bergosh stated that it looks like the Hillsborough School Board is making it a requirement. Mr. Thomas said that School Board must be deciding to do that at the local level.

Dr. Scott, Assistant Superintendent for Human Resource Services, suggested there should be some sort of rubric as to what type of individual would fall under the provision for disclosure, stating those employees would need to be notified, and may need to be listed by job titles. Those titles would be associated to whatever dollar amount of budget they oversee. Mr. Bergosh requested that be a discussion while reviewing Chapter 2 of the School Board Rules.

- **Student Safety Issues Related to the Start of the School Year**

Mr. Bergosh talked about the bus routing for the very, very young students - where if they get off at a bus stop that is not near the house, and happens to be running early. He stated the past practice (according to a parent) is that the driver would wait for the parents to get there. This parent (who spoke with Mr. Bergosh) didn't want their child to be let off of the bus if they (the parent) weren't there waiting at the bus stop. Mr. Bergosh stated he tried to explain to the parent that that would be impractical, but he can understand the safety issue, and asked for everyone's thoughts on this matter. Mr. Thomas commented

that may be the only parent who said the bus was 15 minutes early the first day, because what he had heard most was the bus was running 1½ hours late the first day. He said the first few days, the scheduled minute-by-minute drop-off time would vary, and that is definitely communicated to parents. Mr. Thomas stated this year is the first year that our parents are allowed to “log in” to the bus locator tool and they can see the stops before their child’s and the stops after, and the sequence of time. He thought perhaps some of the parents were counting on the approximate time reflected on the website more heavily than they should have on the first day of school. Mr. Thomas said would improve the communication efforts to alert parents and ask them to give us a wider window of time the first couple of days. He noted the delays were much improved by the third day of the school year.

Mr. Thomas asked Mr. Robert Doss, Director of Transportation, to speak on the issue of dropping a student, leaving (and not leaving a student) and how it’s handled on the buses. Mr. Doss addressed the Board, saying that the nature of the accommodations for the supervised drop-off of students applied to the exceptional education student whose Individual Educational Plan (IEP) requires supervision and the other is the Pre-Kindergarten student whose parents sign an agreement which says they will be at the bus stop every day. If they fail to be at the bus stop, the bus will be returned back to the school with the student the first couple of times and then the transportation will be taken away. When a parent decides they want that type of accommodation, if it’s approved, (which he cautioned against) then the parent has the *responsibility* to be at the bus stop every day, because if they don’t, their student may lose their transportation. Mr. Doss stated for the parent/student involved – it is an obligation, not an entitlement. He said that the problem with having an overly broad allowance like that is that there are a large number of kindergarten, 1<sup>st</sup> grade, 2<sup>nd</sup> grade and 3<sup>rd</sup> grade students being transported. Mr. Doss gave the example of the 3<sup>rd</sup> grade student’s parent calling, wanting the same accommodation. He stated if a bus was doubled back every time a parent wasn’t at the bus stop, our bus operators would never get to make their high school routes. Mr. Bergosh asked if it was a problem throughout the district. Mr. Doss said it’s something they hear about every year, and stressed the importance of clarifying and making sure the parents are aware of their responsibilities. Mr. Bergosh asked what the policy would be if the bus is 15 minutes early. Mr. Doss replied that it is not our policy to be 15 minutes early, so he would question the 15 minutes early statement for a regular bus route. Mr. Doss said that with the special education student bus route, it can be a bit early if one Exceptional Student doesn’t ride or isn’t on the bus, it messes up the whole routine. Then the bus will pull over and wait, which isn’t ideal, but that’s the only way to make up the 15 minutes. There was a situation last year where a bus pulled over on the side of the road, and everyone was upset because the bus “wasn’t rolling.” Mr. Bergosh commented that it’s a no win situation. However, Mr. Doss said that it is a win situation, it’s just one which has to be managed and we have to recognize that we can’t be all things to all people - all the time. He said that if we communicate with the parents what their responsibilities are and what our responsibilities are, everything will work out fine. Mr. Bergosh asked Mr. Doss if he would be opposed to waiting at a bus stop if the bus is running early. Mr. Doss stated that they already do that with all the buses. The parameters are that the students should be at the bus stop no less than 5 minutes early, and parents should be at the bus stop no later than 5 minutes early because there are sometimes adjustments in time and traffic.

Mr. Boone asked Mr. Doss about communicating with parents about buses being very late the first couple of days. Mr. Doss said that one-half hour late during the first week is not unusual, but 1½ to 2 hours late will be remedied. He explained how the routing software downloads the student address information from the Total Educational Resource Management System (TERMS) software. Mr. Doss indicated that if the information in TERMS is accurate, they will be automatically routed. If it’s not correct in TERMS, they won’t get routed, and there are fluctuations in the first week of school. Mr. Doss said that everything is running just fine now.

Mr. Slayton commented that sometimes parents will not allow students to ride the bus in the morning and then expect them to ride home that afternoon. He gave an example of how a bus could have 20 students riding in the morning, and then as many as 40 passengers in the afternoon. Mr. Slayton referred to his time as a high school principal, and said he used to receive buses after the elementary school routes, and they would be late for that same reason. He emphasized that the most important thing, in the matter of the bus being 15 minutes early or being late, was that the parent got their child.

Mr. Doss added that this year they introduced a number of new “ School Choice” ideas which included transportation. He stated their department was able to transport hundreds of students safely, and not leave students at the bus stops in the mornings, so that’s a tribute to all who were involved in that process.

- **Process for Reducing Class Level Units in Elementary Schools/Class Size Compliance**

Mr. Bergosh asked for the thoughts of the Board on the process for reducing class level units. He gave the example - when there are not enough students for a grade level and the determination has to be made if there will not be enough units to keep 10 teachers, there’s only enough for 9, the way the Legislature and district policy has moved, you don’t necessarily keep the most senior person, you keep the one with the best evaluation. Mr. Bergosh questioned that if you have a senior teacher who has 10, 12 or 15 years with the district, and a couple of first or second year teachers, then suddenly there are not enough units, if the senior teacher’s score is the lowest and told they are not out of a job but they are not a first grade teacher anymore, what is the third party unbiased appeal process? He asked what would be the process for a teacher who says they want a third party, unbiased person to review all the scores since the other teachers would not be compelled to reveal their scores (this teacher might have a reason to not believe they have the lowest score.) Mr. Bergosh stated he had received a call on an issue like this and responded that he did agree with a merit based retention concept. He further stated he believes the evaluation process where the *Danielson* model is used is better than what has been used in the past.

Mr. Thomas responded that the process that is followed is one which is bargained. He gave the example of an instance where there’s an involuntary reduction in staff, then the Master Contract is followed. Mr. Thomas commented that the Union may review the situation, and Human Resources may get involved so as to help a principal in this instance. He stated that Human Resources has the ability to look at everyone’s score and makes sure the decision is made, if no one volunteers, exactly according to the Master Contract. Mr. Thomas commented that if at any given point that this process is not right, a different solution would have to be bargained with the Union through proper negotiations.

Mr. Bergosh asked if the language right now mentions any kind of appeal process. Mr. Thomas said he didn’t think there was any kind of an official appeal. Mr. Keith Leonard, Director of Human Resources, asked what Mr. Bergosh meant by an appeal. Mr. Bergosh explained that a teacher may not believe they have the lowest score and wants to know there is a third party who can look at all the scores. Mr. Leonard said there is nothing written in the Master Contract that talks about a third party. He said they would allow a teacher to come look at their score, and to look at the other scores on the *Danielson* portion (blacked out names) but would have to inform the other individuals on the grade level in case they want to be present, because even if the names are blacked out, it’s still their score. Mr. Bergosh replied that he didn’t know that was the process. Mr. Leonard said that it’s not written in the Master Contract. Mr. Bergosh said that that was reasonable and the perfect answer, unless the person thinks that the scores are not the real scores. Mr. Leonard said that, as far as an appeal process on the scores, as of June 4, 2013, if a person feels their score is inappropriate, there’s a time frame to request a grievance. Mr. Bergosh commented that teachers may not be aware of the gravity their scores have. Mr. Thomas added that every teacher knows the importance of their score number now when it comes to performance pay, which the state is forcing.

- **Annual Wellness Presentation**

Mr. Thomas introduced the Wellness Team to make their annual presentation. Mrs. Jaleena Davis, Director of School Food Services, introduced team members, Ms. Aisha Adkison from Health Education, Mrs. Roxanne Baker from Physical Education, Mrs. Martha Hanna from Health Services, Mr. Pat Palmer from Health Promotion and Mrs. Lisa Joyner from Counseling & Psychological Services. Mrs. Davis stated that Ms. Jennifer Foss (not present), is the team member from Healthy School Environment, and as that area is not fully developed within the policy or the assessment, it will be part of the presentation in the future.

Ms. Adkison said that yesterday was the first Health Science Advisory Meeting for the school year. There were 32 business members, community members and educators present. She said there is a lot of

interest as well as jobs available in the health education field right now. She pointed out that this past summer, Pensacola High School had their first 3<sup>rd</sup> place winners at Nationals with two teams; their Bio-Medical Debate team and the Medical Terminology Academic Debate team. Ms. Adkison also pointed out that this past year twelve EMS fire rescue students earned their EKG Technician Industry Certification.

Mrs. Baker spoke on Physical Education. She stated their overall strength comes from the support provided by the district. Mrs. Baker said their other strengths are reflected the fact that their certification spans grades K through 12 for Physical Education. She reported their goals are to have more students in physical education; to constantly seek grants because they are not entitled to federal money; and last, but not least, is that they are going to educate classroom teachers so that during recess, they can look at movement opportunities that enhance brain activity, so that there will be a purpose for the movement.

Mrs. Hanna reported that last year her area transitioned from one nurse and a health technician in every school, to one nurse in every two to three schools, and a health technician in every school. Immunization compliance was higher than the state average with 95% of the kindergarten students and over 97% of 7<sup>th</sup> grade students fully immunized. The Body Mass Index (BMI) screenings showed a slight improvement with more students in the normal range for their age. The Childhood Obesity Project, with partnership from United Healthcare, continued for the 2<sup>nd</sup> year with a full time care coordinator working with school nurses, families and the district to develop community referral interventions including family wellness nights, health fairs, and assistance in obtaining grants by including Culinary in the Classroom, School Gardens, Walking Classroom, etc. They identified over 11,000 medical conditions and administered just under 100,000 medications. The goals are to continue to meet the health needs of students with a shrinking budget and to increase health literacy. They did not meet all of their goals but with last minute additions of data, they did meet all of the state goals for screening outcomes and the goal is to continue doing so.

Mr. Bergosh asked what the term “Walking Classroom” meant. Mrs. Hanna explained that it was an iPod device that 5<sup>th</sup> grade students use while they’re walking, so they can get supplementary literacy lessons as they exercise.

Mrs. Davis talked about splitting assessments into elementary and secondary and refining the Wellness Assessment process. She listed the strengths as: 52% said that whole-grain is always served and 81% feel that breakfast is encouraged for their students. The Food Services staff members have been able to increase the amounts of fruits and vegetables offered, and they eliminated fried foods. Mrs. Davis stated they have received menu certification in compliance with new guidelines. She noted future goals include continuing to align a la carte with upcoming USDA Smart Snacks within school guidelines. Mrs. Davis stated there will be a lot of testing this year on a la carte items, as a number of said items will not meet the proposed regulations in the upcoming school year. They will continue to increase fruits and vegetables offered, and make efforts to increase participation in spite of the many regulation changes.

Mr. Bergosh asked about guidelines and regulations, specifically if they can’t serve fried chicken. Mrs. Davis said technically they can, but now the schools do not have fryers. Mr. Bergosh asked if the guidelines talked about portion sizes, and if there was latitude to give older, larger students more food than younger, smaller students. Mrs. Davis responded that the new guidelines have calorie limits set by grade level, so elementary, middle and high schools have different calorie requirements as well as the different meal components and serving sizes which are offered at each grade level. Mr. Bergosh asked about the status of a la carte items, since the schools had access to Subway sandwiches, Chick-Fil-A and Blimpie Subs in the past. Mrs. Davis replied that school cafeterias are making their own subs, chicken sandwiches similar to Chick-Fil-A, and making their own pizza, which the students seem to really like.

Mrs. Joyner reported that the overall purpose for the Counseling and Psychological Services Department is to provide mental health coverage for students from kindergarten thru 12<sup>th</sup> grade. She said this is accomplished at various school sites as well as at Lakeview Center, where they may receive psychiatric counseling. Mrs. Joyner also said students are referred through the Student Services Department by

School Social Workers, counselors, psychologist and health services. She said their goal is to continue doing that, and to make sure all students have these services available.

Mr. Palmer reported on the health promotion for staff progress. He stated we are promoting employee wellness through utilization of the district's Center for Health and Wellness, and encouraging healthy lifestyle choices through health coaching and the comprehensive health reviews which are done at the health center. Mr. Palmer said that as of July's data, there were over 600 engagements between employees and staff at the health center; with over 200 of those participating in the health coaching, where they meet with the physician and go over lifestyle changes. He listed strengths including the employee excitement about the Center for Health and Wellness, as well as the programs and services provided for employees. Mr. Palmer stated goals are to continue to increase employee participation in completing the comprehensive health reviews, and to promote the benefits of health coaching and preventative screenings. He said we are trying to get 75% employee participation in the comprehensive health reviews, which have been around 40% for the last few years. Mr. Palmer commented there was a plan to also implement district policies that promote healthy lifestyles; as healthier employees lead to more efficient and happier employees.

Mr. Slayton asked Mrs. Hanna if we were being careful with BMI's since it was a hot topic with parents. She responded that it was State Statute requirement that students are screened, but also said that only the required grade levels are screened. Mrs. Hanna reported the optional 9<sup>th</sup> grade screenings have been dropped. She said they do their best to communicate their concern with the parents of under or overweight students. Mr. Slayton said that at the time it was passed, it seemed like a wonderful idea, but a lot of the public don't care for this issue. He asked Ms. Hanna when the screenings would be done and she replied during the fall of the year.

Mr. Bergosh asked Mrs. Hanna if the standard form that goes out actually explains how the BMI number can be all over the place in a student who is in tremendous shape like a weightlifter. She replied that it is explained on the form and that it is a screening tool. Mrs. Hanna said it is also stressed in follow-ups with anyone that may be upset with the findings.

Mr. Bergosh asked Mr. Palmer to clarify the number of employees going to the Center for Health and Wellness. Mr. Palmer replied that from June 5, 2013 through the end of July, there were almost 600 engagements with the staff. Mr. Bergosh asked if there was a number on how many utilized the center and Mr. Palmer replied that 600 was the total number, with 200 going through the health coaching. Mr. Palmer said the 600 includes those going in to do the comprehensive health reviews, acute care, and any other type visits, and the August data should add 200-300 more.

- **District Website Task Force Committee**

Mr. Thomas reported that there was a committee working on the improvement of the school system website. He stated the website will be going live next week, and that on Wednesday or Thursday of next week, there will be a press release to the public to let them know it has been re-vamped. Mr. Thomas stated the new website would include quick links, community links and will also be tied into the school district Facebook page. He then introduced Mr. Tom Ingram, Director of Information Technology, to speak on the new website.

Mr. Ingram asked the task force committee members to come up to be recognized and field any questions. He explained they started meeting in March of last school year, and are continuing to meet. Mr. Ingram said the task force started out with eight objectives, and they have met four objectives so far. He reported that initial recommendations were brought to the district leadership team, and his team is ready to implement them. Mr. Ingram stated there are some recommendations which are not ready to be implemented that have to do with procedures for maintaining the work that has been done, as well as individual log-in issues. He then introduced the task force – Keith Lech, Coordinator of MIS, Penny Harris, Systems Analyst for Web Technologies, Michele Kiker, Senior Internal Auditor, who has also been recording the minutes at all of the meetings, Peggy Thompson, Instructional Technology Teacher, Bonita Davey, Information Technology Specialist, (who will be handling the day-to-day maintenance of

the website), Vicki Gibowski, Director of Middle School Education, and Jim Branton, Coordinator of Technology Services..

Mr. Ingram presented the demonstration site on the screen, pointing out the new design. He said the task force looked at many websites from different districts, looking from the perspective of a student, a parent, an employee and a community member and came up with the new design. He stated it has a distinctive header that would be at the top of all of the main district pages and a common menu system, which is the line that has “Home” on one side and “Quick Links” on the other that would be on all of the pages of the district website. Mr. Ingram further explained the color-coded portal page buttons so that the resources for different stakeholders would be readily available to students, staff and community. Those would not be on every page, just the main page.

Under “Departments” Mr. Ingram stated one of the main concerns that people express about the present website is that they don’t know how to get in touch with people. He said that is because the current paradigm is that there is a single directory for contacts - as in people, and contacts - as in departments. The task force has separated these with an alphabetical list at the top to easily find information. The only problem with this is that although we may know where the information is because we know which department is responsible for something, the parent, community members or even employees may not know. Mr. Thomas said this is one way to get the information out, but not the only way.

During the demonstration, Mr. Ingram referred to the main page, when you go to “School Board” it should take you to your current school board page designed by a student group (although the presentation showed a different page). Mr. Ingram apologized for the incorrect page and said it would be set up to go automatically go to the School Board page so that when parents and the community are looking for information about the School Board, they will come to that site and get where all of the other information will be available. Mr. Bergosh asked if this would be the landing page from the top of the ribbon and Mr. Ingram confirmed. He added that the “Superintendent” link would be the same. It would go directly to the Superintendent’s page that he maintains.

Mr. Ingram stated that back on the main page, the task force felt strongly that it was difficult for people to find information; so if you click on the “Quick Links” on the far right side, and click on “Bus Transportation,” this would re-direct you automatically to the bus transportation website. He further explained this is an interim step. Ideally there would be something more descriptive under “Quick Links” where parents can find something about specific transportation issues, so it wouldn’t take you to the top of the transportation website, but would take you to a particular issue that parents are searching for the resolution or answer. Mr. Bergosh asked if the list would be “static or intuitive” in other words, every month is it going to know what topics are being clicked more and push it to the top of the list. Mr. Ingram said that they would be looking at website statistics and will also take input from district leadership and will be updating it on a regular basis. Mr. Bergosh asked if it would be updated manually and Mr. Ingram confirmed it would be. Mr. Ingram added that the best place for the information would be the department that generates it, so they don’t want to replicate what the departments are doing on their individual website. They just want to link directly to that information that’s most relevant to the public, parents and employees.

Mr. Ingram explained that when we first transition to the new website, some things from the current site will remain, for example, under “Department Contacts” under “Quick Links,” you will go to the familiar page that has the department and people responsible for various areas. He said this will eventually change, but it will look like this on Wednesday when the website goes live. He said under “Quick Links” there is a “Vendor” link so that vendors who want to do business with us can easily find information. There is also an “Employment” link where people can get information from the Human Resource Services Department.

Ms. Kiker then addressed the Board, with regard to the community aspects on the web page. She said that the perspective on community aspects was that if she didn’t know anything about the school district but was interested, where could she go and what could she find out about it? She explained that under “Community” you could find anything like – “I’m looking for a department” or “I’m new to the area” or

“I’m seeking employment.” She said they also looked at the vendor perspective - “I am new to the community” or “I’m new doing business with the Escambia County School District.” Ms. Kiker stated on the new website design, it is all in one area with easy access. She added that the page is very colorful and pretty and hopes people walk away with a “feel good” feeling.

Mr. Ingram directed the focus back on the main page. He said that the community portal is a new feature. He said while the current page has teachers and employees separated, the task force felt that their resources were similar enough that there should be just a “Staff” portal instead. On the main page, Mr. Ingram pointed out, there will be approximately five scrolling pictures highlighting recent achievements which will be handled by the IT Department with Ms. Davey being primarily responsible for it. He explained that news items published from the Superintendent’s office will be reviewed to get good pictures to post here. Under the “more” text, at the right bottom of a picture, you will be taken to the news release published from the Superintendent’s office and should continue to be the same although the format will change.

Mr. Ingram stated that back on the main page, there are the news items being published. By clicking on one of the news items, he showed the new format that is being used. Mr. Ingram said this will be published using School Messenger, the current contracted call out system utilized by the district. It will allow any calls that are placed into School Messenger to be automatically placed in the news feed so they would automatically appear on the district website (if that’s what we choose to do when we put that call out.) Mr. Ingram announced that other items can be added to that feed, so the Superintendent’s office will soon be publishing their news releases through this system. It will populate to the news feed on the district website and the Facebook® page. These news feeds can also be published to the individual schools’ Facebook® pages. He also referenced on the main page “Upcoming Events.” Clicking on an event shows basic information and is the same information that is entered on the new calendar that they started using about a month ago. It is a subscribable calendar, so that mobile users can update the calendars on their phone. Mr. Ingram explained it is subdivided into five categories, and the presentation is showing just the events that are published by the Superintendent’s office.

Mr. Ingram directed the focus over on the side of the page there are icons for some social media. He said the Facebook icon will take you to the new Facebook® page and you will see the news items. There are several schools that are beta testing the pages. Mr. Ingram indicated that most of them served on the website task force, and they are looking at making sure that Facebook® is being used as safe as possible. He stressed that the district Facebook® site would not allow anyone to post to it.

Mr. Bergosh asked if the news items will be linked to Twitter®. Mr. Ingram responded that that was the plan, but may not be ready by Wednesday. Mr. Bergosh asked what the Twitter® handle would be, and Mr. Ingram replied to click on the Twitter® icon and it is @NewsECSD. Mr. Bergosh asked who will run the Twitter® account, and Mr. Ingram responded that they set it up and are still working on it, but it will be handled by the Superintendent’s office when operational. He stated it will be fed through School Messenger, just like the Facebook® page. Mr. Thomas added that it would be used to feed press releases just like Facebook®, such as school closings for hurricanes. Mr. Thomas explained that basically, we would post a message on School Messenger, and it would be published to Facebook® and Twitter® at the same time.

Mr. Ingram thanked Mr. Brian McCall from Duncan McCall Advertising Agency who worked on the task force as a volunteer. Mr. Thomas added that he did the work at no cost, as he was someone in the community who wanted to assist the district. He further stated Mr. McCall joined the task force at the very beginning. Mr. Thomas thanked him and the rest of the task force for doing a fabulous job.

Mr. Ingram said that they would be working on the website sometime on Wednesday, and it should be up and available on Thursday. Mr. Thomas mentioned the new website address. He said that you can still type in the old address and it will automatically re-direct to the new address. Mr. Ingram said the new address will be [www.escambiaschools.org](http://www.escambiaschools.org). He reiterated the old address will still work and will re-direct to the new page. Mr. Bergosh asked if our e-mail addresses would change. Mr. Ingram said that they

could eventually change the e-mails, and he proposes that after a while, they would switch and have both e-mail addresses work.

Mr. Ingram added that the task force also looked at proper content for school websites. He said recommendations have been made that the websites begin to include common elements that are common to every school website. Mr. Ingram indicated that once the transition happens, they will eliminate the current school launch pages; by using the common elements box, there will no longer be a need for the school launch pages. Mr. Thomas asked if there was a plan for the schools to change their web addresses. Mr. Ingram replied that they were going to change all school web addresses.

Mr. Thomas communicated his appreciation for all the hard work and how he looked forward to the launch next week. He said there may be a link or two missed, but those issues will be worked through, and a press release will go out next week.

- **Strategic Plan Process**

Mr. Thomas talked about preparing and setting up for the next cycle. He emphasized that it was not a discussion about the plan itself, but talking about the process. Mrs. Sandy Edwards, Director of Comprehensive Planning, gave everyone a copy of the plan and asked for input from the Board. She introduced the chairs for each of the committees: Dr. K.K. Owen is over the “Service” pillar, Mrs. Carolyn Spooner, Director of High School Education, is over the “Quality” pillar, Mrs. Dawn Ramirez, Certification Specialist, is over the “People” pillar, Mr. Terry St. Cyr, Assistant Superintendent for Finance, is over the “Finance” pillar, and Mr. Tom Ingram, Director of Information Technology, is over the “Environment” pillar. Mrs. Edwards said each committee has individuals working with them - including employees, community people, and parents who look at different goals and objectives to help set the targets. She further explained they are working on the actual data from last year, reviewing the results. Mrs. Edwards stated they need advice as to whether to keep the same goals or adjust them. She asked the Board to review the goals for each pillar, and recommend any changes, then send to her and she would pass it on to the committee chair and they would work on this. Mrs. Edwards further explained the Strategic Plan should reflect the focus of the district and the work of the district. She asked for the Board’s input now, at the beginning of the process; with the deadline to get the information to her being October 1, 2013, so it would be on the November agenda.

Mr. Bergosh suggested that they should go ahead and schedule this as an item for discussion. Mr. Thomas indicated that all ideas submitted are considered by the committee, so the Board could send them on to Mrs. Edwards. Mr. Thomas said the committee will sift through all the suggestions and will form a recommendation by November, which means they will be working on the information through October and will bring it back for the November meeting. He then asked if the Board would require a special meeting to discuss the strategic plan or if we just bring it as part of the November Special Workshop item, during the typical Thursday afternoon discussion. Mr. Bergosh suggested that it should be a special meeting just in case changes need to be made; in a workshop, changes couldn’t be made. Mr. Thomas said that even during workshops, amendments to the plan could be made. Mr. Thomas then suggested holding a special meeting to discuss it in November, and bring the plan back for approval in December. Mrs. Edwards asked Mr. Bergosh if he wanted to be more closely involved in the targets. He replied that he just wanted to hear all the ideas of the Board Members and the only way to do that would be in an open meeting. Mrs. Edwards said she was inquiring, since the committees will be working diligently on the plan, it would be helpful to receive advance warning if he (Mr. Bergosh) wanted things to go in another direction. Mr. Bergosh replied that he just wanted to hear from everyone. He then said he would add this as an item in October, and hopefully by then, the Board Members will have reviewed the plan and they can discuss the ideas. Mr. Thomas stated he wasn’t sure the committee would necessarily be ready by October. Mrs. Edwards added that she didn’t set a deadline of October 15, 2013, so they would have the whole month of October to work on the plan. She said they are working on the end-of-year data right now, which should be ready by October 1, 2013. Mrs. Edwards stated that from October to November, they will be meeting with their committees to see if they want to revise any objectives and targets. Mr. Bergosh asked when the deadline was, and if it could be discussed at next month’s meeting. Mr. Thomas said that it depended on the processes being

set and when he wanted to bring it. He stated if it is going to be brought for action in November, then the deadline would be around the 1<sup>st</sup> of November, because the Board agenda deadline is typically the first week of the month. Mr. Thomas said if it needs to be delayed until December, then we will have until the first week of December. Mr. Bergosh said that he would add it for discussion in October and the Board can have a discussion at that time and then give guidance to the committee. Mrs. Edwards added that then the committee would have two more weeks to take changes into consideration or maybe even delay major changes until December. She asked Mr. Thomas if that was okay with him, and he agreed. She said she would notify the committee chairs.

- **Employee Exit Interview**

Mr. Thomas asked Dr. Scott, Assistant Superintendent for Human Resource Services, to discuss the Employee Exit Interview. Dr. Scott said that he believed it was last spring that the Board made inquiries into exit interviews for the school district. He said that information was gathered from other school districts around the nation and asked for feedback from the Studer Group with Dr. Pilcher and Dr. Largue. Dr. Scott said the exit interview that was put together is online, in order to be able to collect data electronically. He indicated this information has been before the Superintendent's Leadership Team several times for feedback, and a final exit interview that has been settled on. Dr. Scott stated when employees fill out a separation from employment form, there is some information gathered for the state, just three or four questions. He further explained this is an exit interview that will provide a lot of information as to why individuals leave our employment, what could have been done differently as a district, what they like, what they don't like and any suggestions they may have for improvements in the school district. Dr. Scott indicated this information will be tracked and will be provided to the Superintendent's Executive Staff. He said the link on the website was activated this week. Dr. Scott stated the departing employee can fill the information out on a paper copy and submit it, then Kylie Henderson and Dawn Ramirez will input the information or it can be filled out online thru a URL address, or the employee portal or Human Resource Services portal on the website. The information is captured and a database can be built using the information.

Mr. Bergosh commented that this was a tremendous step forward and he was happy to see that this is going to be put into place. He asked Mrs. Waters if this information would be public record. Dr. Scott said they were anonymous, and Mr. Thomas said that they would probably be subject to public records law, since they don't have a name and it's not about a student. Mr. Bergosh asked if it is done anonymously, how could they keep a malicious person from going in and imputing statements. Dr. Scott replied that he had done one-on-one exit interviews before, where there were questions that needed to be clarified, and based on what most organizations do, they feel that if it's done anonymously, you'll get better feedback because there are some people who would not be completely honest if they had to put their name on it for a variety of reasons. He added that a lot of people who leave their employment have to meet with him or Mr. Leonard or Mr. Caine, so they deal with a lot of unhappy people. Dr. Scott added they know that some of them will have language on their forms that have to be redacted before passing them out to the Board. But he believes they will be able to get some valuable data about the processes in the district as to why people leave. He further stated that hopefully the information they gather will help to retain some of these employees. Dr. Scott said they are aware they will probably get some things back that will have to be censored. Mr. Thomas added that what they're looking for is trend data; you're looking for where the tendencies are. He said if someone is malicious and it's one out of a couple of hundred, you would discount it anyway whether it was fictitious or if it was real. Mr. Thomas stated that we would be looking for the majority of complaints, so that becomes the focus point for the next year for improvement.

Mr. Bergosh expressed his concern that this looks like a survey and sometimes you would want to know who the person is, especially in a case where the employee was there 15 years and they quit all of a sudden. Dr. Scott replied that many of those individuals give them a piece of their mind. Mr. Thomas added that you are trying to create a balance; do you force them to give their name and possibly not get an honest response? Mr. Bergosh said that it was a fine line because if they're anonymous, maybe they will be less honest because they know you will be able to connect the dots and know it's them, like they wouldn't give a name of who was harassing them at work, because it would be obvious who made the

complaint. He asked if most companies do it this way, do they not sit down with someone one-on-one and take notes? Dr. Scott replied that it depended on how much time they have; with the turn-over we have in the district - we hire between 275 and 450 teachers a year, and to have someone sit down with just the teachers alone and have a one-on-one interview with 275 to 450 people, that is an enormous amount of time. Mr. Thomas said that this was a step forward since they didn't have much before, so it's a first step that will be used and like other processes, they will try to continually improve it. Mr. Bergosh asked if there would be a one-on-one interview if it was an administrative or professional employee. Mr. Thomas replied that it would be done if possible.

**III. PUBLIC FORUM**

None.

**IV. ADJOURNMENT**

Mr. Bergosh asked for any other announcements before adjourning. Mr. Slayton announced the Regular Workshop would be at 1:00 p.m. tomorrow.

Meeting adjourned at 4:20 p.m.

Attest:

Approved:

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