

**EDUCATION ADVISORY BOARD MEETING
100 NORTH ANDREWS AVENUE, 1ST FLOOR CHAMBERS
FORT LAUDERDALE, FLORIDA
THURSDAY, MAY 15, 2014 – 6:30 P.M.**

Members	Attendance	April 2014- APRIL 2015	
		Present	Absent
Chester Ludwick, Chair	P	2	0
Edna Elijah, Vice-Chair	A	1	1
Gregory T. Boardman	P	2	0
Maureen S. Dinnen	A	1	1
Trisha Halliday	A	1	1
Rochelle Horowitz arrived 6: 42	P	2	0
Deniece Jones	P	1	0
Jennifer L. Kimmey	P	2	0
Dr. Magdalene Lewis	A	0	2
Wayne Neunie	A	1	1
Dr. Maureen Persi	P	2	0
Catherine Pliess	P	1	1
Austin Scott arrived 6:45	P	2	0
Lillian Small	A	0	2
Shelby Smith	P	2	0

**Appointed Members to the Board: 15
Needed to constitute a quorum: 8**

Staff

Junia Robinson, Neighbor Support and Staff Liaison
Charles Webster, Broward County Public Schools (BCPS)

- I. **Opening** – Chair Chester Ludwick
- II. **Attendance by Roll Call** – Staff Liaison Junia Robinson
 - Introduce New member: Deniece Jones

Determination of quorum

As of this date, May 15, 2014, there are 15 appointed members to the board, Which means 8 would constitute a quorum. At this time, there is a quorum.

- III. **Approve minutes** (May 15, 2014)
Motion by Mr. Smith, seconded by Dr. Persi, that the said minutes for May 15, 2014 be approved. In a voice vote, the motion passed unanimously.

IV. No Student updates to report

V. Member updates

Mr. Boardman reported that he attended the recognition at the School board member meeting on Tuesday, May 6th for teachers Laura Martin and Nancy Wengren with 50+ years of service. He shared that the presentation went very well and he was impressed with the teachers and the years of service as educators.

Mr. Boardman also gave an update on the needs assessment for BCPS facilities department. He expressed there is a very small window for community involvement between July and September. Mr. Boardman expressed if the board has a specific need at a Fort Lauderdale school, please let him know. He will make sure the needs assessment team gets that information.

Mr. Boardman encouraged the board members to contact their Commissioners to get involved with the discussions related to the needs assessment as it relates to the schools in the City. He specifically expressed the concerns with Stranahan high school's dilapidated condition. Mr. Boardman says this will be a way for the City's voice to be heard during this process.

VI. Guest Introduction: Amy Knowles, Structural Innovation Manager,

Office of the City Manager

Sarah Saunders, Performance Analyst,

Structural Innovation Division, Office of the City Manager

Chair Ludwick asked Staff Liaison, Junia Robinson to introduce the guest speaker. Ms. Robinson first acknowledged Assistant City Manager, Susanne Torriente who is in attendance at the meeting.

Ms. Robinson introduced Amy Knowles, Structural Innovation Manager to share/discuss the survey and data results pertaining to education which was conducted by an independent company (ETC Institute). Ms. Knowles began

her presentation by explaining the duties of the Office of Structural Innovation.

She shared that she will talk about the City's strategic plan, the survey method and findings and the vision plan.

Ms. Knowles introduced Sarah Saunders, performance analyst, for the Structural Innovation division.

Ms. Knowles explained the process for the City's vision plan with a committee selected by the Commission and staff support. Community involvement for the vision plan was through telephone town hall meetings, meetings in a box, a neighbor summit and the Big Idea's event. Through these initiatives, the community was able to share and give ideas and suggestions for the City's vision plan. Many of the ideas were related to education. There were 68 ideas related to k-12 education and this did not include higher education ideas.

Ms. Knowles encouraged the board to view the vision plan and ideas on the City's website. She said there is a categorized spreadsheet that will help access the ideas related to education and other topics.

Ms. Knowles then presented a 3 minute video that describes the vision plan.

Sarah Saunders gave a breakdown of the data from the survey results according to the priorities (see attached). Ms. Saunders says the survey was seven pages which included questions related to education. She said education has a great impact on the community and residents.

The questions were:

1. How do you rate Fort Lauderdale as a place to educate children?
2. Please rate your satisfaction with the quality of public schools?
3. Please rate your satisfaction with the quality of private schools?
4. Do you have school aged children at home?

Ms. Knowles then shared what the City has done with the survey result information. She said that "it is not within the City service of what we do, but we do understand how important this is to our residents".

Ms. Knowles said from the vision plan the City created ideas to work on through cylinders. One of the cylinders is called Business development which half relates to prosperity and business retention. City staff suggested that education be included in this cylinder, acknowledging that education is not a city responsibility but it is important to the community. In the City's strategic plan, this is called "press play", its goal #8 to be known for educational excellence. Ms. Knowles said that there are specific goals and objectives in the strategic plan. The first one is "create a call to action with our partners to focus on excellent quality public and private education".

Ms. Knowles expressed this can be accomplished by working with the board and others to create a strategy and action plan. She said all of the projects in the strategic plans, there is a lead and partners. Ms. Knowles said they are also looking at metrics to really look at the education system.

Ms. Robinson introduced Diana Alarcon, Director of Transportation and Mobility and also the lead for the Business development cylinder.

She then opened the floor for question and comments to Ms. Knowles regarding the survey data.

Shelby Smith asked with 2400 mailed surveys, "How did you come up with that number, it seems like it's a small percentage knowing that you can't mail it to everyone and how did you pick out where they went?"

Ms. Knowles responded, "When the survey was developed, it was left up to the survey world to say what the appropriate statistical sample should be. The company who did the survey over mailed the residents to actually get the correct sample". She continued by saying, the data is very defensible and is very good data.

Chair Ludwick stated that many of the kids who live in Fort Lauderdale do not attend City schools. He alluded to the huge magnet programs at Fort Lauderdale and Dillard high school. Mr. Ludwick said many students living north of Oakland Park attend Northeast high school which is in another City. His concern is how many surveys would have landed in the hands of residents whose kids do not

attend City schools. Mr. Ludwick said if we are talking about “perception”, many people who fill these things out have never been in a public school. He said a lot of residents send their children to private schools and that’s their choice. It will be difficult to change their perception of public schools.

Ms. Knowles suggested that the board use this data and survey results as a “springboard” to discuss the issues on a much deeper level.

Cathy Pliess said that the sampling size for the survey was small but the return was excellent. She continued by asking if the survey questions were “open ended” and where can the survey questions be found. Ms. Knowles responded by saying the questions were not open and the survey can be found on the City’s website. Ms. Pliess also commented on the vision video saying it was “very nice” and where can she access it for college students at her school. Ms. Knowles answered the video can also be found on the City’s website.

Dr. Persi commented that she was very impressed with the presentation that ETC put together and asked “how long has it been since the process began”?

Ms. Knowles answered saying “about 2 years and 7 months into the entire process”. When City manager came in, that was one of his priorities to establish a strategic process and plan”. Ms. Knowles continued by saying the survey will be done annually and the strategic plan is a 5 year plan.

The board thanked Amy Knowles and her staff for sharing their presentation.

VII. Current business

Chair Ludwick asked that board members clearly say their names before they speak.

City Staff report Junia Robinson, Staff Liaison reminded the board of the marketing ideas that were emailed board members. She suggested the board review no more than 2 or 3 ideas to begin working and developing the concept to better market City schools. Ms. Robinson continued by saying she hopes the board uses the remainder of this time and next month to discuss and plan this initiative to better the perception of City schools.

Austin Scott asked if the board will be meeting during the summer months.

Chair Ludwick replied saying the board will definitely meet in June but not July and August has not been determined.

Mr. Scott said with everything that needs to be done, the board can still meet even if there is not a quorum.

Chair Ludwick expressed this project will take time and the board will need to dialogue as much as possible.

Mr. Smith asked about the City's website and if it has gone live.

Ms. Robinson said the Public affairs manager is awaiting the list of schools from the board; the list must come from the board.

Mr. Boardman said it could be a living document and add to the list as needed.

Jennifer Kimmey said that a lot of people move to the City and it was difficult for her family when they moved to the City to determine where to purchase a home because schools were not listed on the city's website.

Chair Ludwick said he has a list of schools but the list does not include private or charter.

Mr. Smith suggested that the board individually send in a list with schools in the City and select someone to put it all together and get it in to the City.

Chair Ludwick asked the board if there is anyone who would like to be the collection person for this project. Mr. Austin Scott will work on a list for the private schools in the City and Chair Ludwick will provide a list of the public list.

Mr. Smith recommend in the future to include vocational and colleges on the City's website.

Motion by Ms. Kimmey, seconded by Mr. Boardman to put the list of schools in the City on the website as it becomes available as a living document that can be added and subtracted when needed.

In a voice vote, the motion was unanimously passed.

Chair Ludwick asked for a volunteer for note taking during the marketing schools initiative. Mr. Boardman volunteered to be the note taker.

Chair Ludwick said looking at the marketing list there are some very good ideas to discuss.

He began by reading the 1st idea on the list which suggests designing a “City logo representing all City of Fort Lauderdale schools to send a message to the community that education is a priority”.

Ms. Pliess said that at her school, the Art Institute of Fort Lauderdale, there is an honors non-profit program and that is exactly what they do. There is no cost to the organizations. She said if interested, she could ask the honors program to develop a logo.

Deniece Jones commented that she thinks the logo is a very good idea and that each school should have it at the front in a plaque showing that the school is a City of Fort Lauderdale school.

Chair Ludwick asked Ms. Pliess if the board decides to go with this idea, and develop some components if the program would develop the logo. He then proceeded to ask the Staff liaison if this would be considered as one of the marketing initiatives to send to Commission.

Ms. Robinson explained that if the board voted and agreed on this initiative, a communication to Commission will have to be prepared and sent detailing as much information as possible about the logo including cost, location for logo as well as other important information.

Mr. Ludwick said this logo could be placed on buildings, letterheads and city vehicles.

Rochelle Horowitz suggested adding the logo on public buses. Dr. Persi suggested having an education flag similar to the City flag.

Mr. Smith said there need to be a really clear picture to send to Commission. There has to be a well-developed plan behind this project.

Chair Ludwick asked Ms. Pliess how the board could initiate this project to the Art Institute honors non-profit program.

She said the board would have to meet with the Instructor in charge of the program to discuss the details.

Mr. Boardman suggested incorporating a logo highlighting all the high schools.

Ms. Pliess says an organization called "AIGA" which is a graphic arts professional organization can do exactly what the board is looking for regarding the logo.

VIII. New Future Business

The next meeting will be in workshop format to focus on the marketing project for City schools.

IX. Next Meeting and Closing

The next meeting is scheduled for Thursday, June 19th, 2014.

City Hall, 8th floor conference room