

JOINT COMMITTEE MEETING
Communications & Public Engagement Committee
Strategic Planning Committee

September 6, 2011

The meeting was called to order at 12:30 p.m. with the following committee members and Board staff present: Dr. Judy Docca, chair, Communications and Public Engagement Committee (CPEC) and Strategic Planning Committee (SPC); Ms. Shirley Brandman, member, CPEC; Mr. Michael Durso, member, CPEC, and SPC; Mrs. Patricia O'Neill, member, SPC; Mr. Ikhide Roland Ikheloa, Board chief of staff; Ms. Suzann King, staff assistant; Ms. Laura Steinberg, staff assistant; and Ms. Martha Sequeira, reporter.

MCPS staff present: Mr. Brian Edwards, chief of staff, Office of the Superintendent of Schools; Dr. Marshall Spatz, director, Department of Management, Budget and Planning; Mr. Eric Davis, director, Department of Family and Community Partnerships; Ms. Denise Stultz, supervisor, Department of Family and Community Partnerships; Ms. Leslie Maxwell, senior communications specialist, Department of Communications and Web Services; and Ms. Marcia Vogel, supervisor, Office of Communications.

Welcome

The meeting was called to order at 12:30 p.m.

Joint Committee Meeting Minutes

The minutes of the January 19, 2011, joint meeting of the Communications and Public Engagement Committee and Strategic Planning Committee were approved unanimously.

Fall 2011 "Community Conversations"

A question was presented by one of the committee members regarding whether the community conversations events should be held given that the superintendent will be having the *Listen and Learn* sessions. Discussion focused on whether to hold the events, how last year's events were a good source of information for the budget and strategic planning processes, how to distinguish these events from the *Listen and Learn* sessions, what information may be gleaned from the *Listen and Learn* sessions that might be helpful to planning these events, the importance of getting the community involved early in the strategic planning and budget processes to understand the issues and to provide support, the purpose of the events, and how to engage the community in the budget.

The committees discussed the key questions and priorities check list to be used for the community conversation events. Discussion focused on the questions posed during last year's events, whether the questions should change this year, and the kinds of information that the Board is seeking from the community. The following questions

were suggested for this year's events: "What are you going to do to support the budget?", "What are the must have" items for the budget?", "What can we do without?", and "What should be the budget priorities?".

The committee members agreed on the following:

- The community conversation events should focus on getting the community's input about the budget.
- Brief remarks should be provided at the beginning of the events to provide a proper context, i.e., what was heard at last year's events, how that information was used in the development of the budget, and how these current events are building on that progress/where we go from here.
- A one-page budget fact sheet should be given to the participants.
- The events should be renamed to indicate a focus on the budget and should be distinguishable from the superintendent's *Listen and Learn* sessions.
- After having an opportunity to observe the superintendent's *Listen and Learn* session, Mr. Edwards and Dr. Spatz would develop questions for the community conversations, as well as a priority checklist that was focused more on inputs, not outcomes. The questions could be circulated via email for approval by September 12 so the invitations to the events could be distributed.
- Committee members decided to hold another joint meeting to review the priority checklist and address any other items.

The committees reviewed the communication plan. Staff reported that the web site has been updated with the information about the events, and a letter was sent out to principals requesting that they provide 10 names (3 can be the same as last year's) of parents to be invited to participate in the events. Fifty principals already have responded. More definitive information should be added to the web after the questions for the events are decided.

Update on Communication-related Matters

- a. Briefing on entry and transition plans. Staff discussed the communications plan for the *Listen and Learn* sessions that are part of the superintendent's entry plan. Committee members asked staff to examine if there are other non-educational outlets (such as homeowners associations) that should be informed of the *Listen and Learn* sessions.
- b. Communication of strategic priorities. The committee members decided to defer this item to a subsequent meeting.
- c. Communication roll-out plan for Curriculum 2.0. Staff provided information and hand outs regarding the Elementary Integrated Curriculum now called *Curriculum 2.0*. The material went to all elementary schools with a letter from Dr. Starr. It was reported that the administration is interested in providing the Board of Education with an update on Curriculum 2.0 and will explore this possibility during the agenda-setting process.

The meeting was adjourned at 1:48 p.m.