

**Pinellas County (FL) Schools**  
**District Monitoring and Advisory Committee**  
**Minutes**

May 10, 2018

6:00 pm

Kings Highway Elementary Magnet  
1715 King Highway, Clearwater, FL 33755

**DMAC Members Present:** Lawrence Clermont, Dr. Valerie Brimm, Marty Shapiro, Ron White, Lynne Tucker, Rick Bose and Diane Stephens (quorum present)

**Guests:** David Koperski, School Board Attorney; Eileen Long, School Board Member; Mary Schoonover, League of Women Voters and Katrina Cox, St. Petersburg NAACP

Meeting was called to order by Lawrence Clermont at 6:02 p.m.

1. Introductions
2. Approval of Agenda – clarification on agenda, Sharing PCS News is a presentation and Dr. Rafalski is here to clarify any questions when discussing Summer Bridge
3. Approval of Minutes
  - a. January 11, 2018 Approved
  - b. March 8, 2018 Approved

4. New Business

Strategic Communications Department presented a website review. Melanie Parra highlighted how multi-functional our website is. We are on several social media outlets (Facebook, Twitter) and we have our own You Tube channel. PCS has a You Tube video called the It Factor, videos of teachers nominated by students. It's our most popular media site.

We have a great outreach program with the local media, we touch base with them weekly. Over 100 journalists share information. Melanie highlighted our weekly newsletter, the Monday Update. Newest addition to our communication is text messaging. DMAC members stated this is a great resource. A few members had a few suggestions/comments:

- a. Lynne Tucker asked if there was a translation button. Melanie stated it's at the bottom of the first page. Lynne suggested it be moved to the top.
- b. Marty Shapiro stated many parents are literacy challenged, can it be translated to audio? Melanie stated we have considered translating into other languages.
- c. Rick Bose asked is there a section for discourse/comments? Website seems a little busy, are there ways to be more user friendly?
- d. Dr. Brimm suggested there be an audio section on how to get to the "big rocks"
- e. Diane Stephens suggested a website training for parents. Dr. Brimm commented that we have held webinars on Website training.
- f. Lawrence Clermont suggested posting a webinar on the website, also, asked what is the ratio for staff to parents? Is there a way to switch to where it's more parent friendly? Communications with schools can sometimes be non-existent. Have a banner going across saying "Did you know"?
- g. Rick Bose asked if they have parents working with them for suggestions. Melanie stated we do have Parent Cadre meetings. Lisa Wolf suggested perhaps moving forward communications can work with schools to improve their sites.
- h. Ronnie White suggested that Strategic Communications could go to the community centers to update the families.
- i. Diane Stephens stated parents need to be more proactive, we need to work hand in hand.

- j. Motion for a small group form as a communications group that's part of the Bridging the Gap plan. Dr. Brimm would be willing to be on this committee.
- k. Eileen Long suggested we put a tab on Focus so that the parents can be guided to other informational sites.

5. Old Business

- a. Summer Bridge Discussion – Dr. Shana Rafalski handed out a flier created by Assessment, Accountability & Research with highlights of enrollment data for 2017. Dr. Rafalski updated the committee on Summer Bridge 2018.
  - o 35 sites with before /after school care.
  - o Curriculum was re-vamped last year adding a field trip. Enrollment has doubled.
  - o Two summers ago we added a book bus, this year we have 2 buses. Leveled for age groups. One bus for Elementary, one for Middle & High School. Students may go on the bus, select a book and keep it.

Lynne Tucker asked what are the outcomes and goals? Dr. Rafalski stated for Elementary it's to avoid the summer slide and STEM w/focus on Reading. Middle School/High School – credit and course recovery. In the past a Pre/Post- test was administered - now we obtain pre data from our MAP Assessment, then administer a post test at the end. Lynne is requesting data for the Summer Bridge sub-committee:

- o Per pupil cost
- o Attendance by school/race
- o Focus groups with other elementary and secondary students and parents on what they like, especially in enrichment.

Diane Stephens asked if there is transportation? Dr. Rafalski stated there isn't funding for busing. David Koperski explained the federal right for busing for the ESY program.

Rick Bose stated he sees a summer fatigue. Can the district try to target those students, possibly do a year round school, possibly a pilot program?

- b. Sub-Committees – you may have outside volunteers on your committees. Give us your committee meeting dates and locations and we will post them on our website. Any recommendations need to be brought back to DMAC for a vote. The committee name and members below:

Discipline – Marty Shapiro, Diane Stephens, Rick Bose, Katina Cox

Summer Learning – Lawrence Clermont, Rick Bose, Lynn Tucker

Communications/Family Engagement – Lawrence Clermont, Dr. Valerie Brimm, Ronnie White, Lynn Tucker

6. Open Agenda

- Katrina Cox, St. Petersburg NAACP stated she was happy to be a part of the group. There is a lot of passion in the room. Performance measures are critical. Thank you for your service.
- Mary Schoonover, League of Women Voters stated she will take this information back to her group and see how they can be of service.
- Please email dates for our August meeting

Meeting Adjourned at 8:10p.m.