

ROSEBURG PUBLIC SCHOOLS

Board Work Session and Regular Session

1419 NW Valley View Drive
Roseburg, Oregon 97471

Vol 1 No. 12

November 4, 2019

Board Members:

Rodney Cotton
Joseph Garcia, Chair
Micki Hall
Rev. Howard Johnson
Rebecca Larson
Charles F. Lee
Steve Patterson, V. Chair

Administration:

Jared P. Cordon, Superintendent
Richard Burton, Director of Student Services
Robert Freeman, Director of Human Resources
Michelle Knee, Director of Teaching & Learning
Cheryl Northam, Chief Operations Officer

Guest: Brian Prawitz, BP Media Solutions
Melissa Martin, Nelson Report (via Zoom)

BOARD WORK SESSION

TIME/PLACE: A Board Work Session of the Douglas County School District No. 4 Board of Directors was held at 5:00 p.m. on Monday, November 4, 2019, in the Administrative Office Board Room, located at 1419 NW Valley View Drive in Roseburg, Oregon, immediately followed by a regular meeting.

CALL TO ORDER: Director Garcia welcomed back the attendees and called the Board Work Session to order.

ATTENDANCE: School Board members and the Superintendent were present, with guests Brian Prawitz of BP Media Solutions present, and Melissa Martin of Nelson Report attending via Zoom. Reporter Sanne Godfrey was in attendance.

REVIEW OF AGENDA: There were no changes to the Agenda.

DISCUSSION OF RECENT BOND MEASURE POLLING RESULTS AND ANALYSIS

Mr. Prawitz announced that circumstances prevented Melissa Martin of Nelson Report from attending, but she would be on video providing an analysis of the first polling results. The goal this evening is to help the Board move forward with the next phases of the bond measure effort.

Melissa informed those present that she has been providing polling analysis since 2001, and prior to that worked with non-profits in doing outcomes measurements and research for children's programs. The firm has experience in providing expertise for state-wide ballot measures.

Demographics including respondent age categories and voter frequency (3 out of 4 elections) was reviewed. In total, 378 respondents were contacted with an expected margin of error plus/minus five percent.

Each polling question was reviewed, with an analysis of the respective responses.

Chairman Garcia asked for insight regarding the optimal “cut-list” in establishing a priority list for consideration. Melissa explained that keeping in mind the +/- 5%, anything over 60%. Once the Board determines a rate, the recommendation is to test no more than two for consideration. Levels of support for a bond rate are dependent upon what is contained in the bond measure. Once cost analysis has been completed, some items may see decreased support. A collective board decision is also essential. Nelson Report’s job is to relate real information from the polling analysis, and while it’s not always what was expected, it is reflective of the community’s highest priorities.

Superintendent Cordon asked the expected timeframe for results of the second polling, and Melissa reported that it would be early to mid-January. Mr. Prawitz confirmed that this is in line with the marketing side. Melissa pointed out that the process is determined by how quickly the board can determine what they want on the ballot.

Mr. Prawitz asked for Melissa’s opinion of elements she sees as emerging priorities. They included:

- Upgrades/improvements
- Energy
- Safety/Security
- Technology
- AC
- Renovating middle schools

There is a community lack of knowledge regarding the Heritage Building on the RHS campus that would necessitate an education campaign within a condensed timeframe. Information needs to be clear and concise and easy to understand. But there is opportunity to increase public understanding.

Superintendent Cordon thanked Melissa for her report. Chairman Garcia invited the Board to return on November 20th to have more discussion on the path forward. While expressing concern about the short timeline, Director Cotton pledged his support in putting in the effort necessary to succeed. Mr. Prawitz expressed confidence in the established timeline, explaining that the actual campaign begins two months before an election. With an engaged District and enthusiastic Board, we will get the message out to the community.

ADJOURNMENT: With discussion concluded, Chairman Garcia adjourned the Work Session at 6:16 p.m.

BOARD REGULAR SESSION

Agenda

1. Approve Memorandum of Understanding Between the Roseburg Education Association and District: Re-Employment of Oregon PERS Working Retirees

Chairman Garcia convened a Board Regular Session at 6:23 p.m. with all members of the Board present.

Superintendent Cordon thanked the A & P Committee members who worked with him and the Cabinet to come up with a process and Memorandum of Understanding relative to Senate Bill 1029. The committee met twice over the past few weeks and gave a recommendation to bring to the full Board. The District wishes to be clear with employees as to our interpretation of what the PERS work-back means. There is no obligation to re-employ retired employees and the District has the sole discretion over hiring decisions. Licensed staff offered employment following their PERS retirement will move to Temporary status.

Director Steve Patterson moved to approve the proposed Memorandum of Understanding (MOU) between the Roseburg Education Association (REA) and the District related to Article XV. Re-Employment of Oregon PERS Working Retirees. Director Micki Hall seconded, and the Motion passed unanimously.

M1-42 Approved the proposed MOU between REA and the District regarding Re-Employment of Oregon PERS Working Retirees
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ADJOURNMENT: With all business before the Board concluded, Chairman Garcia adjourned the Regular Session at 6:30 p.m.

Jared P. Cordon, Superintendent

JPC/jlk