

## **ROCHESTER COMMUNITY SCHOOLS**

501 West University Drive, Rochester, Michigan

### **BOARD OF EDUCATION RETREAT MEETING**

August 11, 2014 at 9:00 AM ~ Harrison Room

### **MINUTES**

#### **Call To Order**

A Regular Board Retreat Meeting, Open to the Public, of the Board of Education for the Rochester Community Schools, Rochester, Michigan was held on Monday, August 11, 2014, at RCS Administration Center, 501 West University Drive, Rochester, Michigan 48307. President Lisa Nowak called the meeting to order at 9:06 a.m. Board members led in the Pledge of Allegiance.

#### **Roll Call**

Members Present: Lisa Nowak, Chuck Coutteau, Mike Zabat, Jane Pierobon, Jennifer Berwick, Pat Piskulich, Beth Talbert

Members Absent: None

Others Present: Robert Shaner, Debi Fragomeni, Dan Romzek, Beth Davis, Michael Behrmann, Carrie Lawler, Anne Evans, and three (3) visitors.

#### **Retreat**

##### **A. Introduction**

Dr. Shaner recognized the cabinet members and congratulated everyone on the passing of the millage.

##### **B. Survey Presentation - Banach, Banach & Cassidy**

Banach, Banach & Cassidy (BB&C) Outside Insight's primary focus is education marketing including: Survey Research, Strategic Thinking and Planning, Issues Management, Finance Campaign Design and Management, and School Communication and Marketing. Types of surveys used are Personal Interviews, Written Surveys, Online Surveys, Written and Online Surveys, Online Surveys, and Telephone Surveys. ([www.banach.com](http://www.banach.com))

Dr. Bill Banach of market research firm Banach, Banach & Cassidy presented findings from their recent telephone survey that was conducted with 382 randomly selected registered voters in June 2014. The purpose of the survey was to assess community member perceptions of the school district and to determine levels of support for elements of the district's educational and financial planning.

The Board discussed the community's survey responses. Board members also discussed ways in which the district could share information with the community through a variety of media.

James Casazza, citizen, addressed the Board regarding absentee voting.

At 10:21 a.m., the Board recessed for five (5) minutes.

### **C. Strategic Plan**

Dr. Shaner presented the Board members with a copy of *The Advantage* by Patrick Lencioni.

Debi Fragomeni, Assistant Superintendent for Instruction, shared draft goal statements for each of the three (3) goal areas: Curriculum, Instruction and Assessment, Global Awareness, and Technology and Infrastructure.

#### **Curriculum, Instruction and Assessment:**

Carrie Lawler, Executive Director of Secondary Education, reviewed the goal statement and strategies for Curriculum, Instruction and Assessment. Board members participated in a *See, Think, Wonder* Visible Thinking Routine and provided feedback on the draft goal strategies.

James Casazza, citizen, addressed the Board regarding the Strategic Plan.

John Tierney, citizen, addressed the Board regarding assessments and professional development collaboration and knowledgebase.

Sandy Fiaschetti, citizen, addressed the Board regarding collaborating with corporations regarding hiring diverse employees.

At 12:07 p.m. the Board recessed for 35 minutes. The Board Retreat resumed at 12:42 p.m.

#### **Global Awareness:**

Michael Behrmann, Executive Director of Elementary Education, reviewed the goal statement and strategies for Global Awareness. Board members participated in a Visible Thinking Routine regarding global awareness called *I used to think; Now I Think*, and provided feedback on the draft goal strategies.

John Tierney, citizen, addressed the Board regarding global awareness.

#### **Technology and Infrastructure:**

Daniel Romzek, Assistant Superintendent for Business Affairs, reviewed the goal statement and strategies for Technology and Infrastructure. Board members participated in a Visible Thinking Routine titled *Headlines*, and provided feedback on the draft goal strategies.

James Casazza, citizen, addressed the Board regarding facility structure, upgrades and the financing of these projects, technology devices, and retaining good employees and security.

Michael Behrmann presented information on the RCS Learner Profile. Board discussion included prioritizing goals on the Learner Profile.

#### D. Board Goals

President Nowak led the discussion on the 2014 BOE Self-Assessment outcomes.

President Nowak led the discussion on Proposed Board Goals for the year ending June 30, 2015.

#### E. Superintendent Goals

Rescheduled for August 18, 2014, Board of Education Closed Session Meeting.

#### Adjournment

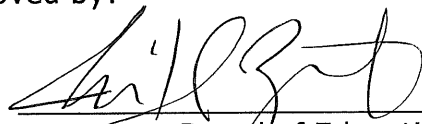
A motion was made to adjourn the meeting at 4:16 p.m.

Moved by: Mrs. Berwick  
Supported by: Mrs. Talbert  
Vote: 7-0

Respectfully submitted:

Christina McWilliams  
Recording Secretary

Approved by:

  
Secretary, Board of Education

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NOTE: Backup information pertaining to items on the board agenda is available for review at the Rochester Community Schools District Web Site under Board of Education.

Anyone planning to attend the meeting who is in need of special assistance under the Americans with Disabilities Act is asked to contact the Community Relations Department at 248-726-3185 at least 48 hours prior to the meeting.