

Menlo Park District Council Meeting Minutes
Friday, March 2, 2018

In attendance:

Janelle McCombs, Erik Burmeister, Kristen Gracia, Laura Paul, Ashley Wagstaff, Singari Seshadri, Suzanne Watson, Carrie Chen, Ben Wang, Jill Vizas, Ken Scheible, Gina Skinner, Willy Haug, Sharon Burns, Amy Kuhns, Stacey Wueste, Kathy Orciuoli, Linda Creighton, Jenny Buddin, Christa West, Kate Kennedy, Caroline Bowers, Chris Sewell, Ken Wang

The meeting was called to order at 8:50am by Janelle McCombs, District Council President.

Approval of November 2017 Meeting Minutes

Gina Skinner motioned to approve the January 12, 2018 minutes. Jill Vizas seconded the motion. All in favor. Motion passed.

Caroline Bowers advised that the selection process for next year's District Council officers and administrative chairs has begun. The Nominating Committee is now taking suggestions for candidates. Please forward any and all ideas to the committee through Caroline or to your current school PTO VP or designated representative..

Treasurer's Report — Gina Skinner, District Council Treasurer

- 2017 1099s and taxes are filed
- The issue from several years ago has been resolved
- Gina is now working on budgets for next school year
- Expenses are being reimbursed and she expect we will use the funds collected
- Joint campaign will require more funds

Audit Report — Jill Vizas, District Council Auditor

- Audit completed in November for February 1, 2017 - July 31, 2017.
 - Audit was balanced and accounts were good
- August 1, 2017 through Jan 31, 2018
 - Audit was balanced
- Next year's auditor will be handling the next audit, which will cover February 1, 2018 through July 31, 2018.

Speaker Series Update — Kate Kennedy, Speaker Series Co-Chair

- Michael Gurian event on Wednesday, February 28, 2018 had a great turnout and was well received.
- Wednesday, March 31, 2018: Digital Tattoo speaker event.
- Wednesday, April 17, 2018 Get Connected: Talking with your Adolescent about Sexual Health. This event aligns with curriculum in school for 5th and 7th graders. Of course the content is useful regardless.

- Wednesday, May 2, 2018 speaker: Erik Burmeister: Managing Preteen and Teen transitions. This event will be especially relevant for 5th and 8th grade parents.
- There have been over 100 people at every event and it has been a great year for the speaker series so far.

New Joint Campaign Announcement and Discussion — Kathy Orciuoli, Joint Campaign Co-Chair

Erik Burmeister gave an overview:

- This will be Joint campaign 3.0 and is focused on solving the last problem of bringing our fundraising efforts truly together. Changes are coming because feedback has indicated people are tiring of being asked multiple times.
- We are moving to one ask and changing the name to the “Community Campaign”
 - Slogan will be: “One Community, One Cause”
 - Ask is going up to \$2000. The first \$250 from each family will go to the home school’s PTO. The remainder will go to the Foundation.
 - The District will take on funding of grade level field trip transportation, with the exception of overnights. Hillview will be accommodated in other ways since there aren’t many field trips.
 - Since many expenses are being taken over by the district, fully funded PTO budgets are expected.
- Foundation is taking on granting money to the PTOs. They will make 5 grants: one for each school and the District at year end.
- The expectation is that we will raise at least the same amount, possibly more.
- Fundraising Season will start first day of school and end on October 5th.
- Any corporate matching money received by March 5th will be distributed in the Spring.
- PTO can think about a budgeting formula that takes field trips out of the budget to come up with an overall budget. With this model, PTOs will have the money they need!
- Stewards and membership will be working together.

Kathy Orciuoli continued:

- MPCSD has an RFP out for all that’s going to be happening for marketing to cover logo, taglines, materials, banners, etc. Expect proposals from 5 companies in 30 days.
- Streamlining of data
- Community Campaign will be launched after the Schoolhouse Rocks Run
- All School PTO Bylaws will need to be amended to accommodate this.
- All schools will need to contribute more money from this year’s carryover to cover the initial costs of the joint campaign. We won’t know the number until the RFPs come back. School PTOs should be thinking about a \$2-5K contribution.
- Campaign material assets will be reusable year after year.

Superintendent Update & Q&A — Erik Burmeister, MPCSD Superintendent

Erik gave his thanks and gratitude. The change to District Council meetings every two months vs. every month feels right.

- Thank you to Parke Treadway, Stacey Wueste and Amy Coolican for sending communication about the City Council money
- The next School Board meeting will be on Tuesday, March 13, 2018. The Board will give its second interim budget support
- Two community input sessions will be infused into scenario planning
- In June, the plan will be presented to the Board

School Board Update — Terry Thygesen, MPCSD School Board President

Unable to attend

School Updates

This month's guided question:

With regard to the Panorama Survey data feedback: What are you proud of and what did you find interesting and surprising?

Encinal — Sharon Burns, Principal

- We sought to increase STEM and asked about Enspired Lab. The feedback was favorable.
- Yard duty question resulted in similar feedback that they aren't as helpful as we would want. We plan to work on that.
- We launched Living Tree, an app for parent communication. It allows for automated language translation. It is not as intuitive as we hoped.

Hillview — Willy Haug, Principal

- Surprised by: Our School Climate question with regard to fairness saw a decrease of 7%.
- Note that Hillview students serve on the Site Council at Hillview
- Successes: We again observed our students of color and English learners are showing high levels of satisfaction.
- Student surveys about teachers: Custom, Rigor, Pedagogical effectiveness: All categories went up. Teachers can reflect on feedback and make changes. Customer service to parents improved.
- Improvement: 6th graders are more enthusiastic and then satisfaction drops off as they reach 8th grade. Connectedness to teachers also drops off as they reach 8th grade. We need to dig into that more.

Laurel — Linda Creighton, Principal

- People generally feel we exist well as two campuses. Third graders were more favorable and second graders were less favorable. We are wondering if there is more we can do to improve this.
- Project Based Learning model is being favorably received.

Oak Knoll — Kristen Gracia, Principal

- Proud of the 10% increase in favorable responses regarding fairness as a school.
- Interestingly, kids feel like school is a more fair place. However, both students and parents responded that yard duty are not very helpful. We are going to dig into the why and what problems they actually have with yard duty.
- We were surprised that only 80% were favorable with regard to how much you feel like you belong at your school. We need to consider that students were also asked about specialist teachers so it's not the same question when it pertains to specialists as it is when it pertains to homeroom teachers.

Erik Burmeister thanked Sharon Burns and Kirsten Gracia for their work on the Feedback Analytics Team. He also reflected on the unique and special district we have that we really value feedback from our community stakeholders and customer service of the school experience.

MPAEF Update — Amy Coolican & Stacey Wueste, MPAEF Co-Presidents

- The Auction is in 8 days!
 - There are only five tickets left to sell. Currently we have 405 tickets sold, which is double the ticket sales from last year.
 - Volunteers are still needed.
 - Pre Registration of credit cards recommended for auction will speed up check in.
- The MPAEF Run and Festival are up next on Saturday, May 20, 2018.
 - T-shirt is Tahitian Blue
 - Working with Vince to talk to teachers about being course monitors. We need adults as course monitors. If you happen to live on the course, would you or your friends be willing to course monitor from your driveway?
 - Festival is the After Party! You don't have to run in the race to come to festival. \$5 wristband to come to festival without being runner. Teacher volunteers would be great. Free wristbands for their family if they volunteer.

Janelle McCombs thanked Erik Burmeister for his poignant letter on the school shooting event in Florida.

Adjournment -- Janelle McCombs adjourned the meeting at 10:17am.

Next District Council Meeting will be on Friday, May 4, 2018, then June 1, 2018 at 8:45am in TERC A&B

May snack: Laurel

June snack: MPAEF