

Colorado Springs School District 11
Superintendent Dr. Nicholas M. Gledich
Division of Business Services
Deputy Superintendent/CFO Glenn E. Gustafson, CPA
Director of Budget and Planning Kenneth L. Wieck, CPA

DAC Budget Subcommittee

Web page: [District Accountability Committee \(DAC\)](#)
Chairman John Roebke

Meeting Notes

January 23, 2018

6:00 p.m.

Members present: Deborah Boisselle, Bruce Cole, Jamie Cushenbery, Dan Fox, Tom Hunt, Bob Miner, Ken Pfeil, Kim Polomka, Jan Rennie, John Roebke, and Elisa Villarruel

Members absent: Lara Crowell, Andrew Hug, AJ LaFrancis, Pete Lee, Trish Nixon, Bob Null, Michael Reyes, Carl Schueler and Toni Seberger.

Ex-officio members present: Ken Wieck, Glenn Gustafson, and Becky Moore

Guests: DAC chairman Dr. Parth Melpakam

Chairman John Roebke brought the meeting to order at 6:05 p.m. Members were welcomed. Ms. Villarruel made a motion to approve the meeting notes from January 9, 2018. Ms. Boisselle seconded the motion. The notes will be posted to the DAC web page and the DAC Office 365 page.

The DAC meeting on January 18 included the following topics:

- Appreciation of the budget subcommittee and their work as well as the other subcommittees
- Review of charter school applications
- 2000 mill levy override upcoming plan amendments
- Accreditation Subcommittee update
- Budget update

The Board of Education work session on January 17 was briefed by Mr. Roebke and Dr. Melpakam and covered these items:

- The Budget Subcommittee's recommendations to the Board of Education regarding the 2017-18 mid-year budget modifications
- Update on Budget Subcommittee's current activities
- Other DAC subcommittees' updates as to their work through this point in the school year
- Upcoming school accountability committee (SAC) training

The subcommittee turned to a budget process update from Mr. Wieck. Mr. Wieck reminded the subcommittee that the 2017-18 mid-year modifications to the adopted budget will go before the Board of Education tomorrow evening for adoption. He pointed out that the most prominent change was to move the bond redemption piece of the 2017 mill levy override out of the general fund and returned to the mill levy override fund.

The group moved on to reviewing the materials sent by Mr. Dan Hoff regarding concurrent enrollment, advanced placement, International Baccalaureate, and career and technical education. Overall, the members were happy to see a rise in favorable results and in the number of students testing. They also liked the five-year trend presented with the advanced placement information. Clarifications were requested as follows:

- PPCC – ECHS: is the location at the Roy J. Wasson Academic Campus?
- PPCC – AVP: has there been a change in number of slots allowed?
- PPCC and UCCS – CE: is this concurrent enrollment and where are the classes located?
- Extended Study Pass Rates: with the combined pass rate at 92 percent, is the money collected from students who do not pass and how is it collected?

Mr. Roebke shared the emailed comments from Mr. Schueler, who could not attend this evening regarding this evening's meeting handouts.

The next topic of discussion was the District's marketing plan. The subcommittee noted that the marketing budget has become much larger than several years ago. The subcommittee had questions and comments as follows:

- What is the budget for marketing over the past five years?
- Does the District receive any advertising non-gratis?
- Suggestion was made regarding including a disclaimer on advertising that is NOT paid for by the District
- Advertising is of good quality
- Do we have any sort of gauge on the effectiveness of the District's advertising, is there a known return on investment?
- Are there companies that are able to analyze social media data for results? If so, what would that cost?
- How do we know "likes or clicks" are District 11 specific or specific to a certain goal and not just informational?

Discussion then turned to permits in and out of the District.

- The group would like survey results of why students want to enroll in District 11 as well as why they choose not to enroll in District 11.
- Mr. Hunt pointed out that the Assessment Office will be conducting a study as to why students are permitting into the District later this year.
- The last assessment of students permitting out was done in 2013.
- At what grades levels does the District lose students?
- District information is not school specific but overall.

Other marketing discussion included:

- The group thought a heat map of the permits in and out would be helpful
- Marketing may want to target schools with lower populations to bolster programs and appeal to the public
- Spotlight the JROTC programs, especially the Air Force program
- Spotlight extra-curricular activities offered
- Lack of diversity in staff
- How do you define success in District 11?
- Assessment scores and how they reflect upon the District when parents are shopping for a school
- Schools turning down permits
- Student-based budgeting

The subcommittee also talked about the number and variety of surveys being conducted by schools with students, parents, and staff.

The final discussion was follow-up regarding the 2016-17 budget modification requests.

Mr. Roebke told the group that he was planning to meet with Dr. Thurman regarding setting up school tours for subcommittee members. A show of hands indicated there were about six people interested in touring schools to see facility needs. It was suggested that clear, outside eyes from an outside source might be a valuable tool for assessing capital needs in a building.

The meeting adjourned at 7:35 p.m.

Next Meeting: February 13, 2018 at 6:00 p.m. in the District 11 boardroom.