



Mapleton Public Schools Board of Education

Regular Meeting
Administration Building

March 23, 2021
6:00 p.m.

DISTRICT MISSION

... Ensure that each student is empowered to achieve his or her dreams and contribute to his or her community and world ...

BOARD PURPOSE

Providing highly effective governance for Mapleton's strategic student achievement effort.

CORE ROLES

Guiding the district through the superintendent
Engaging constituents
Ensuring effective operations and alignment of resources
Monitoring effectiveness
Modeling excellence

2020 - 2021

FOCUS AREAS

Student Achievement
Exceptional Staff
Character Development
Learning Environment
Communication
Community Involvement
Facilities Management
District Image

BOARD MEMBERS

Cindy Croisant
Steve Donnell
Thomas Moe
Sheila Montoya
Patty Velasquez

SUPERINTENDENT

Charlotte Ciancio

1. Call to Order
2. Roll Call
3. Pledge of Allegiance
4. Approval of Agenda
5. Board Business
 - 5.1 Board Study Comments
6. What's Right in Mapleton
7. Public Participation
8. Approval of Minutes
 - 8.1 Approval of February 23, 2021, Board Meeting minutes
 - 8.2 Approval of March 9, 2021, Board Study minutes
 - 8.3 Approval of March 9, 2021 Special Board Meeting minutes
9. Report of the Secretary
10. Executive Session - Personnel
11. Consent Agenda
 - 11.1 Personnel Action, Policy GCE/GCF – Ms. Branscum
 - 11.2 Board Policy Adoption, Policy BG – Ms. Ciancio
12. Focus: Exceptional Staff
 - 12.1 MEA Negotiated Agreement, Policy BBA – Ms. Branscum
 - 12.2 Classified Agreement, Policy BBA – Ms. Branscum
 - 12.3 Administrative Agreement, Policy BBA – Mr. Crawford
13. Focus: Communication
 - 13.1 Consideration of Food Vendor, Policy DJE – Mr. Sauer
14. Focus: Community Involvement
 - 14.1 Community Engagement, Policy CBA/CBC - Dr. Brown
15. Discussion of Next Agenda
16. Superintendent's Comments
17. Board Committee Update
18. School Board Discussion/Remarks
19. Next Business Meeting Notification – Tuesday, April 27, 2021
20. Adjournment

Welcome to a meeting of the Mapleton Public School Board of Education!

The Board's meeting time is dedicated to addressing Mapleton's mission and top-priority focus areas. "Public Participation" is an opportunity during the business meeting to present brief comments or pose questions to the Board for consideration or follow-up. Each person is asked to limit his or her comments to 3 minutes. If you are interested in helping Mapleton's efforts, please talk with any member of the district leadership team or call the district office at 303-853-1015. Opportunities abound. Your participation is desired.

1.0 CALL TO ORDER

President Cynthia Croisant called the meeting of the Board of Education – Mapleton Public Schools to order at 6:00 p.m. on Tuesday, February 23, 2021, at the Administration Building Boardroom.

2.0 ROLL CALL

Cynthia Croisant - President	Present
Steve Donnell - Treasurer	Present
Tom Moe - Vice President	Absent
Sheila Montoya - Secretary	Absent
Patty Velasquez – Asst. Secretary/Treasurer	Present

3.0 PLEDGE OF ALLEGIANCE

Ms. Croisant led the Pledge of Allegiance.

4.0 APPROVAL OF AGENDA

MOTION: By Mr. Donnell, seconded by Ms. Velasquez, to approve the Board Agenda dated February 23, 2021, as presented.

AYES: Ms. Croisant, Mr. Donnell, and Ms. Velasquez.

Motion carried: 3-0

5.0 BOARD BUSINESS

5.1 Board Comments

Ms. Croisant said that at the February 17 Board Study session the Board:

- Reviewed progress on 2020-2021 budget priorities. Ms. Croisant said that the Board enjoyed seeing the accomplishments even during this year of pandemic.
- Received an update on Project Lift. Ms. Croisant said that it was encouraging to hear that the High Schools are all on board and exciting to hear that we will be adding Middle Schools to this program next year.
- Discussed budget priorities for 2021-2022.
- Received an update on COVID, including Athletics Season C.
- Reviewed a Settlement Agreement regarding cell towers.
- Discussed calendar updates for the 2021-2022 academic year.

6.0 WHAT'S RIGHT IN MAPLETON

Dr. Brown said that What's Right in Mapleton would focus on the recent Covid-19 vaccination clinic at North Suburban Medical Center for Mapleton staff. In addition, he thanked CovidCheck Colorado, Gary Community Investments, Children's Hospital, Tri-County Health, Kaiser, and other partners for their assistance in working with the District to keep staff and students safe and Mapleton classrooms open.

Board members thanked everyone involved with scheduling the vaccinations for staff.

7.0 PUBLIC PARTICIPATION

None

8.0 APPROVAL OF MINUTES

MOTION: By Mr. Donnell, seconded by Ms. Velasquez, to approve the minutes as stated on the Board Agenda dated February 23, 2021: 8.1 Board Meeting minutes of January 26, 2021; and 8.2 Board Study minutes of February 17, 2021, as presented.

AYES: Ms. Croisant, Mr. Donnell, and Ms. Velasquez.
Motion carried: 3-0

9.0 REPORT OF THE SECRETARY

Ms. Velasquez shared a response from the Colorado State Board of Education regarding Mapleton's Board Resolution recommending the suspension of state testing for the 2020-2021 school year.

10.0 CONSENT AGENDA

MOTION: By Ms. Velasquez, seconded by Mr. Donnell, to approve Agenda item 10.1 Personnel Action, as stated on the Board Agenda dated February 23, 2021.

AYES: Ms. Croisant, Mr. Donnell, and Ms. Velasquez.
Motion carried: 3-0

11.0 FOCUS: STUDENT ACHIEVEMENT

11.1 Cognia Update

Mr. Fuller presented a report on the status of the District accreditation process with the external organization, Cognia.

12.0 FOCUS: COMMUNICATION

12.1 Calendar Adoption

Mr. Crawford requested approval of adjustments to the previously adopted 2021-2022 academic calendar.

MOTION: By Ms. Velasquez, seconded by Mr. Donnell, to approve the adjustments to the 2021-2022 academic calendar, as presented.

AYES: Ms. Croisant, Mr. Donnell, and Ms. Velasquez.
Motion carried: 3-0

13.0 FOCUS: COMMUNITY INVOLVEMENT

13.1 DAAC Update

Mr. Fuller reported that the District Accountability Advisory Committee met on January 26, 2021 and February 16, 2021. The next meeting of this committee will be March 16 at 4:30 p.m. via Microsoft Teams.

14.0 DISCUSSION OF NEXT AGENDA

Ms. Croisant said agenda items for the March 23 Board meeting would include Calendar adoption for 2022-2023 and a District Accountability Advisory Committee update.

15.0 SUPERINTENDENTS COMMENTS

During the Superintendent's report, Superintendent Ciancio:

- Thanked CovidCheck Colorado, North Suburban Medical Center, Kaiser, Tri-County Health, and Children's Hospital for assisting with the coordination of Covid vaccines for Mapleton staff.

- Acknowledged the Mapleton Education Association for their dedication and willingness to work with the Board to keep Mapleton safe and open for learning.
- Said that she had just received an email from Colorado Department of Education encouraging school districts to move forward with efforts to administer CMAS. Superintendent Ciancio said that the District must proceed with testing, although parents may choose to opt out.

16.0 BOARD COMMITTEE UPDATE

Ms. Croisant reported that Rocky Mountain Risk (RMR) met in early February. They discussed rising insurance rates which will affect all members. The group also discussed increasing participation by adding new members to the BOCES. In addition, they received a positive update on the budget.

17.0 SCHOOL BOARD DISCUSSION / REMARKS

Ms. Croisant thanked community partners for coordinating the vaccination of Mapleton employees. She said that the successful vaccination clinic was also a positive reflection of the outstanding work by the Superintendent and Executive Team to ensure that every employee had the opportunity to receive the vaccine.

18.0 NEXT MEETING NOTIFICATION

The next Board Business meeting will be at 6:00 p.m. on Tuesday, March 23, 2021, at the Administration Boardroom.

20.0 ADJOURNMENT

Ms. Croisant noted the Board would meet in a staff debrief session following the business meeting.

The Board motioned to adjourn at 6:28 p.m.

Cynthia Croisant, Board President

Sheila Montoya, Board Secretary

Submitted by Jayna Burtner, Recording Secretary for the Board of Education

Members of The Board of Education – Mapleton Public Schools met in study session at 5:30 p.m. on Wednesday, March 9, 2021, at the Administration Building Boardroom.

Present: Cindy Croisant – President
Steve Donnell – Treasurer
Thomas Moe – Vice President
Sheila Montoya – Secretary

Absent: Patty Velasquez – Asst. Secretary/Treasurer

During the meeting, the Board:

- Reviewed new Board policy – GBB.
- Discussed plans for the Community Conversations meeting – March 16.
- Received an update on negotiations.
- Discussed proposed State legislation.
- Received a Covid update.
- Reviewed 2022-2023 academic calendar drafts.

No official Board action was taken at the meeting.

Cynthia Croisant, Board President

Sheila Montoya, Board Secretary

Submitted by Jayna Burtner, Recording Secretary for the Board of Education

1.0 CALL TO ORDER

President Cynthia Croisant called the special meeting of the Board of Education – Mapleton Public Schools to order at 7:35 p.m. on Tuesday, March 9, 2021, at the Administration Building Boardroom.

2.0 ROLL CALL

Cindy Croisant – President	Present
Steve Donnell – Treasurer	Present
Tom Moe – Vice President	Present
Sheila Montoya – Secretary	Present
Patty Velasquez – Asst. Secretary/Treasurer	Absent

3.0 APPROVAL OF AGENDA

MOTION: By Mr. Donnell, seconded by Mr. Moe, to approve the Agenda, as presented.

AYES: Ms. Croisant, Mr. Donnell, Mr. Moe, and Ms. Montoya.
Motion carried 4-0

4.0 EXECUTIVE SESSION

MOTION: By Ms. Montoya, seconded by Mr. Moe, to go into Executive Session pursuant to C.R.S. § 24-6-402(4)(f), as presented.

AYES: Ms. Croisant, Mr. Donnell, Mr. Moe, and Ms. Montoya.
Motion carried 4-0

ADJOURNED to Executive Session at 7:45 p.m. to discuss personnel, reconvened at 8:23 p.m.

5.0 ADJOURNMENT

The Board motioned to adjourn at 8:24 p.m.

Cynthia Croisant, Board President

Sheila Montoya, Board Secretary

Submitted by Jayna Burtner, Recording Secretary for the Board of Education

Memo

TO: Charlotte Ciancio, Superintendent
FROM: Erica Branscum, Deputy Superintendent, Talent Management
DATE: March 18, 2021

Policy: Professional Staff Recruiting and Hiring, Policy GCE/GCF
Report Type: Decision Making (Consent)
SUBJECT: Personnel Action

Policy Wording: The Board of Education for Mapleton Public Schools directs the Superintendent to develop and maintain a recruitment program designed to attract and hold the best possible personnel.

Decision Requested: The Office of Human Resources recommends following personnel information to be approved by Board Action at the regular meeting on the March 23, 2021.

CLASSIFIED STAFF

<u>NEW EMPLOYEES</u>	<u>POSITION</u>	<u>LOCATION</u>	<u>HIRE DATE</u>	<u>REASON</u>
Estala Monreal, Silvia	Substitute Nutrition Asst.	Nutrition Services	03/11/2021	New Hire
Gutierrez, Beronica	Records Clerk	Administration	03/11/2021	New Hire
Richardson, JohnVal	Night Security Guard	Operations	03/04/2021	New Hire
Trevizo, Jazmin	Department Secretary	Teaching & Learning	03/15/2021	New Hire

<u>RESIGNATIONS/TERMS</u>	<u>POSITION</u>	<u>LOCATION</u>	<u>TERM DATE</u>	<u>REASON</u>
Lange, Kenadee	Sp.Ed. Paraprofessional	GPA	03/12/2021	Resignation

CLASSIFIED REQUESTS

Nancy Gomez, Lead Custodian at the Broadway Building, is requesting to retire effective May 28, 2021.

LICENSED STAFF

<u>NEW EMPLOYEES</u>	<u>POSITION</u>	<u>LOCATION</u>	<u>HIRE DATE</u>	<u>REASON</u>
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<u>RESIGNATIONS/TERMS</u>	<u>POSITION</u>	<u>LOCATION</u>	<u>TERM DATE</u>	<u>REASON</u>
Brown, Jessika	5th Grade	Mapleton Online	05/28/2021	Resignation
Bullock, Kathleen	4th Grade	Mapleton Online	05/28/2021	Resignation
Haycraft, Holly	Special Education	Trailside	05/28/2021	Resignation
Jones, Scott	6th Grade	Clayton	05/28/2021	Resignation
Legeer, Sandra	Kindergarten	Mapleton Online	05/28/2021	Resignation
Lumbard, Sarah	6th Grade	GIA	05/28/2021	Resignation
Mason, Kevin	P.E.	Mapleton Online	05/28/2021	Resignation
Murphy, Aidan	MS Science	Trailside	05/28/2021	Resignation
Stokke, Jackline	Music	Welby	05/28/2021	Resignation
Valdez, Derrick	English	Academy	05/28/2021	Resignation
Wenholz, Christopher	PSOC	York	05/28/2021	Resignation

LICENSED REQUESTS

No requests at this time

ADMINISTRATION STAFF

<u>NEW EMPLOYEES</u>	<u>POSITION</u>	<u>LOCATION</u>	<u>HIRE DATE</u>	<u>REASON</u>
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<u>RESIGNATIONS/TERMS</u>	<u>POSITION</u>	<u>LOCATION</u>	<u>TERM DATE</u>	<u>REASON</u>
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ADMINISTRATION REQUESTS

Ronna Gerst, Transportation Director, is requesting to retire effective June 30, 2021 and transition through the end of the 2021-2022 school year.

SUBSTITUTE TEACHERS/OTHER ON CALL

ADDITIONS

Gorman, Jennifer
Padon, Jacob
Wintzen, Brandt

DELETIONS

LEAVE REQUESTS

NAME

Humphrey, John
Keese, Lindsey
LaRocque, Moriah
Maldonado, Peggy
Page, Michael
Patten, Christine
Worrell, Tanya

DATES

04/14/2021 – 05/28/2021
04/05/2021 – 05/28/2021
04/05/2021 – 05/24/2021
03/19/2021 – 04/09/2021
02/08/2021 – intermittent
02/22/2021 – 04/05/2021
02/16/2021 – 02/23/2021

LEAVE REQUESTS DENIED

Humphrey, John

08/04/2021 – 05/27/2022

TEACHER CONTRACT NON-RENEWAL

FIRST	LAST	LOCATION	ASSIGNMENT	YEAR
Jessica	Carter	Academy	Social Studies	3
Brianna	Graves	Academy	English	3
Sage	Haskett	Achieve	2 nd Grade	2
Robert	Edwards	Clayton	Humanities	3
Sarah	Tanksalvala	Explore	MS Science	1
Patricia	Durfee	GLA	English	3
Nancy	Crise	Mapleton Online	6 th Grade	1
Susan	Abrahamsen	Mapleton Online	6 th Grade	1
Sherry	Hartman	Mapleton Online	Art	1
Sarah	Montgomery-Atkins	Welby	Kindergarten	2
Mary Catherine	Beach	Welby	1 st Grade	2
Hannah	Skalbeck	Performing Arts	Choir	3

Memo

TO: Board of Education
FROM: Charlotte Ciancio, Superintendent
DATE: March 23, 2021

Policy: School Board Policy Process, Policy BG
Report Type: Decision Making
SUBJECT: Adoption of Board Policy

Policy Wording: The Board develops policies and puts them in writing to provide for the successful, consistent, and efficient operation of Mapleton's schools and the high achievement of Mapleton's students.

Decision Requested: District administration is requesting Board adoption of the attached policies.

Report: At the March 9, 2021 Board Study, district administration and the Board of Education received the following policy for first review. This policy is being presented for final review and adoption.

GBB	Staff Involvement in Decision-Making - Instructional Leadership Teams
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This evening, District Administration recommends that this policy be adopted. The attached copy represents the "final" version of the policy and is submitted for Board approval.

Staff Involvement in Decision-Making Instructional Leadership Teams

The Mapleton Public Schools Board of Education believes effective collaborative teams are powerful levers for systemic and ongoing school improvement. Therefore, Instructional Leadership Teams (ILTs) will be in place in all district schools with the goal of increasing student achievement and engagement through the improvement of curriculum, instruction, assessment, and school culture.

The Instructional Leadership Teams will oversee the school's mission, vision, and annual school improvement planning process. These teams will review current plans, analyze data to identify trends, and plan for actions to positively impact the learning outcomes for all students. Through the action planning process, the Instructional Leadership Teams will identify outcomes, needed resources, professional development, and accountability structures to ensure implementation of the identified improvement actions. The Instructional Leadership Teams will monitor progress toward completing action steps and meeting goals and will develop next plan iterations reflecting organizational learning.

Members of the team include the director, the assistant director, instructional coaches, and teacher leaders with instructional expertise.

The framework for the work of the Instructional Leadership Teams is outlined in the regulation supporting this policy (GBB-R).

Adopted _____, 2021, by the Board of Education for Mapleton Public Schools.

Memo

TO: Charlotte Ciancio, Superintendent
FROM: Erica Branscum, Deputy Superintendent
DATE: March 23, 2021

Policy: School Board Powers and Responsibilities, Policy BBA
Report Type: Decision Making
SUBJECT: Mapleton Education Association Agreement

Policy Wording: Policy BBA states that the Board considers the following responsibilities of particular importance and, in those cases where action is required, reserves authority to take final action: To determine salary schedules, after consultation and discussion with the Superintendent or designee.

Policy Interpretation: This policy is interpreted as requiring District administration to seek Board approval of conditions contained in the Mapleton Education Association Negotiated Agreement.

Decision Requested: Administration is seeking approval for the implementation of changes to the Agreement negotiated between the Mapleton Education Association (MEA), representing licensed employees, District Administration and the Mapleton Public Schools Board of Education.

Report

On March 3, 2021, representatives of the MEA met with representatives of District administration to negotiate revisions to teacher salaries, benefits, and language for the 2021-2022 school year. The following are highlights of the proposed tentative agreement recommended by all parties for Board approval:

Summary of Financial Agreements

- The beginning Bachelor level teacher salary will increase from \$45,000 to \$54,000. This increase will allow us to compete with surrounding metro districts.
- For the 2021-22 school year all steps on the salary schedule will reflect an increase that will allow us to compete with surrounding metro districts and recruit and retain highly qualified licensed staff. For the 2022-23 school year, there will be no percentage increase to the Teacher Salary and Co-Curricular scales (Appendix II and III).
- Eligible licensed employees will move one vertical step on the teacher salary schedule for the 2021-22 and 2022-23 school year.
- Horizontal movement on the salary schedule will be implemented for licensed employees who submit appropriate documentation of completed education.
- Beginning with the 2022-23 school year, licensed employees who have completed 25 years of service in the District will receive an annual \$1000 longevity bonus that will be added to their annual salary.

- Both parties have agreed to a new Co-Curricular Schedule for District Level and Performing Arts Assignments, and a new pay structure for School Level Assignments beginning in the 2021-22 school year. Additionally, a post season range has been added to the schedule to provide pay for any activities that go into the post season.
- To cover the increased cost of Health Insurance premiums, Mapleton will contribute up to \$444.00 toward the cost of insurance premiums for the employee; up to \$672.00 for the cost of insurance premiums for Employee + Spouse or Employee + Child(ren); or up to \$892.00 for the cost of insurance premiums for Family.
- Mapleton will contribute \$27.00 for each licensed employee toward the monthly cost of Employee dental insurance, or \$34.00 toward the monthly cost of Family dental insurance.

Other Agreements

- The parties agreed to extend the current agreement by one (1) year until June of 2024.
- The parties agreed to revise language in Article 14 (Student Discipline) that aligns with language represented in Board Policy JK. In summary, the District, as well as individual schools, will continue to prioritize consistent enforcement of the student behavior standards and professional development for all staff in areas such as relevant policy/procedures and best practices in prevention, management, de-escalation and social/emotional education.

Request

This year, the parties participated in a series of bargaining meetings throughout the fall and winter months using a collaborative, interest-based process to reach an agreement.

The membership of MEA has ratified the agreement by a vote of approximately 98% to 2%. Administration is recommending Board approval.

Memo

TO: Charlotte Ciancio, Superintendent
FROM: Erica Branscum, Deputy Superintendent
DATE: March 23, 2021

Policy: School Board Powers and Responsibilities, Policy BBA
Report Type: Decision Making
SUBJECT: Classified Employee Handbook Revisions

Policy Wording: Policy BBA states that the Board considers the following responsibilities of particular importance and, in those cases where action is required, reserves authority to take final action: To determine salary schedules, after consultation and discussion with the Superintendent or designee.

Policy Interpretation: This policy is interpreted as requiring District administration to seek Board approval of conditions contained in the Classified Employee Handbook.

Decision Requested: Administration is seeking approval for implementation of the Classified Employee Meet and Confer Agreement for 2021–2022 between Mapleton Classified Employees and the Mapleton Public Schools Board of Education.

Report

On February 24, 2021, representatives of Mapleton's classified employees met with District administration to confer about changes to the classified employee salary schedule for the 2021-2022 school year. The following is a summary of the proposed changes recommended by all parties for Board approval:

Financial Items

- In order for the District to remain competitive with similar employers regarding compensation and meet or exceed minimum wage requirements, a \$2.56 per hour raise will be added to each classified salary step beginning March 1, 2021.
- Beginning in July of the 2021-22 school year, an additional \$0.50 will be added to each step and each current eligible classified employee will take an experience "step" on the salary schedule.
- Beginning with the 2022-23 school year, classified employees who have completed 25 years of service in the District will receive an annual \$1000 longevity bonus that will be added to their annual salary.
- To cover the increased cost of Health Insurance premiums, Mapleton will contribute up to \$444.00 toward the cost of insurance premiums for the employee; up to \$672.00 for the cost of insurance premiums for Employee + Spouse or Employee + Child(ren); or up to \$892.00 for the cost of insurance premiums for Family.
- Mapleton will contribute \$27.00 for each classified employee toward the monthly cost of Employee dental insurance, or \$34.00 toward the monthly cost of Family dental insurance.

No changes to language in the Classified Employee Handbook will occur for the start of the 2021-2022 school year. Classified employee leadership and District administration will continue to work together through Classified Employee Communications meetings.

Memo

TO: Charlotte Ciancio, Superintendent
FROM: Mike Crawford, Deputy Superintendent
DATE: March 18, 2021

Policy: School Board Powers and Responsibilities, Policy BBA
Report Type: Decision Making
SUBJECT: Administrator Handbook Revisions

Policy Wording: Policy BBA states that the Board considers the following responsibilities of particular importance and, in those cases where action is required, reserves authority to take final action: To determine salary schedules, after consultation and discussion with the Superintendent or designee.

Policy Interpretation: This policy is interpreted as requiring District administration to seek Board approval of conditions contained in the Administrator Handbook.

Decision Requested: Administration is seeking approval for implementation of the Administrator Meet and Confer Agreement for 2021–2022 between Mapleton Administrators and the Mapleton Public Schools Board of Education.

Report

On March 20, 2021, representatives of Mapleton's Administrative Team met with District Administration to confer about revisions to the Administrator Handbook, including salaries and benefits for the 2021-2022 school year. The following is a summary of the agreements recommended by all parties for Board approval:

- Current Administrators will receive a salary stipend of \$3600.00.
- Consistent with the agreements with other employee groups, the District will pay the cost of the increase in health and dental insurance premiums. Mapleton will contribute up to \$444.00 toward the cost of insurance premiums for the employee; up to \$672.00 for the cost of insurance premiums for employee + spouse or employee + child(ren); or up to \$892.00 for the cost of insurance premiums for family. Mapleton will also contribute \$27.00 for each administrator toward the monthly cost of employee dental insurance, or \$34.00 toward the monthly cost of family dental insurance.
- No other changes to language in the handbook are recommended for 2021-2022.

Memo

TO: Charlotte Ciancio, Superintendent
FROM: David Sauer, Chief Operations Officer
DATE: March 23, 2021

POLICY: Bidding Procedures, Policy DJE
REPORT TYPE: Decision Making
SUBJECT: Consideration of Prime Food Vendor for Nutrition Services

Policy Wording: Policy DJE states all contractual services, professional services, and purchases of supplies, materials, and equipment in the amount of \$75,000 or more shall be formally solicited.

Policy Interpretation: This policy is interpreted as requiring Board approval for all formal bids prior to award.

Requested: The District's Nutrition Services Department is seeking Board approval to execute a contract with Gold Star Foods for food and nonfood supply services.

Report: A formal bid process was completed in February 2021 by Mapleton Public Schools as the bid host for the Central Colorado Cooperative which is a cluster of school districts whose primary goal is to leverage purchasing power for overall cost reduction. Five vendors responded. Final selection was made based on price, past performance, and willingness to adapt to delivery and service flexibilities. The Gold Star Foods estimated annual spend will be \$950,000. The contract is a one-year term with up to four additional renewals.

The recommendation of the selection committee is to award the prime vendor services contract to Gold Star Foods.

Memo

TO: Charlotte Ciancio, Superintendent
FROM: Dr. Damon Brown, Deputy Superintendent
DATE: March 23, 2021

POLICY: Qualifications/Powers and Responsibilities of Superintendent, Policy CBA/CBC
REPORT TYPE: Informational
SUBJECT: 2020-2021 Community Engagement Report

Policy Wording: The Superintendent shall provide necessary reports to the Board as directed.

Policy Interpretation: This policy is interpreted to include updates to the Board on the status of community engagement and outreach efforts.

Report: Tonight's report is intended to provide the Board with information regarding current community engagement and the status of Mapleton's communications initiatives.



Mapleton
Public Schools

mapleton
connects

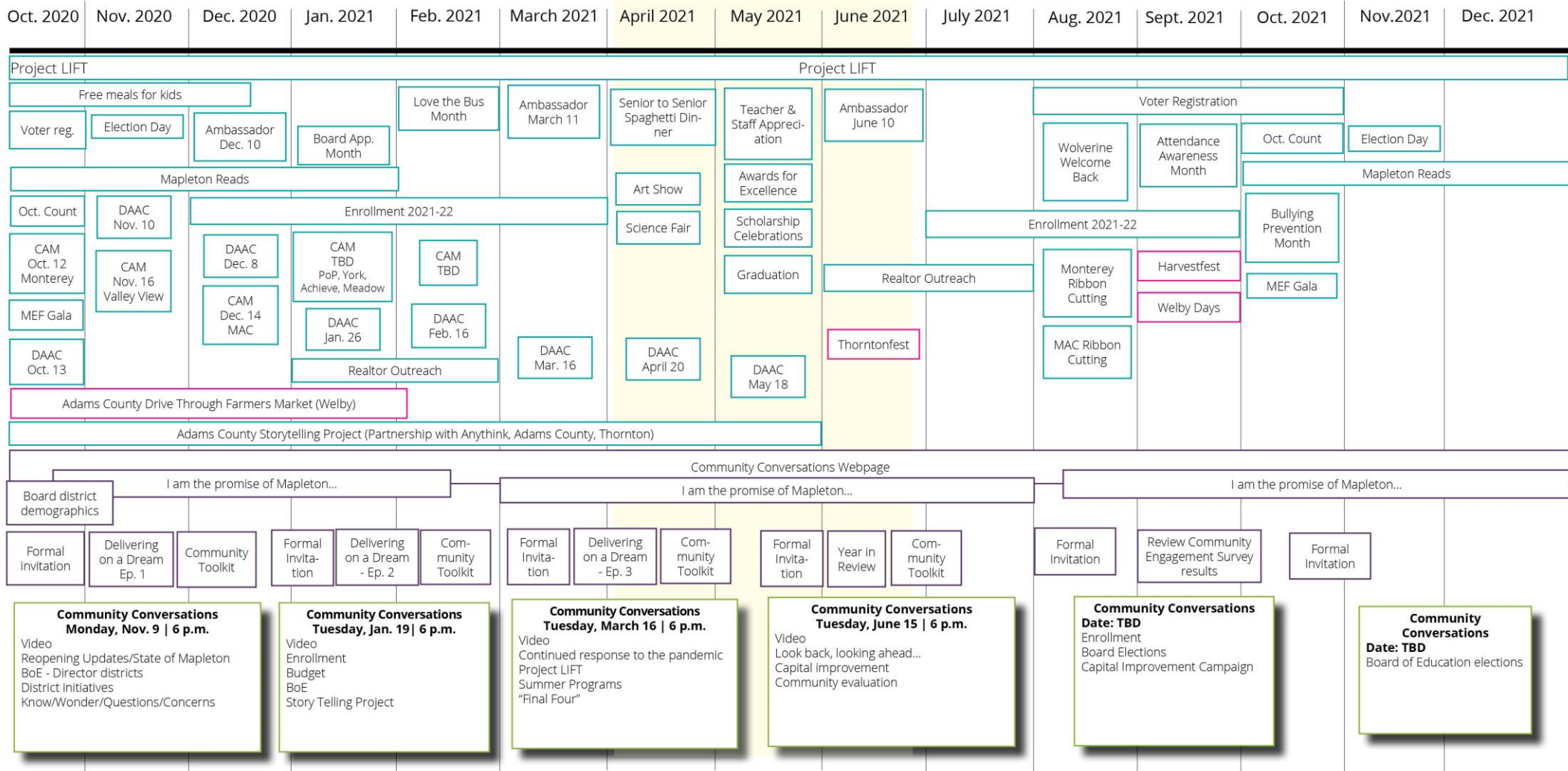
2020-2021 Community Engagement Plan

Delivering on a Dream - The Promise of Mapleton



This campaign will enhance systems, processes, and platforms that foster strong community partnerships to support and promote Mapleton's vision. Delivering on a Dream is an opportunity to bring awareness to our mission and ensure our most valuable stakeholders feel connected to, invested in, and informed about our promise to our community.

- District Event/Initiative
- Community Event
- Deliverable (Communications Team)
- Board Community Conversation Event



Website

January virtual enrollment fairs

- 69.6% of visitors to our website were new
- 55% access our website on a desktop
- 44.1% access our site on a mobile device

In the last 90 days, our most popular pages include:

- Enrollment
- Calendars
- Jobs
- Nutrition Services

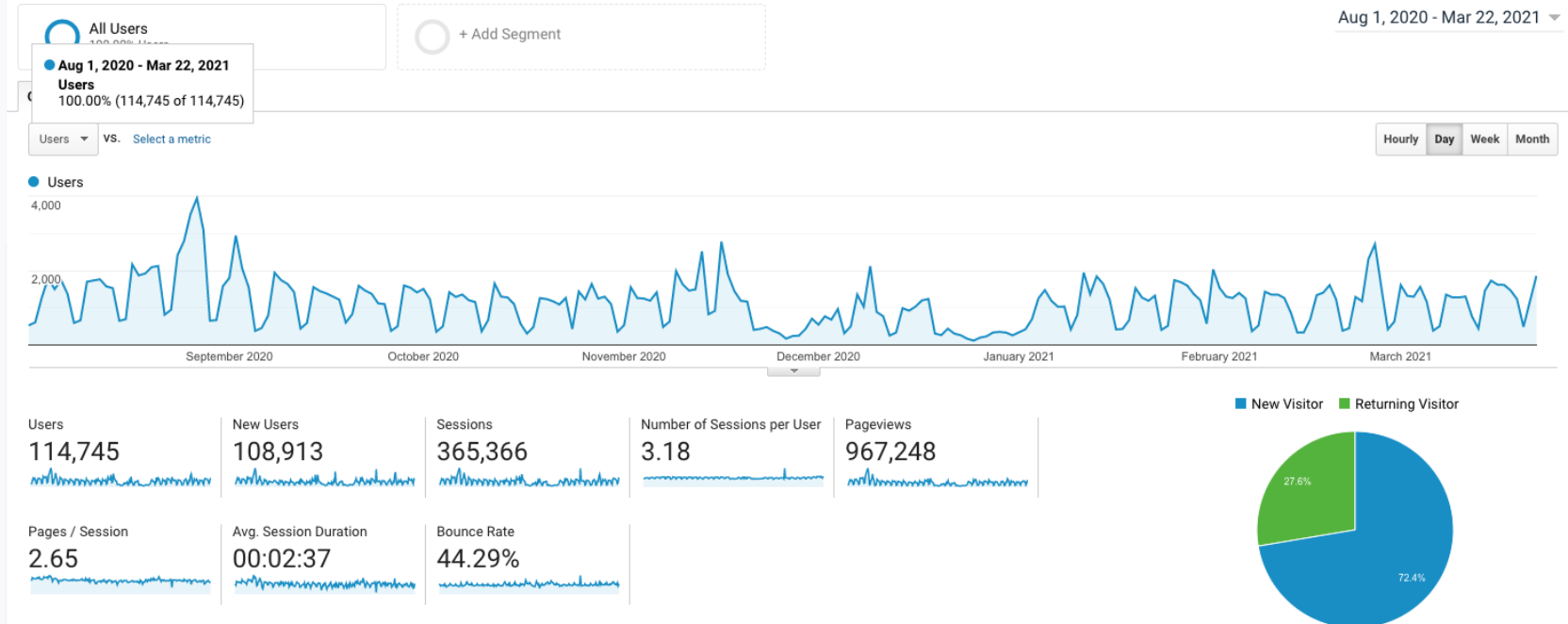
The screenshot shows the Mapleton Public Schools website. The top navigation bar includes links for Home, About Us, Students & Families, Departments, Our Schools, Employees, The Services, and Calendar. A prominent banner advertises 'FREE HALF-DAY PRESCHOOL FOR 4-YEAR-OLDS'. Below this, there are news articles and a 'COVID-19 Dashboard' section. The dashboard provides the following data:

Student Data		
Current COVID-19 confirmed positive	Current percentage students quarantined	Total COVID-19 positive cases
0.0% 2 Students	1.0% 66 Students	164 since August 27, 2020

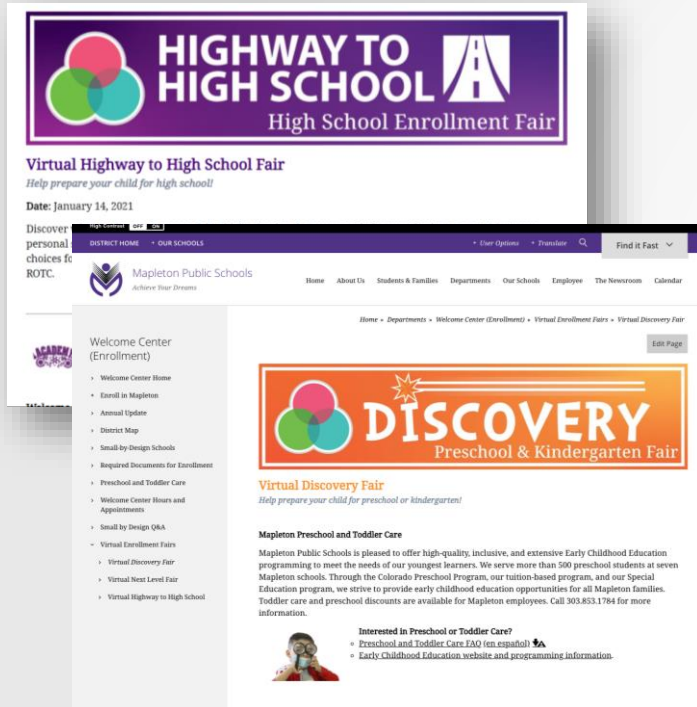
Staff Data		
Current COVID-19 confirmed positive	Current percentage staff quarantined	Total COVID-19 positive cases
0.1% 1 Staff	0.5% 5 Staff	65 since August 27, 2020

Below the dashboard is a 'Schools District Map' showing the locations of various schools within the district.

Audience Overview

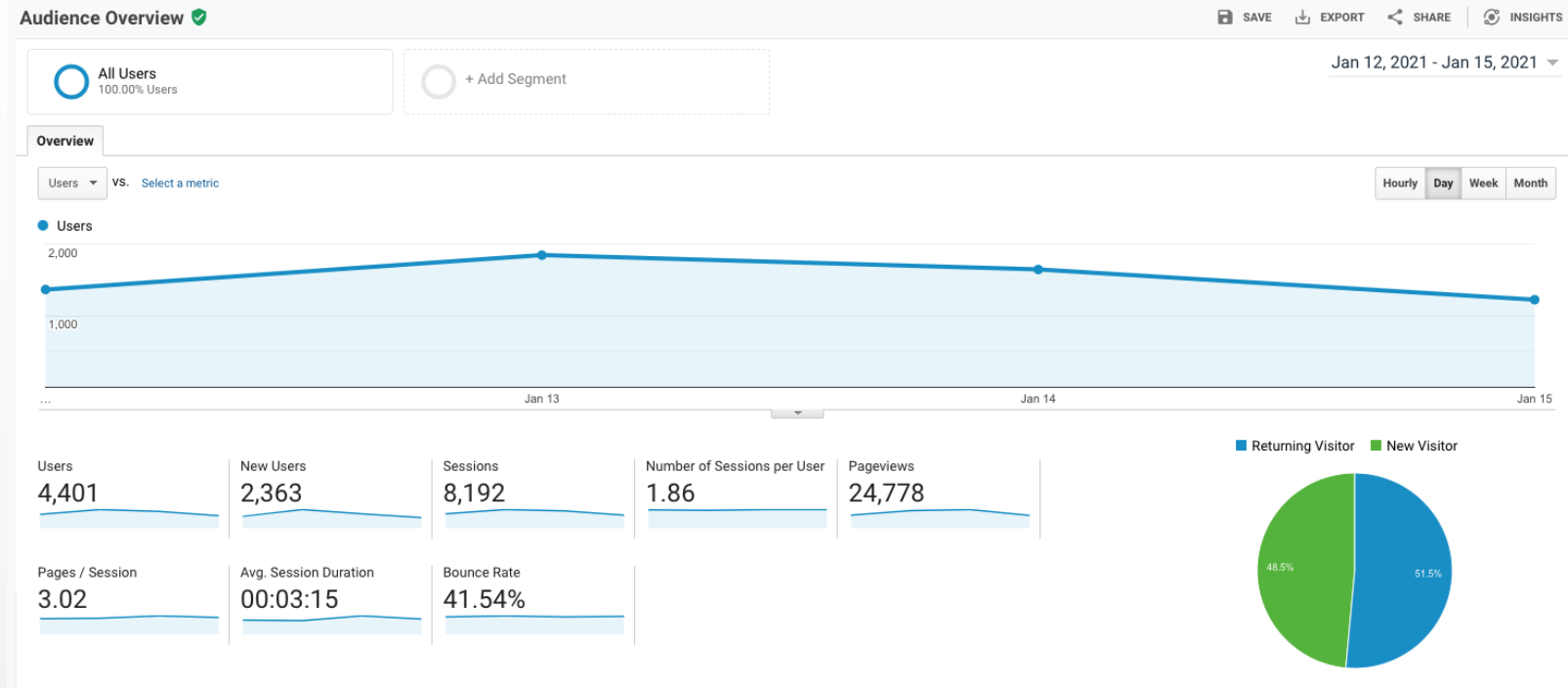


Virtual Enrollment Fair

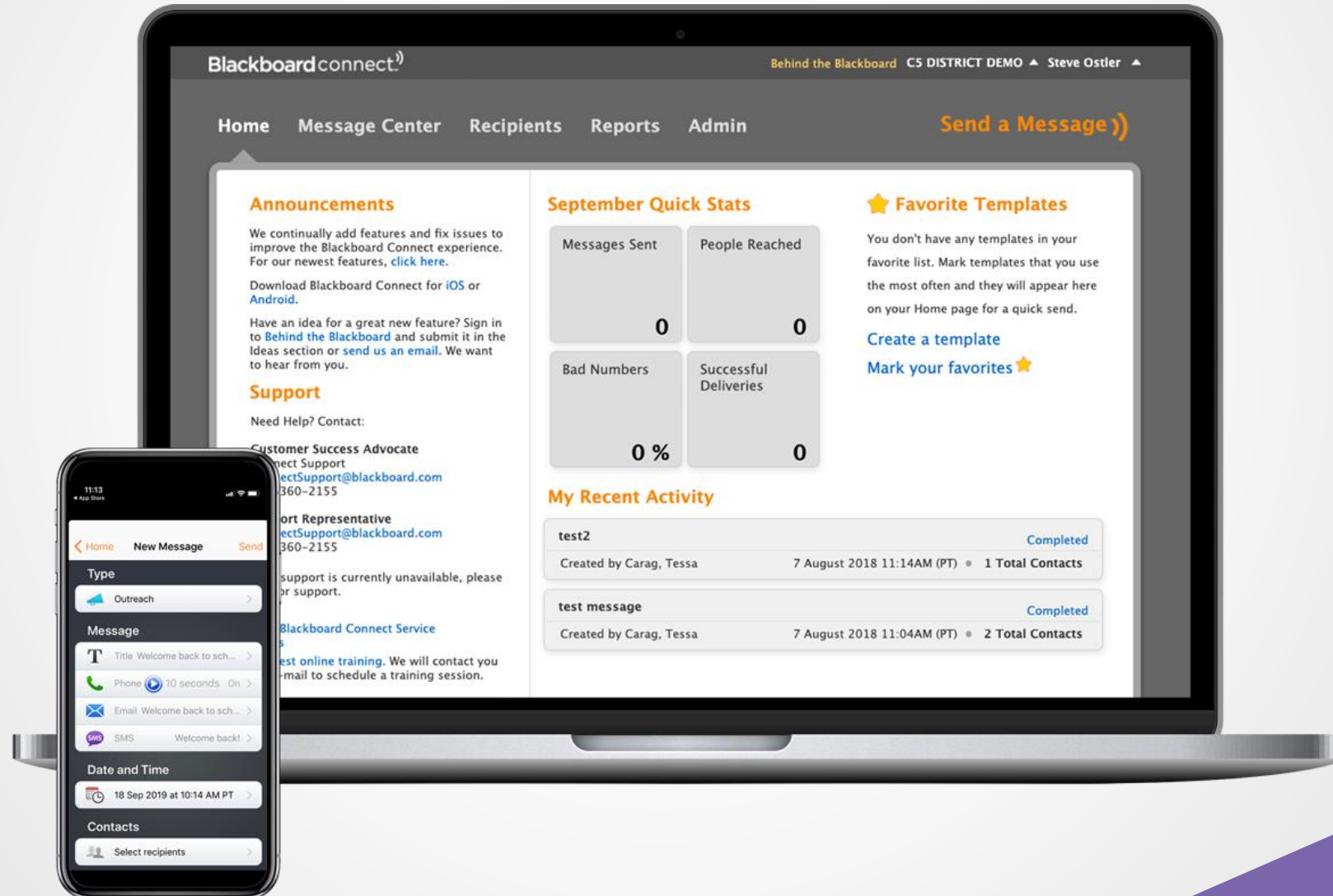


The January launch of our virtual enrollment fairs brought 639 unique page views in just one evening!

Our enrollment pages continue to get noticed, with 10,658 page views since January, and 7,480 unique page views.



Messaging/Mass Notification System



Learning Management System

The screenshot displays the Canvas LMS dashboard. At the top left, the word "Dashboard" is visible. The top right features the Canvas logo and a toggle switch. A vertical sidebar on the left contains navigation icons for Dashboard (highlighted with a red box), Courses, Groups, Calendar, Inbox, Account, and Help. The main content area is divided into three colored cards: an orange card for "Biology 101" (BIO-101, 2015 Fall), a green card for "History 101" (HIST-101B, 2015 Fall), and a blue card for "Intro to Communications" (COMM 1010). Each card includes a gear icon and a row of four icons representing different content types. On the right side, there are three sections: "To Do" with two items ("Turn in Group Assignment" due Oct 5 and "Turn in Video Assignment" due Oct 8), "Coming Up" with four items ("Group Assignment" Monday, "Unit 2 Discussion" Tuesday, "Midterm Assignment" Thursday, and "Video Assignment" Thursday), and "Recent Feedback" with two items ("Pass/Fail" Complete and "Croc O Group Assignment" 10 out of 10). A "View Grades" button is located at the bottom right of the dashboard.

Dashboard

canvas

Dashboard

Courses

Groups

Calendar

Inbox

Account

Help

Biology 101
BIO-101
2015 Fall

History 101
HIST-101B
2015 Fall

Intro to Communications
COMM 1010

To Do

- ✓ Turn in Group Assignment ✕
due: Oct 5 at 11:59pm
- ✓ Turn in Video Assignment ✕
due: Oct 8 at 11:59pm

Coming Up 📅 View Calendar

- ✓ Group Assignment
Monday
- ✓ Unit 2 Discussion
Tuesday
- ✓ Midterm Assignment
Thursday
- ✓ Video Assignment
Thursday

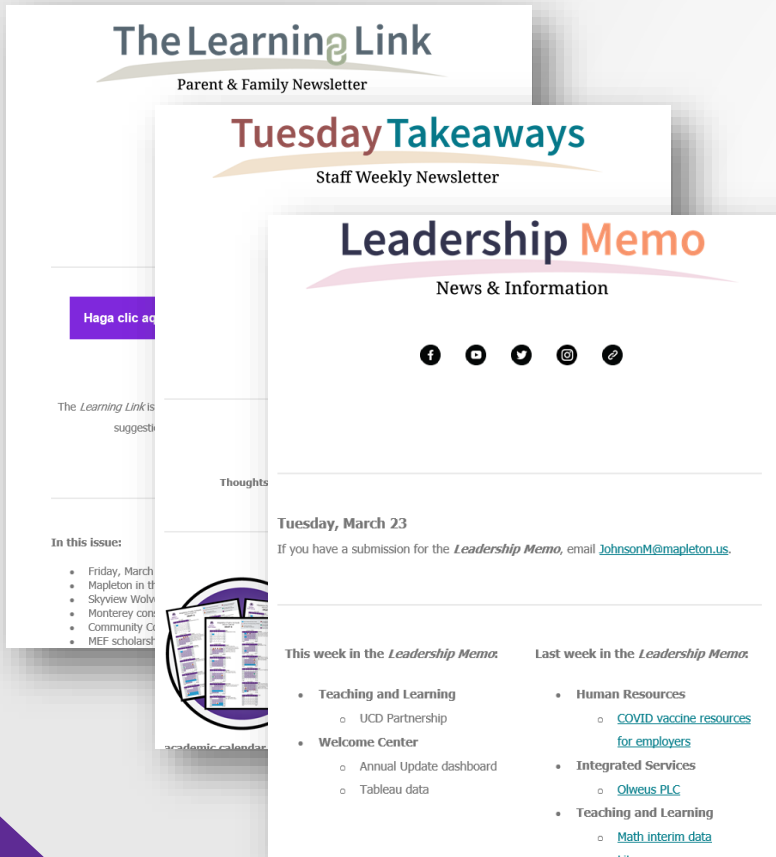
Recent Feedback

- ✓ Pass/Fail
Complete
- ✓ Croc O Group Assignment
10 out of 10

View Grades



Digital Newsletters



Learning Link (Family, Monthly)

- 6,572 recipients
- Average open rate: 40% (*Note: the average open rate for most family newsletters is 30.6%*)
- Average click-through rate: 23% (average)

Tuesday Takeaway (Staff, weekly)

- 1000 recipients
- Average open rate: 52.8% (*Note: the average open rate for most staff newsletters is 28.3%*)
- Average click-through rate: 8.8%



Videos

Mapleton Public Schools
ENROLL TODAY!
In-person & Online Learning
www.mapleton.us
303.853.1780

Mapleton Public Schools, Adams County School District 1
@MapletonPublicSchools · Public School

Home Photos Videos Events More

About See All

- 1 We are committed to raising expectations, providing choices for learning and removing obstacles for all students so that we can guarantee that each student "achieves his or her dreams and enthusiastically contributes to his or her community."
- 1 The mission of Mapleton Public Schools, a community that embraces its children through high performing schools of choice, is to ensure that each student... See More

4,387 people like this
4,755 people follow this
<http://www.mapleton.us/>
(303) 853-1000
Send Message
communications@mapleton.us
Public School
Mapleton Public Schools
mapletonpublicschools
MapletonSchools

Mapleton Public Schools, Adams County School District 1
★ Favorites · Yesterday at 2:34 PM · 📍

Hi! My name is Courtney and I'm part of Mapleton's School and Community Engagement team. I joined the district in July and, like many of you, have been making the most of my virtual view of Mapleton to learn about our schools, meet our staff, and celebrate our students. But it's time to see the sights!

Thanks to the many district-wide health and safety measures, I will be exploring all corners of Mapleton to showcase how learning is done, "The Mapleton Way" in a new series ... See More

Courtney's CORNER
Mapleton Public Schools

6 2 Shares

Like Comment Share

Write a comment...
Press Enter to post.

Videos reach via Facebook

We are Mapleton Public Schools (from Community Conversation #2)

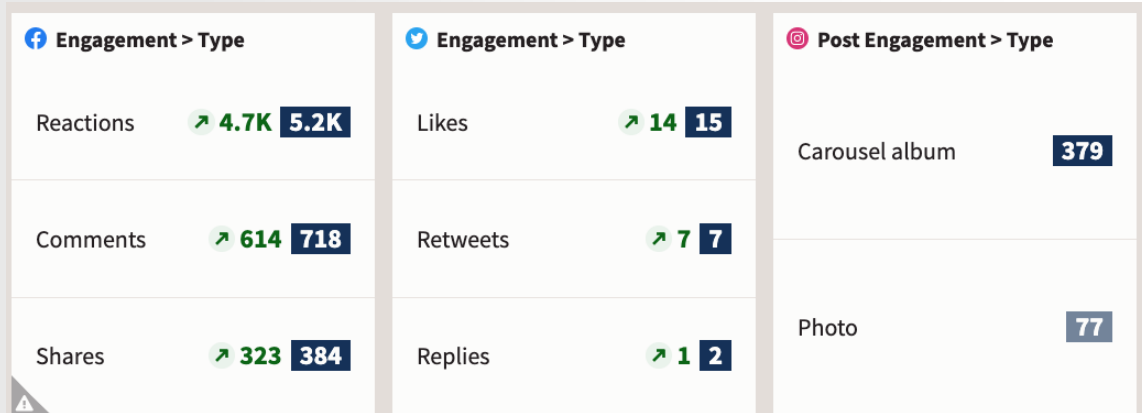
- Reach: 2.2K (303 clicks, 82 reactions, comments, shares)

Gratitude video (from Community Conversation #3)

- Reach: 1.8K (169 clicks, 43 reactions, comments, shares)



Social Media



Facebook (January – today)

- Fans: 4.4K
- Engagements: 5.8K
- Posts: 113
- Reactions: 4.3K
- Comments: 555
- Shares: 290

Best posts based on reactions, comments and shares:

- *York senior earns full ride to Colorado School of Mines – 309 reactions, 92 comments, 25 shares*
- *Mapleton Online senior earns full ride to Colorado School of Mines – 159 reactions, 22 comments, 7 shares*
- *Staff vaccinations – 158 reactions, 11 comments, 5 shares*

Facebook enrollment ads (English/Spanish, Jan. 22-March 22)

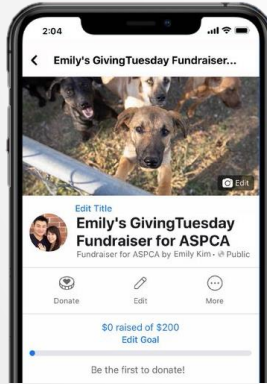
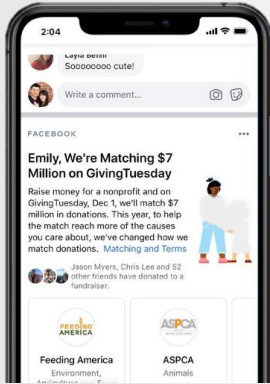
- Reach: 8,889
- Engagement: 3,015



Social Media



Instagram



Twitter:

- Followers: 625
- Engagements: 20↑
- Clicks: 148↑

Most retweets: Snow day

Most likes: York International student receives full-ride scholarship to Colorado School of Mines

Instagram:

- Followers: 1.146
- Engagements: 308↑

Most likes: Staff vaccination (167)

York's Winter Storm Photo Contest (99)



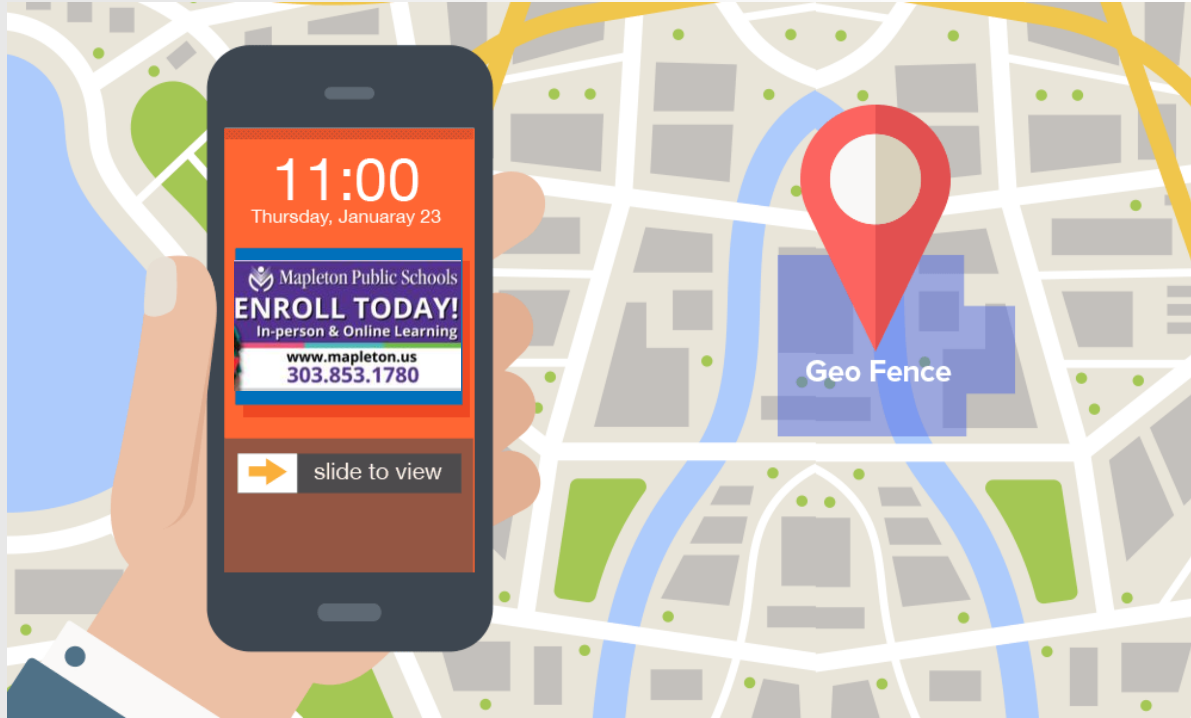
Nextdoor

The screenshot displays the Nextdoor interface for Mapleton Public Schools, Adams County School District 1. The page is divided into several sections:

- Header:** The Nextdoor logo is in the top left. A search bar contains "Search Nextdoor". On the right, there are icons for notifications (with a red '2'), messages, a person icon, and a school district icon.
- Left Navigation Menu:**
 - Home (highlighted in green)
 - Messages
 - Metrics
 - Invite Residents
 - Events
 - Agency
 - Neighborhoods
 - Directory
 - Add Staff Members
 - Help
 - Agency Community
 - Settings
 - Help Center
 - Footer links: Help · Guidelines · Privacy · About · Jobs · Press · Blog
 - © 2021 Nextdoor
- Main Content Area:**
 - Banner:** A purple banner for Mapleton Public Schools with the text "ENROLL TODAY! In-person & Online Learning" and the website "www.mapleton.us | 303.853.1780". It features a photo of two children and the school logo.
 - Agency Name:** "Mapleton Public Schools, Adams County School District 1".
 - Mission Statement:** "The mission of Mapleton Public Schools, an innovative, diverse, and deeply rooted learning community, passionately committed to the uniqueness and potential of each student, is to guarantee that all students can achieve their dreams and See more..."
 - Actions:** "Edit page description" and "Share" buttons.
 - Posting Options:** "Post", "Poll", and "Alert" buttons.
 - Viewing posts from your agency.** A "Filter ..." button is present.
 - Post:** A post from "Mapleton Public Schools, Adams County School District 1" dated "11 Mar" by "Director of School and Community Engagement Melissa Johnson, APR". The text reads: "Join the conversation! Mapleton's virtual town hall conversation is coming up on Tuesday, March 16, at 6 p.m. Our third virtual Community Conversation will be held on Tuesday, March 16, at 6 p.m. This conversation will take place almost one year to the day the pandemic disrupted our routines and changed nearly See more..."
- Right Sidebar:**
 - Map:** A map showing the school district's location in Colorado, with labels for Northglenn, Thornton, Federal Heights, Westminister, Adams City, and Commerce City.
 - Mapleton Public Schools, Adams County School District 1:** "7,758 members" and an "Invite" button.
 - Progress:** A green progress bar indicating "36% of 15,180 households".
 - Neighborhoods:** "31 neighborhoods".
 - Details:** "Edit" button.
 - Contact Info:** Phone: "(303) 853-1000", Email: "communications@mapleton.us", Website: "mapleton.us".



Targeted Communications - Geofencing



Enrollment Communications Geofencing (Jan. 18-present)
Impressions: 62,501
Total clicks: 213 (directly to our enrollment page!)



Print Publications

- The Maple Leaf (quarterly community newsletter)

- A new layout
- Focus on topics to elevate community engagement initiatives
- Mailed to 33,753 households and businesses in Mapleton zip codes.
- Spring issue slated to hit mailboxes in the next few weeks

Mapleton Public Schools
Achieve Your Dreams
www.mapleton.us/MapleLeaf

Maple Leaf

Winter 2021

From the Superintendent Charlotte Clancio

Mapleton's road map to success: Data-driven and family-focused

Data impacts and informs every decision we make in Mapleton. From school enrollment, to test scores, and now COVID-19 incidence rates, we anchor our decisions in what the numbers say about what is happening in our schools, in our neighborhoods, and in our community.

Safety continues to be our top priority in all we do in Mapleton. To keep safety top of mind, we have daily check-ins with epidemiologists from Tri-County Health Department and monitor the COVID-19 data dashboards available on their website (www.wichd.org).

Monitoring data makes it possible for us to confidently open our classrooms for in-person learning every school day. Monitoring data also sometimes compels tough conversations and difficult decisions. We thank you for your partnership and continued diligence as we all do our part to keep our schools open and our community safe and healthy.

Please join our Board of Education on **Tuesday, March 16**, for our virtual Community Conversation to learn more about the work we do in Mapleton and how you can get involved.

Monterey on track to reopen in August!
Now enrolling all grades K-8

The community, the school spirit, and the dedication to excellence will be the same, but so much about Monterey Community School will be new when the doors reopen in August!

Crews are nearing the completion of a \$13.5M renovation, which includes the addition of a middle-school sized gymnasium, a new cafeteria, remodeled hallways and classrooms, and many site circulation and safety improvements. Students will also get to experience creative and imaginative play with Monterey's new Imagination Playground. The renovations were made possible by the community supported 2016 bond and a \$3.7M Building Excellent Schools Today (BEST) grant.

In Spanish, "Monterey" loosely translates to "The King's mountain," which served as the inspiration for the natural materials and cool colors inside the remodeled building. With blue, green, and purple paint and materials mimicking water, wood, stone, and trees students will feel as though they are exploring a mountain, not just walking to class. Ms. Connie Lo, Monterey's school director, said she is excited to welcome returning and new families to tour the new building in August.

MAPLETON FOUNDATION
to great starts here.

Our mission is to nurture the by offering opportunities and on to turn dreams into reality, and to post-secondary education, and extra-curricular programs, in the classroom, and engage full the commitment to last ongoing.

Virtual Community Conversations
Tuesday, March 16 | 6 p.m.

Join the webinar:
<https://us02web.zoom.com/j/8150389251>

Be there. Be heard.

At our next Community Conversation, we will discuss our continued response to the pandemic, summer programming, and Project LEAP – our academic improvement initiative focused on instruction and leadership.

What do you want to talk about? Email communications@mapleton.us and let us know!

Contact:
Elise Kersey kerseye@mapleton.us, 303.853.1033
Thomas Hernandez hernandezt@mapleton.us, 303.853.1045

he was the director of scholarship and work-study efforts in the scholarship process and work with our college/university partners.

your community, engaged and neighbors, and meet it's amazing teachers and by becoming an MIF board member!
To learn more about this opportunity to connect with Mapleton, contact your school director, 303.853.1033 or 1045.

How? By enrolling in the King Soopers Community Rewards Program!
To sign up, visit www.kingsoppers.com/communityrewards

Every time you shop at King Soopers a portion of your bill will be donated to the Foundation.

Mapleton Public Schools
Adams County School Dist 1
7300 N. Broadway
Denver, CO 80221

Mapleton Public Schools
U.S. Postage
PAID 107
Denver, CO
Permit No. 1174

Join us! Call 303.853.1015 or email communications@mapleton.us for more information.



“The value of PR programming is judged ultimately on what people DO when they receive the information that communication disseminates...not just on whether that information was seen or received.”

