



Heatherwood Educational Advisory Team

MINUTES

Monday, May 6, 2024

5 - 6:30 PM

Se ofrece traducción de los materiales de la reunión a español por pedido. Por favor comunicarse con limary.bonilla@bvsd.org.

I. Welcome

Principal Genna Jaramillo welcomed the group.

II. Purpose

Assistant Superintendent Robbyn Fernandez reminded the group of the committee's purpose and reviewed the agenda.

III. Public Comment

No one from the community provided comments to the group.

IV. Connection

Jaramillo led the group through an activity intended to create connection among the members.

V. Intro to Surveying

Ryan Winger from Magellan Strategies gave the group an overview of what is entailed in creating public research surveys. The company will be assisting BVSD with creating and conducting a survey of the Heatherwood community related to declining enrollment. The intent of the survey is to understand what has influenced enrollment decisions among families in the Heatherwood attendance area and what future programs or other experiences might attract families.

VI. Design Thinking process

The committee continued discussions aimed at trying to understand the audience regarding changes that could be made to boost enrollment at the school. Executive Director Harvey Oaxaca explained that the group is trying to find recommendations that work for Heatherwood and BVSD and that work within existing constraints.

The team broke into small groups and discussed a number of prompts related to questions that could be included in the user survey. Each group shared comments and suggestions. Winger collected the feedback and will use it as the survey is developed. The survey will be finalized in the next



week and issued the week of May 13.

VII. Next steps for May 20th

At the next meeting, staff will provide information about topics/suggestions that have come from the community, including transportation, boundary adjustments, preschool and after school care (SAC).

Additionally, the group will discuss ideas for promoting Heatherwood.