

NEWMARKET SKILLS CENTER

NEW MARKET SKILLS CENTER Administrative Council Minutes October 12, 2018

REGULAR ITEMS:

Call Regular Meeting to Order

Chair Joe Belmonte called the meeting to order/flag salute at 11:03 AM
Meeting Location: New Market Skills Center

Administrative Council Members Present: John Bash, Joe Belmonte, Mark Davalos, Kim Fry, Patrick Murphy, Rich Staley, Brian Wharton, North Thurston Public School's CTE Director Brad Hooper for Deb Clemens, and Shelton School District's CTE Director Don Welander for Alex Apostle

New Market Staff Present: Kris Blum, Chris Bradshaw

Scribe: Colleen Bonner

Guests: CTE Directors: Pat Cusack with Olympia School District and Brian Hardcastle with Tumwater School District

Agenda Discussion

Executive Session has been added to the agenda, with a potential Action Item, once Regular Session has resumed.

Council Member Fry moved and Council Member Wharton seconded to approve the Regular Items

CONSENT AGENDA:

Administrative Council Minutes – May 18, 2018

South Sound Counsel Meeting Minutes – May 17, June 21, and August 16, 2018

Skills Center Directors' Meeting Notes – June 11-12 and September 19, 2018

Perkins Annual Review

Next Meeting Dates:

December 7, 2018

March 22, 2019

February 1, 2019 – Rainier School District

May 17, 2019

Council Member Bash moved and Council Member Davalos seconded to approve the Consent Agenda

EXECUTIVE DIRECTOR'S REPORT

Kristen Jaudon, APR – Director, Communications & Public Engagement, ESD 113

Ms. Jaudon reported out on the findings from the Communications Review conducted during the 2017-2018 school year. She stated the highlight of the review was interviewing New Market students and the excitement they showed in being here on the campus. The main objections were narrowed and Ms. Jaudon, along with ESD

113 Superintendent Dana Anderson, felt *perception* was to be the most important. They feel New Market needs to establish a communications plan; brand development is not immediately apparent nor consistent. The logo is good, however, it lacks a certain identity - and the students are an untapped resource. They have amazing stories of what happens on New Market's campus and these should be shared. The students are proud to be here and going public with them will be good for the community and the region. Ms. Jaudon distributed the New Market Skills Center 2018 Communications Review report discussing its highlights. The focus groups' online survey participation was challenging. Those connected to New Market gave positive reviews and those not attending, or not knowing about New Market, were difficult to reach. She, again, stressed her pleasure in talking to those eager to share stories and experiences from the campus and their overwhelming sense of belonging on the campus (Page 7) – which is the general feeling she received when talking to students in the focus group. With the students wanting to promote the school, Ms. Jaudon recommends using social media to incorporate stories and possibly online portfolios, sweatshirts, etc. Council Member Bash asked how students, not attending New Market, hear the voices of those attending and choices they have? He continued stating most districts have CTE programs and New Market tries not to compete and yet, at the same time, offer awareness. Although data does not confirm this, if we dove deeper with additional perception – there is a perception that some schools may discourage students from attending New Market. He asked Ms. Jaudon for her advice on this subject. She stated that she received completely different answers from counselors and students when this question was broached. Counselors reported that they actively promote the New Market programs, appreciate that it is here, and work hard to determine who would be successful attending, whereas students felt overwhelmingly discouraged. Council Member Bash discussed the #1 barrier for sending students to New Market – enrollment – and asked how we address this? Ms. Jaudon explained that this has become a controversial conversation, especially when FTE is discussed. She was surprised to hear students knew what “FTE” is and heard them say, “I just feel like there is money involved with FTE”. They are aware that schools lose money when they attend New Market. The discussion continued around social media with Ms. Jaudon commenting on the importance of staying in-tuned with the most up-to-date platforms as the most effective we are with communications, the better. Council Member Murphy discussed the conflict he feels with sending students to the skills center. From a medium/larger district, he does not consider New Market a school; he considers it an option. Stating that although he does not discourage attendance at New Market, he doesn't want his students to come here, he wants to figure out how to keep them at Olympia's schools. Council Member Bash continued the conversation mentioning that New Market offers something that some districts can't. We are a 10 member consortium with districts that range in size. Districts wouldn't be members if New Market didn't help in some way. He suggested a consult with each individual district to discuss how New Market fits in their strategic plan. Council Member Murphy commented that if New Market doesn't fit, this is a huge problem as when the skills center is directly competing with his district, he will 100% keep students at his schools. Ms. Blum mentioned how the decision to keep the Commercial Graphic Design program open was based on the smaller districts that do not offer the program and that we are looking at data around this program for next year. We could determine new programs to develop by researching district-to-district. Mr. Cusack appreciates the Firefighting program offered at the skills center. This program does not compete with the consortium districts and offers students something different. Council Member Wharton believes some students do better in smaller classroom sizes and there needs to be something beyond the program to attract students. He thinks there are things here at New Market that kids in Yelm would say a traditional school does not fit their needs and a lot of this will not be “program”, but “service”. Ms. Blum agreed that the Skills Center offers a different environment that suites some students.

New Market Skills Center 2018-2019 Calendar

Typically, New Market follows Tumwater School District's calendar. Due to Tumwater's teacher strike, its calendar has changed. With New Market starting school on time, the two calendars will not align this year with the exception of unforeseen inclement weather. Ms. Blum has notified counselors, CTE directors, and principals letting them know that New Market will remain on its original schedule.

Counselor and Administrators' Breakfast – October 18, 2018

An invitation has been extended to principals to join in this year's Counselor Breakfast. The agenda will include the work being done on equivalency crediting.

South Sound Council Kick-Off – October 18, 2018

The annual South Sound Council Kick-Off is scheduled for next week with New Market, North Thurston Public Schools, Olympia School District, Tumwater School District, and Yelm Community Schools participating.

Legislative Issues – Directors' Meeting with Chris Reykdal

Ms. Blum shared the notes of the September 19 Skills Center Directors' meeting whereas State Superintendent Chris Reykdal shared his vision of the future of skills centers. He believes there is a possibility of skills centers evolving into technical schools and does not believe the current school format will be around in 10 years. He offered \$100,000 each for two skills centers to pilot technical high schools, which no one accepted. New Market does not qualify for this pilot since one program must include a Core Plus framework. Skills Center Directors' sent State Superintendent Reykdal away with the knowledge that we have up to 30% special education students with no funding for additional support. He will add this to his budget package proposal. Council Member Bash asked Ms. Blum to please keep the Administrative Council updated.

Ms. Blum discussed certificated staff salaries, stating New Market is not part of the TEA bargaining unit. Approximately 50% of the skills centers, across the state, are represented by the union. They receive special education support, however, may close their doors sooner than those not represented, due to the costs. If New Market staff joined the TEA, it would cost us about an additional \$150,000 for certificated salaries. Last year, our instructors received approximately 8% in salary increases. It is clear that conversations are happening on the campus with regard to what our teachers are receiving and what local districts are receiving.

Minor Works Project – 2019-2021

For the 19-21 biennium, OSPI has dedicated \$5.6 million to skills centers. With each project needing to be \$1 million or less, New Market received eight of its 16 projects submitted.

Cyber Security PM Session – Closed

With trends showing it takes three years to determine whether a program is self-supporting, the Cyber Security enrollment remained too low to keep two sessions open. The PM session was closed.

Fosbre Academy of Hair Design – Business Contract

With the previous beauty school contract for the Shelton and Tumwater locations terminating, we have entered into a contract with Fosbre Academy of Hair Design. We are thrilled with the higher expectations and level of professionalism this business brings to our students. The school is currently located downtown Olympia and the owners are looking for another building. They are currently working with the different government agencies on permitting, etc.

Summer School Enrollment – By District

Student Enrollment – By Program

There was a discussion around the programs with the lowest enrollment. The Commercial Graphic Design instructor is core staff, WSECU's Small Business Startup is on a split FTE contract, and Cyber Security is being offered in high schools. Across the state, schools are applying for grants to startup Computer Science AP programs. Ms. Blum believes our enrollment is steady possibly due to the name "DigiPen" behind it.

Financial Update: Enrollment, Financial Report – To Be Distributed at the Meeting

Chris Bradshaw distributed the Financial Reports to the Council Members. Discussing the August 2017-2018 report, Mr. Bradshaw's believes Tumwater School District has closed out the school year and we, again, show

summer school has helped us out as we ended with an increase in our fund balance. Reminding the Council Members that the Month of September report shows numbers budgeted and includes both the regular school year and summer school, which has been based off of 373 FTE, with the adjustment coming in January. He also included New Market High School. Ms. Blum explained summer school 2018 was budgeted for 100 FTE, and with the actual coming in less, 2019 has been budgeted at 90 FTE. She expecting to see a drop in this summer's enrollment due to the increase to 100 hours of instruction time.

SCHOOL IMPROVEMENT GOALS AND STRATEGIES

School Improvement Plan Data - Update

With most of the work completed last year, Ms. Blum will look at Ms. Jaudon's report for recommendations in continuing with New Market's School Improvement Goals and Strategies. Automatic Skyward emails, sent October 1 for attendance, were well received. Ms. Blum will further her conversations with Ms. Jaudon for going forward with the marketing piece and she will take the information to the campus SLT committee. Council Member Bash suggested Ms. Blum have individual conversations with the consortium Superintendents to discuss this topic. Council Member Murphy would like her to schedule time with Steve Rood and Pat Cusack for this meeting with Olympia School District.

PERSONNEL REPORT

Resignation:

Jennifer Sieritis – Administrative Secretary

Termination:

Jennifer Cheek – Administrative Secretary

New Hires:

Tara Clemmens – Administrative Secretary

Kassandra Ketchum – Administrative Secretary-Marketing

ACTION ITEMS

2018 Summer School Stipends

Historically, New Market has not requested Administrative Council approval for a change in stipends. At Tumwater School District's Human Resources Department's request we are asking for the summer school teachers' and Dean of Student's salaries to be approved. These dollar amounts have not changed in over 10 years.

Council Member Bash moved and Council Member Fry seconded to approve the 2018 Summer School Stipends.

Classified 1.9% COLA – 2018-2019 School Year

Approval is being sought for the 1.9% pass-through COLA for classified staff.

Council Member Wharton moved and Council Member Davalos seconded to approve the Classified 1.9% COLA – 2018-2019 School Year.

EXECUTIVE SESSION

To Discuss the Performance of a Public School Employee RCW 42.30.110 (g)

The Council Members began their Executive Session at 12:30 PM and returned to Regular Session at 12:56 PM

Council Member Bash stated the Administrative Council Members are comfortable with the decision that was determined. He will take the responsibility of comparing administrative salaries with West Sound Tech Skills Center as this seems to be the most similar with New Market.

COUNCIL MEMBER COMMENTS

Council Member Bash welcomed Shelton CTE Director Don Welander.

ADJOURNMENT

The meeting adjourned at 12:58 PM with no further Action taken.

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