

MINUTES
THE ASHEVILLE CITY BOARD OF EDUCATION
SPECIAL MEETING JULY 25, 2013

The Asheville City Board of Education ("Board") held a special meeting at 7:30 a.m., on Thursday, July 25, 2013, in Training Room 203 at the Asheville City Schools Administrative Offices, 85 Mountain Street, Asheville, North Carolina.

Members present were:

Jacquelyn Hallum, Chairperson, presiding
Matt Buys
Peggy Dalman
Leah Ferguson
Precious Folston

Comprising a quorum of the Board
Special Counsel, Chris Campbell
Dr. Bobbie Short, Interim Superintendent Elect
Charlie Glazener

Guest: Kate Pett

CALL TO ORDER

Chairperson Hallum called the special Board meeting to order at 7:35 a.m.

A GENERAL ACCOUNT OF THE SPECIAL MEETING

Executive Director for Community Relations, Charlie Glazener in a collaborative effort with Asheville City Schools Foundation, presented to the Board for their consideration and approval, a proposal to apply for a grant from Z. Smith Reynolds Foundation for a Messaging Plan for the school district.

The Board was made aware of the following:

- Grant amount \$15,000
- Deadline for submitting the grant is August 1, 2013
- Expected award date for grant – October 2013
- The requested amount will be matched with \$5,000 already in the district's budget

A review outlining Z. Smith Reynolds' requirements for applying for the grant was reviewed with the Board.

- Dr. Bobbie Short who will become Interim Superintendent for the school district on August 1, requested to know the degree of certainty that the school district is guaranteed to receive the grant. Mr. Glazener and Kate Pett, Director for ACS Foundation, were very optimistic that the grant will be awarded to the district.
- Board members also wanted to know if the messaging plan will align with the district's marketing plan as outlined in the 2012-2016 Strategic Plan, and can the district anticipate a favorable return in years to come? In addition, the Board requested that they be kept abreast on all the updates pertaining to the grant.

Mr. Glazener shared with the Board that he believes the leadership has the right formula with the messaging plan and mentioned the district's yearly problems with minority families not attending the magnet school open house enrollment as one of the many examples why the district needs the messaging plan. Board Vice-Chair, Peggy Dalman requested to know the process for hiring the consultant and Ms. Pett responded that it will be handled through the RFP process.

After the presentation, the Board took turn in voicing their support for the joint venture and thanked Ms. Pett and the foundation for their support. The Board unanimously approved the proposal and Mr. Glazener was directed by the Board to proceed to the next step needed to apply for the grant.

The Asheville City Board of Education continued their open discussions regarding the superintendent search process for Asheville City Schools. Below is a recap of the specifics that were discussed:

1. Board Chair Hallum provided a brief update on the emails received from potential candidates for the superintendent's position and from firms proposing to represent the district in the search process.
2. Retaining a firm to handle the recruiting process was mentioned to be the first step that the Board will take in the search process.

3. A member of the Board mentioned that the superintendent search is a two-fold process and that the Board should consider involving ACS Foundation as a go between to interact and engage the community and stakeholder groups with this part of the process.
 - Board Chair Hallum agreed that the Board need to engage the community, but obtaining a firm to start the recruitment process should be the first step.

4. Special Counsel, Chris Campbell shared the “What” and “Who” formula for conducting a superintendent search with the Board. He then proceeded to recommend for their consideration, a theoretical timeline for the search process:
 - Application acceptance: October through December 2013
 - Application close date: January 3, 2014
 - Conduct interviews and follow-ups: February and March 2014
 - Announcement of superintendent candidate: April 1, 2014
 - In addition, Mr. Campbell mentioned that conducting interviews and selecting applicants should be the responsibility of the Board not the consultant.

6. The Board chair mentioned that the Board would reference a prioritized criteria list that will include stakeholder input as a guide when reviewing the applications. In addition, it was suggested that the Board utilize the information from the data compiled from the surveys that were conducted to determine the district’s priorities, and that the district’s priorities should be included on the application.
 - Another suggestion was to conduct 3 hour interviews behind closed doors with structured questions for the first-half of the interview and the second-half – free-for-all questions.

7. Board Chair Hallum informed the members that she had been in contact CFO, Donna Watson regarding the budget for the superintendent search process.
 - Feedback on Timeline
 - Feedback on the first step needed for the process
 1. Timeline
 - Dr. Bobbie Short told the Board that the sooner a timeline is established – the more secure the public will feel about the superintendent’s position
 - Director for the ACS Foundation, Kate Pett shared with the Board the foundation’s willingness to be supportive and that they will facilitate meetings similar to the balance calendar meetings
 - Dr. Bobbie Short assured the Board that she would remain in her role as interim superintendent until the district hires a permanent superintendent to lead the district, because the district needs to feel the permanency of the superintendent’s role during the interim transition.
 - Board Chair Hallum and member, Precious Folston will draft a timeline allowing for input. The draft timeline if ready, will be reviewed at the August 7, 2013 Board Special Meeting.

- An administrator responded to a question regarding the needs of the community, and reminded the Board of the data that was collected during the strategic process.
- A question on how the Board will handle community and stakeholder groups input regarding the characteristics of the potential candidate was raised. In addition, the contrast was made that even though the data collected during the strategic plan process is good, the subject matter is different and some level of community engagement on the “what and “who” is equally important to which, Board Chair Hallum concurred. Also, it was mentioned that the firm selected for the recruiting will also handle that aspect of the process.
- A suggestion was voiced that stakeholder input should be a separate process and that it should be assigned to someone or another group. In addition, considerations were directed towards utilizing the district’s in-house resources to help minimize the cost.
- Chris Campbell proposed to the Board that a task force be formed and that they would be responsible for putting together recommendations to address the specific areas for the search process and report back at the August 7th meeting.
Proposed Task Force Committee Members:
 - Board Chair Hallum and Board member, Precious Folston
 - Interim Superintendent, Dr. Short
 - Executive Director for Community Relations, Charlie Glazener
 - ACS Foundation Director, Kate Pett
 Proposed assignments for the Task Force Committee
 - Search Firm
 - Timeline
 - Search process
 - Stakeholder input
- Board Chair Hallum requested that members of the Board and the of the task force send her the following information by Thursday, August 1, 2013:
 - Important characteristics of a search firm
 - What the Board would like the search firm do, including other Board members and staff
- Administrative Assistant, Jackie Taylor will schedule a meeting for the Task Force to meet after receiving the responses on the information requested by August 1st
- Charlie Glazener will draft a Blurb for the district’s web site to formally announce the Board’s intentions to conduct a search for a search firm to handle the recruitment process for the new superintendent. Mr. Glazener will also put together communications pertaining to search firms that will be reviewed and discussed at the August 7th meeting.
- It is the intention of the Board to have in place by September 2013, a search firm that will handle the superintendent search process.

Chris Campbell reviewed with the Board a working draft copy of an Investigation Protocol procedure that was developed by Asheville City Schools and Buncombe County Schools' Student Services and attorneys and by Campbell Shatley. The working document will be forwarded to different law enforcement channels and DSS for additional proofing.

Mr. Campbell requested that the Board provide him with feedback about the investigation protocols document by Monday, July, 2013 after which, it will be sent to the District Attorney's office to be finalized. Also, on Wednesday, August 14, 2013 at 2:30 pm – 4:30 pm, Campbell Shatley, DA's office, SRO's and DSS will be conducting a joint training with Asheville City Schools and Buncombe County Schools' administrators at WRESA and the Board is invited to attend.

CLOSED SESSION

At 9:10 a.m., Precious Folston made a motion to go into closed session pursuant to Sections 143-318.11(a)(1) of the General Statutes of North Carolina, to prevent the disclosure of privileged and confidential personnel information pursuant to G.S. 115C-319-321 of the General Statutes of North Carolina. The motion was seconded by Leah Ferguson and carried.

At 9:50 a.m., the Board returned to open session.

ANNOUNCEMENT

Board Chair Hallum announced that the district will host a celebration for Isaac Dickson Elementary School at the Grant Center on Tuesday, August 27, 2013 at 4:30 p.m.

ADJOURNMENT

The special meeting was adjourned at 9:55 a.m.

Jacquelyn Hallum, Chairperson

Peggy Dalman, Vice-Chair