

**CENTRAL BUCKS SCHOOL DISTRICT  
SCHOOL BOARD MEETING**

**September 24, 2012**

The Central Bucks Board of School Directors held its meeting on Monday, September 24, 2012 in the Board Room of the Educational Services Center. Mr. Faulkner called the meeting to order at 7:38 p.m., followed by the Pledge of Allegiance. Mr. Faulkner announced that the Board met in Executive Session to discuss legal matters regarding a class action lawsuit in which the district is the plaintiff.

**ROLL CALL**

**Board members present:**

Stephen A. Corr	
James R. Duffy	
Paul B. Faulkner	President
Joseph M. Jagelka	
Geryl D. McMullin	Vice President
R. Tyler Tomlinson	
Jerel P. Wohl	

**Board members absent:**

John H. Gamble  
Kelly E. Unger

**Also present:**

Dr. David P. Weitzel	Assistant Superintendent for Elementary Education
Dr. Nancy B. Silvious	Assistant Superintendent for Secondary Education
Gilbert R. Martini, Jr.	Director of Human Resources
David W. Matyas	Business Administrator
Dale D. Scaforo	Director of Student Services
Edward V. Sherretta	Director of Technology
Jeffrey P. Garton	Solicitor
Sharon L. Reiner	School Board Secretary

**APPROVAL OF MINUTES**

Upon a motion by Mr. Duffy, seconded by Mr. Corr, with all members present voting aye, except Mrs. McMullin who abstained, the minutes of the September 11, 2012 school board meeting were approved as submitted.

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**SUPERINTENDENT'S REPORT**

PDE Comprehensive Plan. Dr. David Weitzel, Assistant Superintendent for Elementary Education, presented the PDE Comprehensive Plan to Board members. Dr. Weitzel provided an overview of the new plan; reviewed the differences between the previous Strategic Plan and the new Comprehensive Plan; and provided a timeline. The previous six-year Strategic Plan expired June 30, 2012. Once the Comprehensive Plan, a three-year plan, has been submitted and approved by PDE, it will take effect July 1, 2013. PDE has provided the district and school level planning tools to facilitate this planning process. The intended outcome of the three-year plan is that it will support our goal of continuous improvement within the district and be in compliance with the state-mandated planning requirements. There will be a series of meetings in September and October with the Superintendent and district committee members. The plan will be posted to the CBSD website at the end of October for the community to view. The Comprehensive Plan will be submitted to the Board for approval on November 27, 2012 and forwarded to PDE on November 29, 2012.

Healthy Food Choices. Mr. Craig Linn - General Manager, and Leah Gourley - Food Service Director, presented an overview of Aramark's food service program, menus, and the marketing and promotions at the various schools. A recap of goals, a financial update, accomplishments, and plans for this current school year were also highlighted. Alicia Kent - Senior District Manager, discussed the Healthy Hunger-Free Kids Act of 2010. Through this Act the USDA is making the first major changes in school meals in 15 years to help ensure a healthier generation of children. Beginning in the 2012-2013 school year a fruit or vegetable must be taken in order to make a reimbursable meal. Some additional changes are that half of the grains offered need to be whole grains; flavored milks must be fat free; sodium levels will be decreased; and new nutrient levels will be age/grade group specific. The new changes will require some time for the public to become familiar with.

**PUBLIC COMMENT (ACTION ITEMS)**

There was no Public Comment for Action Items.

**TREASURER'S REPORT**

Upon a motion by Mr. Corr, seconded by Mr. Tomlinson, with all members present voting aye, the Treasurer's Report for August 2012 was approved.

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**RECOMMENDATIONS FOR ACTION**

**Ratification of Investments for the Month of August 2012.** Upon a motion by Mr. Corr, seconded by Mr. Jagelka, with all members present voting aye, the following investments were ratified.

**General Fund**

Category	Purchase Date	Principal	Maturity Date	Rate	Yield	Bank Name
PLIGHT CD	8/14/2012	\$248,000.00	5/13/2013	0.45%	\$831.65	Bank of China, New York
PLIGHT CD	8/14/2012	\$248,000.00	5/13/2013	0.40%	\$739.24	Privatebank & Trust Co.
PLIGHT CD	8/14/2012	\$248,000.00	5/13/2013	0.40%	\$739.24	Bank of The West, San Francisco
PLIGHT CD	8/16/2012	\$248,000.00	8/16/2013	0.50%	\$1,240.00	Israel Discount Bank of New York
Bank CD	8/27/2012	\$100,002.74	8/27/2013	0.50%	\$500.01	Hatboro Savings and Loan
MBS CD	8/1/2012	\$245,000.00	11/1/2013	0.65%	\$1,993.90	FirstBank PR Santurce(Puerto Rico)
<b>TOTALS</b>		<b>\$1,337,002.74</b>			<b>\$6,044.05</b>	

**Capital Fund**

**Transportation Bucket**

Category	Purchase Date	Principal	Maturity Date	Rate	Yield	Bank Name
Bank CD	8/12/2012	\$40,012.55	10/12/2012	0.27%	\$18.05	TD Bank
Bank CD	8/24/2012	\$670,000.00	10/23/2012	0.27%	\$297.37	TD Bank
<b>TOTALS</b>		<b>\$710,012.55</b>			<b>\$315.42</b>	

**Technology Bucket**

Category	Purchase Date	Principal	Maturity Date	Rate	Yield	Bank Name
Bank CD	8/7/2012	\$437,476.26	10/8/2012	0.27%	\$200.64	TD Bank
Bank CD	8/12/2012	\$320,096.99	10/12/2012	0.27%	\$144.44	TD Bank
<b>TOTALS</b>		<b>\$757,573.25</b>			<b>\$345.08</b>	

**Payment of Bills** Upon a motion by Mr. Corr, seconded by Mr. Jagelka, with all members present voting aye, the payment of bills for August 2012 in the amount of \$131,504,909.10 were approved.

**Approval of Final Budgetary Transfers for Fiscal Year 2011-2012.** Upon a motion by Mr. Corr, seconded by Mr. Wohl, with all members present voting aye, the following budgetary transfers for Fiscal Year 2011-2012 were approved.

FROM: 2600 - 300 Business - Purch Professional Services 10,000  
TO: 2600 - 100 Business - Salaries 10,000

Reallocate funds within the Business Office function.

FROM: 2700 - 400 Transportation - Purch Property Services 35,000  
2700 - 600 Transportation - Supplies 238,300  
TO: 2700 - 100 Transportation - Salaries 80,500  
2700 - 211 Transportation - Benefits 35,500  
2700 - 500 Transportation - Other Purch Services 157,300

Reallocate funds within the Transportation function.

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FROM:	1600 - 400	Continuing Education - Purch Property Services	1,700	
	1600 - 600	Continuing Education - Supplies	1,800	
	3300 - 100	Community Services - Salaries	20,000	
	3200 - 200	Secondary Student Activities - Fringes	35,000	
TO:	1600 - 100	Continuing Education - Salaries		13,400
	1600 - 200	Continuing Education - Fringes		10,100
	3200 - 600	Secondary Student Activities - Supplies		28,000
	3200 - 700	Secondary Student Activities - Property		7,000

Reallocate funds within the Community School and Student Activity Fund.

FROM:	1400 - 100	Alternative Ed - Salaries	2,500	
	1200 - 300	Special Education - Purch Professional Services	15,000	
	1200 - 600	Special Education - Other Purch Services	95,000	
TO:	1400 - 200	Alternative Ed - Fringes		3,000
	1400 - 300	Alternative Ed - Purch Professional Services		37,000
	1400 - 600	Alternative Ed - Other Purch Services		72,500

Reallocate funds within the Alternative Ed and Special Education function.

FROM:	2800 - 300	Support Services - Purch Professional Services	18,000	
TO:	2800 - 100	Support Services - Salaries		18,000

Reallocate funds within the Alternative Ed function.

FROM:	5100 - 800	Debt Service - Interest	1,132,000	
	6000 - 800	Budget Reserve- Contingency	35,000	
TO:	5130 - 800	Refund of Prior Year Receipts		1,000
	5100 - 900	Debt Service - Principal		1,166,000

Reallocate funds within Debt Service & Contingency to match actual expenditures.

Approve a Change Order to Centre Point Contracting to Repair the Bus Canopy at Unami Middle School in the amount of \$65,978.03. Upon a motion by Mr. Duffy, seconded by Mr. Corr, with all members present voting aye, the change order to Centre Point Contracting to repair the bus canopy at Unami Middle School in the amount of \$65,978.03 was approved.

School Board Policies (first read). Upon a motion by Mr. Corr, seconded by Mr. Duffy, with all members present voting aye, School Board Policy 829 – Personal Electronic Communication Devices was tabled for further review by the Curriculum Committee.

School Board Policies (second read). Upon a motion by Mr. Corr, seconded by Mrs. McMullin, with all members present voting aye, School Board Policy 209.1 – Control of Pediculosis (Head Lice) was brought back to the table. Mr. Tomlinson wanted *Certified School Nurse/Staff Nurse* added in sentence #8 (*If any nits are found upon re-admittance to school the student will be rechecked by the Certified School Nurse/Staff Nurse in 7-10 days.*) to reflect the discussion at the Curriculum Committee meeting. Upon a motion by Mr. Corr, seconded by Mrs. McMullin, with all members present voting aye, School Board Policy 209.1 – Control of Pediculosis (Head Lice) was approved as amended. (Attachment A).

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Personnel Items

**Resignations.** Upon a motion by Mr. Duffy, seconded by Mrs. McMullin, with all members present voting aye, the following Resignations were approved.

<u>Name</u>	<u>Position/School</u>	<u>Effective Date</u>
Linda Beck	Library Teaching Assistant/Gayman	9/7/12
Kristin Ashley Lamarra	Personal Care Assistant/Bridge Valley	9/21/12

**Approval of Unpaid Leave of Absence.** Upon a motion by Mr. Duffy seconded by Mrs. McMullin, with all members present voting aye, the following Unpaid Leave of Absence were approved.

*Karen Becker* a Special Education teacher at Central Bucks High School - West from August 29, 2012 until January 31, 2013. This leave was requested for maternity/child rearing purposes in accordance with the Family Medical Leave Act.

*Lauren Lamper* an Elementary teacher at Mill Creek Elementary School from January 2, 2012 until August 2013. This leave was requested for maternity/child rearing purposes in accordance with the Family Medical Leave Act.

**Extension of Unpaid Leave of Absence.** Upon a motion by Mr. Duffy, seconded by Mrs. McMullin, with all members present voting aye, the following Extension of Unpaid Leave of Absence was approved.

*Sarah Falcone* an Elementary teacher at Jamison Elementary School from November 1, 2012 until August 2013. This extension of leave was requested for child rearing purposes.

**Appointments.** Upon a motion by Mr. Duffy, seconded by Mrs. McMullin, with all members present voting aye, the following Appointments were approved.

<u>Name</u>	<u>Position/School</u>	<u>Rate</u>	<u>Effective Date</u>
Ann Marie Bottino	Basic Skills/Instructional Asst/Buckingham	\$13.60/hour	9/4/12
Susan Bradley	Instructional Assistant/Groveland	\$13.60/hour	9/18/12
Susan Ernigiotti	Instructional Assistant/Title 1/Groveland	\$13.60/hour	9/18/12
Noel Kress	Special Education Assistant/Buckingham	\$13.60/hour	9/7/12
Kimberly Malone	Instructional Assistant/Title 1/Groveland	\$13.60/hour	9/18/12
Sharon Ranno-Pliego	Duty Assistant/Lenape	\$11.90/hour	9/4/12
Tracey Rose	Duty Assistant/Lenape	\$11.90/hour	9/10/12
Marguerite Rybur	Duty Assistant/Unami	\$11.90/hour	9/7/12
Kimberly Seidel	Duty Assistant/Tamanend	\$11.90/hour	9/12/12

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**Approval of Long-Term Substitute Teachers.** Upon a motion by Mr. Duffy, seconded by Mrs. McMullin, with all members present voting aye, the following Long-Term Substitute Teachers were approved.

<u>Name</u>	<u>Position/School</u>	<u>Salary</u>	<u>Effective Date</u>
Bridget Fox	(.46) Librarian/Gayman/Bridge Valley	\$20,303/annum	9/11/12 until the end of the 2012-13 school year
David Paul Smith	(.56) Special Ed teacher/Holicong	\$27,941/annum	8/29/12 until the end of the 2012-13 school year
Alicia Tagye	Special Ed teacher/Warwick	\$22,408/annum	8/29/12 until the end of the 2012-13 school year

**Approval of Long-Term Per Diem Substitute Teachers.** Upon a motion by Mr. Duffy, seconded by Mrs. McMullin, with all members present voting aye, the following Long-Term Per Diem Substitute Teachers was approved.

<u>Name</u>	<u>Position/School</u>	<u>Salary</u>	<u>Effective Date</u>
Catherine Pang	Special Education teacher/Tohickon	\$180/day	9/4/12

**Approval of Community School Staff.** Upon a motion by Mr. Duffy, seconded by Mrs. McMullin, with all members present voting aye, the following community school staff were approved at the positions and rates indicated.

Hunter Baskerville	Assistant Coach	\$13.90/hour
Cassidy White	Swim Instructor	\$ 7.75/hour

**Approval of Per Diem Substitute Teachers.** Upon a motion by Mr. Duffy, seconded by Mrs. McMullin, with all members present voting aye, the following Per Diem Substitute Teachers were approved at the salary of \$90 per day, greater than 40 days \$105 per day, for the 2012-2013 school year.

Kevin Adie	Katlyn DiGiuseppe	Denise Leutwyler	Erica Schaefer
Terese Agee	Kathleen Donahoe	Kimberly Locovare	Margaret Schatz
Annemarie Allen	Hilary Donahue	Christopher Maddish	Christie Schmidt
Greg Altmeier	Loryn Doneson	Kathleen McGeehan	Amanda Shaw
Sheila Arnott	Lauren Dopson	Leah McKale	Lisa Sherman
Jason Auritt	Pam Dragotta	Amanda McLane	Michael Sherwood
Kathryn Baker	Sue Durkin	David McMahan	Amie Siegfried
Joseph Becker	Teresa Earles	Andrea Mehling	Kelly Sinn
Jenna Beistline	Caitlyn Emrich	Barbara Meier	Elaine Skurnowicz
Kaitlyn Benner	James Ertel	William Meier	Samantha Slifer
Katherine Bolger	Elizabeth Festa	Mary Mertens Skopowski	Kristen Smith
Andrew Bortz	Jack Fitzgibbons	Cassandra Miller	Nicole Smith
Patricia Bowes	Michelle Flynn	Lee Miller	Christine Sowers
Nicole Brady	Nicole Foraker	Helen Mitchell	Bridget Spurduto

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Mary Brandenberger	Amy Fosberg	Joanne Mitchell	Jessica Spiegler
Denielle Brodhead	James Gallagher	Lucyann Moore	Theresa Spierto
Kristen Brown	Mary Frances Gordon	Patricia Moore	Marie Sprenger
Thomas Brown	Kristina Gregory	Diane Morgan	Caitlin Stein
Jeffrey Bucholtz	Christina Gumble	Tracy Moser	Adrian Stoffregen
Gwendolyn Burchill	Kathryn Hano	Kevin Mueller	Theresa Strocen Bates
Kevin Butz	Kelly Hartley	Emily Munoz	Garret Szagola
Sarah Castronuovo	Annmari Haugher	Elizabeth Myers	Karen Szczesniak
Ellen Christoff	Carol Hepp	David Nevius	Allison Theis
Katelyn Cipressi	Nancy Hniedziejko	Elizabeth Nolan	Christine Thieme
Sam Clark	Lynsey Huffman	Eileen O'Hagan	Rebecca Tkacs
Douglas Clemens	Crystal Hunter	Denise Palma	Erin Topley
Stephen Cocca	Christine Jefferson	Catherine Peifer	Ashley Traffican
Jeffrey Colarusso	Ashley Kapuscinski	Sondra Rauch	Dawn Van Rijn
Briana Conboy	Raymond Keck	Mariellen Reiniger Heffner	Kathleen Vega
Tana Connolly	Marsha Kelso	Christine Rohr Thompson	Daniel Vesay
Stacey Cronin	Elizabeth Kiefer	Stacy Rolland	Bernard Wasserman
Darlene Crumley	Mary Kiersnowski	Lindsay Rosenberg	Elizabeth Weinseimer
Kurt Cziriak	Michael Koppel	Barry Roth	Jennifer Weiss
Sharmaine Dacosta	Danielle Korhonen	Lauren Roth	Mary Whittle
Joan Daly	Eileen Larkin	Lisamarie Rubino	Andrea Wolfe
James Davis	Alexsandria Larson	Jonathan Rudolph	Caitlin Wolfinger
Charlotte DeJesus	Danielle Latronica	Michael Sautner	

**Approval of Homebound Instructors.** Upon a motion by Mr. Duffy, seconded by Mrs. McMullin, with all members present voting aye, the following persons were approved as Homebound Instructors at a salary rate of \$29 per hour, plus mileage for the 2012-2013 school year.

Sheila Arnott	Tana Connolly	Christine Jefferson	Samantha Slifer
Greg Altmeier	Stacey Cronin	Mary Kiersnowski	Kristen Smith
Jenna Beistline	Joan Daly	Christopher Maddish	Christine Sowers
Denielle Brodhead	Jack Fitzgibbons	Elizabeth Myers	Jessica Spiegler
Thomas Brown	Michelle Flynn	Erica Schaefer	Elizabeth Weinseimer
Jeffrey Colarusso	Crystal Hunter	Amie Siegfried	Andrea Wolfe

**Approval of Per Diem Substitute Educational Assistants, Substitute Custodians, and Substitute Bus Drivers.** Upon a motion by Mr. Duffy, seconded by Mrs. McMullin, with all members present voting aye, the following persons were approved as Substitute Educational Assistants, Substitute Custodians, and Substitute Bus Drivers at a rate of \$63 per day/\$13.00 per hour/\$18.80 per hour for the 2012-2013 school year.

Substitute Educational Assistants

Cheryl Glitzer      Lois Wegfahrt

Substitute Custodians

Blake Duncan

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Substitute Bus Drivers

James Annan  
Lewis Berkowitz  
Barb Foley  
James Grover  
William McBride  
Frances Mullen

**Student Items**

**Approval of Central Bucks High School – East French AP Class to travel to New York on November 7, 2012.** Upon a motion by Mr. Corr, seconded by Mrs. McMullin, with all members present voting aye, approval was granted for the Central Bucks High School – East French AP Class to travel to New York on November 7, 2012. Students will travel to the American Airlines Theatre in New York. Cyrano de Bergerac ties in to almost all of the strands for the AP curriculum. Approximately 54 students and 3 teachers will travel to New York. The cost of the trip for each student is \$70.00 and fundraisers by the French Club have been set up to defray student cost.

**Approval of Central Bucks High School – South Modern World History Class to travel to Washington D.C. on November 14, 2012.** Upon a motion by Mr. Corr, seconded by Mrs. McMullin, with all members present voting aye, approval was granted for the Central Bucks High School – South Modern World History Class to travel to Washington D.C. on November 14, 2012. Students will visit the National Mall and Arlington Cemetery. The Bucks County Vietnam Veterans sponsor a yearly Veterans Day trip to Washington, D.C. in order to learn the history of U.S. government and military actions. Students will have first-hand contact with Veterans and hear their personal stories. Approximately 100 students and 4 teachers will travel to Washington, D.C. The cost of the trip for each student is \$40.00 and funds are available for those unable to pay.

**Approval of Central Bucks High School – West Choir to travel to Washington, D.C. Dates are January 20-21, 2013.** Upon a motion by Mr. Corr, seconded by Mrs. McMullin, with all members present voting aye, approval was granted for the Central Bucks High School – West Choir to travel to Washington, D. C. from January 20-21, 2013. Students will perform at the Cathedral of St. Matthew on Sunday and be present to experience the Presidential Inaugural Events. Approximately 35 students, 1 teacher and 3 chaperones will travel to Washington, D.C. The cost of the trip is \$200.00 per student and fund-raisers have been set up to defray student cost.

**Approval of Central Bucks High School – East Cheerleading Team to Travel to Orlando, FL. Dates are February 8-12, 2013.** Upon a motion by Mr. Corr, seconded by Mrs. McMullin, with all members present voting aye, approval was granted for the Central Bucks High School – East Cheerleading Team to attend The Universal Cheerleading Association's annual national cheerleading competition in Orlando, FL from February 8-12, 2013. The group will depart on Friday, February 8, 2013 and return on Tuesday, February 12, 2013. Students will miss three days of school. Approximately 16 students and 4 chaperones will travel to Florida. The cost of the trip per athlete will be approximately \$700.0 and fund-raisers will offset most of the cost to students.

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**Approval of Central Bucks High School – West Choir to Travel to Orlando and Tampa, FL. Dates are May2-5, 2013.** Upon a motion by Mr. Corr, seconded by Mrs. McMullin, with all members present voting aye, approval was granted for the Central Bucks High School – West Choir to travel to Orlando and Tampa, FL from May 2-5, 2013. Students will be performing at various venues as well as sightseeing and participating in local activities combining animal conservation and music. The students will miss Thursday and Friday from school. Approximately 100 students and 15 chaperones will be attending. The approximate trip cost of \$1150.00 will be collected from all students who are participating. Fund-raisers have been set up to defray student cost.

**Staff Conferences**

**Approval of Staff Conferences 2012-2013.** Upon a motion by Mr. Corr, seconded by Mr. Wohl, with all members present voting aye, the following staff conferences were approved. Attendance at these conferences are funded through grant money.

Name	Area	Dates	Conference name	Location	General		Totals
					Fund	Grants	
Bauer, Todd	Adminstrator	9/18 & 9/27	PDE TEP	BCIU		20	
Brereton, Joseph	Adminstrator	9/18 & 9/27	PDE TEP	BCIU		20	
Davidhelser, Scott	Adminstrator	9/18 & 9/27	PDE TEP	BCIU		20	
Donovan, Tim	Adminstrator	9/18 & 9/27	PDE TEP	BCIU		20	
Funseth, Karl	Adminstrator	9/18 & 9/27	PDE TEP	BCIU		20	
Leatherbarrow, Cheryl	Adminstrator	9/18 & 9/27	PDE TEP	BCIU		20	
Gavin, Nadline	Adminstrator	9/18 & 9/27	PDE TEP	BCIU		20	
Kahley, Jeanann	Adminstrator	9/18 & 9/27	PDE TEP	BCIU		20	
Marton, Kevln	Adminstrator	9/18 & 9/27	PDE TEP	BCIU		20	
Mlles, William	Adminstrator	9/18 & 9/27	PDE TEP	BCIU		20	
Reltano, Marla	Adminstrator	9/18 & 9/27	PDE TEP	BCIU		20	
Silvlous, Nancy	Adminstrator	9/18 & 9/27	PDE TEP	BCIU		20	
Weltzel, David	Adminstrator	9/18 & 9/27	PDE TEP	BCIU		20	
Wychock, Karen	Adminstrator	9/18 & 9/27	PDE TEP	BCIU		20	
<b>Totals this meeting</b>						<b>280</b>	<b>280</b>

**REPORTS AND INFORMATION**

Mr. Faulkner commented that the Communications Committee meeting minutes were included in this agenda. (Attachment B).

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PUBLIC COMMENT (*Topics appearing in these minutes are taken directly from the sign up sheet*)

Mary Beth McCabe commented on a school bus accident; Joe McNulty commented on middle school efficiency.

ADJOURNMENT

Upon a motion by Mr. Corr, seconded by Mr. Jagelka, with all members present voting aye, the meeting was adjourned at 8:55 p.m.

Respectfully submitted,



Sharon L. Reiner  
School Board Secretary

CENTRAL BUCKS  
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SECTION: PUPILS

TITLE: CONTROL OF PEDICULOSIS  
(HEAD LICE)

ADOPTED: July 23, 2002

REVISED: September 24, 2012

209.1. CONTROL OF PEDICULOSIS (HEAD LICE)	
1. Purpose	In an effort to control for outbreaks of head lice infestations among its students and to keep parents/guardians well-informed, the Board authorizes its employees to perform screenings on those children who are affected and notify the parents/guardians.
2. Guidelines	<p>Whenever head lice are detected, the following procedures shall be followed:</p> <ol style="list-style-type: none"> <li>1. Child's parent/guardian will be notified.</li> <li>2. Child will be excluded from school until proper treatment is given and the Certified School Nurse/Staff Nurse determines there is no active infestation.</li> <li>3. Instructions for treatment for live lice and viable nits will be provided to the parent/guardian.</li> <li>4. A letter will be sent home to all parents/guardians advising them that head lice was detected.</li> <li>5. Following proper treatment, the child may return to school for reexamination.</li> <li>6. The Certified School Nurse/Staff Nurse will assess whether an infestation is active or inactive based on finding crawling insects, or nits that are within a half inch (1/2) of the scalp.</li> <li>7. Parents/Guardians will be advised of further strategies for control of head lice among other family members and friends.</li> <li>8. If any nits are found upon re-admittance to school the student will be rechecked by the Certified School Nurse/Staff Nurse in 7-10 days.</li> <li>9. If active cases continue in any classroom or school, more extensive measures may occur.</li> </ol>

**Communications Committee Meeting Minutes  
September 5, 2012 7pm  
20 Welden Drive**

**In Attendance;** Board members Kelly Unger, Paul Faulkner, Jim Duffy, Geri McMullin, Tyler Tomlinson, John Gamble, Joe Jagelka, Administrators Amanda Mumford, Jeanann Kahley, Kevin Shillingford, Jason Bucher, Community Relations rep Carol Counihan, and Dr. Rod Green via Skype. Board member Jerel Wohl was dealing with a death in the family and Stephen Corr was traveling.

**Paul Faulkner**, Board President, opened the meeting, thanked everyone for attending and announced that the board members who would sit on this committee would be Kelly Unger, Joe Jagelka, Jerel Wohl and himself. He also announced that Kelly Unger would be the Chairperson of this committee and turned the meeting over to her.

**Public Comment**, Since this was the first meeting and the purpose was to brainstorm and discuss ideas, Kelly Unger asked if we could defer public comment until later in the meeting after board members and administrators had the opportunity to speak. Then the public would be welcome to add their input and comment on what was discussed.

Kelly Unger asked board members to talk about their vision and mission for this committee and then there would be discussion after that.

**Kelly Unger** started and presented that, in her opinion, the task of the committee initially was to answer two questions; 1) what current channels of communication do we have now and what would we like to add, and 2) what should we be doing to maximize those channels/what do we put in those channels? She identified 6 channels and thought 4 needed to be added and that the real issue was maximizing utilization of those channels.

**Paul Faulkner** discussed the realities of social media and that we need to adapt to those realities. He also said it is important for the district to get its message out in quickly.

**Jim Duffy** agreed with what Paul Faulkner said and reiterated communicating on line.

**Geri McMullin** said that she would like for the district to focus on telling good stories about the wonderful achievements and things going on in the district.

**Tyler Tomlinson** talked about the district having a message and everything we talk about stemming from that message, and the need for that message to be consistent.

**John Gamble** said he would like to see communications in general and this committee as a vehicle for transparency.

**Joe Jagelka** said we should decide first what we are communicating and initially focus on board issues.

**Dr. Green** talked about consistency within district communications using the tools we have available - whether it is positive news or difficult issues. He suggested we may want to look at revamping the district website and an electronic newsletter. He mentioned the idea of a district "App" for smart phones/tablets - having it work similarly to USA Today's app, with headlines and articles folks can click on when interested.

The committee paused discussion to allow for Public Comment and Beth Darcy talked about the Strategic Plan from 2007 and how it had a communications component to it and thought it important to create opportunities for dialog and involve stakeholders more.

**Board members were asked to share their thoughts on particular ideas they have.**

Kelly Unger shared her quick run through of the channels of communication the district already has as; website, email to parents, press releases, meetings, CBTv and newspaper. The channels she thinks we should add are; Facebook, Twitter, email to taxpayers, media sheet. She thought that the real challenge is to maximize the potential of each of these channels. She gave the examples of the website needing a facelift and some changes that could be made there and the use of a media sheet which would contain the board agenda and then more information about each agenda item in an effort to provide more information to the reporter writing the story to make their job as easy as possible.

Paul Faulkner talked about the success of CB Insight newsletter that was done years ago and stopped because of cost. He would like to see the district do something like that again but in electronic form.

Jim Duffy agreed with that idea.

Geri McMullin would like to see us be more proactive and it is her wish that we would find money for a dedicated, full time PR person.

Tyler Tomlinson agreed with that and said that in his own law firm the money they spend on PR and marketing is well spent, he talked about how that benefited the firm. He also asked Christina Kristofic, a reporter from the Intel, what we could do to make her life easier in covering CB. She said that it would help considerably if she could have easier access to the Principals so she get those good student and district stories from them. Now she has to go through Carol Counihan to get permission and it really slows down the process.

Rod Green said he agrees with the concept of a PR person but would like to be in the district and work on the concept for a while first before we decide to hire a person.

John Gamble liked the idea of a PR person but says coming up with the money for it would be a problem. But cautioned that he doesn't want the PR person to spin things. The district message should come from Rod and the board should put out the board message.

Joe Jagelka said we should focus on issue based messaging which would people to opt in or out of the issues that are important to them. He also suggested he would like us to have a CB link on all of the township websites and businesses as well.

Rod Green suggested a USA Today type newsletter and that we mobilize the website to make it easier for people to use and search using their cell phones.

**Kelly Unger asked Administrators who were present to share their thoughts.**

Amanda Mumford, Principal at Pine Run Elementary, said she and other Principals need the help with communicating to the public since they are primarily focused on running their buildings.

Jeanann Kahley, Principal at Kutz Elementary, said she thinks we need the expertise of a PR person who specializes in this area.

Kevin Shillingford, House Principal at CB East, said the administrators can provide the good stories from the district.

**Jason Bucher, Principal at Holicong Middle School**, liked the idea of evaluating the channels of communications we have and to make sure they are easy to use. He raised the issue of the messaging program through the Infinite Campus system we use now, that it is cumbersome, time consuming and difficult to use. He and other Principals need a way to communicate with parents easily to inform them of meetings, successes etc.

**Carol Counihan, Community Relations**, understands the concern by the board and stakeholders to have open communication, agreeing on the importance of getting the positive messages about the district out to the public. Her concern is not to overburden building administrators and/or teachers with public relations because their first, and most important, priority and job is the education our students. Carol feels our students' achievements and the district statistics speak volumes about CBSD and the excellent education it provides all students.

### Public Comment

**Christina Kristofic** commented that we should look into Knapp Elementary to see what they are doing and perhaps use some of their ideas.

**Doug Keith** was happy we were talking about improving communication.

**Mary Bingler** said we should look to see what other districts are doing in terms of communications to get an idea of things we could do, that we should be cohesive, look at branding, and messaging systems.

**Marianne Schmidt** was concerned about reaching people who don't show up, we need to ask who are we not reaching and that the board meetings should be more entertaining to attract people to attend them.

**Dr. Green** thanked everyone for coming and giving their ideas and input. He said it was a good meeting and he is looking forward to getting to the district to start working.

The meeting was adjourned at 8:40pm

Next meeting is scheduled to be held on Monday, October 1 at 8:00 p.m., 20 Welden Dr.

Respectfully Submitted, Kelly Unger, Carol Counihan, Rod Green