

**The School Board of Broward County, Florida
Central Area Advisory Council - General Meeting
Indian Ridge Middle School
February 19, 2025 6:30 - 8:30 pm
Minutes**

**Chair - Dee Defoe
Recording Secretary - Brie-Anne Pendlebury**

**Vice Chair - Pamela Taylor
Corresponding Secretary - Midge Royer**

Call to Order:

Meeting was led by the Vice-Chair, Pamela Taylor

-Welcome and Meeting Etiquette

-Move approval of November, December and January Minutes to next month

New Business/Guest Speaker(s):

Farrah Wilson - Director of Communications, Charlene Collins - Director of Enterprise Application and Vanessa August - Process Analyst

"Choose the Best, Choose BCPS" - Discussing marketing campaign in competitive areas directed at attracting parents to BCPS. After attracting parents to BCPS website, the focus shifts to customer service and creating a positive experience. About 6,000 families attended the BCPS showcase at the Amerant Bank Arena. Invitation went to charter families as well. School choice applications increased by 19%.

Currently considering a new campaign for second school choice window. Want to showcase dual enrollment, AICE, and Cambridge. Students at private school have to pay for AP testing and dual enrollment. Using a lead system for enrollment inquiries. Also considering how to reduce confusion about schools that are overenrolled so as to create a more positive experience. Also checking to see that the website is up to date, inviting, informative.

BCPS website is being overhauled/redesigned:

- Improving organization.
- Removing old information.
- Adding a real search bar.
- Improving identity and branding.
- Improving calendar with events.
- Also considering a chatbot that can answer questions about schools. Majority target implementation date is May/June 2025.

Charlene Collins presentation:

Focusing on school websites so they better represent BCPS and the school. Also want to showcase a school's programs and features while ensuring ADA compliance. "Pride Points" will be included on the home page. Improved navigation and organization.

Ms. Collins and Ms. Wilson are both seeking input for the BCPS websites and school websites. Second week of March there will be a focus group of 20-30 people.

I-Zone Spotlight -

Boyd Anderson - Ms. Sheneka Blue Principal of Oriole Elementary won Principal of the Year! Participated in Lauderdale Lakes Black Excellence Parade. Castle Hill and Oriole had great turn out for literacy night. Boyd Anderson partnered with NHL to open a synthetic ice rink.

Dillard Zone - Broward Estates scholars participated and won a speech and debate competition. Schools are preparing for black history month. Rock Island did wax museum presentation with Urban League. Sunland Academy will have a spirit week. William Dandy - literacy night tm. Scholars in pre-law program will meet with lawyer in partnership with Greenspoon Marder. Dillard 6-12 - monthly parent academies.

Fort Lauderdale - Bayview - just opened new playground. VSY - celebrated 30-year anniversary. Harbordale - peace rangers club did a project focusing on inclusion and diversity and hosted a Donuts with Dad events. Sunrise Middle - SWAG camps on Saturdays. Fort Lauderdale High school beat American Heritage in debate.

Nova - Middle school law students won the "We the People" competition. High School - won AI competition.

Piper - full Cabridge pipeline zone. Gearing up for PM3 with 70 days to go.

Plantation - Mirror Lake - dolphin dash run to raise funds for a pavilion and having a fire safety presentation. Sawgrass - 14th annual panther prowl road race. Central Park - multicultural event on March 6 and robotics team won 1st place in competition.

South Plantation - Plantation Park - Feb 14 make cards for local retirement community. Meadowbrook planted 17 palm trees and improved butterfly garden, hosting multicultural night tomorrow. Seminole attended thespian event and received the two highest accolades. I zone showcase next week.

Stranahan - Northfork hosted meteorologist for 5th grade students. Riverland hosted kindergarten roundup. Stephen Foster - students selected for honor choir. Stranahan opened a new cafeteria and is going to host Skills USA Robotics competition.

Western - Western High - inviting parents to SAC meetings. Indian Ridge inviting income 6th grade students and gearing up for Black History showcase. Trail - kindergarten roundups and book show. Flamingo - parents surprised students with Valentine's Day decoration. Silver Ridge - school wide black history month project and visiting schools.

Updates:

Pamela Taylor, Superintendent Review Committee (SRC) Report

Anatomy of a Boyfriend - voted to removed entirely.

Burned - Remains in high schools

Beautiful - voted to limit to high school.

Pamela Tylor - Facilities Task Force

Task Force is reviewing policies, i.e. HVAC. Meet the first Thursday of each month.

Jennifer Eskindale providing Central Area Superintendent Report

PM2 shows positive trends and on track to be an A district again. Extended learning opportunities.

Adjourn.