

Routine Meeting/Discussion (Topic is here)

Strategy Name: Senator Pride

Strategy Number: 3: MFTT Work Group

Date & Time : May 31, 2017, 1:00-3:00 p.m.

Team Members:

First Name	Last Name	Position	Attended (X if Yes)
Dan	Shelton	Superintendent	X
Sylvia	Henderson	Assistant Superintendent	X
Paul	Dunford	Director	X
LaWanda	Burgoyne	Supervisor	X
Ben	Wells	Supervisor	X
Candace	McCarthy	PR	X
Tammy	Augustus	Principal	X
Courtney	Voshell	Principal	
Michelle	Johnson	TOY	X
Lyndsey	Cook	Former TOY Teacher	X
Nathan	Cronk	Big River Filming Co.	X

Discussion:

Topic	Discussion/Status (Bullet topics for agenda. Revise based on actual conversation for minutes)	Action(s)	Assigned to
Welcome	Introduce Nathan Cronk - Big River Video		
Discussion of work to date.	Draft of Strategic Brand - https://drive.google.com/open?id=0B9mvJ-biqOqVzk1OTR1QlZBRGc Draft Story Board https://drive.google.com/open?id=1pM-wvCcn3Mw2eM_tufVThHU6o5R_iTz1fv9_y2NwJUI Key words https://drive.google.com/open?id=0B9mvJ-biqOqb24wREwxejRKR1U Keyword 1: Caring Description: Staff that cares about the students they teach and work with in a safe environment. Highly effective and self-reflective in their craft. Capital School District values positive, productive relationships. Keyword 2: Modern (Visionary) Description: Contemporary schools & classrooms using state of the art technology, curriculum and methods. Keyword 3: Rigorous Description:		

	Learning that is based on standards, is personalized, and delivered through rigorous curriculum, engaging instruction and dynamic assessments, Keyword 4: Portrait of a Senator Description: Attributes of what it means to be a “Senator” and have a spirit of excellence. Share a set of core beliefs that is owned and supported by the larger school community, Keyword 5: Community Description Feelings of belonging to their school and community. Students contribute to a positive force that motivates each along a path toward excellence, Current Presentation to Staff: https://drive.google.com/open?id=1ILPrRb3Qc_hx0D5Ysla2P9Y7Aik7SuOqZO18SQkCJ28 Draft of Teaching and Learning Model https://drive.google.com/drive/u/1/folders/0B9m_vJ-biqOqU0ImMFZ3NW93cEk 4. Message from the top (MFTT) - Shelton - - Beginning to develop storyboards - Plan to film a section at Tech. Conference - Plan to have students and staff messages - Plan to Present at Staff Back to School Event and then publish on web. - Substitute conversation.		
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Process	Script approx. 4 minutes story board Filming Days Production Draft 1 Suggested revisions through a SPoC Revision Production Draft 2 Deliverable 1 - August 18th Final Filming Day - August 22nd Draft 1 Deliv. 2 Revision	Need to send examples of MFTT to Cronk	
Messaging	- Use History - Day in a Life of a Senator - From a baby to a successful adult - Reflection of everyone so they can believe they are the main character in the story. - The multiple perspectives that people come to the work from - Evocative - Try to touch every school the kids and what is going on inside - NSPRA - National School Public Relations Association		
Filming Opportunities	June 7 - Graduation August 22 - Back to school opening	Release form for filming live	
Examples of MFTT	FCPS Portrait of a Graduate: https://www.youtube.com/watch?v=m2ZQqYPB9Q4 FCPS Learning Model: https://www.youtube.com/watch?v=uHUOIxC E34I		

	Appoquinimink https://youtu.be/afcK-Xn9KFM		
Draft / Proposed Timeline			