

DAVENPORT COMMUNITY SCHOOL DISTRICT

DAVENPORT SCHOOLS ACHIEVEMENT SERVICE CENTER

JIM HESTER BOARD ROOM

Achievement Service Center

1606 BRADY STREET

DAVENPORT, IOWA 52803

MONDAY, JULY 9, 2012

REGULAR BOARD MEETING

7:00 PM

The Board of the Davenport Community School District in the Counties of Scott and Muscatine, State of Iowa, met on Monday, July 9, 2012 for their Regular Meeting pursuant to law. The meeting was held at the Achievement Service Center, 1606 Brady Street, Davenport, Iowa, in said District. President Johanson called the Regular Meeting to order at 7:00 PM.

On roll call the following board members were present: Directors Ralph Johanson, Larry Roberson, Ken Krumwiede, Patt Zamora, Rich Clewell and Nikki De Fauw. Bill Sherwood was absent. Superintendent Tate and other administrators were present.

Director Krumwiede read the vision statement.

I. COMMUNICATIONS (Including Open Forum)

- A. July 12, 4:00PM-Policy Committee, ASC, Executive Board Room
- B. July 26, 4:00PM-Legislative Advocacy Meeting, ASC, Executive Board Room
- C. August 6, 5:30PM-Committee of the Whole, ASC, Jim Hester Board Room
- D. August 13, 7:00PM-Regular Meeting, ASC, Jim Hester Board Room
- E. August 27, 7:00PM-Regular Meeting, ASC, Jim Hester Board Room
- F. Open Forum for Community Input – No one spoke.

II. CONSENT AGENDA

To conserve time and focus attention on non-routine matters on the agenda, the Board will consider a number of items grouped together as a Consent Agenda, all items to be approved in one motion. Before a motion is made to consider the Consent Agenda, any board member may request an item be removed from the Consent Agenda. The removed item will then be considered for separate action.

A. Reading of the Minutes of the Last Regular and Intervening Meetings

The minutes from the following meetings will be presented for approval as follows: June 25, 2012 (Regular Meeting); July 2, 2012 (Committee of the Whole) Meeting.

B. Personnel: Appointments, Resignations, Retirements, Leaves, Etc.

APPOINTMENTS: CERTIFICATED

Bahls, Jean Business Wood Intermediate	Degree: B.A. – Step 1 Salary: \$33,855.00 Effective: August 8, 2012
Bolton, Jennifer Special Educatin MD/CC Level 3 Jackson Elementary	Degree: B.A. – Step 1 Salary: \$33,855.00 Effective: August 8, 2012
Krampien, Nicole Orchestra Young Intermediate	Degree: B.A. – Step 1 Salary: \$33,855.00 Effective: August 8, 2012
Obert, Meredith Preschool Children’s Village Hayes	Degree: B.A. – Step 2 Salary: \$40,236.81 Effective: July 2, 2012
Straetker, Michelle Grade 1 Hayes Elementary	Degree: B.A. – Step 1 Salary: \$33,855.00 Effective: August 8, 2012
Taft, Kristen Preschool Children’s Village West	Degree: M.A. – Step 2 Salary: \$45,286.41 Effective: July 2, 2012

APPOINTMENTS: NON-BARGAINING CERTIFICATED

Evans, Beth Curriculum and Instruction Specialist Pre K-12 Reading and Language Arts ASC	Effective: July 2, 2012 Salary: \$62,755.13 Hours: 8.0 hrs/day (215 days)
---	---

APPOINTMENTS: SUPPLEMENTAL CONTRACTS

Hill, Ryan Volleyball 8 th Grade Sudlow Intermediate	8% \$2,266.00
Soedt, Erin Volleyball Varsity West High	12% \$3,398.00

APPOINTMENTS: CLASSIFIED

Moellenbeck, Dawn Professional Secretary II, 10.5 mos Smart Intermediate	Effective: July 25, 2012 Salary: \$13.91/hr Hours: 8 hrs/day
Norton, Christine Professional Secretary II, 12 mos Warehouse/Purchasing	Effective: July 2, 2012 Salary: \$13.91/hr Hours: 8 hrs/day

RESIGNATIONS/TERMINATIONS: CERTIFICATED

Bunch, Susan Media Specialist Wilson Elementary	Effective: July 6, 2012 Years of Service: 8 yrs 10 mos
Day, Amber Spanish Teacher Central High	Effective: June 21, 2012 Years of Service: 6 yrs 10 mos
Evans, Beth Grade 5 Adams Elementary	Effective: June 30, 2012 Years of Service: 4 yrs 8 mos Reason: Other District Employment
Scott, Mary Reading/Literature Teacher Sudlow Intermediate	Effective: June 28, 2012 Years of Service: 5 mos
Verdon, Bradley Business Education Sudlow Intermediate	Effective: June 18, 2012 Years of Service: 6 yrs 10 mos

RESIGNATIONS/TERMINATIONS: SUPPLEMENTAL CONTRACTS

Leonard, Craig Football 7 th Grade Young Intermediate	8% \$2,266.00
Nemecek, Craig Assistant 7 th Grade Football Young Intermediate	7% \$1,982.00
Posey, Larry Basketball Girls Assistant North High	12% \$3,398.00
Schaeffer, Bonnie School Administrator Manager Wilson Elementary	15% \$4,166.00

RETIREMENTS: CLASSIFIED

Bequeaith, Yorona Para Educator Sudlow Intermediate	Effective: September 28, 2012 Years of Service: 25 yrs 9 mos
Housley, Donna Food Service Manager III West High	Effective: July 20, 2012 Years of Service: 26 yrs 11 mos

RESIGNATIONS/TERMINATIONS: CLASSIFIED

Albracht, Nicholas Para Educator Sudlow Intermediate	Effective: June 22, 2012 Years of Service: 2 yrs 3 mos
Borkgren, Lori Para Educator Eisenhower Elementary	Effective: June 11, 2012 July 11, 2012 Years of Service: 13 yrs 10 mos

Dodge, Cindy
Professional Secretary II, 12 mos
North High

Effective: July 18, 2012
Years of Service: 3 yrs, 1 mos

Graves, Patricia
Food Service Cashier II
Walcott

Effective: July 9, 2012
Years of Service: 3 yrs 10 mos

Vermeer, Anthony
Para Educator
Washington Elementary

Effective: June 25, 2012
Years of Service: 6 mos

LEAVES OF ABSENCE: CLASSIFIED

Bebber, Dania
Para Educator
Para Pool

Unpaid Leave of Absence
Effective: August 13, 2012 – December 21, 2012

Motion: Director Krumwiede moved the Board approve the Consent Agenda as presented. Director Zamora seconded the motion.

Discussion: None.

Vote: The vote on the motion was called and recorded as follows: Ayes: Krumwiede , Zamora, De Fauw, Clewell, Roberson and Johanson. The motion carried unanimously.

III. APPROVAL OF BILLS

Motion: Director Clewell moved the board approve the resolution “Resolved, all claims presented to the Board having been duly certified as correct by the Secretary, reviewed by the administration and board members, and they are hereby audited and allowed as just claims and warrants drawn on the Treasury for the several amounts. Further Resolved, the payment of claims and salaries be approved as presented for the periods June 21, 2012 through July 3, 2012. Director Zamora seconded the motion.

Discussion: None.

Vote: The vote on the motion was called and recorded as follows: Ayes: Clewell, Zamora, Krumwiede, De Fauw, Roberson and Johanson. The motion carried unanimously.

IV. SUPERINTENDENT REPORT

Dr. Tate announced the “Drop Back In” community awareness event scheduled for Saturday, August 25th at 10:00 a.m. at JB Young. This effort is part of the dropout action plan that was highlighted at the last board meeting. This is the kick-off event for sending out 20 teams of ambassadors to visit more than 200 homes of individuals who have left Davenport Community schools.

V. OTHER ITEMS REQUIRING ACTION

A. Textbook Adoption

Motion: Director Zamora moved the board approve the adoption the textbook Allons au-dela! 2012 for AP French Class. Director Krumwiede seconded the motion.

Discussion: Director Clewell asked about total attendance for AP French and what school will have these additional students. Ms. Juli Staszewski explained the class will be offered at Central since they have the majority of the students but students from other schools will be coming to Central to also take the class.

Vote: The vote on the motion was called and recorded as follows: Ayes: Zamora, Krumwiede, Roberson, De Fauw, Clewell and Johanson. The motion carried unanimously.

VI. DISCUSSION

A. Community Relations and Partnership Department Update

Ms. Rachael Mullins introduced Mr. Matt Pulford, Ms. Roni Pianca, member of the Marketing Advisory Council from Ruhl & Ruhl realtors and Ms. Shaney Ford. She started her presentation explaining the department has a renewed focus around the drive to become a District of Distinction and provided a brief overview of the changes that have taken place such as a department restructuring. She shared the tools used in the needs assessment which included the school board visioning documents and data from the School Leaders Survey and the Outreach and Community Perceptions Survey. New communication tools have been created which include a full data base, an e-newsletter system, key leader's letters, display wall, and photo archive collaboration with the Davenport Schools Foundation. Recent campaigns include the budget communications, coordination and communication campaign for Parent Portal, the Summer Learning Campaign, and Superintendent's launch and new efforts expanding internal communications was also highlighted. Ms. Mullins stated how important Ms. Dawn Saul's contribution has been and how she has been instrumental in shifting the focus of the media to positive messages, aligning key messages and working far in advance with the media to cover big stories. She highlighted efforts in stakeholder engagement, collaboration and coordination, and ambassadorship. They conducted a very successful Realtor's Summit which hosted 70+ area realtors. She mentioned, Sarah Harris, Community and Schools Partnership manager, and discussed some the activities she has initiated and emphasized she will be expanding volunteer engagement efforts.

Next, Mr. Pulford provided a marketing update and discussed the following topics: formation of the Marketing Advisory Council; a deep look into open enrollment data; identification of marketing goals; and development and implementation of marketing strategy and tools. He explained their research in looking at the open enrollment data in the following categories: *Current*

customers: Children's Village through high school; *New* customers about to enter kindergarten; and *New* customers about to enter elementary, intermediate, or high schools. They will be surveying all the open enrollment requestors this summer and use this feedback in the image campaign. These efforts led to the development of the following marketing goals: retain all of our current enrollees; attract current in-boundary families with children pre-K or younger to enroll for kindergarten; attract new movers to our boundaries to enroll at Davenport Community Schools; and attract private and home school families to enroll during transition points. He discussed the strategies and tools they will be using to accomplish these goals and discussed their efforts in branding and the development and coordination of the new district web site for the start of the 2012-2013 school year. Mr. Pulford emphasized the need to get the word out on the many positive aspects and accomplishments of the district and efforts to improve the "welcoming process" which includes creating standardized expectations for school visits and enhancing first impression events like school registration and kindergarten roundup. He explained that they also want to be a support for other departments within the district.

Director Zamora suggested having our own cable show to showcase our accomplishments. Director Clewell asked Mr. Pulford if he had any ideas about what to put on the public access channel. Mr. Pulford responded they could feature accomplishments and reflections for the year and mentioned the idea of also putting this information on multi-media screens in libraries and the main lobby of the ASC. Ms. Mullins mentioned including milestones and periodic updates and with a tie into student projects. Director Clewell expressed his appreciation for the presentations and mentioned that after the board did their work on vision, mission, and beliefs statements he had some questions about the support for these efforts, however, their presentations show they are leveraging resources and making important collaborations and doing great work.

Director Krumwiede thanked them for their presentation and agreed with their focus on bringing attention to what a great district this is and how exciting it is to see this happening. He referred back to what the board learned during the visioning process and stated that graduates enter the work force, go to college or go in the military. He suggested expanding their collaboration to include colleges and the military. Director Krumwiede asked if they have begun the development of a marketing strategy. Mr. Pulford said they have begun this initiative and mentioned the one page school slicks and the website redesign launch currently taking place. Director Krumwiede expressed his appreciation for their work with city and local realtors. Director De Fauw inquired about their statement regarding buildings being more proactive in terms of sharing information, good news and standardizing brag points. She asked how they are working with administration on this effort. Mr. Pulford responded this is a work in progress and Ms. Mullins also mentioned that Dr. Tate's state of the schools address will be on video and they will be charging schools with using this to promote the district. Director De Fauw asked if a process was in place for other constituencies to share a bragging point or some good news and if board members have something who should they sent it to. Ms. Mullins said this information would still be sent to Dawn Saul and stated they have been discussing the idea of creating a repository on the webpage to collect this type of positive feedback. Director De Fauw suggested soliciting

parent testimonials and also creating a parent mentoring program for the parents of incoming kindergarten, 6th and 9th grade students and emphasized how beneficial this would be for this group of parents.

President Johanson asked for more explanation of the media coordination for the Superintendent search and welcome. Ms. Mullins explained that many of the campaigns require coordination of multiple audiences to take advantage of mass marketing opportunities. He asked about the city-schools joint marketing committee and asked if this committee could facilitate the I3 grant. Ms. Mullins stated they would not and explained that this group is a front line marketing/promotions group. President Johanson asked who leads the Marketing Advisory Council and Ms. Mullins responded it was Mr. Pulford. He asked how they ended up focusing on open enrollment data. Mr. Pulford explained that these people will be the most honest and council members believed this audience in particular would provide a wealth of information that could help them with marketing.

B. Homeless Programming

Ms. Ellen Reilly provided an overview of the McKinney-Vento Homeless Education Act (MVHEA) and discussed the homeless programming currently taking place in the district. They received the MVHEA state grant for to receive \$24,000 per year from 2012-2015. This grant provides a wide variety of services such as outreach; tutoring; school supplies; and vocational training. She discussed the main themes of McKinney-Vento Homeless Education Act and the definition and causes of homelessness. She emphasized an important focus from them is to keep kids in the school they were originally enrolled in before becoming homeless. Ms. Reilly is the liaison and she determines eligibility for the services. Ms. Reilly stated some of the reasons why families do not want to be identified as homeless and shared some of the specific identification strategies that are being used. She explained how the school district contracts with a “street team” of two qualified staff through The Center under the supervision of Ms. Pennie Kellenberger. This team goes out in vans at night and talks with families encouraging parents and kids to be in school and makes them aware of the services and programs they are available to them. Ms. Reilly stated she receives 2-3 referral calls a week from Ms. Kellenberger. She explained the issue around unaccompanied youth aged 15-19 who do not have guardians and explained how they have created clear procedures for enrolling them in school. She reviewed some of the research of school mobility and how this affects test scores. Ms. Reilly explained a new trend where families stay in hotels because it is cheaper to pay a weekly rate in hotel than get to get an apartment and the hotel includes utilities, cable, clean sheets, towels and other amenities. They had 20 families this past year living in hotels. These families are not identifying themselves as homeless so it affects the numbers that are reported.

Director Roberson thanked Ms. Reilly for what she does and commented how he understands the struggles these families have and how hard this can be on the students. Ms. Reilly mentioned how The Center installed new showers so students would have somewhere to get cleaned up and how the grant provided for grooming products and essentials.

Director Krumwiede asked if Ms. Kellenberger goes into Café on the Vine. Ms. Kellenberger goes there as well as many other places. Director Krumwiede mentioned how he has volunteered at Café on the Vine and how he saw young children come there to get something to eat during school hours. He asked what steps they go through to enroll homeless students. Ms. Reilly stated she will be conducting professional development in the fall for principals, counselors, and secretaries regarding the process and how to communicate effectively with these families.

Director Clewell asked how they approach homeless families in hotels and if refugees and/or immigrants are participating in the program. Ms. Reilly explained the process they use and also described some her collaborative work with individuals for outreach to immigrants and refugees who could benefit from their services. Director Clewell asked for her thoughts on how we get in front of the problem of homelessness. Ms. Reilly commented that several years ago 400 families were identified as homeless and this past year that number was 188. There is such a wide variety of reasons for becoming homeless and there is no particular profile so that makes it difficult. She mentioned how Scott County is making huge strides in getting services to the families who need it. Director Clewell mentioned an item in the audit about religious education going on in our 10 hour program in parochial schools and asked if this same type of issue could ever be a concern working The Center. Ms. Reilly reassured Director Clewell this was not an issue. Director Clewell expressed his appreciation for her work and efforts in the program.

Director Roberson asked if the numbers of homeless students has actually decreased. Ms. Reilly stated it is difficult to say for sure and mentioned how this is the first full year for infinite campus and there could be some issues with how this is being reported. She did indicate that she does not believe the numbers of homeless students has actually decreased.

C. Lincoln Repurposing Report

Dr. Tate reported that he had advertised for a letter of interest concerning re-purposing Lincoln School and also asked those interested to indicate if they would be willing to pay for services. The following is the list of responses:

- Community Action of Eastern Iowa requested consideration for the use of 6 classrooms and 1 office to accommodate a Head Start program for approximately 108 students. The request indicated that an answer was needed by July 6th for a program to be in place for school year 2012-13. Upon being informed that a decision could not be made in that timeframe, Community Action asked that consideration be given for the school year 2013-14.

- United Way requested consideration for 3 offices and space for community meetings and classes for use by a Promise Neighborhood Team.
- The Scott Family Y is looking for a place to expand and offer services to the Lincoln neighborhood. Possible programs include PEP childcare, Pathways, youth and adult sports, and the Solutions program.
- The district home assistance program now stationed at Buffalo Elementary School is looking for 2 rooms in the Davenport Central area to make it more accessible.
- The dropout prevention action plan calls for consideration of having a separate building to house an out-of-school suspension program. Lincoln might meet that need.
- A suggestion was offered to move the Kimberly Center to the Lincoln facility.

Dr. Tate said he will ask the Agenda Committee for assistance in what the next step should be and asked for questions or comments.

Director Zamora stated a concern that any new use of the school pays its own way so we continue to realize a savings. Any organization using the facility needs to understand they will be paying for maintenance, upkeep, utilities, etc. Dr. Tate stated that in each case they did indicate their willingness to pay, but he didn't get to any hard numbers because he didn't want to negotiate on the board's behalf at that point. Director Zamora also made the point that we need to fill up the entire building so we do not get stuck with costs of some of it.

Director Clewell mentioned he has talked with the theater community and believes they are also interested in the use of Lincoln.

President Johanson related Director Sherwood's concerns that in this interim period Lincoln not be dismantled to the point where it could no longer be used as a school. Director Sherwood also stated that he hopes the idea of moving the Kimberly Center to Lincoln continue to be considered.

D. Rescheduling Board Meetings for District Events

President Johanson asked for feedback concerning the idea and suggestion by some board members to reschedule board meetings to accommodate events such as the ProStart event. Director Zamora stated this could open a can of worms because if we reschedule for one and not for another someone could be offended because we did not do the same for them. Director De Fauw echoed Director Zamora's concern, and if we started this where would we draw the line. She thinks that all board members have used discretion in weighing whether an activity or event merits their attendance.

Director Clewell mentioned the board has a regular schedule and he would hope that our school groups would know the board is interested in attending events. He suggested the schools adjust their schedule accordingly so the board could attend since the board does have an obligation on most Monday evenings.

Director Krumwiede related how people remarked how excited they were to see board members in attendance at the ProStart event last year. This event is scheduled a year in advance, so it would be possible for the board to meet on a different Monday night. He also mentioned the Band Spectacular, but Director De Fauw stated this event has been moved to Tuesday to accommodate board members.

Director Zamora mentioned the ProStart event is held on a Monday because this is the only night that chefs do not work.

E. Policy Review –

Director De Fauw reviewed the following policies and discussed recommended changes where applicable. The policies will be placed on the board agenda for approval at the next regular board meeting.

203.08- Vacations

305.21 – Recycling

305.23 – Non-competition with Private Enterprises –

306.05 – Public Examination of School District Public Records

307.05 – Reward for Information Regarding Vandalism

307.06 – Unauthorized Persons in Buildings

VII. ADMINISTRATIVE REPORTS

None.

VIII. BOARD REPORTS/REQUESTS

Director Krumwiede extended sympathies and condolences on behalf of the entire board to the family of Debra Bernaugh, who was a 6th grade language arts teacher at Williams Intermediate and also to the family of Kira Mirfield, who was a student at West High School.

Director Zamora said she was happy to see that our “gold star” super intelligent West High student was mentioned in the paper.

ADJOURNMENT

Director Clewell moved the board adjourn. Director Zamora seconded the motion. By consensus President Johanson declared the meeting adjourned at 8:45 PM.

Mary Correthers, Board Secretary/Treasurer