

DRAFT

Advocacy and Community Outreach Committee
November 14, 2018 Meeting
10 am to 12 pm Carew Room, City Hall

In attendance:

A&O Committee Members:

Heriberto Contreras

William Iannuzzi

Elissa Glickman (by phone)

Jeffrey Hastie

Zacha Koufalis

Julia Ochs

Dr. Magda Parvey

Ken Valenti

Paul Warhit

Focus Media:

Mike Bieber

Nicole Feller

Non members:

Laraine Karl (PTAC)

Michelle Balachandran (PTAC)

Denise Flood (NRHS PTA)

Kathy Gilwit

Myriam ?

Stephanie Tomei (Community Services)

Business: October minutes approved

Agenda- November 14th

- Finalized the plan for the district Print newsletter- Ken researched the cost of Spanish translation. It would cost \$4600 for all year to add Spanish. This year it would cost approximately \$1500 more per newsletter. We discuss the print newsletter format. The first one we will try English/Spanish 4 page/4 page format. Will edit the current newsletter to include information on anti-Semitic incident at the HS. Liz should create a resolution for the increase in newsletter funds for Spanish language.
- Discussed Website page for unanswered questions from public comments at BOE meetings-Ken says it is a significant time commitment for Ken and Staff. It was suggested we create a repository for answers, so we can forward people to the link with info.

- Discussed Website in general -It was suggested we create a BOE tab on the HOME PAGE. Jeffrey says website needs to be improved, but not top priority at this time. School websites also need to be improved.
- Discussed realtors packet for website and Welcome to the district packet. Ken has a lot of great material about the district. He is editing that material right now, and will send it to us soon. It will include information for people who just move. Ken hopes to have text by the next meeting. Static site so people can learn about the district.

Two different items to complete: Welcome Packet and Realtor's Packet

How can the website make it easier to for new families to find information in one place?

Elissa – Brought up lack of communication from the building. Why is it the job of PTA to communicate with parents? Shouldn't robo call come through school? E-chalk can do robocall and email. Who is responsible? The group felt communications should go through administration.

- Home Access-Jeffrey – There is a home access app that we need to publicize
- Dr. Parvey wants to know the issue with home access.
Other programs such as Blackboard give notifications automatically

- Town Hall Future topics
- November 14- Restorative Practice Town Hall at NRPL

Discussed committee initiatives/Status

- A & O recommends the district provide greater detailed information on the district website for families entering the New Rochelle school district for the first time. Ken is handling/In progress
- A & O committee recommends the district create a FAQ handbook for families transitioning into middle school and high school. Ken is handling/In progress
- A & O committee recommends the district develop protocols for communicating half-day schedules and detailed impact on busing. Dr. Parvey/In progress
- A & O committee recommends the district create protocols for responses to inquiries from citizens to teachers, administrators, & staff. Dr. Parvey/In progress
- A & O committee recommends district provide Spanish translation of newsletter, calendar, Town Halls, & BOE meetings. Discussion includes feasibility of Spanish calendar. Ken is handling Spanish translation of newsletter (see above). Perhaps a pdf. Working on translation for video streaming. Julia is working on getting information from Steve Brown regarding translation of town halls and BOE meetings.
- A & O committee recommends PTAC create a Parents Liaison position for each school. PTAC handling. Will remove this from our list.
- A & O committee recommends district post important district events on Social Media so that people can add to their personal calendars and receive reminders. This is DONE. Ken handled.
- Climate survey for Families and Community at Large – Sending this to culture and climate committee. Advocacy and Community Outreach can help with distribution of survey.
- Open discussion-Grade book – Mr. Starvaggi is getting more teacher volunteers. PD will be necessary on it. Also needed is parent education piece. Need a thoughtful roll out so it's well received.

- Pupil pass and Google Classroom were also discussed.

Public Discussion items:

NRHS PTA and guidance event—Whose event? Communicate to parents not just to students.

People should go straight to Ken with events that need to be publicized.

Ken update: Special announcement emails to New Rochelle Community

People outside our district and community are asking if they can sign up. The group said yes, but Julia and Nicole disagree.

Adjournment – 12:08 pm`