

Advocacy & Community Outreach Committee

January 9<sup>th</sup>, 2019 Meeting

10am-12pm Carew Room, City Hall

In Attendance:

A&O Committee Member:

- Julia Ochs
- Jeffrey Hastie
- Heriberto Contreras
- Elissa Glickman
- Sasha?
- William Iannuzzi
- Dr. Magda Parvey
- Ken Valenti

Focus Media:

- Nicole Feller
- Mike Bieber

Non-Members:

- Laraine Karl (PTAC)

Business- December minutes not approved. Will be brought up again in February.

Agenda: January 9<sup>th</sup>

**Ken Valenti Public Information Update:**

- Strategic Roadmap update posted on district website
- District Newsletter sent out in English and Spanish
- New Bus routes posted on website under transportation tab
  - For IEYMS, ALMS & NRHS
  - Delayed Opening bus routes posted as well
  - Jeffrey asked Ken to double check with security about having bus routes on website
- Email newsletter also put on website under About US
- Realtors packet and Newcomers packet still under construction from feedback from committee members
  - Jeffrey asked for several realtors to come to February meeting to discuss the packet.
- Ken meets with PTAC on Monday to discuss what should be on schools' individual websites & about Newcomers packet.

- Suggestion to put PTA websites on each individuals' schools page.
- Unanswered questions from BOE & Townhall on home page of website
  - Still formalizing process to select unanswered questions
  - Ken took questions from last months BOE meeting and brought to superintendent to approve.
  - Jeffrey suggested follow up questions be put together in a running pdf
  - Julia suggested a repository by subject
- Julia requested to put on social media about all the new information and updates on the website.
- Julia suggested a repository of pertinent information from board meetings ex- PowerPoints
- Home Access app is up and running and promoted in e blast
  - Researched on district website that sign up for the Home Access App does not need to be in person at City Hall but can be done all online.
  - Parents/Community-> Home Access
- Gradebook will hopefully be up at NRHS by September
- Ken announced the district would be adopting the Blackboard software for community members to subscribe/unsubscribe for community emails
  - Jeffrey asked why we are doing two different systems for email: Constant Contact and Blackboard
  - Ken was asked to investigate which platform makes sense
  - Nicole said she will check the cost of the constant contact software we are currently using.
- Ken announced Q&A on Snow days and delays is almost done, he went over it with Dr. Parvey and Transportation.

#### **Discussion on Current Media Strategy w/ Focus & Planning for the Future**

- Nicole updated committee, she discussed strategy and flexibility when crisis come up
- Passed out a media report that detailed the impressions and sentiments with news articles since September.
- Jeffrey requested for a comparison from last year's stories.
- Julia requested media strategy presented to board for feedback.

#### **BOE Interaction with "Closed Facebook Groups"**

- Nicole suggested before Board members respond to public when tagged, that they will consult with board and respond within a certain timeframe on board fb page
- Julia and Nicole suggested set protocols for social media
- Jeffrey suggested if someone asks Board member a question on Facebook to have them email board email.

#### **Providing Spanish Translation for District Calendar**

- Heriberto updated committee, he discussed with Ken about translation of district website and offered his services to help.
- Julia said we couldn't rely on volunteers.

- Jeffrey asked Ken to get data about how much we are currently translating and if we should get a professional translation service
  - Ken will put together report
- Ken is also putting together a Spanish “Style” Sheet for consistent use of certain words.

### **Jeffrey Hastie January 22<sup>nd</sup> Town Hall Update**

- The town hall on January 22<sup>nd</sup> will be a roundtable discussion with both Middle School Principals and 2 Elementary School Principals.
- Discussion will be about NY Part 100- Outcomes expected by grade and where each school is doing well and not doing well.
- Dr. Parvey said we aren’t going to talk about the entire NY Part 100 but specifically around our needs.

### **Dr. Parvey Update on Meeting with Rabbis**

- Dec 18<sup>th</sup> Dr. Parvey met with several Rabbis of New Rochelle to discuss the hate incident at NRHS. The Rabbis asked for better communication and to be kept in the loop when incidents like this happen.
- Dr. Parvey announced a parent workshop in the spring will be held that is about dealing with hate and hate crimes.
- The Holocaust Educational Center also gave a presentation to district faculty on training of symbols of hate and words of hate.
  - Wednesday, 1/9 all social studies classes in NRHS taught their students Symbols of hate
  - Friday, 1/11 all English classes in NRHS will teach words of hate
- Jeffrey suggested email blasts about all of this information, so parents and the community see the work that is being done.
- Dr. Parvey and Ken also announced 30 participants showed up to the Restorative Practices Workshop.

### **Town Hall Future Topics**

- Suggestion was made for a Dealing with Hate & Hate words townhall
- Laraine suggested a Summer Programs town hall
  - Julia asked Will to reach out to Parks and Rec and see when they will have information about summer camp out.
- Laraine suggested a town hall about the PAVE Program and when kids and parents should start looking and focusing on when to sign up
  - Julia asked Ken to discuss with Dr. Parvey about a concern Laraine had that South End students aren’t applying for the PAVE program.
- Will suggested an AP Town Hall and the importance of Advanced Placement courses and more information for Parents about them
- Laraine suggested BOCES Town Hall
- Ken suggested a town hall about the CSDNR relationship with the City of New Rochelle and how they work together and who is responsible for what.

- Laraine suggested a townhall about combating tribalism and to talk about the perception or inequity in the schools
- Will suggested a townhall about the history of segregation in New Rochelle schools- Will mentioned David Lacher gave a great presentation about this to the teens at the Boys & Girls Club of New Rochelle.
- Julia suggested a townhall about the purpose and function of a board and a townhall about education law.
- Julia also announced the Budget input meetings will be held in February as a town hall format.
  - Julia will find out from Steve Brown where the meeting has to take place due to budget meetings must be televised.

#### Review and Discuss Committee Initiatives

- Update about Spanish translation at BOE meetings- Steve Brown has an update for Julia regarding new hardware to use at meetings.

Adjournment 12:09pm