

**OFFICIAL PROCEEDINGS OF THE REGULAR MEETING OF THE
BOARD OF EDUCATION, EAU CLAIRE, WISCONSIN, AUGUST 2, 2010
PRESIDENT CRAIG PRESIDING**

Following the Pledge of Allegiance, President Craig called the meeting to order at 7:00 pm. Secretary Patti Iverson confirmed that the meeting was properly noticed and was in compliance with the open meeting law.

Roll call was taken and the following commissioners were present: Craig, Duax, Faanes, Janke, Johnson, and Shiel. Absent: Wogahn. Student Representatives Joe Luginbill and Rebecca Giles were also present.

NOTICE OF CLOSED SESSION

President Craig announced that the Board would go into closed session following the committee meeting under 19.85 (1)(c) to consider employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility to discuss Administrative Compensation and Contracts and 19.85 (1)(g) to confer with legal counsel for the governmental body who is rendering oral or written advice concerning strategy to be adopted by the body with respect to litigation in which it is or is likely to become involved to discuss denial of a claim.

PUBLIC FORUM

Amy Pieper, 3658 Maywood Drive, spoke about the dance guidelines. She asked for clarification on several items.

Sandra Benedict, 1347 Elderberry Lane, presented the Board with a document regarding an amended retaliation issue.

BOARD/ADMINISTRATIVE REPORTS

Superintendent's Report

Superintendent Heilmann shared information presented by the US Census Bureau and the Wisconsin Budget Project. The average Wisconsin resident paid \$40 less in state and local taxes. Revenue collected in Wisconsin is \$236 per capita below the national average. State and local government spending per capita was \$7,541 in 2008, which was 4.4 percent below the national average. Wisconsin went from 4th place in 2000 to 13th place in 2008 in state and local taxes relative to income.

Dr. Heilmann shared several pieces of information with the Board: Wisconsin did not receive any round two "Race to the Top" funding. The House passed the War Funding Bill without education money that was advocated by Dave Obey. Wisconsin

gubernatorial candidates have said little about how they plan to pay for public schools other than being consistent in not promising restoration of two-thirds state funding. Harvard economist Dr. Raj Chetty estimates a high quality kindergarten teacher can translate into \$320,000 more in lifetime earnings of a class of students.

A recent publication of *School Administrator* reported that regardless of a student's choice of college or career, it demands a system focus for post-secondary preparedness. Today's educators have begun to recognize that career-bound students need a strong foundation of core academic knowledge enhanced by an instruction approach that connects that knowledge to future career-specific knowledge and skills. Dr. Heilmann was pleased to know the District is ahead of the game with regards to preparing students for post-secondary readiness. A similar article in *Education Week* talked about how kindergarten students need to be "college and career ready."

Dr. Heilmann said that one of the tasks that came out of the recent Board Forward was for administrators to identify and make recommendations to the Board concerning indicators for the dashboard reporting system. The District Leadership Team recommends incorporation of EXPLORE/PLAN/ACT assessment as critical dashboard indicators. The team also recommends the incorporation of District math and literacy benchmarks and secondary attendance.

Several schools across the country have recently reported that they will soon be displaying advertisements in their schools, buses, websites, etc. as a way to generate money and curb the impact of state budget cuts.

The Alliance for Strong Communities will be hosting a community forum on August 4th from 6 to 8:15 pm at RCU. This will give the public an opportunity to receive information and discuss the impact of dollars brought to Eau Claire County as part of federal recovery aid.

The Board also discussed at its Board Forward the desire to obtain feedback from those in attendance at Board meetings. Beginning on August 16th there will be a form that people can fill out anonymously that will ask what they thought went well, improvements that could be made, questions people have, and topics to be discussed. He noted that topics will be considered and discussed as part of the agenda setting process but the submission of a topic is not a guarantee that it will be addressed at a Board meeting. A feedback box will be located outside the Board Room.

Tim Leibham reviewed an internal document that he prepared regarding Dance Guidelines. High school dance will continue to be considered a sport in the District. The team will receive an equitable budget, practice schedule and competition schedule. He said the guidelines could be adjusted slightly based on normal practice time before camp in the summer. He also said the season start time could be amended to November rather than mid-November. He noted that other athletic teams are not allowed to travel to national tournaments and dance would fall under the same parameters.

Communication to Superintendent/Board President

The Board scheduled a special meeting before the next regular meeting on August 16th at 6 pm to discuss dashboard indicators and to understand the strategies the Board is taking. The Board will talk about their responsibilities as well.

President Craig shared a copy of CVTC's Annual Report with the Board. She also brought to their attention two upcoming WASB events: the Fall Regional Meeting on October 12th in Menomonie and the Employment and Labor Seminar on October 1st in Eau Claire.

Com. Johnson met with Kris Dimock and Diane Willer and they will be sending a letter to everyone who donated for the field trip fund asking them to consider donating to the school district in the future. Charter Bank has again made a substantial commitment of \$8,000 towards this effort.

Student Representative Report

Becca Giles said she was glad to be back after working at camp this summer.

Other Reports

Policy and Governance Committee

The committee is working on policies for distribution of materials, conflict of interest and technology proposals.

Budget Development Committee

The committee anticipates holding a meeting in the next three to four weeks.

CONSENT RESOLUTION AGENDA

Com. Faanes moved, seconded by Com. Duax, to approve the consent resolution agenda consisting of the following items:

- ◆ The minutes of special Board meeting of July 14, 2010, as mailed.
- ◆ The minutes of Board meeting of July 19, 2010, as mailed.
- ◆ The matters of employment of August 2, 2010, as presented.
- ◆ *New ECASD Policy 411.3 – Bullying*
- ◆ *New ECASD Policy 851 – Advertising*
- ◆ §66.0301 Agreement with Elk Mound School District for Eau Claire Student Attending Elk Mound Schools in the 2010-2011 School Year
- ◆ §66.0301 Agreement with Altoona School District for Altoona Students Attending the ECASD in the 2010-2011 School Year

Consent resolution agenda items approved by unanimous roll call vote.

Regular meeting adjourned.

Submitted by Patti Iverson, Board Secretary

**COMMITTEE MEETING
BOARD OF EDUCATION – EAU CLAIRE, WISCONSIN
AUGUST 2, 2010**

1. Call to Order – Committee Meeting

Members present: Craig, Duax, Faanes, Janke, Johnson, and Shiel. Absent: Wogahn. Student Representatives Joe Luginbill and Rebecca Giles were also present.

2. Committee Reports/Items for Discussion

A. Recommended Revisions to *ECASD Policy 364.1 – Student Use of Internet and Other Computer Networks* and *ECASD Policy 527 – Employee Use of the Internet and Other Computer Networks* into Student Acceptable Use Policy (364.1) and Staff Acceptable Use Policy (527)

The Policy & Governance Committee met with staff in the Technology Department to review the student and employee use of internet and other computer networks policies. The group proposed more open ended policies and recommended calling them Student Acceptable Use of Technology (Policy 364.1) and Staff Acceptable Use of Technology (Policy 527).

Mr. Scidmore, Director of Information Technology, said that collectively the educational field has moved forward in some of its thinking about how certain technology tools should be used. The District has blocked and restricted tools for safety reasons. Much has been learned and the District would like to have a different type of environment based on what is now known about the web.

While preparing students for post-secondary education, there are sites that are currently blocked that could be used to engage high school students with resources that are beneficial to them. Mr. Scidmore said that currently teachers that want access to certain sites that are blocked have to go through a process to 'unblock' them. This costs money and takes time. It was recommended that the procedure stay the way it is for elementary students. Middle schools would be opened up slightly and the high schools would have more access to the web. Obviously 'adult content' sites would continue to be blocked. Mr. Scidmore said this isn't just a technology policy but a behavioral policy as well. Students will be expected to do the right thing or face consequences. Expectations will be clearly defined with students.

The existing policies would not allow these changes so the group drafted revised policies to allow more limited blocking at the high school level.

These updates would set the stage for change while embracing new technologies. They would not be implemented immediately. Additional input from teachers, parents, and students would be necessary. Basically professional educators would be given the responsibility to say what is or isn't appropriate in the classrooms. There would still be monitoring equipment to check student behavior.

Mr. Scidmore said that students have powerful technology devices that they can't use when they come into school. However, some students won't have access to all technology so there would have to be measures taken to ensure that every student had that capability.

Student cell phone use was also discussed. Mr. Scidmore said this policy would cover cell phones as well. He said that cell phones have crossed the line from just being a phone to being used as a hand held computer. President Craig said the Policy & Governance Committee felt that cell phone use would fall under this umbrella but they asked if it could be looked at independently as well. Some felt the high schools should loosen up the restrictions on cell phones for a trial period to see how it goes. Mr. Scidmore said they will be engaging parents, students, and the community to see what role cell phones play.

The PAC will hear a presentation on the new policies and the differences they may see. Mr. Scidmore will also be talking to secondary teachers to get input as well. Board members will be informed when those meetings will take place. He shared a chart with a communication plan to involve parents, students, staff and the community in conversations to receive input from the stakeholders on the new policies.

Student Representatives appreciated the discussions. Becca Giles said the current technology policy creates a restrictive environment in schools and she felt that looking at changing progressively over time shows the Board is willing to embrace the changing culture. Joe Luginbill encouraged conversations with students to let them know how the policies are changing and why.

The costs associated with the new policies will be built into the operational expenses. The wireless infrastructure is moving forward.

The Board agreed to have a first reading of the policies at the next meeting. Mr. Scidmore told the Board that updates would be given on the implementation of these policies.

B. Discussion of Extension of Transportation Contract with Student Transit

Mr. Van De Water said that significant changes were made to the Student Transit contract last year in terms of rate structure. Increases are now tied to the District's revenue limit rather than the Consumer Price Index. There were no other changes made to the contract extension other than the 1.7% rate increase. Once the District's revenue limits are set in October, any adjustments to that rate would be made.

Com. Duax said the Joint Commission on Initiatives Committee has discussed conducting a study about transportation in the city. She also wanted the Board to consider limiting bus service for high school students.

The Board received an updated analysis comparing the District's cost per rider with ten other large Wisconsin districts. Eau Claire ranks very favorably.

Board members expressed confidence in the services provided by Student Transit and were comfortable that they offer a very competitive price and are a good community partner and employer.

The contract extension will be brought back as a resolution item at the next meeting.

C. Further Discussion of Use of Referendum Consultant Versus Alternate Resources to Coordinate Referendum Timeline Efforts

Included in the Board's executive summary were four discussion points for the Board's consideration: 1) Identify skills/attributes that the BOE desires in an individual(s) who would lead organizational efforts for referendum; 2) Determine if someone serving in a lead local coordinator capacity would do so on a volunteer basis or with a paid stipend; 3) Provide feedback on a possible plan for community roundtable; and 4) Clarify the Board's role and possible referendum timelines.

Board members felt there should be a District point person who knows what is going on in the District, would have ties with the community, would be able to communicate the budgetary needs with the public, possesses organizational skills, and has historical references. The person should have time to dedicate to the responsibilities necessary. A committee would also be necessary to perform various tasks and organize the efforts. Most felt district administrators would need to lead the way and Board members could play key roles to support administration and engage the community. The majority of the Board favored using internal resources to accomplish these tasks. The informational person would be someone from inside the

organization and the organizational person would be a community volunteer.

Superintendent Heilmann said there have been significant cuts made to administrative staff and he wondered who would take on the work. He said he fully understands that the informational role would be administrative. However, someone would need to take on the organizational efforts and working with the community action group.

There was some discussion about providing a stipend to a community person to assist with the process. Dr. Heilmann said that the people who have approached him did not want any compensation for their involvement.

The Board agreed to hold a community round table sometime during the week of August 9th to hear from the community about the tolerance for a referendum, the advantages/disadvantages, and the timeline. There would be a facilitator for that event.

Mr. Van De Water and staff will generate a list of needs based on budget trends in the last ten years, the amount of anticipated cuts without a referendum, and projections.

Dr. Heilmann shared two sets of timelines for possible referendum dates; one for April 2011 and then looking at 2012.

The Student Representatives felt that students should be engaged in the process and public forums could be held at school to get the message out about the budgetary needs of the district.

3. Request for Future Agenda Items
4. Other Business
5. Motion to Adjourn Committee Meeting

Com. Janke moved, seconded by Com. Duax, to adjourn committee meeting. Carried by unanimous voice of acclamation.

6. Motion to go into Closed Session

Com. Duax moved, seconded by Com. Faanes, to go into closed session under 19.85 (1)(c) to consider employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility to discuss Administrative Compensation and Contracts and 19.85 (1)(g) to confer with legal counsel for the governmental body who is rendering oral or written advice concerning strategy to be adopted by the body with respect to litigation in which it is or is likely to become involved to discuss denial of a claim. Carried by unanimous roll call vote.

7. Meeting adjourned at 9:10 pm.