

Eau Claire School Board Minutes Monday, November 20, 2017

Generated by Patti Iverson

Members present

Kathryn P Duax, Chris Hambuch-Boyle, Aaron Harder, Joe Luginbill, Charles Vue, Eric D Torres

Member absent

Lori Bica

1. REGULAR MEETING - CALL TO ORDER

Following the Pledge of Allegiance, President Hambuch-Boyle called the meeting to order at 7 p.m. Board Secretary Patti Iverson confirmed that the meeting had been properly noticed and was in compliance with the Open Meeting Law.

2. PUBLIC FORUM

No one signed up for Public Comment.

3. BOARD/ADMINISTRATIVE REPORTS

3.1 Superintendent's Report

Superintendent Hardebeck reviewed the Board's calendar of upcoming events.

Dr. Hardebeck introduced Lakeshore parent, Holli Jacobson, who has been selected to serve on State Superintendent Tony Ever's Parent Advisory Council in 2017-18. Holli is one of nineteen members serving on the PAC. The mission of PAC is to:

- Foster communication and engagement of families and community members in helping schools to close student achievement gaps in Wisconsin
- Share information on positive programs and resources to increase student achievement
- Provide a parent-voice to DPI

Students with families engaged in their education are more likely to do better in school, graduate from high school, and be college and career ready. The PAC will play an important role in helping DPI get this critical message out to all families, educators, and policy makers in Wisconsin. Dr. Hardebeck congratulated Holli for being selected to serve.

Dr. Hardebeck explained that the Wisconsin Association of School Boards (WASB) invites member school boards to submit the names of local businesses that have made important contributions to their school district over the past year. The

ECASD nominated five businesses that have partnered with the District. WASB helps promote those business partnerships throughout the state.

The following representatives were present to be recognized for being part of the WASB Business Honor Roll and thanked for their many contributions to ECASD:

Scott Polenz, Chief Administrative Officer from Marshfield Clinic -- Marshfield Clinic is a close partner with the Eau Claire Area School District. For the past four years, Marshfield Clinic has worked alongside district staff to promote health and wellness for its employees. As part of their effort to increase access to healthcare, Marshfield Clinic worked with our district, along with two other organizations, to establish near-site care for our staff members. Marshfield also partners with students and teachers to display student art, and recognizes student artists with three Art Recognition Ceremonies each year. As a responsive health care provider, Marshfield Clinic has established a format to enable Eau Claire Area School District employees to provide feedback and guidance to ensure that the health care our employees receive meets the unique and everchanging needs of our staff.

Dr. Jose Ortiz, Chief of Staff, and Zan Degan, Vice Chair of Administration, from Mayo Clinic Health System -- The Mayo Clinic Health System partners with the Eau Claire Area School District to provide students with various skills and opportunities. The Medical Experience Program (MedEx) provides medical experiences to high school students who are considering careers as physicians. During the program, students job shadow physicians in a variety of specialties in a clinic setting. This experience provides our students with an opportunity to learn about aspects of medical practice they would not otherwise be exposed to, and has helped to foster an aspiration to medical practice in many of our students. Another impactful Mayo Clinic Health System program is Project SEARCH. Through Project SEARCH students with barriers to future employment are given support and structure to learn skills needed to be successful upon graduation from our district. This program has helped to fill a community educational and economic need, and has had a positive impact on our students.

Gary Fenner from Plank Enterprises, Inc -- Plank Enterprises, a local manufacturer, helps schools in the Eau Claire Area School District by providing advocacy, expertise, and opportunities for students. Gary Fenner, Plank's Corporate Vice President, sits on our district's Manufacturing Advisory, which helps inform our decisions about technical education. He has been a strong advocate for the continual development of our area's technical education, including programs, funding, and access to modern equipment. Plank Enterprises has also begun hosting Youth Apprenticeship students. Through this program, Plank has committed to collaborating with technical education teachers and providing students with engaging opportunities to develop capacities needed for successful careers in manufacturing.

Brandon Riechers-President & CEO; Jan Johnson-Executive Vice President-Organizational Agility; Vicki Hoehn- Vice President – Community Engagement; Jennifer McHugh-Director of Financial Education and Kathy Buyze-Financial Education Supervisor from Royal Credit Union -- Royal Credit Union provides Eau Claire students in elementary, middle, and high school with career exploration opportunities. Every school year, RCU hires elementary and middle school students to work at RCU school site branches in several schools in our district. Students gain employability skills by participating in an application and interview process. Students also complete a training program to learn the computer system, confidentiality, Member service, and marketing. The school site is open once a week for students and faculty to deposits into their Royal Credit Union account, and for every 500 deposits made, the school receives \$250 as a fundraiser. In both Eau Claire North High School and Eau Claire Memorial High School, students have an opportunity to complete a Youth Apprenticeship at one of the RCU High School sites. RCU Youth Apprentices learn to offer most of the services as any other RCU branch.

Kris Phillips, Xcel Energy -- Xcel Energy is one of the District's most longstanding partners. For more than 15 years, Xcel Energy has hosted Youth Apprenticeship students. These students are given the opportunity to work with cutting-edge drafting and design systems and to, not only gain skills, but to apply those skills to the development and maintenance of our regional infrastructure. Mentoring staff at Xcel Energy take great pride in the students who learn from this experience, some of whom have gone on to successful careers working at Xcel Energy. Because of this partnership, over thirty of the Eau Claire Area School District's students have completed an engineering apprenticeship in drafting and design.

The Eau Claire Area School District was recently honored by the Wisconsin School Public Relations Association with two Spectrum Awards for its work in school communication. Spectrum Awards recognize high-quality public relations efforts produced by or on behalf of Wisconsin school districts. This year, this statewide competition honored 40 school districts with awards.

The District received an Award of Excellence for its referendum campaign. This is the highest ranking in the competition. The materials submitted included the website design, referendum fact sheet, building by building project dashboard, a frequently asked questions document, tax calculator, flyer for information sessions, calendar of community presentations, and a video showing needs. An Award of Merit was received for the Parent/Student Handbook, which is the annual publication distributed to all families in the District in the back-to-school mailing. This document can be kept by parents for easy reference during the school year. It provides the most up-to-date information in one spot and eliminates the need for each building to send this important information to parents and it fulfills the mandatory requirements for annual notices.

3.2 Board President's Report

President Hambuch-Boyle shared the following information:

1. The Administration Building held a Silent Auction recently to support its United Way Campaign. She thanked the staff who made this activity successful and for demonstrating a sustaining connection to the community.
2. Board members participated in many Veteran's Day activities on November 10th and 11th. President Hambuch-Boyle thanked Northstar for hosting the city-wide ceremony put on by the Patriotic Council on Saturday, November 11th. Many staff and students participated in the program, which was well attended.
3. ECASD had an information/recruiting table at the recent Hmong New Year Community Celebration at the Indoor Sports Center. The District again had staff and Board members volunteer to help make an amazing connection to the community.
4. President Hambuch-Boyle thanked Dr. Hardebeck and the Communication Team for sending out messages of thanks and support to staff during American Education Week.
5. On December 12th at 8:30 a.m. at Wild Ridge Golf Course, economist Scott Hodek will share aggregate three-year results data collected from the local business climate survey. Board members are invited to attend.
6. The JONAH group held a presentation recently on the state-wide agenda for cutting childhood poverty in half in Wisconsin in ten years. Children in Wisconsin are experiencing the highest rates of poverty. JONAH is partnering with many other coalitions to get this off the ground. The kick-off for the News event on this will be December 14th.
7. There will be a forum for anyone thinking about running for School Board on December 12th at 6:30 p.m. at the Administration Building. There are four Board members up for election or re-election including Joe Luginbill, Lori Bica and Eric Torres. Kathryn Duax has decided not to run for a 4th term.
8. The Board received a note from the German Department staff and students at Memorial thanking the Board for their support of a recent visit from the German band, EINSHOCH6.
9. Board members were asked to contact Patti Iverson if they plan to attend the WASB convention in Milwaukee on January 16-19, 2018.

4. STUDENT REPRESENTATIVE REPORT

Ryan Cramer said that he and Lauren Priem are serving on the Academic Recognition System sub-committee along with four other students. Mr. Schmitt met with the students to talk about holding listening sessions and completing a survey to get feedback from students on the topic. Ryan said that he met with staff

members at North to make the course catalogue more user friendly for students. Ryan said he supports Version 2 for the 2018-19 school year calendar.

Lauren Priem worked with staff on the course catalogue and had discussions about class rank. She said a survey will be going out to students in early December to get feedback. Lauren commended the staff at Memorial for the way they handled the recent threat. She said from a student's perspective, everything went smoothly and students didn't feel they were in danger.

5. OTHER REPORTS

5.1 School Board Committee Reports

The Budget Development Committee met on November 8th and discussed key topics including OPEB, athletic fees, compensation transition, and increments.

The Demographic Trends & Facility Planning Committee met at Prairie Ridge and talked about space needs at that school. They also heard an update on the High Clear building development on the north side of Eau Claire. The Committee will need to determine what attendance area students living in this new development would be in. The committee will bring forward a recommendation to the Superintendent and Board to add members to the committee. There were 37 applications received. The Board and Dr. Hardebeck will make the final decision on new committee members.

The LEAP Committee is working on program needs moving forward and is going back through the policy to refine what the charge of the committee is. The committee will likely hold a Work Session to conduct a yearly review in January. There is a community group at Innovation Step 2 which will come to the Board soon for consideration. LEAP hosted the CESA 10 Board of Control, which is made up of Board members. A representative from the documentary theater answered questions and students performed for the group. Students discussed their experiences being a part of documentary theater. Teachers from Northstar's Arctic Zone and from Sam Davey's project-based learning experience also shared information with the group.

Policy & Governance got an update on the progress being made on the School Resource Officer policy. The sub-committee that was formed to work on a job description had to be postponed due to recent bomb threats in the schools. The committee will discuss a follow-up of that work at its December 18th meeting. The committee also talked about the Academic Recognition Sub-committee. Committee members recommended that the Board have a work session to follow up on the Board's self-evaluation process and to bring a policy forward for consideration.

The Parent Advisory Council met and participated in a focus group about the parent survey. That was followed by a presentation about the 2018-19 school year calendar. They provided feedback on the calendar, which will be shared with the Board later in the meeting.

5.2 Legislative Update

Joe Luginbill said the Leading on Lead Bill passed in the Senate but failed in the Assembly. The Assembly approved AB 304. Under this bill the current opt-out law covers state examination and this allows students to opt-out of any test given in class. WASB does not support this legislation, but it is moving on to Senate. The Assembly had a hearing on AB 496, which provides local discretion to suspend or begin expulsion proceedings under specific circumstances in which a student brings a firearm onto school grounds. Some rural schools have trap teams, so this bill could give districts flexibility. Warren Petryk drafted a bill supporting school nutrition programs. Mr. Luginbill will get more information on this bill to see if the Board should draft a resolution. There is also a bill drafted in support of providing hunter safety courses in Wisconsin.

6. CONSENT RESOLUTION AGENDA

Motion by Kathryn P Duax, second by Joe Luginbill, to approve the following Consent Resolution agenda items:

- Minutes of November 6, 2017
- Minutes of Closed Session - November 6, 2017
- Financial Report - October 2017
- 2017-2018 Budget Adjustments
- Gifts in the amount of \$57,840.72 for the period of October 1, 2017 through October 31, 2017.
- Payment of all bills in the amount of \$6,601,259.31 and net payroll in the amount of \$3,519,194.63 for the period of October 1, 2017 through October 31, 2017.
- Human Resources - Employment Report
- Revisions to Policy 825 - Distribution of Non-School-Related Materials

Motion carried

Yes: Kathryn P Duax, Chris Hambuch-Boyle, Aaron Harder, Joe Luginbill, Charles Vue, Eric D Torres

7. INDIVIDUALLY CONSIDERED RESOLUTION(S)

7.1 Schedule Work Sessions & 2018 Summer/Fall Meetings

Motion by Aaron Harder, second by Joe Luginbill, to adopt Board Work Sessions Schedule & 2018 Summer/Fall Meeting Schedule as presented.

Motion carried

Yes: Kathryn P Duax, Chris Hambuch-Boyle, Aaron Harder, Joe Luginbill, Charles Vue, Eric D Torres

8. ADJOURN TO COMMITTEE

9. COMMITTEE REPORTS/ITEMS FOR DISCUSSION

9.1 Draft of the 2018-19 School Year Calendar

Kay Marks, Executive Director of Human Resources, shared two drafts of the 2018-19 school year calendar. Feedback was received from principals, during meet and confer with employee groups, and from the Parent Advisory Council. Based on feedback from PAC, Version 2 was drafted. Both calendars have 189 teacher contract days, 170 elementary school student instructional days and 172 middle and high school instructional days; excess minutes to absorb four inclement weather days at all levels; one professional development/instructional planning day identified as the fifth inclement weather day should it be needed, and nine Professional Development/Instructional Planning (PD/IP) days embedded into each calendar.

Version 1 mirrors the current school year calendar with the exception of a modification to the November classified staff work day. This would allow support staff to also be able to be present for the certified PD/IP opportunities.

Version 2 includes the same modifications for classified staff as Version 1, but also includes a modification in the months of October and April. This modification eliminates two shortened weeks in the month and creates one longer break that includes a Friday and Monday off.

Kay Marks was asked if the Board could adopt calendars for two to three years in advance. She said she was hesitant to do that being that modifications have been made to the 2018-19 calendar and she would want to get feedback on how those changes were received. If the response is positive, the Board may consider adopting a calendar for two or three years out. Ms. Marks noted that the District mirrors the spring break schedule of UW-Eau Claire each year. The question of having the private schools follow the District's schedule was also raised since the District must pay to bus those students. In the past, the private schools were not interested in that option, but perhaps given the current budget situation, they may reconsider.

Several Board members expressed interest in Version 2. This item will come back as an Individually Considered Resolution at the next meeting.

9.2 Community Outreach GoogleDoc Update

President Chris Hambuch-Boyle showed Board members how to access the Community Outreach GoogleDoc so they can sign up for various events in the community.

9.3 Bond Refinancing Discussion

Abby Johnson, Executive Director of Business Services, explained that the Board may want to consider refinancing the bonds that were issued in 2011. There is a

proposed bill in the Senate and the House that will remove the ability to refinance. The interest rate average is currently at 4% and by refinancing the average interest rate could be reduced to 3%, which would provide about \$1 million in interest savings over the life of the bonds. That would be directly passed on to the taxpayers. There is a short timeline as this law could go into effect on January 1, 2018.

Ms. Johnson shared a sample timeline. It could be brought back to the Board to move forward with refinancing as an Individually Considered Resolution at the December 4, 2017 meeting. There are three options the Board could consider: Option 1 would be a parameters resolution where the Board would proceed with refinancing if the criteria they set are met. Option 2 would be a private placement through local banks, but the District may not get the best interest rates. Option 3 would be to do nothing.

Debby Schufletowski from R.W. Baird explained the process in greater detail. She showed an illustration of a hypothetical refinancing and the potential debt service savings.

Board members expressed interest in pursuing Option 1. The Board will need to assign a designee and define the parameters. Some of those could include flexibility, interest rates, minimum cost savings, etc. The closing would take place by December 31, 2017. Board members will receive more information in the Friday Letter and it will be added as an Individually Considered Resolution on the December 4th agenda.

9.4 Discussion and Possible First Reading of Policy 674 - Online Solicitations/Crowdfunding/Crowdsourcing

Mr. Luginbill explained that there has been an increase in the number of employees using online solicitations to raise money. Crowdfunding and crowdsourcing are practices used to raise money through the internet with small donations given from many people (i.e., GoFundMe, Donors Choose, Adopt a Classroom). A sample policy was brought to the Policy & Governance Committee by Abby Johnson to provide clarity and uniformity to the process. The goal would be to have a streamlined process with the Business Office retaining a list of all approved sites.

Board members shared a first reading of Policy 674:

The Eau Claire Area School District (ECASD) supports fundraising activities that are designed to promote educational and extracurricular activities without interfering with the educational process. ECASD employees shall comply with all of the following provisions relating to online solicitations and the use of crowdfunding services or crowdsourcing for school-related purposes. All property and proceeds received as a result of online fundraising or solicitation via a crowdfunding/crowdsourcing service, become the property of the District.

All funds raised by student organizations/clubs under this policy for the organization's/club's specific activities shall be under the fiduciary control of the School Board and shall be managed

by the District as agency funds in accordance with sound business practices and generally accepted accounting principles similar to other District funds.

As a result, no online fundraising may occur except as provided below:

- 1. Employees may only use crowdfunding/crowdsourcing services that have been pre-approved by the Executive Director of Business Services. A list will be maintained by the Business Office and posted as an exhibit to this policy. The District's utilization of such services underneath the terms of this policy shall be in the capacity of an independent contractor, and not that of an agent, partner, joint venture, joint employer, co-owner or employee of the District.*
- 2. The Building Principal or Department Director shall approve all online fundraising activities prior to any employee posting any such fundraising solicitation.*
- 3. To the extent an employee solicits any technology or software, the employee shall work with their Principal to secure the prior written approval of the Director of Technology or their designee prior to any such solicitation.*
- 4. To the extent an employee solicits any furniture or facility improvement needs, the employee shall work with their Principal to secure the prior written approval of the Director of Buildings & Grounds or their designee prior to any such solicitation.*
- 5. The employee must verify under the crowdfunding service's terms and conditions that he or she meets all requirements for such solicitation.*
- 6. Any employee seeking to display or post a photograph of any Eau Claire Area School District student in conjunction with a fundraising solicitation must first secure the written consent of the student's parent. Such written consent must be in compliance with the requirements of the District's directory data requirements and pupil records policy.*
- 7. If an employee's proposal is approved by the crowdfunding/crowdsourcing service, the employee agrees to use the donated materials solely as stated in the employee's proposal.*
- 8. If a solicitation is not fully funded within the time-period required by the crowdfunding/crowdsourcing service, the District will review next steps with the employee.*
- 9. If, for any reason, a solicitation cannot be concluded (for example, the employee no longer works at the original school or District), the District shall work with the Principal to see how to best reallocate funds and/or equipment to the school.*
- 10. Any solicitation shall be for educational purposes only and shall be pre-approved by the Executive Director of Business Services.*
- 11. All goods and/or proceeds solicited and received through any online solicitation shall become the property of the District, and not of the individual employee who solicited the item(s) or funds. The employee is prohibited from taking any such item(s) or funds to another school district or location.*
- 12. Student participation in any school-based fundraising activity shall be strictly voluntary. All other student fundraising activities not addressed in the preceding paragraph shall have prior permission from (1) the Building Principal, and, if applicable, (2) the Athletic Director for athletic*

fundraisers or the relevant student activity advisor for fundraisers by other extracurricular activity groups or student clubs/organizations.

13. Employees who wish to solicit funds in a personal capacity shall comply with Policy and Rule 524 – Staff Solicitation and/or Selling.

Questions were raised about the work of the Public Schools Foundation and whether there would be confusion among staff members about how they can use the Foundation to apply for grants.

Board members asked that feedback be received from principals at their November 30th meeting about this policy. Dr. Hardebeck can share the feedback that is received from that group in her Friday Letter to the Board, and this policy can be brought back to the Board as an Individually Considered Resolution. There was also a suggestion that this policy be reviewed once a year. The committee was asked to look at the donation policy to see if that would need to be reviewed based on Policy 674.

There was discussion about whether the superintendent, principal, athletic director or student advisor should coordinate the process. This could keep the Public Schools Foundation in the loop as well about needs. Dr. Hardebeck said that when they talk with the principals about this, they can get feedback about having one person with final accountability.

Khoua Vang is a teacher in the District, and she asked if there would be a form that educators could use District-wide to standardized the process. Ms. Johnson said a form could be created and added as an exhibit to the policy.

It was noted that Item #12 seems to be very specific (principal, athletic director) about who gives permission to proceed with online solicitation. Ms. Johnson said that athletic directors were added because they look at fundraising in their building to make sure not all teams are fundraising at the same time.

10. REQUEST FOR FUTURE AGENDA ITEMS

There were no requests for future agenda items.

11. ADJOURN

Motion by Charles Vue, second by Joe Luginbill, to adjourn meeting.

Motion carried

Yes: Kathryn P Duax, Chris Hambuch-Boyle, Aaron Harder, Joe Luginbill, Charles Vue, Eric D Torres

Meeting adjourned at 8:42 p.m.