

**OFFICIAL PROCEEDINGS OF THE REGULAR MEETING OF THE
BOARD OF EDUCATION, EAU CLAIRE, WISCONSIN, JULY 19, 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, Janke, Johnson, Shiel, and Wogahn. Absent: Faanes. Student Representatives Joe Luginbill was present. Rebecca Giles was not 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 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.

PUBLIC FORUM

No one signed up to address the Board.

BOARD/ADMINISTRATIVE REPORTS

Superintendent's Report

Superintendent Heilmann gave an update on ACHIEVE, the collaboration between the YMCA, City/County Health Department, ECASD and other community partners. Work is continuing on the completion of an assessment plan, which is due to CDC by August 31st. There are four sub-teams working on the assessment including Health Care, Communication Institution/Organization, Education and Worksite. Dr. Heilmann and Richard Thoun are heading the School Team. Meetings are scheduled to occur every two weeks through September 15th.

The School Board held its second meeting to review goal attainment and set new goals/action plans for 2010-11. Actions plans are being implemented in the following areas: referendum, communication, measures of student success, and increasing public awareness and use of district resources/facilities. Administration and the Board are collaborating on timelines and assessment measures.

The LaCrosse Public Education Foundation will be hosting the Wisconsin State Symposium for Education Foundations on July 23, 2010. Dr. Heilmann said the Eau

Claire Public Schools Foundation will hold its next meeting on August 3rd at Market & Johnson. While the agenda is yet to be developed, key anticipated topics include securing job descriptions, rates of pay, and information regarding foundation growth from successful foundations in Wisconsin.

Communication to Superintendent/Board President

None.

Student Representative Report

None.

Other Reports

Policy and Governance Committee

President Craig said the committee revised the advertising policy based on the Board's direction. They also developed a bullying policy to comply with the recently adopted state law.

Budget Development Committee

There was nothing new to report.

CONSENT RESOLUTION AGENDA

Board members asked to pull Resolutions 2, 9, and 10 from the consent agenda.

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

- ◆ The minutes of closed session of June 16, 2010, as mailed.
- ◆ The minutes of closed session of June 21, 2010, as mailed.
- ◆ The minutes of closed session of June 22, 2010, as mailed.
- ◆ The budget adjustments as presented.
- ◆ The financial report as presented.
- ◆ The gifts in the amount of \$14,541.41 for the period June 1, 2010, through June 30, 2010, as presented.
- ◆ The matters of employment of July 19, 2010, as presented.
- ◆ The payment of all bills in the amount of \$5,312,246.17 and net payroll in the amount of \$3,115,971.78 for the period June 1, 2010, through June 30, 2010, as presented.

Consent resolution agenda items approved by unanimous roll call vote.

INDIVIDUALLY CONSIDERED RESOLUTIONS

Resolution #2 – Approval of Minutes

Com. Johnson asked that the minutes be amended to clarify comments made by Amy Pieper regarding dance.

Com. Johnson moved, seconded by Com. Duax, to amend the minutes of Board meeting of June 21, 2010, as proposed. Motion carried by the following roll call vote: Ayes: Craig, Duax, Johnson, Shiel, and Wogahn. Nay: Janke.

Resolution #9 -- Job Description of the Buildings & Grounds Secretary II

Com. Duax asked Mr. Van De Water to clarify some matters regarding the new job description for the Buildings & Grounds Secretary II position. He said that the figure listed was for salary and benefits. Schools will be able to fill school activities in available slots through school personnel. Any outside use beyond that would have initial contact with the school to ask if a certain date is available and information on how to effectuate that reservation would be given at that time. The Buildings & Grounds Secretary II would be responsible for making the reservations. People can access the calendar in a variety of places that are most convenient to the users. Mr. Van De Water said it was possible that the position could be reduced in the future or responsibilities could be reallocated, but there is a component for this position to support the advertising initiative the district is taking as well.

It was noted that this position was a consequence of development of new policies. It was suggested that the policy decision-making process could be enhanced by including financial implications for policy changes. The Board should have a way of checking how new procedures are being implemented and possible advantages/disadvantages of new policies. The Board asked to have a follow up report on the scheduling process in six months and to get feedback from various user groups.

Com. Duax moved, seconded by Com. Wogahn, to approve the job description for the Buildings & Grounds Secretary II position as proposed. Carried by unanimous roll call vote.

Resolution #10 -- Springsted, Inc., as the Consultant for Strategic Referendum Planning

Some Board members expressed concerns about proceeding with a consultant for referendum planning. The bulk of the services to be provided by Springsted seemed to be a public survey and some felt that wasn't necessary. Some felt the referendum question(s) should be framed first by determining district needs. It was also felt that there would be local professionals that would be capable and motivated to assist the district.

Com. Wogahn believed that districts that use a consultant typically fair better than those that do not. He felt it would be beneficial to have a fundraising expert working with the district, and having an advisor to shape the referendum question(s) and help lead the process would be money, time, and energy well spent.

President Craig said in past discussions the Board directed administration to move forward with referendum planning. The areas of need include the continued operational deficit, capital improvement projects, and dealing with increased enrollments and the possibility of adding on to sites.

Because the Board conducted a random community survey handled by Springsted in 2008, the Demographic Trends Committee received information from the Applied Population Laboratory (APL), and an internal needs assessment was conducted there was a question whether another survey needed to be completed. This was the majority of Phase I of Springsted's plan. The perceived biggest challenge for the district would be communication, planning and working with the media to convey the needs to the public. This was included in Phase 2 of Springsted's proposal. President Craig questioned if they could move to Phase 2 working with Springsted without completing Phase I.

Patty Heminover was present to answer some of the Board members' questions. She said she used Springsted for a referendum when she was superintendent of the South St. Paul Public School District. She is now transitioning from her position as superintendent to work as a consultant for Springsted. She said that Springsted has primarily focused on Minnesota districts but they have begun working in Wisconsin the last four years. Last year nine of the ten referendum caps that Springsted worked on passed.

Ms. Heminover said Springsted would meet with the Board, Superintendent and Administration to determine what the needs are prior to the community survey. They would test based off the tolerance of what the community would be willing to support. This would help to frame the structure of the ballot question so the public can understand.

Com. Janke asked if they would consider working on a contingency basis and only get paid if the referendum was successful. Ms. Heminover said they have typically not done that.

Com. Wogahn moved, seconded by Com. Duax, to accept the complete proposal of Springsted as referendum consultant. Motion failed by the following roll call vote: Aye: Wogahn. Nay: Craig, Duax, Janke, Johnson, and Shiel.

Superintendent Heilmann was directed to follow up on suggested alternatives to put together a referendum plan using district resources. It was noted that several community members have said they would be interested in assisting with a referendum campaign. Dr. Heilmann will also talk with Springsted to pursue other possible

alternatives. The Board will need to determine what its needs are to form referendum questions.

Regular meeting adjourned.

Submitted by Patti Iverson, Board Secretary

**COMMITTEE MEETING
BOARD OF EDUCATION – EAU CLAIRE, WISCONSIN
JULY 19, 2010**

1. Call to Order – Committee Meeting

Members present: Craig, Duax, Janke, Johnson, Shiel, and Wogahn. Absent: Faanes. Student Representatives Joe Luginbill was present; Rebecca Giles was not present.

2. Committee Reports/Items for Discussion

A. Final Review of Charter School Contract Template

Superintendent Heilmann said that contracts for McKinley Charter and Chippewa Valley Montessori Charter will expire on June 30, 2011. The Montessori school submitted their draft of the proposed successor agreement in April 2010, and Dr. Heilmann made suggested changes for the Board's review. McKinley recently submitted a proposed contract and changes were made to that document as well and shared with the Board. Dr. Heilmann said he had not had a chance to review these suggested changes with each charter board but he planned to do so.

The Board asked why administration did not recommend allowing Montessori to grow to the middle level grades. Dr. Heilmann said because of the size of the site, questions regarding the curriculum and how that meshes with post secondary readiness, as well as other programs that are currently housed at Montessori, there was discomfort with moving forward with expanding.

There was nothing in the contracts that addresses which school district policies/practices the charter schools will be exempt from. Com. Shiel asked that something be added about that.

The Board talked about transportation being provided to charter school students. President Craig shared Board policy language that said that transportation will be provided in the manner in which it is provided to other students in the district unless it is exempt in the charter. Administration said that any change in transportation would incur additional costs. Given that Montessori draws children from across the district or from other districts, it could get very expensive.

There was a question about providing services to special needs students at Montessori. The language seemed to indicate that if a student with special needs was deemed to be a financial burden, they would be expected to

leave the Montessori program. Dr. Heilmann said that would only pertain to students with severe needs. He said he would be willing to talk to the governance board about that language.

Dr. Heilmann said he will sit down with each governance board and review the contracts. He said the purpose of this agenda item was to begin a dialogue with the Board as well as the governance boards.

Anton Smetz, President of Montessori Charter, said the Montessori Governance Board looks forward to discussions with administration on the contract. He said they did not agree with many of the proposed revisions to the contract.

Craig Falkner, President of McKinley Charter School, provided a few clarifications. He said that Wisconsin has begun to adopt the federal guidelines that deal with employment and autonomy. In terms of statutes, the language came from Wisconsin charter laws.

B. Discussion of Impact of Statutory Changes to Student Achievement Guarantee in Education (SAGE) Program and Data Regarding Elementary Space Considered by Demographic Trends and Facility Planning Council

Recent changes in the SAGE law to expand from a teaching ratio of 1 to 15 to a teaching ratio of 1 to 18 allows a one-time opportunity for districts to enter into additional SAGE contracts with the state. Applications for additional contracts must be made to DPI by July 30, 2010.

Ms. Kris Dimock shared an overview of the SAGE program, summaries of incremental and cumulative cost estimates for SAGE in all schools, longitudinal achievement data comparing SAGE and non SAGE schools, and longitudinal free and reduced percentages for all schools. Administration said the Board should consider school capacities, budget implications and the district's work towards preparing all students for post secondary readiness when making a decision about adding any SAGE contracts. Administration recommended maintaining the five existing SAGE contracts at Longfellow, Lakeshore, Flynn, Locust Lane and Roosevelt.

Mr. Leibham noted that the costs per teacher used in the calculations were for an average starting teacher. Not every teacher would be a starting teacher.

The Board discussed the matter and the possibility of adding SAGE for Northwoods and Sherman. There were some concerns expressed about the state not being able to reimburse at the rate promised given the projected state budget deficit. There was also discussion about the possibility of utilizing two teachers per classroom with a cap of 30 students as allowed by

SAGE and whether any buildings could accommodate a larger classroom. Administration had many concerns about increasing elementary enrollments across the district and the ability to accommodate SAGE numbers.

After discussions the majority of Board members did not want to proceed with scheduling a special meeting to add a SAGE school.

ECAE President Ron Martin asked if the Board could apply to add another SAGE school and then if it is determined not to be feasible, to reject it at a future date. He also asked what the new SAGE numbers meant for the specialists and if the amended SAGE law would have implications for GSA time.

3. First Reading of New *ECASD Policy 851 - Advertising*

Com. Shiel asked that in the future a rough estimate on whether the costs of implementing a policy outweigh the benefits being obtained.

Com. Shiel shared the first reading of *Policy 851—Advertising*:

The Board of Education recognizes that funds raised from advertising shall provide an alternate stream of revenue for the general district operating budget. The purpose of advertising is to raise revenue; it explicitly does not create a public forum for public expression.

Advertisement is defined as an economic benefit with the specific purpose of promotion that requires selling space or time. The term advertising does not include student fundraising or outright gifts.

Advertising shall be limited to areas and activities that are primarily public venues; advertising may be allowed on athletic facilities, gymnasiums, event programs, school publications or other venues which are directed to members of the public. Advertising shall not be directed at student learning environments.

The Superintendent, or Central Office designee, shall be responsible for approving advertising; the District shall allow paid advertisements when it meets all of the following criteria:

- Consistent with law and the District's mission, values, and goals.
- Suitable for student cognitive, emotional, physical, and social development.
- Not disrupt the school environment or inhibit the operation of any school.
- Not promote tobacco, alcohol, drugs, or weapons.
- Not vulgar, offensive, sexual, or obscene.

Advertising shall be regulated by Administrative Rules to ensure compliance with the above criteria and ultimately to ensure that advertising shall not negatively impact learning environments within the District.

No advertisement shall be construed as an endorsement of the goods or services by the Board or Eau Claire Area School District. The Board reserves the right to reject any advertisement for any reason.

The Superintendent shall provide an annual review to the Board that assesses the budgetary and educational impact of advertising within the District.

Mr. Van De Water said he didn't anticipate extensive changes in administrative rules for this policy.

The Board would like the new policy to be communicated to the community in a way that is respectful of business relationships.

4. Discussion and Potential First Reading of NEW *ECASD Policy 411.3 – Bullying*

Dr. Heilmann said that a new law (Act 309) requires that every district in the state have a policy in place regarding bullying. DPI provided a template for districts to consider and the Policy & Governance Committee reviewed that and made some minor modifications. The committee brought forth the policy for Board consideration. The Board felt comfortable moving ahead with the first reading of the policy.

Com. Wogahn shared the first reading of *Policy 411.3 – Bullying*:

The Eau Claire Area School District shall promote a safe, secure, and respectful learning environment for all students in school buildings and on school grounds, on school buses and at school-sponsored activities. The District shall vigorously strive to eliminate bullying so that there is no disruption to the learning environment and learning process. Bullying is deliberate or intentional behavior using words or actions, intended to cause fear, intimidation or harm. Bullying has harmful social, physical, psychological and academic impact on the bullies, the targets and the bystanders. The District shall proactively provide information to students and staff to reinforce respectful relationships.

- 5. Request for Future Agenda Items
- 6. Other Business
- 7. Motion to Adjourn Committee Meeting

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

- 8. Motion to go into Closed Session

Com. Duax moved, seconded by Com. Shiel, 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 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. Motion carried by the following roll call vote: Aye: Craig, Duax, Faanes, Johnson, Shiel and Wogahn. Nay: Janke.

9. Meeting adjourned at 9:36 pm.