

**OFFICIAL PROCEEDINGS OF THE REGULAR MEETING OF THE
BOARD OF EDUCATION, EAU CLAIRE, WISCONSIN, MAY 17, 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, Johnson, Shiel, and Wogahn (arrived at 7:35 pm). Absent: Janke. Student Representatives Marcus Liddell and Brittany Landorf 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)(e) to deliberate or negotiate the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session 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 shared information about an alternative 2010-11 student calendar that incorporated feedback received from staff and parents. The biggest change is that schools will be closed on October 15th. It is possible that parent-teacher conferences will be held on October 14th. February 21st is now a Presidents' Day break. The end of the first trimester will be December 2nd and December 3rd will become a staff development/work day. The revised calendar went from four half-days for staff development to two full days. The Board will be asked to approve the 2010-11 calendar on June 7th. The proposed calendar is posted on the website and anyone can submit feedback.

The May 7th Board with Your Coffee event had 14 community members, 2 school district personnel, and 2 Board members in attendance. The topics discussed included the importance of transparency, specifics about TRS, sports and academics, growing differences in quality of education across Wisconsin with disparity in local spending, the importance of communication/PR, fixing the funding of schools in the state, and how Board with Your Coffee feedback is used. The final session will be held on June 4th. The

time and format are being evaluated to see if any changes should take place for the 2010-11 school year.

There are many year-end celebrations taking place. Graduation ceremonies will be held for McKinley Charter School on June 3, 2010, at 7 pm at CVTC; Memorial High School on June 8, 2010, at 6 pm at Zorn arena, and North High School on June 8, 2010, at 7:30 pm at the Doghouse.

Communication to Superintendent/Board President

President Craig shared the newly-revised Board Standing Committee assignments.

The Chamber of Commerce's Eggs and Issues presentation will highlight the ECASD, Altoona Schools and CASE on Friday, May 21, 2010, at Fanny Hill.

The Board Forward will be held on June 10th. The summary from the last Board Forward will be used as a starting point for this meeting.

Student Representative Report

President Craig thanked Marcus Liddell and Brittany Landorf for their service to the Board and presented them with a token of appreciation. She recognized them for their insights, awareness, and for giving reports about events going on in the schools. Brittany thanked the Board for its support and said it has been an incredible experience. Marcus agreed and said it has been eye-opening.

Other Reports

State of the Schools Report – Sherman Elementary School

Sherman Principal Chad Erickson shared information about Sherman Elementary School. The student population has grown by 40% since 2001. Sherman is a feeder school to both North and Memorial and is one of four cluster sites for special education. Sherman is a nationally recognized elementary school for its student health and wellness program.

Sherman uses PBIS and the first area worked on was establishing a common language so parents could talk to kids and all staff could buy into it as well. "Be Safe, Be Fair, and Be Respectful" is spoken as a common language.

Mr. Erickson reviewed the Leveled Literacy Intervention which is a reading intervention that focuses on strategies, fluency and comprehension. They have very successful before and after school Title I reading group and students have shown great progress. Sherman's fourth grade WKCE mathematics scores have gone up each of past five years; however, in November 2009 it took a 4% dip. When looking at the data we were able to see that statistics and algebraic relationships were lower than the district average, and they will focus additional time and resources in these areas.

Sherman has a strong partnership with UW-EC in the Blugold Beginnings and “Culture of College” programs. This program will be utilized district-wide and it helps kids understand what college looks like. Sherman also has a business partnership with Market & Johnson. They have provided work-site field trips for 4th and 5th graders since 2006, which focus on science and engineering.

Family Circle magazine recognized Sherman as one of the healthiest schools in America, and the Alliance for a Healthier Generation has presented Sherman with a bronze and silver award. Last year Sherman students checked out the highest number of books in the district; they have consistently been one of the top two schools over the past six years for this.

The ARTIC Lab has a goal to provide intensive speech intervention for students. Students attend four 30-minute sessions each week for ten consecutive weeks. The before-school sessions have students rotate through five stations during the 30 minutes.

Sherman’s CIM goal for 2010-11 is being constructed and will focus on a comprehensive math goal for knowing and telling. The social/emotional CIM goal will be the continuation of PBIS.

Policy and Governance Committee

Com. Duax said the committee is working on a conflict of interest policy for the Board and staff as well as a code of ethics policy. Dr. Heilmann also sent information out about a professional conduct policy as well.

Com. Wogahn arrived at 7:35 pm.

Budget Development Committee

There was nothing new to report from this committee. Com. Faanes will now be part of this committee in place of Com. Bollinger.

CONSENT RESOLUTION AGENDA

Board members asked to pull Resolutions 7, 8 and 11 from the consent agenda.

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

- ◆ The minutes of Board meeting of May 3, 2010, as mailed.
- ◆ The minutes of closed session of May 3, 2010, as mailed.
- ◆ The budget adjustments as presented.
- ◆ The financial report as presented.
- ◆ The gifts in the amount of \$15,657.73 for the period of April 1 - April 30, 2010.
- ◆ The matters of employment of May 17, 2010, as presented.
- ◆ Reversal of Denied State Open Enrollment Request
- ◆ §66.0301 Agreements with the Altoona School District

Consent resolution agenda items approved by unanimous roll call vote.

INDIVIDUALLY CONSIDERED RESOLUTIONS

Resolution #7 -- Joint Commission on Shared Services Initiatives 2010 Annual Report

President Craig said that Com. Shiel will be joining this group. She discussed some of the initiatives the group will be working on in the near future.

Com. Faanes moved, seconded by Com. Wogahn, to accept the Joint Commission on Shared Services Initiative 2010 Annual Report as submitted. Carried by unanimous roll call vote.

Resolution #8 -- Memorandum of Understanding for Participation in the Second Round of the Federal Race to the Top Funds

Dr. Heilmann said that the district was contacted by the State Superintendent to discuss why it didn't sign on during the first round to come up with ideas about what would be needed to get districts involved in the next funding request. Dr. Heilmann referenced a website that summarizes what the benefits would be for the second round of funding to districts like Eau Claire. He shared a video that was presented by WASDA on this subject. WASDA recommended that districts sign the MOU.

Com. Faanes moved, seconded by Com. Wogahn, to approve the Memorandum of Understanding for participation in the second round of the federal Race to the Top Funds. Carried by unanimous roll call vote.

Resolution #11 -- Memorial High School Tennis Court Project

Board members asked questions about this project. It was noted that the bids came in over budget by \$78,000. Several Board members were concerned about going ahead with this project given the budget situation. Com. Faanes preferred to fund the track project at Memorial rather than the tennis courts. Mr. Kramer was asked what would be cut out of the budget if this project goes through over budget. He said that it is not unusual for some projects to be over budget and some to be under. They strive for the bottom line of \$1.6 million and are at \$996,000 now with one big project at Montessori yet to bid. Mr. Kramer said the projects included in the budget are the ones that were given the highest priority. He said that Memorial placed a higher priority on new tennis courts rather than the track primarily because of the number of students and public who use the courts.

Com. Wogahn moved, seconded by Com. Johnson, to accept the Memorial High School tennis court bids as presented. Motion failed by the following roll call vote: Ayes: Craig, Johnson, Wogahn. Nay: Duax, Faanes, Shiel.

Resolution #12 – Payment of Bills and Payroll

Com. Shiel moved, seconded by Com. Wogahn, to approve the payment of all bills in the amount of \$4,860,990.89 and net payroll in the amount of \$5,008,381.53 for the period of April 1, 2010 through April 30, 2010. Carried by the following roll call vote: Ayes: Craig, Duax, Johnson, Shiel, and Wogahn. Abstained: Faanes.

Regular meeting adjourned.

Submitted by Patti Iverson, Board Secretary

**COMMITTEE MEETING
BOARD OF EDUCATION – EAU CLAIRE, WISCONSIN
MAY 17, 2010**

1. Call to Order – Committee Meeting

Members present: Craig, Duax, Faanes, Johnson, Shiel, and Wogahn. Absent: Janke. Student Representatives Brittany Landorf and Marcus Liddell were also present.

2. Committee Reports/Items for Discussion

A. Report Back on Progress Related to Securing the Services of a Professional Consultant for an Upcoming Referendum and Other Referendum-Related

Superintendent Heilmann shared a wealth of information comparing past referendums of school districts within a 90-minute area of Eau Claire as well as comparably-sized districts. Most of the school districts did not use a professional consultant to prepare for their referendums but larger-size districts were more likely to use a consultant. When looking at referendums from June 2000-2010, more districts are going to referendum, especially to exceed revenue caps.

The Executive Summary included information about potential costs for using a professional consultant as provided by Springsted. The district used the services of Springsted to develop a community survey. Dr. Heilmann also included some additional information in terms of survey methodology and other planning tools a district might use.

Dr. Heilmann said consultants would be experts in this area and they deal with multiple referenda each year. The district has gone from 42 to 33.6 administrators so they are stretched pretty thin. Administrators cannot be actively involved in a vote yes campaign but can provide information. He said it would be nice to have additional help to structure that information. Springsted brings a lot of skills in terms of being able to target survey data and particular voter groups so the public can go to the booth as well informed as possible.

The Board was in favor of pursuing the idea and asked that a Request for Proposals (RFP) be developed to send out to consultants. It was felt they could make a more informed decision by reviewing proposals from consultants. The Board would like to see consultants' track record, their success rate and the size of referendums. It was hoped that the information from the survey that was completed by Springsted as well as

the data obtained from Applied Population Laboratory for the Demographic Trends group would be utilized.

Com. Johnson figured that with the data provided, for the districts that had referendums that passed, 36% used a consultant; of those that failed, 23% used a consultant. Another way of looking at it was of all the referendums that used consultants, there was a 60% pass rate; those that did not had a pass rate of 44%.

Administration was directed to develop a proposal that deals with information integration, timelines and a potential survey based on information the district is lacking.

Brittany Landorf said she was concerned about the expense and wondered if the survey data already compiled couldn't be used. She thought it could have a negative affect in the community if more money is spent given the recent budget cuts. Marcus Liddell felt the Board was moving in the right direction by looking from bids from various companies.

Wayne Peters, 2227 Skeels Ave, felt that the public is pretty well informed and he didn't feel it was appropriate to use tax dollars to tell people how they should be voting or thinking. He said the public heard a while ago that the district had a number of under-utilized buildings. Now he reads the district is short of space and need more schools. He said he isn't against education, but as he watches the public education system grow, he feels it has been the fox watching the hen house for a long time.

Paul Ganrud, 4117 Pine Meadow Drive, is the father of two young kids in the district and he wants to keep the process moving along. He was concerned about getting bids because that might push the project back farther. He felt that it was important for the district to educate the public and talk about all of the cuts that have been made as well as the positive things going on.

Michael Halloin, Birch Crest Lane, said from a student's perspective the things that have been cut are much more influential to voters than services that a consultant could offer. He wondered what additional benefits would be received aside from statistical data being provided.

B. Update on Recent Actions Pertaining to Naming Rights

Superintendent Heilmann said the district can identify potential naming right opportunities on the five-year maintenance plan. He said other projects could also be identified that are related to facilities, noting that possibilities wouldn't necessarily be an entire capital project. There would be opportunities for naming things like a science or music wing or an

auditorium or gymnasium. He said the Memorial tennis court project could be a perfect example of a naming opportunity.

Dr. Heilmann said he would work with the Chamber of Commerce's Community Communication Committee to provide information on naming rights to that group and will also use the Chamber's list of businesses to share information with them.

Dr. Heilmann shared an article about the Sun Prairie School District dropping the cost for naming rights to draw more interest. He said the Board may want to consider recouping portions of the costs rather than the whole cost. It could also consider naming rights for a certain period of time. Sun Prairie had a Naming Rights Committee and that could also be considered in Eau Claire.

Com. Johnson said in addition to Chamber businesses, the district could target Downtown Inc, the Realtors Association, Water Street Merchants, etc. A press release could go out about naming rights opportunities.

President Craig said the Board could collaborate with the Public School Foundation as well. Donations would be tax deductible.

Mr. Van De Water and Mr. Kramer were asked to develop a list of potential projects where naming rights could be considered and include the dollar figures with those projects.

C. Discussion & Potential First Reading of New *ECASD Policy 851 – Advertising*

President Craig said that the Policy & Governance Committee developed a new policy on advertising. There are over 100 businesses that are currently advertising in our schools and it is felt the district should have a policy. The Board was provided with several handouts including a list of potential ramifications on student learning and information on pervasive corporate advertising. The committee met with a variety of different groups about the policy including the Teaching & Learning Department, administrators' group, and the Parent Advisory Council. A preliminary draft of the policy was developed based on sample policies and legal opinions. The district will have to notify businesses currently advertising in the district to make sure they follow the policy once it is implemented.

The question was asked about coupon books for school fundraisers and whether they would be considered advertising. President Craig said the policy is designed to address school environment issues as opposed to fundraising. There will be a centralized person who will put all activities through a filter to see if they are acceptable.

The Board discussed having something in rules that says individual schools can't go out on their own and approve advertising. The superintendent or designee will approve the advertising.

Mr. Van De Water cautioned that there will be a considerable amount of work required to implement this policy. He said it would be important to put the appropriate time in up front so it is successful and has a positive community outcome.

President Craig said the policy could open up some opportunities to generate revenue. She asked that administration show how they could administer this and what alternatives there may be. Money generated could be used for the district's operating budget. The Board also asked to see how other districts generate revenue through advertising, how much is generated, and how it is managed by administration. It was also suggested that administration talk about any barriers they see to implementing the policy.

Mr. Leibham said there will be some need to define what an advertisement is. Would everyone have to pay for what they are distributing? He felt that anything that has a logo on it and is put before children would be impossible to manage.

Dr. Heilmann suggested the word 'shall' be used rather than 'will' in the policy.

Dan Shuda, 1455 Cummings Avenue, said the process used for advertising by non-profit organizations provided some lessons in the importance of communication. This would put businesses into that process.

Marcus Liddell said he was in favor of the policy and said that based on the data he collected, the majority of students at the high school were as well. He felt the policy was well written and gave administrative leniency. Brittany Landorf said that initially she wasn't in favor of advertising in the schools, but felt the policy weeds out a lot of bad advertising and has the potential to make money for the district.

3. Request for Future Agenda Items

President Craig asked to get an update on the art collaboration meeting and any discussions with union officials as well as an update on field trips. Com. Faanes asked to get a new estimate on the tennis courts that would be within the budget and well as an estimate for the track. Com. Shiel asked that the Board packets be disseminated earlier. Com. Duax asked that the policy to address distribution of materials be moved up from August. Mr. Leibham said a procedure has been

established that community groups have been pleased with where they can distribute materials four times a year. He said the Board may have to determine if that is advertising given the proposed policy.

4. Other Business

5. Motion to Adjourn Committee Meeting

Com. Faanes moved, seconded by Com. Shiel, to adjourn committee meeting. Carried by unanimous voice of acclamation.

6. Motion to go into Closed Session

Com. Faanes moved, seconded by Com. Duax, to go into closed session under 19.85 (1)(e) to deliberate or negotiate the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session 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.

7. Meeting adjourned at 9:50 pm.