

BATTLE CREEK PUBLIC SCHOOLS BOARD OF EDUCATION

Work Session

May 11, 2020

Meeting held electronically pursuant to Executive Order 2020-15

Zoom identification number Meeting ID: 873 3804 7907

5:30 p.m.

PRESENT – BOARD OF EDUCATION

Karen Evans

Catherine LaValley

Kyra Wallace

Patty Poole-Gray

Charlie Fulbright

Art McClenney

Jackie Slaby

Present – Administration

Kim Carter – Superintendent

Chandra Youngblood – Director, Elementary Education

Deborah Nuzzi, Director, Secondary Education

Monique Cheeks – Director, Student Services

Mitch Fowler – Director, School Data Systems & Innovations

Nathan Hunt – Communications Manager

Laura Ash – Executive Director

Cheryl Johnson – Chief Executive Officer, Human Resources

Absent - Administration

Jeff English – Executive Director

Wes Seeley – Coordinator of State/Federal Programs & Grants

Charles Lipsey – Director, Facilities and Operations

MINUTES

The meeting was called to order by President Evans at 5:30 p.m. Karen Evans, Catherine LaValley, Kyra Wallace, Patty Poole-Gray, Charlie Fulbright, Art McClenney and Jackie Slaby were present.

APPROVAL OF AGENDA

Catherine LaValley made a motion to approve the agenda as written.

Jackie Slaby supported the motion.

A Roll Call Vote was taken.

Motion passed 7 – 0

PUBLIC COMMENTS

None.

REPORTS

BCAMSC New Course Approval

Dr. Nuzzi discussed her recommendation to add a new course for BCAMSC. This course is being recommended after a thorough audit from Luke Perry and the staff. She reported that for the past 15 years, juniors at BCAMSC have experienced an integrated science and math unit centered around the science of Global Climate Change. Due to calendar changes, this integrated unit no longer fits in the juniors' schedule. She and the team are suggesting that BCAMSC offer an every other day, one semester class on the topic. With 26 Next Generation Science Standards addressing climate change, the State of Michigan has determined this material is an essential part of a student's science education.

They are recommending, given the comprehensive design of the proposed Honors Global Climate Change course by staff members at BCAMSC in response to the identified student need to learn a multitude of NGSS Standards, that the new course be approved.

The Honors Global Climate Change can be used to meet one of the Graduation Requirements for Advanced Physics, Advanced Chemistry and Advanced Biology.

Open source resources are used with this program, which is a great benefit because often times textbooks are not valid after coming off the printer. In comparison, open source resources are sometimes updated daily.

The Board will vote on this matter at the Regular Meeting on May 18, 2020.

Communications Budget

Nate Hunt discussed that, due to the recent increase in communications support and activity, we are requesting up to \$150,000.00 to supplement communications work with Fenton Communications. The additional funds are to ensure we can continue supporting enrollment initiatives and the ongoing COVID-19 and at-home communications through July 2020.

Trustee Jackie Slaby thanked Nate for bringing this matter to the Board's attention. She thinks it is important to support these initiatives and that we continue getting connections to family. Trustee Slaby said her question was more specifically around the line items that would be covered by the additional \$150,000.

Nate Hunt discussed the previous information brought to Cabinet. There is a specific enrollment plan that he can share with the Board and some of it was meant to be fluid moving forward. The District has been doing reactionary work with Fenton on our COVID efforts. Fenton was able to step in and help us plan out, respond and react.

Trustee Slaby indicated it would be great if Nate could share specifics tonight. Does this work include pamphlets, radio ads, banners, etc. Nate indicated a lot of the work is visual advertising with the Battle Creek Shopper and direct mailers, both of which families have responded well to. There is also Pandora and radio advertising. We are using digital ads to promote upcoming events.

Secretary Kyra Wallace asked about TV ads noting she saw something today that the amount of TV being watched by families during this time has quadrupled. Nate discussed survey results showed that more families were using YouTube and digital communications than watching TV. BCPS has vamped up our YouTube ads.

Vice President Catherine LaValley complimented Nate Hunt on the phrase “optimism with uncertainty” that was her favorite quote as she read the Communications proposal. Vice President LaValley asked about the digital ads on Pandora and YouTube. Nate said we have Pandora ads in Spanish and English and they are running on a broad array. We also have Facebook ads and are able to set criteria for the digital advertising with Facebook so we can target a specific audience.

Trustee Slaby asked Nate Hunt to walk the Board through what he does when it comes to evaluating forms of communication and how to prioritize outreach. Nate responded a big part of the data used is gathered from the Brand tracker survey. Results show us how effective the different forms of providing information to our families are and we get a good range from there. We also looked at the information that came back last year and most families are getting their information from the Shopper, Opinion and Facebook. Nate reported the District is trying to ramp those efforts up and also this year to get information into homes with people being constrained at home right now. The plan we have in place began from in-depth discussions back in January and targets 9th Grade, Kindergarten, WK Prep and the Career Academies. We want to look at gathering families and keeping them. Last year we found that we have 300 families that didn't even give BCPS a chance.

Superintendent Carter added that Trustee Slaby asked great questions. She advised we have been using the Brand Tracker Analysis since 2016. There was an analysis in August of 2019 and there will be another one this August. This system tracks Acceptors, those who are already enrolled, and Rejectors, those who are residents of BCPS but enrolled elsewhere. The information gained from this research helps us define what is working. Superintendent Carter referred back to Secretary Wallace's question about TV ads and reported that this analysis has shown TV ads were not that successful. Most families receive from their information from the Shopper and radio stations. This information has helped us prioritize our efforts.

President Karen Evans said she streams her service and she thinks there has been a decline in those watching TV. Trustee Slaby agreed, she works in this industry and there has been a decline in TV. President Evans thinks the District is doing a great job looking at resources and getting information out.

Nate Hunt reported at this time the additional funding requested will come from the WKKF Grant Funds, but Nate advised that Wes Seeley is checking into this because some of the cost may be allowed from CARES ACT Funds.

Trustee Charlie Fulbright commented he loves seeing BCPS billboards around the community. Trustee Fulbright thinks BCPS is the only District doing that and it makes him happy and he thinks it's great to have our billboards.

The Board will vote on this matter at the Regular Meeting on May 18, 2020.

2020-2021 Chartwell Food Service Agreement (Year 2)

Laura Ash discussed the Chartwell Food Service Agreement and noted the State of Michigan requests that the Board authorize the Superintendent to sign the Agreement each year. Laura reported the management fee for Chartwell services are \$148,920. Laura indicated she also includes the rebate amount in her recommendation each year and this year Chartwell was successful in gaining rebates for BCPS in the amount of \$237,000.

President Karen Evans commented that was amazing.

The Board will vote on this matter at the Regular Meeting on May 18, 2020.

Elementary Summer School Proposal

Dr. Chandra Youngblood reported she has been busy planning Elementary Summer School. She discussed that we have used Scholastic Lit Camps for the last couple of years and we discovered a decline in the summer slide. This year Scholastic is offering an online at-home version of the program. Students receive 7 books, along with workbooks and stickers. Teachers will receive a virtual lesson plan guide. Authors of the books provided will have recorded videos that students have access to. There is also an online product available that targets phonics for grades K-2 and word attack skills for grades 3-5.

Dr. Youngblood reported we are proposing for virtual summer school beginning June 15th and the District will be able to use CARES ACT Funds for the purchase of this program, estimated at \$24,000 depending on how many students apply. Dr. Youngblood indicated the \$24,000 quote is for 350 students and an initial survey last week indicated there may be a bit more interest than that, so we will have to see how it plays out.

Secretary Kyra Wallace asked what the teaching staff will look like, the student/teacher ratio. Dr. Youngblood responded this was a good question and we are trying to find research around that, but haven't been successful at figuring it out. Dr. Youngblood indicated we will have to see how many students register and how many teachers apply. She advised that teachers will teach 2 days of Math and 2 days of Reading and can record ½ hour lessons, so families can choose what schedule works best for them. Dr. Youngblood indicated with this plan, the District could serve quite a few students per teachers because there would be lots of options for participation and teachers would not be overloaded.

Trustee Charlie Fulbright asked about the deadline date for applying. Dr. Youngblood indicated the deadline is May 29th. She shared the Application goes live tonight and families have 3 weeks to apply. They have found in the past that the bulk of Applications come the first two weeks after the Application is out and then the week after the Application has closed. Dr. Youngblood reported this information will be on the website and she will also be sending emails to the Principals to share with the staff so the teachers can share the information with families during their weekly calls. The information to enroll will be collected online using a Google Doc. The K-5 program is open to all current students and those enrolling to be BCPS students for the 2020-2021 school year.

Dr. Youngblood shared KSP will be running in July and she is working on what that will look like since a lot of this program is based on an in-person experience. She will bring the KSP program information to the Board at the first meeting in June.

Superintendent Carter pointed out that all of this is contingent on the phases based in the Governor's Plan. The District hopes to have the gold standard of an in-person summer school program, but we are moving forward with virtual.

The Board will vote on this matter at the Regular Meeting on May 18, 2020.

Secondary Summer School Update

Dr. Nuzzi commented it would be wonderful to be back face-to-face, noting we are getting good at contingency plans.

Dr. Nuzzi shared slides about the BCPS Virtual Secondary Summer School and shared she was thankful to the Summer School Action Team for their efforts in pulling together a plan in a very short time. The Action Team involved was Lindsey Keller, Principal, Susan Basso, Meri Shabani, Wes Seeley, Julie Bingaman, Erica Giron, Teresa Cooper, Tyler Gilland, Luke Perry, Calvin Williams, Larry Manley and herself.

Dr. Nuzzi shared the program foundation will provide the following: build confidence and competence, meet kids where they are, fill the gaps and move ahead, focus on ELA and Math standards and integrate social emotional care and learning. This will be enhanced with 21st Century opportunities that students will do each day.

Specific targets are as follows:

6th – 8th Grade

Adaptive Technology & Responsive Lessons, 1:1 Academic & SEL Check-Ins, Google Meets & Community Building

9th – 11th Grade

Credit Recovery & College/Career Counseling, 1:1 Academic & SEL Check-Ins, Google Meets & Community Building

W.K. Preparatory

Adaptive Technology & Responsive Lessons, 1:1 Academic & SEL Check-Ins, Google Meets & Community Building

BCAMSC

Algebra 1 & Bio/Chem Credit Earning Courses, 3 Day Math Camp Algebra 1 Filler Option, 1:1 Academic Checks & Google Meet Lessons

GVSU Camp

Steps Camp is STEM focus for Middle School students. Shape Camp is a healthcare focus for Middle School students. Earlier this year, Dr. Nuzzi brought the GVSU Education Camp to the Board for approval. This camp is for Seniors who want to become teachers. Although this camp was to be in-person, we are fortunate that GVSU is going to offer it virtually.

Scoop will be used for the 6th – 8th Grade summer school assessments. It is extremely engaging and a free service right now, due to COVID.

Dr. Nuzzi reported the staff has carefully watched students they knew would need support in summer school. Counselors have been looking at this since December and those students will be personally invited to attend. 6-8th grade summer school will be used as a recruitment initiative indicating to parents we would love to have their students for summer school and into the new school year.

Secretary Kyra Wallace asked if the secondary summer school is for incoming 6th graders. Dr. Nuzzi indicated it is for current 6th graders this year, not incoming.

Vice President Catherine LaValley asked Dr. Nuzzi to explain the Scoop program to be used for the 6th – 8th Grades. Dr. Nuzzi discussed students would use a Scoop Pad and the program uses NWEA and will survey students to fill in the gaps and then move forward. It is an engaging program and not just fun and games. Lindsey Keller's daughter practiced on the Scoop Pad and gave her thumbs up that it was fun.

Contract Addendum for NEP

Superintendent Carter presented her recommendation to approve a service extension with the National Equity Project in order to capitalize on the flexible time available for increased staff professional learning during this school closure period. NEP has proposed an extension for this year to work with system leaders and teachers to build strategic equity leadership skills and design systems that will guide innovations at BCPS.

Trustee Jackie Slaby asked Superintendent Carter to walk through the opportunities created from this extension. Superintendent Carter responded the extension would provide for professional development opportunities for staff to learn about cultures and understand bias. It will include District Transfer Coaches, the Superintendent and Directors and will help the District with system design work. The work will encompass looking at how we are creating results oriented processes by looking at data by groups and populations and then making decisions. We will see students by name, need and strength.

Trustee Slaby inquired as to the exact services that would be provided. Superintendent Carter advised it would be consultation work and helping to facilitate information, collecting data, focus conversations and creating meeting designs and deliverables. Trustee Slaby asked if this would only for staff and leaders. Superintendent Carter indicated it is internal district operations work.

The Board will vote on this matter at the Regular Meeting on May 18, 2020.

PUBLIC COMMENT

None.

SUPERINTENDENT COMMENTS

Superintendent Carter reported on the following:

- There will be announcements and celebrations to celebrate our 2020 Graduates, she invited everyone to check out the BCPS Facebook page and the BCCHS Facebook page. Superintendent Carter appreciates the work behind the scenes and noted this is just an example of what the Communications Team does for us. She reported more information will be distributed later, but we are celebrating and acknowledging our Graduates over the next couple of weeks.
- May 21st between 11:00am and 1:00pm, Seniors will have the opportunity to pick up their caps and gowns. Jostens will be present and we will be social distance safe. More information will be available on the BCCHS Facebook page or the District website.
- Reminded everyone we are in the middle of the Census, noting the Census is very important for the community and determines funding for the next 10 years. Recent surveys showed there is a 65.3% completion in the State of Michigan and 63.9% completion in Battle Creek.
- We are receiving many calls about student work permits. She advised the process will go live tomorrow on BCPS.org under the Student Services page. There will be an online form to complete to receive a work permit in light of our offices being closed.
- Enrollment is open in BCPS and we have some amazing programs across the District. We are celebrating the rise of 2nd graders at Fremont and will be adding 3rd grade at Fremont in the Fall. There are only a few slots open, so she encouraged that people go online today and enroll. Middle School STEM will be expanding and adding 7th Grade in the Fall. There are very few slots open for 6th and 7th grades. Middle School STEM provides for project based learning.
- Other programs that are occurring include Springfield Middle School launching a Service Learning Academy, the Reach Program will continue across the District, and BCCHS will launch the Career Academies. These are a few of the many Great Things happening in the District!

BOARD MEMBER COMMENTS

Trustee Jackie Slaby highlighted the work of a local organization. Trustee Slaby shared the Y Center is providing various services for families, including emergency camps, a diaper dry thru service, blood drives and food services. Anyone in need, can email Kay Lewis at ymcabattlecreek.org.

Vice President Catherine LaValley reported she was very happy to see the extension contract with the National Equity Project on the Agenda tonight. Vice President LaValley is excited for additional staff to receive the ability to consult with us and facilitate good practices. She thinks it will be good for participants to have a chance at this training.

President Karen Evans shared that she has been helping with the laptop distribution and it's been fun. She helped with two distributions and she was able to deliver laptops to students at their homes. President Evans noted she was able to meet with the Food Service Team that is distributing meals at the High School and express the Board's appreciation, which she hopes was good.

President Evans advised she has been in touch with Rob Green at the MASB and, while the Board has decided not to do Superintendent Carter's evaluation, there are some details to work out. President

Evans will be talking with Rob Green again and then she will be calling each Board Member individually to discuss the details. She will do this by the end of the week.

Meeting adjourned – 6:20 p.m.

Submitted by
Patti Worden

Kyra Wallace
Board Secretary