

Office of the Superintendent
SHEBOYGAN AREA SCHOOL DISTRICT
Sheboygan, WI 53081

**BOARD OF EDUCATION
SHEBOYGAN AREA SCHOOL DISTRICT
Sheboygan, Wisconsin
ANNUAL PLANNING SESSION MEETING MINUTES
Wednesday, June 22, 2016**

The annual planning session of the Board of Education of the Sheboygan Area School District was held on Wednesday, the 22nd day of June, at 5:00 p.m. in the Central Administration Building, Board of Education room, 830 Virginia Avenue, Sheboygan, Wisconsin. This annual planning session was announced in compliance with the Open Meeting Law of the Wisconsin State Statutes.

President Reinthaler called the meeting to order at 5:10 p.m.

Present: Dr. Susan Hein, Ms. Mary Beth Martin, Mr. Larry Samet, Mr. David Gallianetti, Ms. Marcia Reinthaler, Ms. Jennifer Pothast, Mr. Ryan Burg, Ms. Barbara Tuszynski.

Mr. Mark Mancl was excused.

Moved by Ms. Tuszynski, seconded by Ms. Hein to approve the agenda as presented. All ayes. Motion carried unanimously.

Mr. Matt Wolfert will be the first to present with agenda item IV. to follow.

Review Updated and/or Recommended Objectives/Goals for the Strategic (Long-Range) Plan for 2016-2017

Dr. Sheehan provided an overview of the Academic Career Planning which will replace Goal 1 of the Strategic (Long-Range) Plan. He reported that he met with middle/high school principals as well as counselors, Ms. Blum, Ms. Finney, Mr. Harvatine and Mr. Konrath to develop the new goal and areas of measurement.

Mr. Samet asked if we have the available teachers and course work to accomplish Academic Career Planning as stated and Dr. Sheehan responded that we do; however, we could do more. Mr. Samet talked about those students who may want to attend Lakeshore Technical College but are still in remedial classes. Dr. Sheehan commented that the course offerings will likely change. Ms. Tuszynski wants to be sure that we are not lowering the standard for students in the process as her concern is whether we have enough counselors to help the students. Dr. Sheehan responded that there has been some shift to the secretaries which will free up some time for the counselors. He further commented that some teachers may not be happy with the change because they may have to learn other areas of their profession, but it is critical that every student has an adult figure head as part of their educational experience. The District only has so much funding so it is necessary for administration to get creative with staff so there may be a push when it comes to staffing. Dr. Hein asked how we work to meet Department of Public Instruction (DPI) requirements and yet accomplish the goal and Dr. Sheehan responded that the DPI will allow modification with courses. Ms. Martin expressed her concern with having remedial courses at the high school level and commented that if reading specialists are not successful then why do we continue to utilize them, and if they are successful why do we not have more in other core areas? Dr. Sheehan explained that the District has lost more than 100 teachers in the past few years and that it has been mixed as far as the results with the specialists. He noted that there would need to be cuts in other areas if that is the direction the school board would want administration to go. Ms. Martin would like to see something done with remedial math or those students at the middle school level who are deficient that would allow them to attend a class specific to them while at the same time their peers are in their regular classes. Mr. Samet suggested that students who are struggling in a specific course be required to attend summer school and Dr. Sheehan responded that we highly encourage those students, but currently do not require them to attend. Mr. Samet wants to be sure that students also do not lose liberal arts opportunities as a result of this goal and perhaps administration could look at combining some of the electives into one course to cover all requirements. Mr. Gallianetti commented that there will be some pushback with reallocation so when the school board gets heat about this goal they are prepared to stick with decisions that support the goal. Mr. Gallianetti asked for clarification on whether teachers were going to be career counseling and Dr. Sheehan responded that we need to be careful when we say "counseling". Teachers will take on a different role and be more involved with the student. The question is how to assure all our teachers are equipped to do this. Teachers will have to embrace it and do it well. Dr. Sheehan further commented that the school board needs to know where they stand on this goal and whether he should pursue this now or wait until they have a new superintendent. Mr. Gallianetti asked how long he thinks it will take to implement this and what other people in the district are saying and whether they completely support this approach. Dr. Sheehan stated that the buy in was the

middle/high school principals and counselors, Mr. Harvatine and Mr. Konrath. Ms. Tuszynski noted that teachers have been differentiating for a long time. Mr. Samet noted that we have not been successful yet because of the structure. Roughly each teacher will have 20-25 students they will be essentially mentoring. The struggles will be how we train and measure teachers through this process. Ms. Pothast talked about another district that has their teachers “opt-in” to mentor students which is very involved and they do receive a stipend for participating in the program. She fully supports moving forward but realizes it is going to take time for total staff buy-in. Mr. Burg asked if homeroom time could be used for some mentoring with the teacher. Ms. Martin noted that she would like the same homeroom student to remain with the same teacher their entire high school career. Dr. Sheehan continued to move through the other areas and objectives of the Academic Career Plan. Mr. Samet raised concern on the 80% of students with 0-1 office discipline referrals and would like more information on what percent we currently have. He would like that number to be higher. Mr. Gallianetti noted we just need to be sure we are pushing students to the route that they need to go and in the right direction. Students need to be clear on what the advantages and disadvantages are of higher education. This model is about inspiring students and engaging them in a path that is going to help them be successful. Mr. Samet asked if Dr. Sheehan believes our staff to understand cultural awareness and would like our Department of Human Resources hire more minority based staff which may be one way for our staff to become more acclimated to the different cultures.

Ms. Reintaler asked the school board if this is something they want for the District, are we there, who is on board, and do we want to do this now or is it something we want to wait to do until a new superintendent has been hired. Is the school board fully committed to moving this direction? Ms. Tuszynski supports moving forward with this now. Dr. Sheehan noted he is trying to help the school board set up some direction with the next superintendent. Mr. Gallianetti asked how prevalent this is in the State and Dr. Sheehan noted it will eventually be a mandate. Mr. Gallianetti replied that if the school board adopts the goal then it will have a significant effect on who applies for the position of superintendent. He does not want to see the pool of candidates get diluted because we are not staying ahead of mandates. He sees it as a very good opportunity for candidates knowing the school board supports it. Dr. Sheehan believes they will receive many quality candidates knowing the school board supports this goal. Mr. Samet supports the goal and thinks it is important that the school board adopts it so the new superintendent does not get tagged with the initiative – rather it was in place prior to the position as superintendent. Mr. Gallianetti also commented that it will be extremely critical that staff is on board with this especially during the interview process. Ms. Martin is in support but would like to ask key people who are on the lower level to have some professional development so they can speak to staff rather than it sound like a demand coming from Dr. Sheehan and the Executive Management Team. Dr. Sheehan indicated the timeline is critical and they are looking for this to be at least a three year process.

Moved by Ms. Martin, seconded by Mr. Gallianetti to support administration’s proposed Academic Career Plan (3-Year) and to develop a timeline building on what has already been developed as part of the Strategic (Long-Range) Plan. All ayes. Motion carried unanimously.

Other Items for Discussion

1. Referendum 101 with Matt Wolfert, Bray Architects

Mr. Wolfert, Bray Architects provided a background on his experience and that he had worked with the school district on the last referendum as well as other small district projects. He talked about the difference between an informational versus an advocacy referendum. The District can fund an informational referendum. He warned school board members to never send anything that implies “vote yes” as it does not send the right message and does not gain that much traction. He did say that school board members can speak to their neighbors and other community members on “vote yes”, but need to be cautious. Mr. Wolfert indicated that the survey results show very strong support in the community which is very predictive, and with that, he feels this campaign should be relatively easy. He again cautioned the school board members to be careful on the use of district resources for flyers, etc. Everything that is talked about is informational and how we can engage the community. He explained that the communication process will be three phases: 1) Strategize – What is our message going to look like; 2) Mobilize – When we are engaging the public: speaking engagements, active component of the campaign; 3) Energize – Final five weeks of the process. This process is not as critical during presidential elections. In general, this will be a 15-week process. Mr. Wolfert does not recommend a huge outreach during summer rather start when school reconvenes. Print, media, and direct mail are the top choices on how to get information out to our non-parents and parents. It will also be critical to keep the Sheboygan Press engaged. Mr. Gallianetti noted it is going to be difficult to keep the Sheboygan Press engaged with the changes they have been going through. He added that we may need to think about paid advertising, letters to the editor, etc. Mr. Wolfert noted that paid advertising and letters to the editor will be a component and are effective. He added that this is one of the biggest expenditures in the community and hopefully the Sheboygan Press will expand on that. Mr. Burg commented that it is a matter of controlling the message and that concerns him with the Press versus the Sun or Beacon who would probably be happy to fill their papers with our stories. He also suggested utilizing the radio. Mr. Wolfert talked about the campaign customization which consists of three components: 1) Print and Direct Mail –

Postcards, flyers; 2) Digital Media & PR – Building a Facebook campaign; 3) Live Engagement – Face-to-face, civic groups, meeting with people on a regular basis. Ms. Martin talked about having different areas or dividing topics up so that if people have a specific question they can go to a specific area rather than everyone having to hear every question. Mr. Wolfert has commented that this is the most effective way by using a structure and he suggests a very focused campaign. Bray Architects will provide additional assistance which will include an extension to our communications/marketing for Nicole Sondalle. He reviewed the communication schedule which is very preliminary and noted there will likely be two jumbo postcards sent out in October and November. Getting on the civics groups schedules is going to be important and we also need to focus some communication efforts earlier due to absentee voting. Mr. Burg talked about the handouts/brochures for backpacks or to handout to our students and Mr. Wolfert responded they did miss that on the communication schedule and it will be included as they update it.

Mr. Gallianetti asked how we get the message out to the buildings so they know how to deal with the referendum, questions, and what they can and cannot do. Mr. Wolfert responded that staff has to be informed and we need to engage them in the process. We need to be sure that all our staff is knowledgeable about the referendum so that if parents or community members ask them they have as much knowledge as possible. If parents or staff would like to help, we can certainly utilize them to pass information out, etc. If they want to run an advocacy campaign then we should direct them to Mr. Wolfert who would advise them accordingly. The rollout should occur the first or second week of September and Mr. Wolfert reminded the school board that they should be here to provide support for the leadership or administration to move forward with the referendum.

2. NEOLA Presentation

Ms. Heus presented an update of the NEOLA process when it comes to school board policies, administrative guidelines, and forms. She also provided the history of the decision to use NEOLA's services. NEOLA helps school leaders to address policy implications of the ever-evolving laws and regulations from all levels of government. NEOLA retains reputable legal firms who review the materials that are developed by NEOLA and vet them for legal compliance before they are sent to the client. Services the District receives from NEOLA have saved staff a great deal of time and expense.

3. Alumni Relations and Development

Ms. Reinthaler commented that she wants to be sure the school board is moving in the same direction before we involve the Foundation in the discussion of alumni relations and development. Mr. Samet talked about the shortages the District may face with finances in the next biennium budget and through his discussions with Mr. Boehlke this could be a possible option to raise funds. Mr. Samet said the first step would be to get a contact list of who are our alumni and then hire someone to compile that information. Dr. Hein talked about the process the Foundation used many years ago when attempting to reach out to alumni and suggested going back and requesting that information from them. Mr. Gallianetti commented that this is about developing alumni relations not only for dollars, but for advocacy, and general awareness of what is happening in our schools. He added that over time this could be a way to develop a revenue source and he is not sure he would want the Foundation as a connection with this. School board members agreed that this discussion would continue at the June Planning Session in 2017 with a special committee established during the annual reorganization meeting to do more research on the topic and report back in June.

4. Charter Schools

Mr. Gallianetti commented that he is fine with keeping the moratorium in place through Dr. Sheehan's tenure but perhaps the school board members should ask the new superintendent what his thoughts are on charter schools. He further noted that it needs to be determined if the District is committed to being a district of choice and if we are, then it must be made clear. Dr. Sheehan clarified that the school board supports being a school of choice and will keep the moratorium in place.

5. School Board Members Salaries

Ms. Reinthaler talked about the background with salaries and opened the floor for discussion. Mr. Samet did his own math and noted that the average yearly salary is \$3,000 for a school board member. He would like to see a raise at the next annual planning meeting to up the salaries across the board by \$400. He noted that board members play a very important role and that should not be discounted. Ms. Martin talked about paying additional for special meetings; however, leaving the base the same. Ms. Tuszynski noted that meetings in the past were longer and she is concerned about the staff burden of trying to keep this straight. Mr. Burg talked about the fact that common council gets paid a per-diem for extra meetings. Mr. Gallianetti commented that the pay is appropriate and that no board member is typically doing this for money.

Adjourn

Moved by Ms. Pothast, seconded by Dr. Hein to adjourn at 8:20 p.m. All ayes. Motion carried unanimously.



Joseph M. Sheehan, Ph.D.
Superintendent & Secretary of the Board

JMS;jjh