

June 8, 2021, Board Workshop

Ms. Elizabeth Andersen, Chairwoman
Mr. Darryl Willie, Vice-Chairman
Dr. Kelly Coker
Ms. Lori Hershey
Mr. Warren A. Jones
Ms. Charlotte D. Joyce
Ms. Cindy Pearson
Dr. Diana Greene, Superintendent

ATTENDANCE AT THIS MEETING OF THE DUVAL COUNTY SCHOOL BOARD: All Board Members were present. Dr. Diana Greene, Superintendent, and Ms. Rita Mairs, Office of General Counsel, were also present.

Call Meeting to Order

The meeting was called to order at 9:13 a.m.

Items to be Discussed

1. NON-ENROLLMENT ASSISTANCE (ESSER II)

Dr. Greene mentioned the District receiving the award letter for the Elementary and Secondary School Relief (ESSER) II Funding and that there were three conditional pieces of the ESSER II:

- Non-Attendance
- Technology
- Academic Acceleration

Presentation

- The three categorical funding pots.
 - Activities and strategies the District is going to implement to ensure the alignment with Department of Education requirements and to the strategic plan.

Chief Financial Officer Michelle Begley explained the overview of the ESSER II Fund through a PowerPoint presentation (see attached to agenda).

Deputy Superintendent Dr. Dana Kriznar explained the Non-Enrollment category through a PowerPoint presentation (see attached to agenda).

Dr. Greene informed the Board Members that the District has been given a deadline of September 1, 2021, to have the funds expended. She believes it will go into a holding if not spent, but not sure if the District would get it back.

Dr. Kriznar will provide the percentage of total numbers of student non-enrollment for each district as requested by Vice Chair Willie.

Board Member Jones requested if any particular schools that stand out regarding the non-enrollment for Districts 4 and 5.

Board Member Pearson inquired about page 8 regarding the high schools

- Tracking students who attend charter school, home education, and private school.
- Inquired if the Florida Virtual students are part of the 7,777.
 - District would know about students who registered for Home Education and elected to go to Florida Virtual because the District must approve those.
 - If the student was a full-time Florida Virtual student, they would be enrolled in that district because there is a separate district number for the full-time program and the District should know who those students are.
- Students who made the decision for virtual schooling during COVID-19, can they reverse the decision and join the brick-and-mortar high school? Is the District making sure that students know that they did not make an irrevocable decision and they may return to their high school this year and pick up if they wanted? Dr. Kriznar stated that Assistant Superintendent of Communications Dr. Pierce and Assistant Superintendent of School Choice Ms. Peek would be addressing her questions.

Board Member Dr. Coker requested for the grade levels that are affected in the high schools.

- The problem was more the juniors and seniors.
 - Some decided to get a GED instead of being in school. The District's focus was the seniors and trying to get them over the finish line.
 - The District is up against two challenges:
 - Change in the graduation requirements - Perk is no longer an option.
 - Stressors of the pandemic.
- In the national news, employers are going after teenagers for jobs that adults used to hold.

Executive Director of Student Discipline and Support Services Jackie Simmons explained Enhancement Outreach through a PowerPoint presentation (see attached to the agenda).

Board Member Hershey inquired about the information on page 13. She noticed that nothing had been noted in her District on the map (large red area) and inquired if Sandalwood High School expanded into her area. She also inquired about the concentration in some areas and not seeing anything that expands onto the Westside or in Arlington. Mr. Simmons stated that there would be coverage in every area and that all schools would be represented. Ms. Hershey briefly spoke about homelessness being throughout the city and appearing differently. She expressed that the District

needs to look at the expanse of poverty and influx of immigrants.

Dr. Coker requested as a follow-up:

- The percentage of return of teams, voting areas, or schools in terms of success.
- Which areas had more success.
- What populations did this approach work best.

Mr. Jones made an inquiry about the involvement of the clergy. Mr. Simmons spoke briefly about the My Village Project which has different outreach agencies including churches. The District has not identified any one church at this time. Mr. Jones then inquired about contractual services on page 14. The District would be contracting with different non-profit agencies for assistance with reaching out to the students.

Vice Chair Willie inquired about notifying parents about there being consequences for not having their children in school. The District would be using the Parent Academy and sharing information from the State Attorney's Office with parents regarding consequences if students have not returned to school or are not attending on a regular basis.

Vice Chair Willie inquired about how things were being handled with people who speak a different language. The District is working to ensure that there are people who can speak multiple languages and Mr. Simmons' team is working with the English Speakers of Other Languages (ESOL) Department. He also added that if they came across someone at the door who did not speak English, they would contact the call center for assistance.

Mr. Simmons provided reassurance regarding Social Workers being engaged because they understand the pipeline of what they might see. They know how to engage the family to the appropriate resources and/or mental health that the family as well as the students' may need. He added that they will be documenting some of the barriers and that once the initiative reaches critical mass, the students will still be in school, and the District will still require requisite services.

Assistant Superintendent of Communications Dr. Tracy Pierce explained how the Communications/Marketing Department would be assisting with Increasing Enrollment through a PowerPoint presentation (see attached to the agenda):

- tv
- billboards
- direct mail
- social media

Discussion and questions:

- Dr. Pierce confirmed that he has data on the losses and added:
 - Charter school movement is large and having an impact on public and private schools.
 - Data is being used for marketing.
 - Direct mail is the most expensive outreach piece.
 - Go directly to families who have opted out of public school.
 - Transition strategy - higher probability of loss: kindergarten, 4th, 5th, & 8th

grade.

- Ms. Pearson requested to be informed if losses are consistent with last three years or if it is a bump.
- Dr. Coker requested to see the direct mail for her district. She also mentioned payments being made to private schools around June or July, so those parents are not going leave those schools and that the District would need to reach out much earlier. Dr. Pierce confirmed Dr. Coker's statement and mentioned that they realized there is a cycle but would not be giving up.
- The direct mail for the 35 schools were neighborhood or magnet schools were neighborhood schools. There is a whole separate program for magnet schools.
- Ms. Pearson mentioned the families who are choosing to leave a private school would be choosing magnet and accelerated programs (middle and high schools). She mentioned about how the policy does not make it easy and may need to be reviewed with regards to entering these programs.
- Mr. Jones inquired if the perception of schools in the neighborhoods would be addressed. Dr. Pierce responded:
 - School-based enrollment strategy (building the positive for the individual schools within the neighborhood marketplace).
 - Increase the capacity of the school-based team to do social media on their own.
 - Together a short training for principals which will be a part of the Principal Institute and the online training, long-term online course focusing on all levels of enrollment development process.
- Vice Chair Willie inquired if there was an overlap with the numbers that Mr. Simmons and Dr. Pierce quoted. Dr. Pierce mentioned the number of students Mr. Simmons referred to would be included in receiving the same information. Vice Chair Willie mentioned about the competition making it easy to sign up. He wanted to know what could be done to make it easy for parents to sign up with DCPS. Dr. Pierce explained about the creation and purpose of the District Level Enrollment Management Team.
- Chair Andersen added that parents of pre-K and kindergarten need to have something that wraps around the middle school because parents make the choice to go to neighborhood elementary school based on the neighborhood middle and high school. They are concerned about whether they will also serve and take care of them. The competitors K-8 appear nice and safe, so parents make a choice once and don't have to think about it again.

Chair Andersen requested for Duval Flex to be explained.

- Offered to homeschool families to get them engaged with DCPS instead of choosing to go somewhere else.
- Secondary students had four electives.
- Core classes and other variety of courses are offered.
- Program is virtual.

Ms. Joyce inquired how many families participated in the art and music programs. Dr. Greene informed her that she would have to get the information for her. She also mentioned that when the students are enrolled in a course with DCPS, the District receives FTE funding based on the number of courses the students are enrolled in.

Ms. Hershey mentioned about the students assigned to charter schools, homeschooled, or attend a magnet school that does not offer sports, that these students can go to their neighborhood school to participate in a sport or activity. She inquired if the District received funding for them. Dr. Greene responded that the District does not receive funding.

Ms. Joyce inquired if a parent of an elementary school student wanted their child to participate in an art or music program, is going to Pine Forest Elementary School an option or do they have to go to the neighborhood school. Assistant Superintendent of School Choice Ms. Peek mentioned that the neighborhood school is always an option and then explained the process.

Ms. Peek explained about the Family Support Welcome Center through a PowerPoint presentation (see attached to the agenda).

Chair Andersen inquired if the Attendance Response Team (ART) would have something to leave behind for the parents in order to be reached. Mr. Simmons clarified that something will be provided. Chair Andersen also suggested to possibly notify the neighborhood that the ART Team will be coming through.

Vice Chair Willie inquired about the connection between the call center and enhancing the website to be user-friendly for parents.

Ms. Peek responded:

- Met with Communications Director Tabitha Collins.
- Will make sure the School Choice website is clean and easy to understand.
- Looking at processes to streamline and make things easier.
- Centralized enrollment is a continued conversation.
- Looking at a policy waiver to change the timeline for magnet and special transfer.

2. ACADEMIC ASSISTANCE (ESSER II)

Chief Officer of Academic Services Paula Renfro explained Academic Acceleration through a PowerPoint presentation (see attached to the agenda).

Ms. Pearson:

- Board Members having an opportunity to see the textbooks as they are created.
- Communications and recruiting.
- School culture, specifically student behavior: parents talk about what they hear about schools - where do we address the school culture/behavior because it undermines what is being done? Dr. Greene mentioned school culture will come up at another workshop.

Dr. Coker spoke on Career and Technical Education (CTE):

- Materials, resources, and student precertification opportunities.
- Requested for a list of what are the new things being looked at.
- Where are we looking?
- How programs are being selected?

Vice Chair Willie stated he appreciated the training and physical component; allows to see the dollars into the future.

Chair Andersen inquired about the process for approval for text. Dr. Greene responded that the District uses the state of Florida standards. Chair Andersen also mentioned the following:

- The opportunity to look at Social and Emotional Learning (SEL) content.
- Using funds for building programming and building training in some of the area to help reach soft skills goals.
- Building relationships, culture, and climate in our schools.
- Being able to handle some of the discipline and behavior problems.

Ms. Renfro responded that culturally responsive teaching practices is a very high quality and intentional way to be thoughtful when it comes to engaging, acknowledging, and honoring students. Through the work, it builds a culture that all students feel supported.

Dr. Kriznar mentioned Jill Fierle, the new Career Technical Education Director and the new ideas that she will be providing soon.

3. TECHNOLOGY ASSISTANCE (ESSER II)

Chief of Information Technology Jim Culbert explained Technology Assistance through a PowerPoint presentation (see attached to agenda).

Recessed at 11:29 a.m.

Resumed at 11:33 a.m.

Ms. Joyce inquired if the monitors, magnetic dry erase boards, and EPIC System were only for the schools that were listed. All seventeen schools would be receiving the full packages.

Ms. Pearson inquired if the schools in the Master Facilities Plan would be receiving the packages and what is the long-range plan. Mr. Culbert stated that this is part of the building of the new schools. He mentioned that there have been bits and pieces around the District, but never combined it in one classroom at one time.

Chair Andersen inquired if the number of schools could be expanded with ESSER III. Dr. Greene responded that the District is going to make it happen and that the ESSER is making things happen quicker. Chair Andersen inquired about the factors for the 17 schools selected. Dr. Greene responded: 1. Even if a school is being renovated, it is quite a way before the renovation and 2. It could be an Information Technology (IT) magnet, and nothing has been done to that magnet school. The schools were selected because they are not up for a major renovation, and all are elementary schools. There is a plan to move toward middle and high schools. The goal is to get to what the standard classroom will look like. Chair Andersen inquired about the refreshing of teachers' IT equipment. Mr. Culbert responded that the upcoming year, teachers are a priority and will be taken care of.

Vice Chair Willie inquired about the disruption in the class with regards to installation of the equipment. Mr. Culbert responded that things could be shifted or be done at night.

Mr. Jones inquired if there would be Professional Development for the teachers to learn how to use the new devices. Mr. Culbert explained that while working around Loretto Elementary School, there has been a lot of Professional Development created. He also mentioned that QR codes are being created and attached on the side of equipment so you can just use your phone to bring up the directions on how to use the equipment.

Dr. Coker inquired how Ms. Renfro's team would be ensuring training using the same content. Ms. Renfro responded that Professional Development has included a component for the current year referred to as Duval HomeRoom. They have partnered with IT to ensure the team is up to date with the latest tools provided in Microsoft Teams, so that they are actively training through content. This would continue with the port and is in conjunction with Mr. Culbert's instructional technology piece.

Ms. Joyce mentioned how interactive monitors appear to be more high-tech than all-in-one monitor, which Title I schools used Title I funds to purchase. She inquired if all or some of the schools on the list were Title I and have all in one learning centers. Dr. Greene responded that it is a combination of schools, not all are Title I. Mr. Culbert provided information on all the classrooms that did not have all-in-one learning centers. Dr. Greene added that Mr. Culbert has been working with Assistant Superintendent of Operations Paul Soares to plan things out and there is a timeline.

Vice Chair Willie inquired about putting a sample in a classroom so others could see. Dr. Greene responded that the District are staying strategic and focused on a whole school at a time.

Dr. Greene explained the Strategic Plan Alignment through a PowerPoint presentation (see attached to agenda).

Prior to the presentation, Dr. Greene shared an experience that took place during a retreat where the Cabinet Members were working on connection between departments. School Police Chief Wayne Clark actively engaged himself and wanted to understand things. Chief Clark informed Dr. Greene that he now knew how to go back and talk to his officers about how they could play a role in what is done every day. It is not always that easy to see the connection for what the School Police do, and what the School District is all about regarding the vision and mission.

Dr. Greene then commenced with the PowerPoint presentation.

Ms. Pearson mentioned about partners:

- Boy Scouts of America and Eagle projects.
- Former English Speakers of Other Languages (ESOL) Coordinator Hind Chahed had libraries established in ESOL languages.
 - Students are learning English; parents can still read with their children in their first language because the connection is so important.
 - Good project for any of the service clubs in our schools, in our high schools.
 - Potential in collaboration piece involving students in activating them to engage the community in filling the gaps in some of the spaces.

Ms. Hershey inquired about how long the District is looking to sustain this, what is the projected life of this program? Dr. Greene responded:

- Project is a lifer.
- The District has funding currently, and this is what they were going to attack.
- Non- attendance enrollment funding happens to coincide with chronic absenteeism.
 - Dr. Greene provided an example of what could be done to get students back into school and the District cannot do this alone
 - Absenteeism may get fixed, but then the District has to move onto another considered barrier.
- CARES dollars were not used to support the partnership with Read USA.
- ESSER dollars are being focused on once the District buys it, they have it.
- Dr. Greene gave examples of how the District and partners could collaborate.

Mr. Jones commented on the barriers that the communities have blamed the schools for not educating students and needing the partners to help close the gaps and the barriers that the students face.

Vice Chair Willie commented about attendance and consistency being needed. He mentioned city council, jobs, and living environment; wondering how the Board could facilitate the conversations. He inquired if there have been any thoughts about Minority Owned Businesses and Women Owned Businesses, etc. with regards to the money coming in. Dr. Greene responded:

- Changing mindset at the District.
- Theory of Change - 8 Steps.
 - Created a sense of urgency.
 - 2 or 3 - army of volunteers.
 - Everybody rallying around to provide support.
 - Categoricals were written by teams, not individually.
- Board Liaison on Keystone project - campaign for grade level reading.
 - Go to various meetings and share what was talked about.
- Northwestern Legions and Loretto Elementary School technology in classrooms.
- Policy on equity is being implemented.

Chair Andersen inquired about the book Systemic Change Theory.

- Inquired about how to get community groups involved to help and support.
- Vulnerability and risk trying to guide an entire community for meeting the needs of children.
- The District is the perfect group to bring community partners together.
- Be more engaged in the 8 steps and build a framework for schools and Duval County.

4. GOVERNANCE

Chair Andersen:

- Briefly mentioned about the strategic plan:
 - Make sure the community knows there is a new one being launched for the upcoming

school year.

- Each board member has their groups, organizations, strategic partners, and influencers within the community that need to know this is the direction that DCPS is going.
- Challenged to have 3 - 5 meetings and talk about the strategic plan.
- What the District is looking at.
- Thinking how they can get involved.
- Get their feedback.
- Sit as a liaison on some of the keystone projects.

Ms. Pearson:

- Ignite Your Passion (see attached to agenda):
 - Invitation sent to the Board Members.
 - Requested for Board Members to join on a panel in discussing, Supporting the Success of Your Student in High School.
 - Requesting for Executive Director of Community and Family Engagement Tia Leathers to do a presentation on Parents Who Lead.
 - Requesting for Director of Governmental Relations Kim Miller to be on a panel helping students to understand advocacy part of an idea.
 - Long range view is Wolfson would be a pilot, create a template and offer to any other high school in the county who wants to do a similar program.
 - Long term vision is fundraising piece so that some students may be able to get seed money to start up their project.
- Media Kits for Kids of America - Children's Miracle Network Hospital Dance Marathon (see attached to agenda).

Ms. Hershey mentioned about the follow-up regarding the plan for trophies and memorabilia to remain at the schools whose name was being changed. Dr. Greene stated that there is a planned walk through in the secondary schools to see what they have out. If there is a trophy case, the trophy case remains. Marquees are different. Ms. Hershey spoke about schools that became magnet schools and the memorabilia was removed. She also mentioned:

- Mandarin Oaks having a Farm Share event on the weekend.
- Foundation for Duval Schools.
 - Conversation needs to take place about what to do with it.
 - Explained about the history.
 - Closure needed.

Dr. Greene

- Department of Health
 - Contribute \$14 million to District to support students.
 - Health Aide in every school that does not have a nurse.
 - Engaging with Telehealth - medical doctor in every school.
 - All staff and students will continue to have access to testing (COVID).
 - Students must have parental permission.
 - Funding for Polymerase Chain Reaction Test (PCR) - share information with families.
 - Incentives for secondary students to get vaccinated.

- Continue vaccine sites:
 - 5 high schools during the summer.
 - Every middle and high school beginning of the school year.
- Health Department must approve everything.

Ms. Hershey inquired about the process for selecting Telehealth. She mentioned that a company that had not been selected reached out to inform her that there would have been no cost to the District for their services. Dr. Kriznar stated that she would reach out to the company who reached out to Ms. Hershey and that no one had reached out to District staff. She mentioned that the District was in the beginning of the procurement process since the information was just made available to them. Dr. Kriznar also mentioned that this is a combination of both Telehealth and mental health services and that the organization had met with the District's Full Services Department.

Chair Andersen inquired if this was coming through the local Department of Health. Dr. Greene confirmed and added that every district's local Department of Health should be supporting their school district with funding coming from the state. This is probably ESSER dollars coming from the state.

Adjournment

1. ADJOURNMENT

Motion:

That the Duval County School Board move to adjourn the meeting at 12:51 p.m.

Motioned: Board Member Cindy Pearson

Seconded: Vice Chair Darryl Willie

PASSED - 7-0

Aye:

Elizabeth Andersen

Darryl Willie

Dr. Kelly Coker

Lori Hershey

Warren A. Jones

Charlotte Joyce

Cindy Pearson

Nay:

None

GC

Superintendent

Chairman