

May 9, 2023, Board Workshop

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

ATTENDANCE AT THIS MEETING OF THE DUVAL COUNTY SCHOOL BOARD: All Board Members were present except Board Member Darryl Willie. Dr. Diana Greene, Superintendent, was present but Mr. Ray Poole, Office of General Counsel, was not present.

Call Meeting to Order

The meeting was called to order at 9:11 a.m.

Items to be Discussed

1. INTERNET SAFETY FOR CHILDREN - JSO

Dr. Greene introduced Detective Brett Bolton, Jacksonville Sheriff's Office (JSO), Digital Forensic Examiner. Detective Bolton shared a presentation about internet safety for children (see attached). Detective Bolton continued sharing with everyone that his focus is on crimes against children, which can be quite challenging when it comes to his duties. There are lots of risks that affect children daily as they access the internet, therefore being proactive and engaging in active communication is necessary to protect our children.

Board Member Hershey arrived at 9:13 a.m.

Discussion took place on the following:

- Importance of recognizing the risk that children are exposed to every day.
- When someone has access to the internet, whether a child or an adult, it is not a matter of if, but a matter of when there is exposure to inappropriate content, because eventually it will happen even if it is unwanted.
- The importance of parents and guardians having strategies and resources in place to guide children through the proper actions when they come in contact with inappropriate content.
- Pornography and excessive violence can have a negative impact on the development of children and continued exposure affects the way a child thinks, feels and their behavior.

- Failure to take the appropriate actions after a child has had exposure to inappropriate content from peers or things seen online could cause them to engage in more risky behaviors when they feel they don't have someone to talk about it to.
- Apps that do not require identification. A child can enter any date of birth.
- An app that looks like a traditional calculator that allows pictures to be hidden from parents.
- Ways for parents to track what a child has on their phone.
- Parents installing an app on their phone so they can track what their child has on their phone.
- The use of X-rated emojis.
- Parents should check what their children are doing on their phones.
- Importance of understanding the difference between cyberbullying and bullying and the difference from then vs. now.
- The best way to prevent a child from cyberbullying is to ensure they are not engaging in it themselves.
- Parents should set a good example to assist with ensuring that a child does not get the wrong message as to how they should respond.
- Prepubescent children as well as teenagers are engaged in sexting.
- Consequences of sexting that children do not think about, could result in a child's phone being confiscated and the child may not ever get the phone back.
- The most important thing that can be done for children is to talk to them or give them someone that they can talk to.
- Create a predefined action and consequence.
- Preplanned action avoids overreaction.
- The internet is a good tool, but boundaries should be established along with giving children the tools they need to make good choices on the internet.
- Resources to assist.
 - Other parents are the best resource.
 - Life360 is a good resource.
 - NetSmartz.org
 - NetSmartzKids.org
 - TakeltDown.ncmec.org
- The Presentation has been made available to parent groups and different age groups of students and Detective Bolton is currently working with the Duval County School Board (DCSB) to do a presentation for parents.
- NetSmartz is put on by the National Center for Missing and Exploited Children (NCMEC).
- NCMEC has tip sheets, presentations, and other information to send home.
- When speaking to children at schools, there are 3 different presentations per age group, that has the same content but altered for maturity level. The presentations are provided by NCMEC.
- A school can contact the Sheriff's Office Public Information Office (PIO) and request to be provided internet safety training.
- Any information considered criminal as it relates to a student's phone content, would go to the Duval County School Police (DCSP) for them to make a decision as to whether it needs to go to JSO.
- For information about cases in which JSO was pulled into, the PIO should be contacted.
- Detective Bolton recommended, as a Board, ways to assist students would be to talk about it frequently and have flyers sent home from NCMEC.
- Anyone who wants the training would need to contact JSO.
- Presentations provided to schools include sharing how easy it is to have a conversation with someone and the creation of photos that seem real.
- Everyone needs to be vigilant about internet safety.

Chairman Dr. Coker shared appreciation for the presentation.

2. NEW TECHNOLOGY UPDATES/~~INTERNET SAFETY~~

Jim Culbert, Chief Officer, Technology Services, shared a PowerPoint Presentation with the Board entitled "Increasing Security and Ease of Communication." Discussion took place on the following:

- Three new applications coming to the District.
 - Bloomz
 - Pikmykid
 - apparent.online
- Bloomz allows parents to communicate with teachers in their native language.
 - Class Dojo does not meet state requirements.
 - Bloomz provides two-way private secure messaging.
 - Three Phases to roll out Bloomz.
 - The application is district funded.
 - Parent experience with managing more than one app and the different streams for releasing information when they have more than one child. Currently, there are cases in which schools use different apps, and the parent would have to create their own account, but with Bloomz, everything would link to the parent's account.
 - Next year there will be several apps, but they will all tie back to the parent account. The district's goal is to create a more centralized place for communication.
 - The Bloomz app provides immediate communication and the ability to translate.
 - Appreciation for archived communication.
 - Allowing secondary schools to have access to behavior modifications.
 - The agenda item will allow schools to be able to purchase other features from the app.
 - Technology will set up everything for the teachers to utilize the app.
 - Not sure if Bloomz has the capability for classroom moms to create accounts to communicate about class activities.
 - Links can be created if there is a need to have a link to point parents back to Focus.
 - Teacher accountability for teachers using Bloomz and the consequences if they do not use it. Principals will have to address this as Class DoJo does not meet state board rules. Principals will need to monitor what teachers are using to communicate with parents and hold them accountable and that can be reflected in a teacher's evaluation. Bloomz can benefit teachers as it relates to parent communication.
 - Streamlining communication for parents with multiple children.
- Communication with Class DoJo executives to get them to move to an enterprise level, to do data integration and archiving was unsuccessful.

Pikmykid is a dismissal application that will be used next year. It is centrally managed and produces real-time reports. It is designed to let the elementary school know that the parent is arriving on campus to pick up their child. District Onboarding includes training and year-round support. Discussion took place on the following:

- This app is for elementary schools only, but if other schools would like to purchase it, they will have the opportunity to purchase it.
- The House Bill (HB) that will be passed to limit students' cellphone use at school will cut off some parent communication with students about their mode of transportation.
- Past experiences with the time and effort it takes to get a student out of school for an appointment.
- Parent notifications sent that their student has been picked up from school.

The Apparent.online application allows a parent to see and control what their student is doing on a district laptop after normal school hours to include them being able to shut the laptop down.

- This application is for secondary schools only.
- You can set when the student can access the laptop.
- Screen recording is available.
- It allows parents to restrict websites that they do not want the child to access.

Board Member Pearson thanked Mr. Culbert for his research and work on the new technology updates. Discussion continued among everyone on the following:

- The anticipation of club sponsors and coaches having Bloomz access and how the extracurricular activities will be handled through this application. Everyone with a district account will be able to log in, for everyone that does not have a district account, technology will have to work through those issues.
- The anticipation of parents pushing back to have one place to get all the information needed.
- A request was made to Mr. Culbert to meet with Tammy Talley, Director, District Athletics, to see what can be done and to identify the gaps as it relates to athletic communication.
 - A lot of coaches will need parents to assist.
 - Principals can create a sponsored account for the Parent Teacher Association (PTA) that gives them access to the app.
- Web Filtering allows parents to block websites on their child's school-issued laptop, but parents have no control during the school hours.
- Home school students that are registered properly will have an account and will have access to the applications.
- The idea of centralizing information is a great idea.

Chairman Dr. Coker, thanked Mr. Culbert for the presentation.

3. MASTER FACILITY PLAN UPDATE – R.L. BROWN AND R.V. DANIELS

Adjournment

1. ADJOURNMENT

Motion:

That the Duval County School Board move to adjourn the meeting at 10:38 a.m.

Vote Results:

Motion: Cindy Pearson

Second: April A. Carney

PASSED - 6-0

Aye:

Cindy Pearson

April A. Carney

Kelly Coker

Warren A. Jones

Lori Hershey

Charlotte D. Joyce

Nay:
None

MA

Superintendent

Chairman