



Meeting Minutes Duval County Public Schools

January 21, 2025, Board Workshop

Ms. Charlotte D. Joyce, Chairman
Ms. April A. Carney, Vice-Chairman
Ms. Melody A. Bolduc
Mr. Reginald Blount
Ms. Cynthia Pearson
Mr. Anthony Ricardo
Mr. Darryl D. Willie
Dr. Christopher Bernier, Superintendent

ATTENDANCE AT THIS MEETING OF THE DUVAL COUNTY SCHOOL BOARD: All Board Members were present. Dr. Christopher Bernier, Superintendent, and Mr. Ray Poole, Office of General Counsel, were also present.

Call Meeting to Order

The meeting was called to order at 11:50 a.m.

Items to be Discussed

1. ENROLLMENT ORGANIZATION - PART 2

Dr. Tracy Pierce, Chief Officer, Communications presented at PowerPoint presentation Enrollment Organization January 21, 2025 (see attached). Dr. Pierce and Dr. Bernier joined in the discussion on the following:

- Purpose of building enrollment in the district.
- Current Missions.
- New Missions.
- Enrollment Marketing Office. Consists of three teams - Marketing Communications Team, Customer Services and Enrollment Processes, and School Enrollment Initiatives.
- Enrollment Marketing Office organizational chart was explained and will include 4.5 new positions. The purpose of the office will be to support schools in all phases of enrollment with the prime object of growth.

The Meeting was recessed at 11:58 a.m. to allow Dr. Bernier to take a conference call with the National Weather Service and the Emergency Operations Center regarding the impending winter storm.

The Meeting reconvened at 12:36 p.m.

- Financial Impact Summary. Cost will be \$1.1 million which could be covered with increase in enrollment through Full Time Equivalent (FTE) dollars. The growth expectancy was also explained.

- Timeline was explained.
- A request for a breakdown of the costs for the positions and costs for the enrollment marketing office.
- A request for an update on the hiring of the director of the foundation. Dr. Bernier stated he would provide an update.
- An update status for the Deputy Superintendent's position. Dr. Bernier stated he does not plan to fill the position right now to help offset the costs.
- Teacher specialist position was explained.
- Family and Community Engagement role.

The meeting was recessed at 1:10 p.m.

The meeting reconvened at 1:16 p.m.

- Magnet enrollment.
- Communication and Enrollment Marketing role from schools was explained. How will leadership of the schools be held accountable was explained.
- Appreciation was expressed for the presentation.

2. SAFETY & SECURITY QUARTERLY UPDATE

Glenn Virdin, Director, School Police presented a PowerPoint presentation Fourth Quarter Monitoring Visits October-December 2024 (see attached). Dr. Bernier and Mr. Virdin joined in the discussion on the following:

- School Inspected Data. 34 schools inspected (16.92% of schools).
- Schools Inspected.
- Appreciation was expressed for the presentation.

3. GOVERNANCE

Dr. Bernier joined in the discussion on the following:

- Be Safe, Be Seen campaign. All government individuals are in support.
- Reflective materials for dark colored school uniforms.
- Updated information on recent incidents will be provided to the Board.
- Board Members were advised to continue communication with City Council Members.
- Student responsibility of not using cell phones while riding bicycles, etc.
- A request for a review of bus stops was made. It was cautioned on moving bus stops as buses are designed for front and rear impact.
- A request for definitive answers on bus swing arm cameras and why they are not installed yet has been made.
- Ways to extend the Be Safe, Be Seen campaign to include reaching out to business community, City Council, and engaging with planning and development department to help advise students will be walking through the newly developed areas.
- A request for the data from the recent accident and traffic study results.
- Traffic gardens.
- A request for information on trainings related to safety and items the Board will be voting on was made. It was stated that the information for the Be Safe Be Seen campaign was provided to all Board Members.
- A request for members of our community and nation to have a culture shift. Recognizing everyone is

- busy and be mindful to slow down and possibly save lives.
- A bring back request for trends from the recent town halls.
 - District maps with new Board Members. Publication for the maps should be ready within the week.
A request for a link with the new maps for the district website.

Adjournment

1. ADJOURNMENT

Motion:

That the Duval County School Board move to adjourn the meeting at 2:05p.m.

Vote Results:

Motion: April A. Carney

Second: Melody A. Bolduc

PASSED: 7-0

Aye:

Charlotte D. Joyce

April A. Carney

Reginald Blount

Melody A. Bolduc

Cindy Pearson

Anthony Ricardo

Darryl D. Willie

Nay:

None

CR

Superintendent

Chairman