

Approved by the Charlotte-  
Mecklenburg Board of Education  
July 28, 2009  
Regular Board Meeting



Charlotte, North Carolina

June 23, 2009

**REGULAR MEETING  
of the  
CHARLOTTE-MECKLENBURG BOARD OF EDUCATION**

The Charlotte-Mecklenburg Board of Education held a Regular Board Meeting on June 23, 2009. The meeting began at 4:10 p.m. and was held in Room 267 of the Government Center.

Present: Molly Griffin, Chairperson, District 5;  
Kaye McGarry, Vice-Chairperson, Member At-Large;  
Trent Merchant, Member At-Large;  
Kimberly Mitchell-Walker (District 2);  
James Ross (District 3);  
Tom Tate (District 4); and  
Ken Gjertsen (District 6)

Absent: Joe I. White, Jr., Member At-Large, and  
Larry Gauvreau (District 1)

Also present at the request of the Board were Dr. Peter Gorman, Superintendent; André F. Mayes, Acting General Counsel/Deputy General Counsel; Hugh Hattabaugh, Chief Operating Officer; Tyler Ream, Chief of Staff; and Nancy Daughtridge, Clerk to the Board.

**Upon motion by Mr. Merchant, seconded by Mr. Ross, the Board voted unanimously of those present for approval to go into Closed Session for the following purposes:**

- **To consult with the Board's attorneys on matters covered by the attorney-client privilege and to consider personnel matters.**

**The motion was made pursuant to Section 143-318.11(a) of the North Carolina General Statutes.**

The Board held a Closed Session meeting from 4:10 p.m. to 4:20 p.m. and a Board Work Session from 4:36 p.m. until 6:09 p.m.

Chairperson Griffin reconvened the Regular Board Meeting at 6:18 p.m. in Room 267 of the Government Center. CMS-TV Channel 3 televised the meeting.

Present: Molly Griffin, Chairperson, District 5;  
Kaye McGarry, Vice-Chairperson, Member At-Large;  
Trent Merchant, Member At-Large;  
Kimberly Mitchell-Walker (District 2);  
James Ross (District 3);  
Tom Tate (District 4); and

Ken Gjertsen (District 6)

Absent: Joe I. White, Jr., Member At-Large, and  
Larry Gauvreau (District 1)

Also present at the request of the Board were Dr. Peter Gorman, Superintendent; André F. Mayes, Acting General Counsel/Deputy General Counsel; Members of Executive and Senior Staffs; Judy Whittington, Manager of Board Services; and Nancy Daughtridge, Clerk to the Board.

## **I. CALL TO ORDER**

Chairperson Griffin called the meeting to order at 6:18 p.m. Chairperson Griffin welcomed everyone to the Board's second meeting of the month which will be held in a Work Session format. Chairperson Griffin said the Board had just concluded a Board Work Session regarding the budget and she apologized for the meeting starting late.

### **A. Adoption of Agenda**

Chairperson Griffin called for a motion to adopt the agenda as presented.

**Mr. Ross moved, seconded by Mr. Tate, that the Board adopt the agenda, and a discussion followed.**

Chairperson Griffin called for any additions to the agenda.

Ms. McGarry requested to amend the agenda to add an Action Item to amend the motion for the Board action adopted on May 12, 2009 regarding applying Governor Perdue's Executive Order No. 11 to all employees' base salary regardless of funding source.

**Ms. McGarry moved to amend the agenda to add Action Item III.B. (Recommend approval to amend the May 12, 2009 motion that resulted in Board action regarding Governor Perdue's Executive Order No. 11 as presented by Ms. McGarry, Member At-Large), seconded by Ms. Mitchell-Walker, and the Board voted 7-0 in support of the motion. Mr. White and Mr. Gauvreau were absent.**

Mr. Gjertsen requested to amend the agenda to add an Action Item to amend the Board action on June 9, 2009 related to the rezoning of Ardrey Kell and South Mecklenburg high schools.

**Mr. Gjertsen moved to amend the agenda to add Action Item III.C. (Recommend approval to amend the June 9, 2009 motion that resulted in Board action regarding the rezoning of a portion of South Mecklenburg High School to Ardrey Kell High School as presented by Mr. Gjertsen, District 6 Board member), seconded by Ms. McGarry and the Board voted 7-0 in support of the motion. Mr. White and Mr. Gauvreau were absent.**

**Mr. Tate moved that the Board adopt the agenda as amended, seconded by Ms. McGarry, and the Board vote 7-0 in support of the motion. Mr. White and Mr. Gauvreau were absent.**

## II. CONSENT ITEMS

- A. Recommend approval of the 2009-2010 academic calendar for Cato Middle College High School.
- B. Real Estate Items:
1. Recommend approval for Charlotte-Mecklenburg Board of Education to grant Long Creek Elementary School to be annexed to the Town of Huntersville.
  2. Recommend approval for Charlotte-Mecklenburg Board of Education to lease space at 1100 Bond Street.
  3. Recommend approval for Charlotte-Mecklenburg Board of Education to lease office at 5001 Airport Center, Building M.
  4. Recommend approval for Charlotte-Mecklenburg Board of Education to amend the lease and operating agreement between Charlotte-Mecklenburg Board of Education and the City of Charlotte.
- C. Recommend approval of appointment of administrative personnel.

*Appointments:*

- *Jeffrey Linker named Director of Magnet Programs. Mr. Linker previously served as Magnet Program Specialist.*
  - *Valerie Todd named principal at Highland Renaissance Academy. Ms. Todd previously served as principal at Plaza Road Pre-K.*
  - *Tangela Williams named principal at University Meadows Elementary School. Ms. Williams previously served as assistant principal at Shamrock Gardens Elementary School.*
- D. Recommend approval of McKinney Vento Grant, Education for Homeless Children and Youth.
- CMS is applying for a competitive grant which will provide funding to support identified students under the McKinney Vento Act. This grant will afford the district \$80,000.00 each year for two years. Additionally, a separate application is being made to access American Recovery and Reinvestment Act (ARRA) Stimulus Funds which would provide \$40,000.00 each year for two years.*

- E. Recommend approval of modifications to executive contracts.

*On May 12, 2009, the Board authorized that all CMS employees would receive up to ten hours of flexible furlough leave and would also receive a 0.5% reduction in their total 2008-2009 annual salary, regardless of funding source. The Board also authorized modification of all executive contracts to reflect the district-wide salary reduction and flexible furlough leave. An additional modification includes the executive contract for Ann Clark, Associate Superintendent for Pre-K-12 Curriculum and Instruction, will be modified to reflect a change in title to Chief Academic Officer.*

- F. Recommend approval of supplementary funding request for Safe and Drug Free Schools 2009-2010 Entitlement Application.

*The goal of this initiative is to support programs that prevent violence in and around schools; prevent the illegal use of alcohol, tobacco, and drugs; involve parents and communities; and are coordinated with related federal, state, school, and community efforts and resources to foster a safe and drug-free learning environment that supports student academic achievement through the provision of federal assistance to states.*

*Funding requested from North Carolina Department of Public Instruction, \$457,603.00.*

- G. Recommend approval of licensed employees for career status due to changes in Department of Public Instruction for career tracking.

*As a result of No Child Left Behind Federal Regulations, the Department of Public Instruction (DPI) Licensure Section deemed that validated licenses would be considered a clear license (Standard Professional I or II). Therefore, this change in DPI Policy, allowed individuals to track towards career status, effective with the 2005-2006 school year. Thirteen teachers will be impacted by approval of this item.*

**Mr. Gjertsen moved, seconded by Ms. McGarry, that the Board adopt Consent Items A. through G., and the Board voted 7-0 in support of the motion. Mr. White and Mr. Gauvreau were absent.**

### **III. ACTION ITEMS**

- A. Recommend approval of Title I, Part A Application for 2009-2010

Chairperson Griffin called upon Dr. Gorman to present the recommendation. Dr. Gorman called upon Ann Clark, Associate Superintendent for Pre-K-12 Curriculum and Instruction, and Ron Thompson, Executive Director for Federal and State Compliance. Dr. Gorman said Board members have previously been provided information regarding the Title I Application and this was also addressed during today's Board Work Session regarding how CMS would use the American Recovery and Reinvestment Act (ARRA) dollars. Ms. Clark said the Board materials outline the Title I, Part A Application. CMS is eligible to receive \$30,196,274 in Elementary Secondary Education Act (ESEA) Title I funds and \$24,603,182 in ARRA Title I funds for the 2009-2010 school year. Title I, Part A is a categorical federal entitlement grant program that will provide supplementary federal funds to serve schools that have high concentrations of students receiving free and reduced price lunch. The first portion of the ARRA amount will be included in the Title I, Part A Application for next school year. The Board materials outline the distribution of those dollars and the Set-Asides which include a Local Education Agency (LEA) Improvement category in addition to Parent Involvement, Pre-K, Professional Development, School Improvement, and District Instructional Initiatives. A portion of the funds are also Set-Aside for the Homeless. Ms. Clark said Dr. Gorman provided the Board with a review of the ARRA recommendation for the Pre-K Program at today's Board Work Session. Historically, the five stand-alone Pre-K centers have been funded by Title I and this will increase the Title I funding to cover the Bright Beginnings programs that are located at the five Pre-K centers. This would not include the administrative costs which would still be funded in the local budget by Title I guidelines.

A Board discussion followed.

- Mr. Tate asked clarifying questions regarding funding for transportation for after school programs for Title I students in those schools that have to provide supplemental student services. Mr. Thompson said historically that has come from the carryover or the monies that were unspent at the end of the year. The \$3.7 million as indicated in the Board materials is the projected carryover and that is added back into the allotment given to the individual Title I schools. The money referenced, would be the carryover above this

amount. Mr. Tate asked if the budget for transportation was reflected in the Board materials? Mr. Thompson said, no, that would come at the end of the fiscal year and it is not included in the Board materials.

- Chairperson Griffin asked clarifying questions regarding the change from the current school year. She understands the ARRA funding is included and part of that will be allocated to Title 1, and there are more schools. Chairperson Griffin asked staff to explain any other significant changes to Title 1 funding? Ms. Clark said there is a significant increase to the Pre-K Program and capturing that entire program, less the administrative costs associated with it, which is a large portion of the ARRA funding. CMS is continuing the district-wide initiatives that were in place this year. One of the changes that resulted from the Magnet review process was an interest in expanded learning time. Expanded learning time is being defined as extending the day, the week, and the year as well as providing some opportunity for Title I schools to explore different methods of expanding learning time. This was kept very broad so that it would not be locked into a certain criteria and it could include the options listed. This is a new initiative that started this summer with an opportunity for many of the Title I schools, in light of not having the Summer School programming for grades 3-8 because of the change in the retest requirements, to be creative with an expanding the learning model for their particular school community.

**Mr. Gjertsen moved, seconded by Ms. McGarry, that the Board approve Title I, Part A Application for 2009-2010, and the Board voted 7-0 in support of the motion. Mr. White and Mr. Gauvreau were absent.**

Chairperson Griffin noted that Dr. Gorman had requested clarification on Board support for the movement of the Title I funding and this shows unanimous Board support by those present.

- B. Recommend approval to amend the May 12, 2009 motion that resulted in Board action regarding Governor Perdue's Executive Order No. 11 as presented by Ms. McGarry, Member At-Large

Chairperson Griffin called upon Ms. McGarry to present the recommendation to amend a previous Board action.

**Ms. McGarry moved that the Board amend the action previously adopted on May 12, 2009 to apply Governor Perdue's Executive Order No. 11 to all employees' base salary regardless of funding source. "Base salary" for certified staff at CMS includes both state and local funds, commonly referred to as "local supplement." Therefore, "funding source" as that term was used in the May 12<sup>th</sup> motion includes local supplement. The administration has correctly applied the .5% salary reduction to all employees' base salary, including local supplement. To clarify the Board's action taken on May 12, 2009, Ms. McGarry moved to amend the May 12<sup>th</sup> motion by inserting "including local supplement" after the phrase regardless of funding source, seconded by Mr. Merchant, and a discussion followed.**

A Board discussion followed.

- Mr. Tate asked that this motion and the May 12<sup>th</sup> motion be read. Dr. Gorman said this

action will provide clarification and André Mayes, Acting General Counsel/Deputy General Counsel, will read the May 12<sup>th</sup> motion. Ms. McGarry said this motion would provide clarification on the Board action previously taken regarding base salary, funding source, and local supplement for future interpretations. Chairperson Griffin said this action will not change the previous Board action but only provide clarification.

- Mr. Gjertsen said at the time the Board approved this item there was speculation that there would be state action taken to make this mandatory. Mr. Gjertsen asked was that state action approved? Ms. Mayes said that bill did pass. Mr. Gjertsen said did that action make CMS legally required to do that or was it simply allowed? Ms. Mayes said it was required in the bill and if the state portion was reduced then the local portion was also required to be reduced. The Board took the May 12<sup>th</sup> action prior to the bill being passed. Mr. Gjertsen said the Board took the action before the Bill was passed in anticipation of state approval of that bill. He said he did not support it at that time because he thought it was a bad idea. He believes the clarification is necessary and this is now in compliance with state law that did pass. Dr. Gorman said staff is requesting the clarification not only for this incidence but also in case we should have to deal with a similar matter again.

Ms. Mayes said the motion that was adopted on May 12<sup>th</sup> is as follows: That the Board authorize administration to apply Governor Perdue's Executive Order No. 11 to all employees across the district regardless of funding source and to modify executive contracts to reflect the district-wide salary reduction and flexible furlough leave.

Ms. Mayes said the proposed motion would read as follows: **That the Board authorize administration to apply Governor Perdue's Executive Order No. 11 to all employees across the district regardless of funding source "including local supplement" and to modify executive contracts to reflect the district-wide salary reduction and flexible furlough leave.**

**The Board voted 7-0 in support of the motion. Mr. White and Mr. Gauvreau were absent.**

- C. Recommend approval to amend the June 9, 2009 motion that resulted in Board action regarding the rezoning of a portion of South Mecklenburg High School to Ardrey Kell High School as presented by Mr. Gjertsen, District 6 Board member

Chairperson Griffin called upon Mr. Gjertsen to present the recommendation to amend a previous Board action. Mr. Gjertsen said related to the Board approval on June 9, 2009 related to the rezoning of a portion of South Mecklenburg High School to Ardrey Kell High School, he would like to amend the motion as follows:

**Mr. Gjertsen moved that the Board amend the June 9, 2009 motion that resulted in Board Action to rezone a portion of South Mecklenburg High School to Ardrey Kell High School, to allow existing students (who live in the Thornhill neighborhood area) who currently attend South Mecklenburg High School to be given a choice to remain at South Mecklenburg High School with full rights and privileges that includes athletic eligibility (in effect to grandfather those students if they choose) with no transportation and no sibling guarantee, seconded by Ms. McGarry, and a discussion followed.**

- Mr. Tate asked does this also include participation in all other after school activities

because Board policy for athletic participation takes into account all other after school activities? Chairperson Griffin said the effect of grandfathering those students would allow them to participate in all activities without restriction. Dr. Gorman said agreed with Chairperson Griffin.

**Mr. Tate made an amendment to the motion to include transportation would be provided by CMS for these students, the amendment did not receive a second, and the amendment failed.**

- Chairperson Griffin apologized for missing the last Board meeting because she strives to not miss Board meetings. She will support this motion because it is in the best interest of students. However, she would not support it if she thought the Board was creating a precedent for grandfathering students in any other current or future situations. For many reasons, both practical and budgetary, the Board had to move away from grandfathering students except in their terminal grades. She strongly believes this motion does not set a precedent because it is a unique situation. She personally believes the Board action on June 9<sup>th</sup> violated the spirit, although not to the letter, of our current Board policy on student assignment. The motion was made without advance notice or time for public input from the families that were impacted. Although the motion was made during the assignment review for the opening of new schools, this area was not, in any way, impacted by the opening of new schools. Chairperson Griffin is also concerned that the motion was made only two months prior to the start of the next school year which is problematic for high school students who have already registered for their classes and activities. Given those facts, this is a unique situation and she does not believe it will set a precedent for any other situation because this is the right thing to do for those students. Chairperson Griffin will ask Policy Committee and Mr. Tate to review the Board's current policy to ensure any future boundary decisions are made only after advance notice and time for public input.
- Mr. Tate agreed with the comments made by Chairperson Griffin. He also is very concerned that the majority of the Board present at that meeting voted to approve changing a school boundary without providing an opportunity for public input on the recommendation. He believes that was a huge mistake on the part of the Board. He hopes, whether it is policy or not, that will not happen again.
- Mr. Ross expressed concern that this is a tweak to a tweak and when that happens it becomes complicated because it is hard to reach a stopping point. A family could still express a concern regarding the action taken by the Board. He encouraged the Board to be careful in taking this type of Board action in the future. He voted against this matter at the June 9<sup>th</sup> meeting but would support this motion, under protest, because it would not be fair to those families.

**The Board voted 7-0 in support of the motion. Mr. White and Mr. Gauvreau were absent.**

#### **IV. REPORT/INFORMATION ITEMS**

##### **A. Report on Budget Amendments for May and June 2009**

Chairperson Griffin called upon Dr. Gorman to introduce the report. Dr. Gorman said Report Item A. is Budget Amendments for May and June and they are as presented.

B. Management Oversight on Alternative Education and Report on Strategic Plan Charter: Safe Schools

*Item Deleted.*

Dr. Gorman said the report on Management Oversight on Alternative Education and Report on Strategic Plan Charter: Safe Schools was deleted from the agenda because Dr. Ralph Taylor, Executive Director of Alternative Education and Safe Schools, was unable to attend this meeting because of an emergency situation. This report will be scheduled for the July 28, 2009 Regular Board meeting.

C. Management Oversight Report on Communications

Chairperson Griffin called upon Dr. Gorman to introduce the report. Dr. Gorman called upon LaTarzja Henry, Executive Director of Communications, to present the Management Oversight Report on Communications to provide an overview of the Communications function for the district. Ms. Henry said Charlotte-Mecklenburg Schools is a \$1.2 billion organization that must have the ability to respond accurately and quickly to its 19,000 employees, 137,000 families, and to a community whose money helps to fund schools. The Communications Department is that circulatory system that is responsible for sharing information in, through, and out of Charlotte-Mecklenburg Schools. Ms. Henry said she would recap how the Communications Department accomplishes those efforts. The work of the Communications Department is guided by the *Strategic Plan 2010*. The department provides support for each of the goals in the plan. The department's three major goals are to ensure the department builds and maintains employee, parent, and community trust; increase awareness regarding CMS achievements and successes in the district; and improve CMS customer service and responsiveness. Like other departments in CMS, the work of Communications is guided through data. The department has the opportunity to actually use information (data from surveys and public opinion polls) to guide its work. As a result of opinion polls conducted in 2007, the community said loud and clear that there were issues around trust and transparency. The Communications Department conducts an annual Communication's Survey and Ms. Henry shared the results this year's survey. Parents were most interested in quality of education, communication, safety, and qualified teachers in the district. The community members were most interested in adequate resources for all schools, quality education, safety, and qualified teachers in the district. When parents were asked how they receive information regarding CMS, the survey results indicated that 42% of the parents got most of their information from the CMS Website and 41% received information by word-of-mouth from teachers, principals, and staff. The opinions of community residents are primarily formed by television and newspapers or external media; followed by word-of-mouth from parents, friends, and coworkers, and that is followed by using CMS as a source of information either by visiting the CMS Website or talking to staff. The Communications Department is reviewing options to organize its work to ensure staff is responsive and utilizes the data to make good decisions about how CMS communicates.

The Communications Department is divided into five divisions: Internal Communications, Media Relations/Crisis Management, Marketing Communications, CMS-TV, and Office of Strategic Partnerships. The budget for this eighteen person department is \$2.2 million with salary and benefits contributing to \$1.5 million of that budget. A large portion of the remaining budget provides funding for Connect-Ed at \$407,150, Volunteer Screening at



\$125,000, and the operating budget for CMS-TV at \$72,771.

Ms. Henry provided an overview of each division.

- Internal Communications (methods to communicate to staff)
  - Directline (weekly electronic newsletter to employees with e-mail access)
  - Intranet (internal Website that is a host to a variety of information)
  - Key Communicator Program
  - Employee Recognition
- Media Relations
  - Media Line
  - District Website
  - Media Briefings
  - Media Releases
  - Outreach to Latino Media
- Crisis Communications
  - Reputation management
  - School incidents
  - National incidents
  - Provide support to schools and departments
  - Brief Board members
  - Alert other executive staff members
- Office of Strategic Partnerships
  - Connecting Partners with Schools
  - Systemic Approach to provide mentors, tutors, financial resources, and volunteer hours dedicated to facility enhancements
  - Electronic Newsletters
    - District Review
    - Volunteer Newsletter
  - Other Publications
    - Making the Grade
    - Fact Sheets
    - Employee Calendars
    - Realtor Communication
    - Student Handbooks
  - Other Marketing
    - Website Updates
    - Spanish Translations
- CMS-TV Viewers-Awareness Survey Results
  - 81% of parents and 77% of community residents with Cable TV are aware of CMS-TV
  - 57% of parents and 44% of community residents who have Cable TV have watched programs on the CMS-TV in the past year
  - CMS-TV has a presence in the district and people are watching CMS-TV as a method to get information about the district
- CMS-TV
  - Local Programming (60% of the programming is about CMS teachers, students, and

information parents want to know about the district)

- School Board Meetings
- Upfront
- Above and Beyond
- CMS Magazine
- Weekly Media Briefings
- Parents Connect
- SportsBeat
- National Educational Programming
  - Bill Nye the Science Guy
  - Math Monsters
  - Connect with Kids
  - Writer's Circle

Ms. Henry said the report thus far has focused on the work plan for the Communications Department. At the beginning of the school year, staff outlined projects on major topics and expectations for the year. This year was a challenging year and staff in the Communications Department strived to ensure employees and the community were aware of Board decisions as they were made. The topics all required strong and abundant communications support.

2008-2009 Projects included the following:

- Board of Education Budget
- Vaccinations
- Lawson conversion
- Student Assignment/Magnet changes
- Annual Enrollment
- Background checks
- H1N1
- Reduction in force, state salary reductions, and furloughs

Results of the communication efforts included the following:

- More than 33,000 volunteers gave almost 150,000 hours in time for such activities as tutoring (20,000 hours), mentoring (7,000 hours), and playground build.
- More than 200 faith partners.
- Trained 1,045 volunteers and staff on how to volunteer in schools and schools on how to receive or best use those volunteer hours.
- Developed forty-nine strategic business partnerships to support academic achievement and safe schools.
- Budget communications – responded to 1,550 staff e-mails and 570 community members. Provided timely and accurate information.
- CMS-TV covered all schools at least twice this year (increased awareness of CMS successes and shared positive features for each school).
- Posted approximately 450 stories on the web which equates to ten new stories per week.

Next Steps include the following:

- Functional consolidation with the City and County on methods to streamline the use the

media stations.

- Use of social media technologies to ensure CMS is up-to-date in order to provide the community information utilizing the newest technology methods.
- Continue to update staff and community regarding current events.
- Assist with development of *Strategic Plan 2014*.
- Continue to seek improvements to the communication process to include revisions to the Intranet and DirectLine to incorporate latest technologies.

Board members were invited to ask questions and make comments.

- Ms. McGarry asked how many parents have cable? Ms. Henry said parents may have cable, Dish Network, or other systems. The information provided refers to those parents who actually have Time Warner Cable. Dr. Gorman said CMS-TV Channel 3 is not available on Dish Network and the other systems. Staff will provide you the number of parents with Time Warner Cable.
- Mr. Gjertsen commended the staff in the Communications Department for being accessible, timely, and accurate in responding to his questions which has been very helpful in providing information to his constituents. Mr. Gjertsen said this is one of the Board's Management Oversight reports and he expressed concern that there is not a comprehensive Board policy or framework on Communications. Mr. Gjertsen asked Ms. Henry how could the Board help the Communications Department? Ms. Henry said the community screamed loud and clear that it wanted to know what was going on within the district and to have open, transparent, and constant communication. There was a concern that the school system did not have adequate internal and external communication. Ms. Henry said it is absolutely imperative that CMS continues to be transparent and continues to provide communication. Ms. Henry said she is passionate that we need CMS-TV Channel 3 especially as we forward in utilizing the new technologies. Much of the research on the use of social media indicates it is beneficial to have a production arm to increase that awareness on-line and TV producers have that expertise. It is important that we maintain communications. The programs that are most watched on CMS-TV in the order of popularity are the Board meetings, Upfront, News Updates which highlights school news, and the media briefings. This provides a powerful edge that allows CMS to be the primary source of providing our parents information and news. We have a mission to share the good news of what is happening regarding the education of our students and teachers in our schools. Dr. Gorman said he believes the Board should have a reform governance type policy that outlines a comprehensive communications plan that should follow and support the Theory of Action Policy for the district. Ms. Henry reviewed the Board Policies regarding communications. The policies include Policy BEDI, News Media at Board Meetings; Policy BEDJ, Broadcasts of Board Meetings; Policy FF, Naming Facilities; Policy IJCC, School Volunteers; and Public Records.
- Mr. Tate expressed concern that Policy FF, Naming Facilities, does not include Learning Communities because the Learning Communities are now an integral part of the naming process. He recommended that the Policy Committee review that policy for revisions as a comprehensive type Board policy. Dr. Gorman said at the time the policy was developed we did not have Learning Communities and he believes the Policy Committee should review that policy for revisions. Mr. Tate asked how are the eighteen employees in the Communications Department deployed in the five divisions? Ms. Henry said she has one

internal communications person and that one person is responsible for communicating with all 20,000 employees; two people handle media relations; five people handle marketing communications; as of June 30<sup>th</sup> CMS-TV will have five people; two administrative support people; and one writer. Mr. Tate expressed concern that should CMS utilize Tiers 5 and 6, the Communications Department would lose an additional six people. Ms. Henry said that is correct. The department has already lost eight people through the previous budget reductions and this would add two more people. Mr. Tate believes this is too many cuts for one department. Mr. Tate asked clarifying questions regarding the parent/community viewership surveys. Ms. Henry said for those parents who get information through television, the number one station was WSOC and CMS-TV Channel 3 came in second with 17% of the viewer-ship for the second year in a row. Mr. Tate asked clarifying questions regarding why the Office of Strategic Partners is under Communications as opposed to support services for students under Pre-K-12 Instruction. Ms. Henry said approximately five years ago CMS created the Foundation which provided opportunities for corporate partners to donate to schools and that was a part of the Communications Department. This included a full spectrum of sponsorship opportunities that not only includes financial donations but also equipment, book bags, mentors, and tutors. The Communications Department has a clear understanding of the individual needs of schools and which schools have high needs. The Communications Department contacts corporate sponsors to help CMS underwrite many of their major initiatives as an alternative funding stream for the district. Dr. Gorman said the Communications Department is responsible for finding corporate sponsors and ensuring they meet the background check requirements. The CMS Foundation is currently somewhat dormant but it continues to receive some money. Dr. Gorman said for example, he and some staff members are not allowed to receive consulting dollars for events that they attend and those funds are donated to the Foundation. The Foundation for the Carolinas is currently acting as the fiscal agent for the CMS Foundation. Mr. Tate asked does the use of social media technologies include such items as Tweeter and FaceBook, and what could CMS develop? Ms. Henry said many of the CMS employees who are Generation Y or X use FaceBook and Tweeter as a means of communication and they receive, send, and organize information around FaceBook. Many of our community members have organized their communications regarding such topics as the budget and school boundaries on FaceBook and did not actually have face-to-face meetings. Dr. Gorman as a result of reductions in force, certain groups of CMS employees have organized on FaceBook and use it as a social networking tool. Dr. Gorman said FaceBook can be a viable communication tool and CMS staff must be knowledgeable on those new generation systems. Ms. Henry said at this point we are reviewing options for those services. It is the job of the staff in the Communications Department to ensure we are providing information via all methods that our parents and constituents go to get information. Mr. Tate asked what is Granicus? Ms. Henry said Granicus is a program that will allow CMS to stream video on-line and provide professional opportunities for our teachers via on-line video.

- Mr. Merchant asked do we have benchmarks comparative to other organizations and, if so, what are they? Ms. Henry said when we began the conversation of functional consolidation, she asked her colleagues at the County and the City if they had benchmark information and they did not have information specific to their television station. Dr. Gorman said CMS does have benchmark guidelines comparative to other school districts. Mr. Merchant said CMS is a large professional service provider with a big budget and

many employees. He does not believe eighteen employees would be considered a large department to provide these types of services. Ms. Henry said the City has 6,649 employees with twenty-one employees in their corporate Communications Department. Seven of those employees produce the government channel and their specific TV budget is \$752,000.00. The County has 4,958 employees with twenty-seven people in their Communications Department. Two of those people provide support for programs that are on WBTB and the City because they do not have a television station. Mr. Merchant noted that the County is a \$1.5 billion organization and a \$1.1 billion organization less the funding they provide to CMS, and he does not believe the negative comments about the funding for CMS-TV are valid. Mr. Merchant recommended that direction and benchmarks be established for the Communications Department, perhaps in Board policy, which would provide feedback on the areas that are excelling and areas for opportunity. Dr. Gorman said there are communication benchmarks and goals outlined in the *Strategic Plan 2010*. Ms. Henry said regarding Ms. McGarry's earlier question about the number of households that are wired for cable, 89% of the households in Charlotte are wired for cable or some type of satellite and of that 59% are cable only. Mr. Merchant said he would like to know the overall percentage of time that staff in the Communications Department spends on various activities such as the amount of time spent on Strategic Partnerships, brand management, news, crisis management, or press releases. Ms. Henry said staff in the Communications Department utilizes a comprehensive approach and they do not work on any one activity. This is important because it allows each division to tailor the message for the specific audience. For example, the relevant information for volunteers will be slightly different from the relevant information geared towards Strategic Partners. Mr. Merchant encouraged staff to ask corporate sponsors about their future plans and what can CMS do to help them rather than just ask what they can do for CMS. Dr. Gorman said this has been done with Parent University and this would be a good idea on a broader context. Mr. Merchant asked does CMS have a blogging presence? Dr. Gorman said he quit blogging about one year ago because it became time consuming. Mr. Merchant suggested CMS not have blogs but have "ringers" because that would be an opportunity to share the actual facts and that could help to calm an issue. Mr. Merchant said regarding social media communications, he encouraged staff to provide assistance to teachers and schools to set up FaceBook sites that are geared toward their courses or school activities. Ms. Henry said she is aware of teachers who use FaceBook sites to work with students on specific projects. Staff is reviewing the methods in which people are using these technologies to develop best practice methods to communicate. Mr. Merchant commended Ms. Henry for bringing a softer approach to CMS and not over managing the CMS brand.

- Mr. Ross believes the percentage of parents that watch CMS-TV is higher than indicated in the report because most everyone he speaks to comments that they have watched a Board meeting or a CMS-TV program. He believes the community wants even more information from the Board meetings as well as the good things happening throughout the district on a daily basis. He encouraged staff to consistently tell the community about the success stories happening in our schools. He commended CMS and the schools for the good "things" happening on a daily basis. He believes CMS can do a better job of informing the community on all the activities that CMS does on a daily basis. Mr. Ross suggested that someone from communications attend community meetings to get feedback from the public.
- Ms. McGarry commended the Communications Department for their thorough

communications regarding the budget. Ms. McGarry asked what is the status of the CMS Foundation? Dr. Gorman said the Foundation consists of four people and he is the acting chairperson. Dr. Gorman will provide the Board an update on the Foundation. Ms. McGarry asked clarifying questions regarding Granicus and web-streaming. Ms. Henry said we do not currently have web-streaming and our goal is to have it available in the fall. Ms. McGarry encouraged staff to explore the social media technologies because they are good uses for business purposes.

- Chairperson Griffin commended Ms. Henry for a great report. She is amazed at what a staff of eighteen can accomplish. She encouraged Dr. Gorman to strive to not make additional cuts to the Communications Department. She is convinced that CMS-TV is a great bargain for the dollars. She would hate to have it eliminated because it would be very difficult to bring it back at a later time. She is impressed that each school is featured at least twice per year on CMS-TV Channel 3.

Dr. Gorman strongly encouraged the Board to attend the June 24<sup>th</sup> Media Briefing at 10:00 a.m. in which staff will be releasing the preliminary assessment results for the 2008-2009 school year. Dr. Gorman hopes some Board members will be able to attend the meeting to hear the good news that will be shared.

## **ADJOURNMENT**

**Mr. Merchant moved that the Board adjourn the Regular Board meeting, and by consensus, the Board agreed to adjourn the meeting.**

The Regular School Board Meeting adjourned at 7:34 p.m.

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Molly B. Griffin, Chairperson

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Nancy Daughtride, Clerk to the Board