

Approved by the Charlotte-  
Mecklenburg Board of Education  
September 9, 2014  
Regular Board Meeting



Charlotte, North Carolina

June 24, 2014

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

The Charlotte-Mecklenburg Board of Education held a Regular Board Meeting on June 24, 2014. The meeting began at 4:35 p.m. and was held in Room 267, 2<sup>nd</sup> Floor, of the Government Center.

**Present:** Mary T. McCray, Chairperson, Member At-Large  
Timothy S. Morgan, Vice Chairperson, Member At-Large  
Ericka Ellis-Stewart, Member At-Large  
Dr. Joyce Davis Waddell, District 3  
Tom Tate, District 4  
Eric C. Davis, District 5

**Absent:** Rhonda Lennon, District 1  
Thelma Byers-Bailey, District 2  
Paul Bailey, District 6

Also present at the request of the Board were Dr. Heath Morrison, Superintendent; George E. Battle, III, General Counsel; and Nancy Daughtridge, Clerk to the Board.

**Upon motion by Dr. Joyce Waddell, seconded by Ericka Ellis-Stewart, the Board voted unanimously of those present to go into Closed Session for the following purpose:**

- 1. To discuss student information that is privileged, confidential and not a public record as set forth in Title 20, Section 1232g of the United States Code and Section 115C-402 of the North Carolina General Statutes;**
- 2. To consider a settlement of a workers' compensation matter in regards to M. Crowder;**
- 3. To instruct the Board's agents concerning a real estate matter;**
- 4. To discuss certain personnel matters; and**
- 5. To consult with the Board's attorneys on matters covered by the attorney-client privilege.**

**The motion was made pursuant to Sections 143-318.11(a)(1), (a)(3), (a)(5), and (a)(6) of the North Carolina General Statutes.**

The Board held a Closed Session meeting from 4:35 p.m. until 6:00 p.m. in Room 267.

Chairperson McCray reconvened the Regular Board Meeting at 6:08 p.m. in Room 267, 2<sup>nd</sup> Floor, of the Government Center. CMS TV televised the meeting.

Present: Mary T. McCray, Chairperson, Member At-Large  
Timothy S. Morgan, Vice Chairperson, Member At-Large  
Ericka Ellis-Stewart, Member At-Large  
Thelma Byers-Bailey, District 2  
Dr. Joyce Davis Waddell, District 3  
Tom Tate, District 4  
Eric C. Davis, District 5  
Paul Bailey, District 6

Absent: Rhonda Lennon, District 1

Also present at the request of the Board were Dr. Heath Morrison, Superintendent; George E. Battle, III, General Counsel; Members of Executive Staff; Judith Whittington, Manager of Board Services; and Nancy Daughtridge, Clerk to the Board.

## I. CALL TO ORDER

Chairperson McCray welcomed everyone to the June 24, 2014 Regular Board meeting which was held in a Work Session format.

### A. Adoption of Agenda

Chairperson McCray called for a motion to adopt the proposed agenda.

**Dr. Joyce Waddell moved that the Board adopt the agenda as presented, seconded by Ericka Ellis-Stewart, and the motion passed upon 8-0 voice vote of the Board. Rhonda Lennon was absent.**

## II. CONSENT ITEMS

- A. Recommend approval of the following: Recommendation to non-renew the contracts of certain probationary teachers; recommendation to renew the contracts of certain probationary teachers.

*Pursuant to North Carolina law, any probationary teacher whose contract is not going to be renewed for the next school year must be given notice of such non-renewal by June 15 of the preceding school year, unless that date is extended in particular situations as provided by the statute. The law directs that the Superintendent make the recommendation for non-renewal to the Board of Education. Pursuant to North Carolina law, the Superintendent makes a recommendation for the renewal of contracts of certain probationary teachers and administrators to the Board of Education for action. Fiscal Implications: None.*

*Recommendations: Recommend approval of Superintendent's recommendations, based on the evidence in the Board Record, to non-renew the contracts of those employees shown on the lists and for the reasons stated in the Board Record. Recommend approval of the Superintendent's recommendation to renew the contracts of those persons on the list of probationary teachers recommended for renewal.*

- B. Recommend approval of Career and Technical Education 2014-2015 Application for

## State and Federal Funding.

*This is an annual entitlement/formula grant application for Federal (Carl D. Perkins IV Act) and State Career-Technical Education funding. Application is submitted to North Carolina Department of Public Instruction in electronic format. Print copy is retained and on file by Director, Career and Technical Education. The application request totals \$37,265,412 from preliminary Planning Allotments for Program Report Codes 13, 14, and 17. Fiscal Implications: \$37,265,412.*

### C. Construction/Real Estate Items:

1. Recommend approval of Brick Veneer Installation contract for New Early College High School at UNC-Charlotte.

*The brick veneer installation project for New Early College High School at UNC-Charlotte was bid on June 18, 2014. Staff recommends the approval of the brick installation contract to the lowest responsive bidder, Carolina Contractor. The project scope includes covering the 10-classroom modular building with brick veneer. The project is scheduled to be completed by August 2014. The MWSBE participation percentage for the project is 0%. Fiscal Implications: Local Funds - \$144,300.00.*

2. Recommend approval of Roof Replacement contract for Hidden Valley Elementary School.

*The roof replacement project for Hidden Valley Elementary School was bid on April 15, 2014. Staff recommends the approval of the roof replacement contract to the lowest responsive bidder, Interstate Roofing Company, Inc. The contract will provide a complete roof replacement. The project is scheduled to be completed by August 2014. The MWSBE participation percentage for the project is 0%. Fiscal Implications: Local Funds - \$102,500.00.*

3. Recommend approval of Roof Replacement contract for Ashley Park Pre-K-8 School.

*The roof replacement project for Ashley Park Pre K-8 School was bid on April 15, 2014. Staff recommends the approval of the roof replacement contract to the lowest responsive bidder, Interstate Roofing Company, Inc. The contract will provide a complete roof replacement. The project is scheduled to be completed by August 2014. The MWSBE participation percentage for this project is 0%. Fiscal Implications: 2007 Bonds, \$225,000.00.*

4. Recommend approval of HVAC Contract for Rama Road Elementary School.

*The HVAC project for Rama Road Elementary School was bid on June 6, 2014. Staff recommends the approval of the HVAC contract to the lowest responsive bidder, Carolina Air Solutions. The project scope includes replacement of two chillers. The project is scheduled to be completed by August 2014. The MWSBE participation percentage for the project is 1%. Fiscal Implications: Local Funds - \$149,962.84.*

5. Recommend approval of Track Reclamation Contract for South Charlotte Middle School.

*The track reclamation project for South Charlotte School was bid on May 9, 2014. Staff recommends the approval of the track reclamation contract to the lowest responsive bidder, Carolina Court Works, Inc. The project scope includes grinding up the existing asphalt material and reusing in the construction of the new track. The project is scheduled to be completed by August 2014. The MWSBE participation percentage for the project is 0%. Fiscal Implications: Local Funds - \$112,121.04.*

6. Recommend approval of Tennis Court Reclamation Contract for Hopewell High School.

*The tennis court reclamation project for Hopewell High School was bid on June 9, 2014. Staff*

*recommends the approval of the tennis court reclamation contract to the lowest responsive bidder, Court One, Inc. The project scope includes grinding up the existing asphalt material and reusing in the construction of the new tennis court. The project is scheduled to be completed by August 2014. The MWSBE participation percentage for this project is 0%. Fiscal Implications: Local Funds - \$253,682.66.*

7. Recommend approval of Joint Driveway Easement Agreement at Barnette Elementary School and Richard Barry Park.

*Charlotte-Mecklenburg Board of Education (CMBE) is owner of certain property known as Barnette Elementary School. Mecklenburg County is owner of certain property known as Richard Barry Park, which is currently being leased to the Town of Huntersville. Richard Barry Park and Barnette Elementary School are adjoining tracts of land and share a driveway and parking area. CMBE, Mecklenburg County, and the Town of Huntersville desire to enter into a Joint Driveway Easement Agreement for right of access, and maintenance of the driveway and parking area. Fiscal Implications: Town of Huntersville will maintain the driveway for so long as the Town leases the Park. If the Town no longer leases the Park property from the Mecklenburg County, CMBE shall be responsible for maintenance of the Driveway Easement Area owned by CMBE and Mecklenburg County shall be responsible for the portion of the Driveway Easement Area owned by Mecklenburg County.*

8. Recommend approval of Temporary Construction and Permanent Easements at Bruns Academy.

*Mecklenburg County is working to improve Wesley Heights Greenway in the Wesley Heights/Seversville neighborhoods, where some trails are not paved. The project scope includes slight relocation and paving of the trail. In addition, Mecklenburg County will extend the existing sidewalk at the school parking lot to the greenway, add an accessible ramp and relocate the split rail fence and parking sign. Due to this activity, Mecklenburg County is requesting Construction and Permanent Easements from CMS. Fiscal Implications: CMS will benefit from the extension of the existing sidewalk and addition of an accessible ramp, thereby creating a fully accessible path to the greenway.*

- D. Recommend approval of administrative personnel appointments.

*Appointments:*

- *Brian Schultz named Chief Academic Officer. Mr. Schultz previously served as executive director for both the Northeast Learning Community and Central Secondary Zone. Mr. Schultz has a Bachelor of Arts in Elementary Education from Purdue University, Masters in School Administration from University of North Carolina-Charlotte, and is pursuing a Doctorate in Curriculum and Instruction from the University of North Carolina-Charlotte.*
- *Akeshia Craven-Howell named Assistant Superintendent of School Options, Innovation and Design. Ms. Craven-Howell will oversee alternative programs, Magnets, Career and Technical Education, Early and Middle Colleges and partner schools. Ms. Craven-Howell previously served as Executive Director of Transformation.*
- *Kathleen Richert named principal at Crestdale Middle School. Ms. Richert previously served as assistant principal in Union County. Ms. Richert has a Bachelor of Arts in English from the University of Maine, Masters Multicultural Education from Florida Atlantic University, and Educational Specialist Degree from Nova Southeastern University.*
- *Katherine Willenbrock named principal at Lincoln Heights Academy. Ms. Willenbrock previously served as dean of students at Lincoln Heights Academy from*

2011 to the present and a special education teacher from 2004 to 2011.

- *Christie Lyles named principal at Mountain Island Lake Academy. Ms. Lyles previously served as assistant principal at Mountain Island Elementary Schools since 2010.*
- *Christopher Bernard named principal at University Meadows Elementary School. Mr. Bernard previously served as dean of instruction at Druid Hills since 2013 and resident principal from 2012 to 2013.*
- *Leora Itzhaki named principal at Blythe Elementary School. Ms. Itzhaki previously served as assistant principal at Blythe since 2012. Ms. Itzhaki also served as literacy facilitator at Elizabeth Lane Elementary and taught for ten years.*
- *Dr. Brooklyn Bostwick principal Lake Wylie Elementary School. Dr. Bostwick previously served as assistant principal at Pineville Elementary School and dean of students at Lake Wylie Elementary School.*
- *Cara Heath named principal at Berryhill Pre-K-8. Ms. Heath previously served as assistant principal at Berryhill School Pre-K-8 since 2007.*
- *Jessie Becker named principal at Hickory Grove Elementary School. Ms. Becker previously served as assistant principal at Thomasboro Academy since 2012 and dean of students at Statesville Road Elementary School in 2011.*
- *Casey Jones named principal at West Mecklenburg High School. Mr. Jones previously served as founding leader of Innovation Diploma Plus High School, New York, New York from 2009 to present and aspiring principal at Harlem Renaissance High, New York, New York. Mr. Jones has a Bachelor of Science in Information Technology from Rensselaer Polytechnic Institute and Masters in Education from Saint John's University.*
- *Michelle Mason named Executive Director of Leadership. Ms. Mason formerly served with the Charlotte New Leaders and will assist CMS in building capacity of new principals.*

- E. Recommend approval of the Superintendent's recommendation to name the New Early College High School at University of North Carolina-Charlotte (UNC-C) as the Charlotte Engineering Early College.

*In accordance with CMS Policy FF, Naming Facilities, and its accompanying regulation, the principal of the new school convened a school naming committee to develop a list of three names for the school, which are submitted to the Board in order of preference: Charlotte Engineering Early College, Engineering Early College at EPIC, and Bonnie Cone Engineering Early College.*

- F. Recommend approval of Land Lease Agreement between Charlotte-Mecklenburg Board of Education (CMS) and the University of North Carolina-Charlotte (UNC-C) regarding the STEM Early College High School on the campus of UNC-Charlotte.

*The Land Lease Agreement gives Charlotte-Mecklenburg Board of Education the right to use a portion of the UNC-Charlotte campus for the CMS Early College High School. The term of the Land Lease Agreement is July 1, 2014 - June 30, 2024. Fiscal Implications: CMS will lease land from UNC-Charlotte at a cost of \$1.00.*

Chairperson McCray called for a motion to adopt the Consent Agenda as written.

**Dr. Joyce Waddell moved that the Board adopt Consent Items A. through F., and the motion was seconded by Paul Bailey.**

Ericka Ellis-Stewart and Dr. Joyce Waddell pulled Consent Item F.

**Chairperson McCray called for the Board vote to adopt Consent Items A. through F., excluding F., and the motion passed upon 8-0 voice vote of the Board. Rhonda Lennon was absent.** A Board discussion followed.

The Board discussed Consent Item F. Ericka Ellis-Stewart highlighted that having a CMS program on a University's campus is a new concept for CMS and she asked what other costs will be associated with this project? Chairperson McCray reported at this time CMS is only dealing with the land and the Superintendent will bring more information about the project at a later time. Dr. Morrison said other costs would include a modular unit as noted in Consent Item C.1. and operational costs that were already approved by the Board in the budget. The Memorandum of Understanding speaks to shared costs between UNC-Charlotte and CMS. The project will be in excess of \$1 million but the lease on the land will be \$1.00 per year for ten years. Dr. Waddell asked will the modular unit be a new or existing unit? Dr. Morrison said it will be a new unit with a brick façade to blend with the appearance of the UNC-Charlotte campus. Dr. Morrison reported we hope this will be strong and successful partnership that we will continue and also hope to gain some sponsorship to build a permanent facility.

Chairperson McCray called for a motion to adopt Consent F.

**Tim Morgan moved that the Board adopt Consent Item F. seconded by Eric Davis, and the motion passed upon 8-0 voice vote of the Board. Rhonda Lennon was absent.**

Chairperson McCray called upon Dr. Morrison to review the personnel appointments. Dr. Morrison reported the changes will help strengthen our District's focus on the core business of teaching and learning. They will strengthen communication, improve internal processes and help us prepare for a successful 2014-2015. Dr. Morrison provided an overview of the personnel appointments as noted above and invited the newly named staff attending the meeting to stand and be recognized. Dr. Morrison reported he will present additional appointments to the Board at the Special Meeting scheduled for July 10, 2014 at 2:00 p.m.

### III. ACTION ITEMS

The agenda did not include Action Items.

### IV. REPORT/INFORMATION ITEMS

#### A. Report on Budget Amendments for May 2014 and June 2014

*Correlation to Board of Education Vision, Mission, and Core Beliefs: Operating effectively and efficiently with fiscal accountability.*

Chairperson McCray called upon Dr. Morrison to introduce the report on Budget Amendments for May 2014 and June 2014. Dr. Morrison reported they are the monthly reports and as presented.

## B. Management Oversight Report on Communication Services

*Correlation to Board of Education Vision, Mission, and Core Beliefs: We are responsible for delivering clear, timely and accurate information to employees, students, parents, community and media to support Strategic Plan 2018 goals.*

Chairperson McCray called upon Dr. Morrison to introduce the Management Oversight Report on Communication Services. Dr. Morrison reported when he joined CMS in July 2012, he wanted to ensure CMS was focused on clear proactive communications. A first step was to conduct an audit of the Communications Department. As a result of the audit, several changes were implemented including the appointment of a Chief Communications Officer, Kathryn Block. Dr. Morrison called upon Kathryn Block, Chief Communications Officer, to present the Management Oversight Report on Communication Services. Ms. Block provided an overview of the reorganization of the Communications Department, key initiatives and accomplishments, and new initiatives for the 2014-2015 school year.

- Communication Services Mission: To support the CMS brand promise of preparing *Every Child, Every Day, For A Better Tomorrow* by:
  - *Delivering* clear, timely and accurate information to employees, students, parents, community and news media.
  - *Providing* excellent communications services support to individual schools, departments, superintendent, Board of Education and all CMS stakeholders.
  - *Maintaining* strategic relationships with media and local organizations to broaden the reach of positive CMS news and lift up K-12 public education.
  - *Supporting* principals and schools to help establish and promote every CMS school as a school of choice.
  - *Engaging* employees, students, parents and community members to build trust and inform major district initiatives.
  - *Delivering* cost-efficient graphic production support to schools and departments to facilitate learning and advance key district initiatives.
  - *Providing* timely responses to requests for information as required by to the Freedom of Information Act.
- Communications Team Includes Five Areas:
  - Chief Communications Officer: Kathryn Block.
  - Media Relations and Internal Communication.
    - Executive Director Communications. This is an open position that should be filled in the next couple of weeks.
  - Production and Internal Media.
  - Editorial.
  - Marketing/Branding.
  - Graphic Productions.
- Communication Efforts:
  - Board of Education: *Board Update*: weekly report providing information on district progress and events. Board memos: real-time updates on key district activities.
  - Media: Media Tip Sheet: provides story ideas to media partners weekly. Media briefings: live updates to media to communicate key CMS news and information. Media releases and advisories: announce major district and school news to the media. Media line: used to respond to daily media inquiries and public information requests.
  - Employees: *Friday Focus*: weekly email to employees highlighting individual and

district achievements and news. Intranet: post stories and share information with employees. *DirectLine*: weekly employee newsletter. Heath's Hot Topics: a web post addressing issues and events from the Superintendent's point of view. Legislative blog: provides updates on legislation affecting public education. *Rumor Has It*: examines rumors in the district and dispels misinformation and myths.

- Broadly: Blackboard Connect5: mass notification system for employees and parents. CMS website: post stories and share information with public. CMS-TV: the primary broadcast source for CMS news and information found on TWC channel 3. Insight with Superintendent Heath Morrison: monthly television show. CMS Magazine: quarterly magazine-format show. CMS Connections – community e-newsletter. Social Media: [www.facebook.com/Charlotte-MecklenburgSchools](http://www.facebook.com/Charlotte-MecklenburgSchools) and Twitter: @CMS@CharMeckSchools.
- Five Strategic Goals to Support and Advance *Strategic Plan 2018 – For A Better Tomorrow*:
  - Goal 1: Increase proactive communications to internal and external stakeholders.
  - Goal 2: Implement a comprehensive internal communications and engagement strategy.
  - Goal 3: Engage parents and community members in authentic two-way dialogue.
  - Goal 4: Establish strategic communication partnerships.
  - Goal 5: Competitively strengthen and market the CMS brand and portfolio of schools.
- Key Initiatives and Accomplishments:
  - Goal 1:
    - Share district and school news stories with media partners to gain positive coverage: 614 stories pitched, 364 stories placed.
    - Stories about CMS for District webpage, intranet and social media channels: 281.
    - Crisis communication support via Connect5: 110.
    - Expanded CMS TV programming: *New! Math Xtra* – middle school live End of Grade(EOG)/End of Course (EOC) test prep program: 6 shows.
    - Launched CMS Connections e-newsletter to share positive CMS news with community: Distribution: 60,000. Issues this year: 9.
    - Strengthened CMS social media presence: Facebook and Twitter followers have grown by over 200%. CMS is the 5<sup>th</sup> largest Facebook page for urban school districts. #CMSstastywarm campaign helped allay concerns about 2-hour delays. #CMSsnowED kept kids engaged during snow days – national media coverage.
    - Public information requests: 43 requests, 96% fulfilled within five business days.
  - Goal 2:
    - Inform: Maintain an employees-first communication model. *Friday Focus*. Toolkits – i.e. 2013 Bond, 2014-2015 Budget. *DirectLine* employee newsletter refresh - *under way*.
    - Engage: 2013-2014 Employee Engagement Survey - closed May 21, results being compiled. Annual Budget Survey. 36 videos produced – PD, key-initiative promotions and District/BOE support.
    - Lift Up: Teacher Appreciation Week/Staff Appreciation Month. Teacher of the Year and *Salute to Service* celebrations. I Am CMS Pride Campaign – *under way*.
  - Goal 3: Ten Coffees with the Superintendent, held throughout the District. Five 2014-2015 Budget Engagement Forums. 2014-15 Budget Survey, 12,000 participants. Informed development of Superintendent's 2014-15 Budget proposal.
  - Goal 4:
    - Increase advocacy and secondary distribution of CMS news: Placement of



- stories/information through partner sites such as MeckEd and Charlotte Chamber. Work closely with MeckEd on *Community Conversations* (topics covered include teacher pay and *Read to Achieve*. 2013 Bond campaign – 74% approval.
- Expand communication supports for CMS and schools: Partnership with Carolina School of Broadcasting (Receive broadcast/production intern support, Expand video production support for schools and departments). New! Partnership with Davidson College (two social media interns – J.V. Washam Elementary and J.M. Alexander Middle schools).
  - Goal 5:
    - Building the marketing and branding capacity of our principals and senior leaders: Dedicated sessions at monthly Leadership Team meetings, i.e., 8 Things Schools Can Do Now, Disney executive, etc. Social media - workshops with 50 schools/departments, on-demand tutorials and Summer Leadership Conference workshop.
    - Dedicated branding/marketing initiative with North Learning Community principals: Focus groups with staff, students and parents (current and potential). Principal Q&A sessions at neighborhood HOA meetings. Strengthening website presence – videos, student messages, etc. Meetings with local real estate agents. Feeder pattern-based initiatives – joint principal and PTA meetings. School marketing materials shared with local child care centers.
    - Ongoing CMS and public education advocacy efforts: Columns, op-eds, opinion pieces: 21. Advocacy letters: 85.
  - Key Initiatives for 2014-2015:
    - Celebrate public education and educators: CMS County-wide Brand Campaign. New! *My School Rocks* monthly elementary school educator profile. Local law firm sponsoring monthly Teacher-Recognition Program.
    - Continue to expand the CMS reach and message: Superintendent’s State of Our Schools Address (*tentative date October*). CMS mobile app – by opening of school will launch CMS mobile app. Streaming technology - broaden access of CMS TV live and on-demand programming.
    - Strengthen internal communications: Implement district-wide *Culture of Caring Initiative* – more information on this will be coming soon. *CMS Insider* (formerly *DirectLine*). *I Am CMS* district-wide pride campaign.
    - Provide CMS TV educational internships for CMS students.

Ms. Block said there is a lot happening in the Communications Department this year and we are excited about the new opportunities on track for next year.

Chairperson McCray thanked staff for the report and invited Board members to ask questions. Board members Morgan, Davis, Ellis-Stewart, Tate, Waddell, Byers-Bailey, and McCray asked questions and provided comments. Dr. Morrison and Ms. Block provided responses to the questions.

- Tim Morgan asked were parents informed about Math *Xtra* and what was the response? Ms. Block said we were intentional about communicating to parents and a ConnectEd message was sent out to all middle school parents informing them about the program and how they could access the information. In addition, students were given a flyer to take home. The response rate was incredible and we maxed out on every episode for call-ins.

We will review options to expand the capacity for next year. Mr. Morgan asked why was middle school math selected and what are the opportunities for other subjects? Ms. Block said there are opportunities for other subjects. Math *Xtra* was the most popular instructional support program aired by CMS TV year ago and we felt it would generate a lot of interest. Mr. Morgan said this was a great idea and looks forward to it being expanded to other subjects next year. Mr. Morgan is excited about the internships for CMS students and looks forward to getting more information on that program.

- Eric Davis thanked Ms. Block and the staff in the Communications Department for their good work and taking the CMS communication skills to the next level. The *I am CMS* is an incredible team cultural change and prideful element for employees. The Department's community engagement/relationship building efforts has helped the Board's work. Mr. Davis thanked Ms. Block for her leadership. Ms. Block said she represents a broad number of people who spend an extraordinary amount of time and energy to facilitate the communication culture in CMS and we are proud to do that work.
- Ericka Ellis-Stewart asked is CMS still in partnership with the Public Library where students can call to ask a teacher questions? Ms. Block said, no, but we hope to be able to increase the level of staffing to reinstate that type of program.
- Tom Tate said there is a number of Board policies related to communications and he asked Ms. Block to let the Policy Committee know if any need to be revised or updated.
- Dr. Joyce Waddell thanked staff for the report. Dr. Waddell expressed concern that many households do not have communication/internet services and cannot access this information. Ms. Block noted that for some of the communication campaigns such as the 2013 Bonds and Budget, staff crafted tool kits that were available Online as well as a fact sheet to be distributed at the school level and taken home.
- Thelma Byers-Bailey said she is excited about the streaming technology because that will give more people access to watch the Board of Education meetings. Many people in the community do not have a cable provider and are unable to access CMS TV.
- Chairperson McCray thanked staff for the report and she would like the CMS directory updated because she gets a lot of calls. Chairperson McCray said she heard good comments about the middle Math *Xtra* campaign.

C. Report on Project L.I.F.T. Efforts to Increase Student Achievement in the West Charlotte Corridor Schools

*Correlation to Board of Education Vision, Mission, and Core Beliefs: Providing all students with the opportunity to perform to their fullest potential and ensuring that there is no discernable difference between the achievement levels of students by race, gender, or economic level.*

Chairperson McCray called upon Dr. Morrison to introduce the Report on Project L.I.F.T. Efforts to Increase Student Achievement in the West Charlotte Corridor Schools. Dr. Morrison introduced Denise Watts, Project L.I.F.T. Learning Community Superintendent, to present the report on Project L.I.F.T. Dr. Morrison commended Ms. Watts on her leadership skills and noted that the Project L.I.F.T. initiative is helping us rethink how to improve the schools in CMS and it is having a transformational impact across the country. Denise Watts provided the Board an end of school year update on strategies and activities employed in the four core tenets of Project L.I.F.T.: Talent, Time, Technology, Community and Parent Engagement.

- Talent - Recruitment Efforts: Life demands passion and so does Project L.I.F.T. In

March began a recruitment campaign that spans North Carolina and beyond which has yielded some great statistics. Project L.I.F.T. is transforming its concept from being ‘the hard to staff schools’ to the ‘schools that people want to come to and to stay.’

- L.I.F.T. School Based Teacher Positions: Currently, there are 50 current vacancies which is reason to celebrate, in past years this was a three digit number. 10 of those vacancies were created last week with Title I Priority funds at West Charlotte High School and 4 of those are Pre-K teacher positions which were approved at the last Board meeting. Since March, 1,000 applicants have expressed interest in school-based positions; 600 of those have passed the initial screening and are considered viable; 160 are elite candidates and passed all parts of the CMS screening process; and 120+ viable candidates still completing the interview process. Continuous Learning Calendar Schools with a school start date of July 21, 2014 are a priority with 16 current vacancies with no recommended candidate.
- L.I.F.T. Opportunity Culture Pool: 800+ applications received; 140 candidates have passed initial screening; 65 elite candidates passed full screening (3 interviews and data submission); and 27 teachers have been hired into Opportunity Culture positions in five L.I.F.T. schools. Next year, there will be 36 Opportunity Culture teachers including those retained from this school year.
- Time Update:
  - Continuous Learning Calendar Schools – Intersession Update:

Intersession Attendance for Students		
	Fall	Spring
Bruns Academy	680	571
Walter G. Byers	415	392
Druid Hills Academy	349	244
Thomasboro	506	335
Total	1,950	1,542

- Enrollment in Summer Programs:

Building Educated Leaders for Life (BELL) Summer Program			
School	Seats Utilized	Seats Available	Remaining Seats
Allenbrook	106	100	-6
Ashley Park	113	140	27
Ranson	252	260	8
Statesville	120	120	0
Total	591	620	29
West Charlotte High School Summer Programming			
West Charlotte STEM	50	70	20
West Charlotte Recover	150	200	50
Total	200	270	70
X0 Robotics Camp @ UNC-Charlotte			
Robotics Camp	68	85	17
Grand Total	859	975	116

- Technology Update:
  - Technology Projects Influence: Initiatives included One Laptop Per Child, Microsoft Shape The Future, and Opportunity Culture Blended Learning Classrooms.
  - Technology – A Strong Focus on Access:

- 400 parents received a personal computer, software, broadband Internet and training.
- 2, 000 XO devices provided to elementary students and being used at varying levels.
- In partnership with Queens University Knight School and Mobile Beacon, 100 modems donated providing free in-home Internet access to parents in Ashley Park.
- 300 Windows Surface devices being deployed to classrooms at West Charlotte High School.
- District and school level technology present at each school.
- Technology Plan for 2014-2015: Moving from Access to Integration:
  - Needs Assessment: Conduct a needs assessment. Evaluate existing technology environment and engage stakeholders to determine what needs have not been met. Reconcile whether identified needs are realistic, necessary, and affordable.
  - Devise a plan in collaboration with CMS: Ensure devices will be supported and infrastructure in place to maximize use over time. Devise a plan to guide next steps; clarify role of the school, role of the learning community office, and role of the District. Embed technology into School Improvement Plan efforts. Determine funding strategies for sustainability (Title 1, grants, etc.).
  - Move from Access to Full Integration: Move technology from an 'add on' tool to a tool that maximizes/enhances teaching and learning. Ensure alignment to the curriculum and embedded into teachers' repertoire of pedagogical practices. Ongoing job embedded professional development for teachers is imperative. Integration occurs when teachers understand when and how to use technology as a teaching tool to maximize student learning.
  - Enhance Family and Community Engagement: Perpetuate a learning culture of 24/7 anytime, anywhere learning. Maximize use of technology to enhance collaboration and engagement. Strengthen efforts to close the digital divide (all families should have access to technology because its absence may impede student academic achievement). Work with families on how technology can be used for engagement and collaboration.
  - Maintain Evaluation Efforts: Continue efforts with Research for Action to determine how technology is impacting student achievement, student engagement, teacher use, and perception.
- Community and Parent Engagement Evaluation Efforts Update:
  - United States Department of Education featured Project L.I.F.T. Community Engagement Efforts:
    - The Reform Support Network (RSN) studied five districts making community engagement a priority in school turnaround efforts.
    - Five primary lessons or takeaways about successful community engagement: Make engagement a priority and establish an infrastructure. Communicate proactively in the community. Listen to the community and respond to its feedback. Offer meaningful opportunities to participate. Turn community supporters into leaders and advocates.
    - Project L.I.F.T. Community Engagement Campaign featured on U.S. Department of Education Website.
  - Care Ring (the heart of community health): Nurse-Family Partnership (NFP) empowers first-time mothers living in poverty to successfully change their lives and

- the lives of their children through evidence-based, nurse home visiting.
- Nurse-Family Partnership and Project L.I.F.T.:
  - Funding: Wells Fargo and other private partners.
  - Service/Scope: Intensive home-visiting program for up to twenty-five first-time mothers (from early pregnancy through child's second birthday).
  - Goals: Improve pregnancy outcomes (prenatal care, diet, at-risk behaviors), improve health and development (accessing quality child care), and improve economic self-sufficiency (education and work).
- The Need: There are currently thirty-five pregnant students at West Charlotte (not including some of the known pregnant or parenting mothers who are already served by the Safe Journeys Program).
- First Graduating Class of Parents (Getting Ahead Program): The group of parents completed all 16 sessions (45 hours of workshops) and a book study focused on helping individuals understand poverty and build resources for a more prosperous life for themselves, their families, and community.
- Novant Community Care Cruiser Next Steps: The healthcare issues of our children will only be the future healthcare issues of our adults.
  - Increase Collaboration: Work with CMS School Health Advisory Council; addendum to original CMS Memorandum of Understanding; align work with Health/PE State Standards (Wellnet); and partner with primary care providers, Charlotte Community Health Clinic, and Mecklenburg County Health Department.
  - Expand Services: Pilot BMI/blood pressure screenings at L.I.F.T. schools; obtain parent/student (18) consent for lipid profiles and A1; physicals; dietary counseling; and create wellness plans and monitor progress.

Chairperson McCray thanked Dr. Morrison and Ms. Block for report and invited Board members to ask questions and make comments. Dr. Morrison and Ms. Block provided responses.

- Thelma Byers-Bailey said she is supportive of the Project L.I.F.T. initiative and is thrilled with the progress.
- Tim Morgan likes that the expanded services are integrated into the classroom through the CMS Health Advisory Council and Physical Education curriculum. Ms. Block said these initiatives are being piloted in Project L.I.F.T. and the lessons learned from these initiatives could trickle out to other schools in the District. Mr. Morgan said CMS has a focus on partnerships and this is an example of CMS working with many partnerships to benefit the children of community.
- Ericka Ellis-Stewart thanked staff for the report and asked questions regarding the length of time of the vacancies (the majority less than three weeks); opportunity culture and the costs to date; (over the past two years approximately \$250,000/implementation was cost neutral); is the summer programming for remediation (most are non-remediation opportunities); and the loss of technology devices (parents had the option of purchasing insurance for their personal devices and less than 1% of the XO devices have been lost, stolen, or broken). Ms. Ellis-Stewart said Project L.I.F.T. is a five year commitment and the Board must discuss the significant financial investments for the District and where to go financially to fill the gap for the successful opportunities after that funding ends. Dr. Morrison provided comments regarding expanding programs, promising practices,

- funding/budget needs, and philanthropic dollars.
- Dr. Joyce Waddell asked why did attendance decrease in the Bell Summer Program? Ms. Block said over the five years the funding strategy for Project L.I.F.T. is to move towards sustainability. This year, the BELL Program was funded less and the BELL partnership did not provide matching dollars. Dr. Waddell expressed concern about the number of pregnant girls at West Charlotte High School and she is happy CMS is working with other agencies because this is a community responsibility. Dr. Waddell commended Project L.I.F.T. on its successes for the year.
  - Eric Davis asked what impactful thing is being done in Project L.I.F.T. that should be done in the other CMS schools? Ms. Block said the focus on social, emotional health of students is important and the focus on irreplaceable teachers as a retention effort.
  - Chairperson Mary McCray said for the next report she would like know how parents are utilizing their technology.

Chairperson McCray called for a motion for the Board to go into Closed Session for the following purpose:

**1. To discuss certain personnel matters.**

**The motion was made pursuant to Sections 143-318.11(a)(6) of the North Carolina General Statutes.**

**Upon motion by Ericka Ellis-Stewart, seconded by Tom Tate, that the Board go into Closed Session, and the motion passed upon 8-0 voice vote of the Board. Rhonda Lennon was absent.**

The Board recessed the June 24, 2014 Regular Board meeting at 7:54 p.m. and moved to Closed Session in Room 270 of the Government Center. Chairperson McCray reported the Board would adjourn the Open Meeting following the close of business in Closed Session.

Chairperson McCray reconvened the June 24, 2014 Regular Board meeting in Room 267 of the Government Center at 9:03 p.m. Board members McCray, Morgan, Ellis-Stewart, Byers-Bailey, Waddell, Tate, Davis, and Bailey were present. Rhonda Lennon was absent. Also present were Dr. Heath Morrison and George Battle. Tim Morgan served as Clerk to the Board.

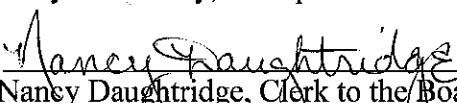
**ADJOURNMENT**

Chairperson McCray called for a motion to adjourn the meeting.

**Tim Morgan moved that the Board adjourn the June 24, 2014 Regular Board meeting, seconded by Eric Davis, and by consensus, the Board agreed to adjourn the meeting.**

The Regular School Board Meeting adjourned at 9:04 p.m.

  
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Mary T. McCray, Chairperson

  
\_\_\_\_\_  
Nancy Daughtride, Clerk to the Board