

06 23 2015 Work Session 12 30 PM

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A. New Business

1. [12:30 - 12:45 PM Board Comments](#)

Minutes:

The Board Members recognized Mr. Harris as the new President Elect of the Florida School Boards Association.

After a discussion on the number of items appearing on the agenda, the Board requested that renewing contracts under \$500,000 be submitted as Consent items and new contracts over \$250,000 be submitted as Regular items. Mr. Bridges clarified that as long as the items are on the agenda (whether as regular or consent), they are for the Board's consideration.

Mr. Berryman announced that Andrea Messina has been named the Executive Director of the Florida School Boards Association; he also stated that FSBA voted not to participate in the School Voucher lawsuit.

He would like to have discussions in the near future on:

- students who earn a Certificate of Completion but are not allowed to walk the stage
- high school uniforms
- school start times

2. [12:45 - 1:00 PM 2015-2016 School Board Meetings](#)

Attachment: [2015 -2016 eAgenda calendar.pdf](#)

Minutes:

In response to an earlier discussion to change to one board meeting a month, a survey of other districts was initiated. A number of them have two work sessions and one Board meeting a month. Superintendent LeRoy stated that her staff will arrange time lines and schedule items to meet the Board's decision.

Mrs. Sellers commented she would agree to one board meeting a month but believes we should continue with two work sessions. And, she asked how would discipline cases be scheduled. Superintendent LeRoy stated that the students are removed from their current site at the time of the incident and offered services through the alternative sites/programs until the Hearing. Mr. Mullenax stated Discipline Hearings could be held on the days of the Work Sessions, if necessary.

Mr. Harris would consider having one all-day meeting; begin the Work Session at 8:30 AM and the Board meeting at 5:00 PM. Mrs. Cunningham believes one work session would cover the discussion items but the Board should remain flexible in the length of the meetings. Superintendent LeRoy commented that she is establishing a schedule on what items will appear on the agenda and when.

Mrs. Fields and Mrs. Sellers prefer to have work sessions on two separate days. Mr. Berryman noted that, currently, there are several months where only one work session is held, those could continue (March/July/November/December).

Mr. Wilson stated that unless the idea is to meet one day a month, he doesn't see the need to change the current process; two work sessions and two board meetings. Mr. Mullenax would support two work sessions a month and one board meeting. If the Board feels that more meetings are necessary, the schedule can be changed.

Consensus: two work sessions in most months and one Board meeting. In months with holidays (March, November, and December) continue with one work session and one Board meeting. Board meetings will be held on the 4th Tuesday at 5:00 PM; work sessions will be held on the 2nd and 4th Tuesdays.

## B. Board Agenda Review

### 3. [1:00 - 1:15 PM Review June 23, 2015 School Board Agenda](#)

Attachment: [06 23 2015 School Board Agenda.pdf](#)

Minutes:

C-20: Haines City Head Start Lease:

Mr. Berryman asked why the program it is not located at one of our schools. PreSchool Programs Director Mattie Friedt reported that the Haines City area schools are overcrowded and this brick and mortar building has space for five (5) Head Start classrooms.

C-25: \$500.00 Donation to George Jenkins High School from Sherman Auger

Mr. Wilson questioned why the scholarship did not flow through the Polk Education Foundation. Mr. Mullenax and Mrs. Sellers responded that is the decision of the donor; they may not realize that PEF is a 501c3.

C-58: Letter of Intent for Sheriff's Youth Ranch, Inc.

Mr. Berryman asked who will provide their transportation to PACE. Superintendent LeRoy responded that the District will provide the transportation and Polk Virtual might be an option for some of the students.

R-70: Emergency Authorization for Superintendent

Mr. Berryman asked when the policy increasing her authority to \$250,000 will come to the Board. Attorney Wes Bridges will get that information to the Board as soon as possible. The Board would like to have it on the July 28th meeting.

R-72: Penn Foster - Davenport Fresh Start

Mr. Wilson asked what the program provides and to whom. Mrs. LeRoy reported this is students that have been out of the school system for at least two years and will earn a Pennsylvania diploma. They are not bound by the same requirements as Florida graduates.

Mr. Wilson questioned why we contract for services when we have programs to meet their needs.

Superintendent LeRoy responded that it is a blended approach using virtual courses and classroom settings; multiple pathways to meet the needs of specific students through an acceleration process. Mr. Wilson is concerned that we are providing out of state diplomas with Florida's tax revenue. Mrs. LeRoy stated that the District is increasing the multiple pathway opportunities.

Mrs. Fields asked if the program has been evaluated for their academic success. Mrs. LeRoy will gather the graduation data for her and see if there are long term solutions to absorb the Penn Foster students in the future.

R-73: Preschool Programs Quality Initiatives

Mr. Mullenax asked who selects the sites and teachers. Mrs. Friedt responded that the Early Learning Coalition received the grant but agreed that the District will provide the services to our students using our teachers.

R-74: SRO Contracts

Mr. Berryman asked if the County and cities share in the costs. Rob Davis, Senior Director of Support Services, reported that the Sheriff's Office funds 25% and the District funds the remaining 75%. The last two positions were fully funded by the District.

R-86: Rezoning

Mr. Wilson asked if there were any concerns from the community. Greg Rivers, Associate Superintendent of Facilities and Operations, responded there were none.

4. [1:15 - 1:25 PM BREAK](#)

C. Information

Item 5

5. [Head Start Grant Monthly Services Report](#)

Attachment: [May Board Executive Summary.pdf](#)

Attachment: [14HSA - Head Start Financial Report 03-31-2015.pdf](#)

Item 6

6. [April 2015 Monthly Financial Statements](#)

Attachment: [Apr 2015 Financial Package.pdf](#)

Item 7

7. [2015-2016 FDLRS Grant \\$1,142,189.00](#)

Attachment: [15-16 School Board Summary.pdf](#)

Attachment: [15-16 Budget Impact Analysis IDEA PK.pdf](#)

Attachment: [15-16 STATEMENT OF WORK.pdf](#)

Attachment: [15-16 Budget Impact Analysis IDEA Fed.pdf](#)

Attachment: [15-16 Budget Impact Analysis IDEA Gen Rev.pdf](#)

Minutes:

Mr. Berryman would like to see measurable outcomes.

D. Discussion

Item 8

8. [1:25 - 2:55 PM 2015-2016 Budget and Staffing Plan](#)

Attachment: [Staffing Plan Agenda Item WS 6 23 15.pdf](#)

Minutes:

Mike Perrone, CFO and Associate Superintendent, provided the budget information with three scenarios.

- Scenario 1: \$17 million FEFP increase; 60-day Health Insurance Reserve

(extra \$49/month/employee); fund Annual Capital Outlay; and transfer of Maintenance Salaries at 100% (\$8.4 million).

- Scenario 2: \$17 million FEFP increase; 60-day Health Insurance Reserve (50%) (Extra \$25/month/employee); Fund Annual Capital Outlay Transfer of Maintenance Salaries at \$3 million.
- Scenario 3: \$17 million FEFP increase; 60-Day Health Insurance Reserve (50%) (Extra \$25/month/employee); Fund Annual Capital Outlay Transfer of Maintenance Salaries at \$0.0.

Mr. Perrone reported that the average budget increase for Florida school districts was 4%; Polk County received 2.6%. He is trying to find out why and hopes to correct it before next year's budget session. He stated that Polk County is one of the top 10 school districts in FTE funding (No. 8) but after the compression, we received less than most districts in the State. There was only one district in the State that was under 1 in the DCD and that was Polk. The other top 9 school districts received approximately \$140-\$150 more per student than Polk. If we were to receive the average, we would have an additional \$13 million. Districts that did not meet class size received more funding than Polk; we met class size and were penalized.

Superintendent LeRoy commented that she will provide a funding comparison of the top 10 school districts at the July work session.

Mrs. Fields commented that she could not agree with Scenario #3 with 0% Capital Outlay Transfer of Maintenance Salaries.

Greg Rivers, Associate Superintendent of Facilities and Operations, provided information on the transfer of LCI funds to the Operating budget.

- 2015 Projected Available Revenue - \$26,154,469 (almost \$3,000,000 less than 2014)
  - Project Property Tax revenue - \$43,025,678; plus roll forward - 2,948,303; minus Debt Service (\$19,819,512)

2015 Planned Expenditures \$26,154,469

- Support Services - \$376,000 (bus/white fleet/safety equipment)
- Facilities - \$20,400,000 (minor maintenance, roof replacements, salaries)
- Purchasing - \$600,000 (school furnishings, equipment upgrades and replacement)
- Career Education - \$350,000 (lab upgrades/replacements, business/marketing/technology/digital media; health science; culinary/family consumer science)
- Other/Special Allocation - \$1,590,000 (property insurance, band/music instrument replacements, fine arts equipment, drivers education and athletics equipment)
- Technology - \$2,838,469 (schools: computers, technology, ITV, Software, security systems, network hardware, computers, SAP)

upgrades/maintenance, telephone systems upgrade, undesignated/reserve)

Planned Expenditures over next 5 years- \$251,403,849

- Support Services - \$27,811,494 (bus/white fleet/safety equipment)
- Facilities - \$137,000,000 (minor maintenance, roof replacements, salaries)
- Purchasing - \$5,000,000 (school furnishings, equipment upgrades and replacement)
- Career Education - \$3,716,713 (lab upgrades/replacements, business/marketing/technology/digital media; health science; culinary/family consumer science)
- Other/Special Allocation - \$8,250,000 (property insurance, band/music instrument replacements, fine arts equipment, drivers education and athletics equipment)
- Technology - \$69,625,642 (schools: computers, technology, ITV, Software, security systems, network hardware, computers, SAP upgrades/maintenance, telephone systems upgrade, undesignated/reserve)

Mrs. Cunningham requested a work session discussion soon to develop various streams of marketing and advertising to increase revenue.

After a discussion on the three scenarios, the consensus was to work toward an ending fund balance 5.5; Option 1.

Paula Dull, Director of Personnel, provided information on the staffing plan changes.

- allow schools to convert a Dean position to an Assistant Principal II
- add instructional paraprofessional
- add additional guidance counselors
- convert two 12 month AP positions to Principal: Haines City IB and Kathleen Aero-Space Academy

Mrs. Fields would like to see a survey on the Dean positions to have the Principals' input.

Mrs. Fields questioned the conversion of the Aero-Space Academy's AP to a Principal. Mrs. LeRoy reported it is to be equitable to our schools-within-schools (Harrison SOA and Summerlin Academy have Principals). Mrs. Fields clarified that the student enrollment at the Academy is only 350. She will not support this change because the academy was designed to be a draw for Kathleen Senior. The conversation in the community is the Academy wants to separate from Kathleen High School.

Mr. Mullenax commented that the academy is not located on the same site as

Kathleen Senior like Harrison is at Lakeland High or Summerlin at Bartow High. He could see where the school might want to become separate. Mr. Harris didn't think that could happen because it is a program not a school.

Mr. Bridges commented that Summerlin is not a part of the Bartow High School property; it is adjacent. He referenced the issues when Harrison wanted to separate from Lakeland High School.

Mrs. Sellers agreed with Mrs. Fields and will not support the request if the Academy is not to continue as part of Kathleen High School.

Superintendent LeRoy reported that three new academies are scheduled to open to address the number of over aged students at the elementary and middle school level. The approximate cost for the REAL Academies is \$2.4 million that was included in the budget.

Mrs. Cunningham asked if the reappointments provided in the backup information were included in the budget. Mr. Perrone responded that they were.

Consensus reached to allow advertising the REAL Academy positions contingent upon July budget meeting. The hire date will not be effective until after the July 28th meeting.

#### Item 9

9. [2:55 - 3:15 PM New K-8 Rezoning C-00298 Process](#)

Attachment: [BEGINNING STEPS ASSIGNING ZONES FOR THE NEW K-8.pdf](#)

Minutes:

Mr. Rivers announced that construction on the new K-8 school began yesterday, June 23rd. It should be open by August of 2016. Public meetings will begin within the communities to discuss those areas to be rezoned..

#### Item 10

10. [3:15 - 3:35 PM Code of Student Conduct 2015-2016](#)

Attachment: [STUDENT CODE OF CONDUCT COMMITTEE LIST.pdf](#)

Attachment: [Itemized List of Changes.pdf](#)

Attachment: [Student Code of Conduct.pdf](#)

Attachment: [Final Student Code of Conduct.pdf](#)

Minutes:

Nancy Woolcock, Assistant Superintendent of Learning Support, provided information on the proposed changes to the Code of Student Conduct. She announced that the Legislature has set aside \$3.2 million for Districts that have a K-8 dress code. It will be on a first come, first serve basis; \$10 per student for grades K-8.

There is only one phrase that needs to be added to our Code to meet the Legislature's criteria: 'Wearing of clothing in compliance with the uniform dress code violates the student's sincerely held religious belief or by reason of a student's disability'; everything else is already in our Code.

Mrs. LeRoy reported that this would be about \$750,000 for Polk and can be used where ever needed.

#### Item 11

##### 11. [3:35 - 3:45 PM Our Children's Academy Request for a Charter Contract Modification](#)

Attachment: [Our Children's Academy Proposal for 9th grade.pdf](#)

Attachment: [WS-Summary-OCA Contract Mod 6.23.15.pdf](#)

Minutes:

Melissa Brady, Director of Charter Schools, reported that Our Children's Academy is requesting to add a 9th grade to continue services for 9 students; these students are unable to be mainstreamed to the regular classroom setting. There is a caveat that if the Charter School wishes to add a 10th grade, they are to submit a new application as a high school.

#### Item 12

##### 12. [3:45 - 4:05 PM Communication Campaign](#)

Attachment: [22 PSCB Overview v2.pdf](#)

Minutes:

Leah Lauderdale, Senior Director of Public Relations and Strategic Partnerships, presented plans to increase awareness of the current state and strategic direction of the Polk County Public Schools.

She would like to contract with an outside communication specialist organization (Clark, Nikdel, and Powell) to lead a communication campaign aimed at increasing general awareness of school and district successes, heighten transparency, earn greater trust and instill a sense of community pride in our school system:



- ensure long-term district-wide consistency in messaging and design
- understand the current perception of internal stakeholders
- understand the public's perception of our schools (internal/external on line survey and random telephone survey)
- transform staff into Brand ambassadors.

Based on discovery:

- propose key messaging and positioning for the Brand
- propose a new look, logo, style boards, colors, etc.
- create style guide and Brand toolkit to ensure long-term consistency

Mrs. Cunningham inquired about the time needed and cost. Mrs. Lauderdale responded that it would take about three months at a cost of \$76,250.

Mrs. Fields asked how the sales tax initiative will be incorporated into the campaign. Mrs. Lauderdale stated that by researching the communities to see what is known or perceived then developing the collateral pieces as it relates to transparency. Mrs. Fields asked how the services will be funded. Mrs. LeRoy stated it would be coming from Operating funds.

Consensus reached to move forward with the Consultant Contract.

Item 13

13. [4:05 - 4:20 PM Demonstration of Accountability, Assessment, and Evaluation Data Dashboard](#)

Minutes:

Heather Wright, Senior Director of Accountability, Assessment, and Evaluation, provided a brief overview of a data dashboard software that provides information and comparison on the achievements of individual schools and classrooms by grade levels.

Item 14

14. [4:20 PM Executive Session](#)

E. Adjournment

Meeting adjourned at 4:20 PM. Minutes were approved and attested this 28th day of July, 2015.

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Dick Mullenax, Board Chair

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Kathryn M. LeRoy, Superintendent