

**MINUTES OF THE COMMUNITY ENGAGEMENT STRATEGY
AD HOC COMMITTEE MEETING
BOARD OF EDUCATION
HOUSTON INDEPENDENT SCHOOL DISTRICT**

March 5, 2020

Committee Meeting Called To Order: 3:50 p.m.

Committee Member	Status	Arrived	Departed
Judith Cruz, Chair	Present		
Patricia Allen	Present		
Wanda Adams	Absent		
Other Trustees			
Sue Deigaard	Present		
Anne Sung	Present		

Staff: Silvia Trinh, Chief of Staff
Vermeille Jones, Director, Board Services

Other: Lisa McBride, Attorney, Thompson & Horton
Dr. Doris Delaney, Conservator
Marcia McMahon and Laurie Elliott, NXTBoard Coaches

DISCUSSION ITEMS FOR MARCH 5, 2020

- Discussion Of Community Engagement Strategies
- Determination Of Committee Chair

Board President Deigaard indicated that this is a getting-started meeting and provided the following topics for the committee’s consideration/discussion:

- Purpose: To develop a community engagement strategy that the board owns and leads. We need this for our Strategic Governance Plan; there is a lot of community engagement work in that, but it would also serve the purpose for ongoing community engagement, i.e. how do we do recognitions, how do we engage hearing of citizens. Referenced meeting with A. J. Crabill with board of managers’ candidates. There is not a clear direction on this; but equity gets part of this space too. Community Engagement is not just telling people things. It’s not just calling a meeting and hoping they come to engage. How do we meet them where they are at; who doesn’t come to these meetings? Who do we normally not hear from? Trustee Adams is also on this committee. But the Communication Engagement Committee could also include community members, administration, the communications department, and stakeholder groups. Community membership is for the committee to decide.

- Deliverable: To present to the board a community engagement strategy. The committee should define what that means. Is it time bound? Is it the strategy for the coming year, or for every year or a hybrid of both because we are in the middle of governance strategy?
- Deadline: Pick a deadline when you want to present this to the board, as it relates to the Strategic Governance Plan and also all the other demands on board members. The Ad Hoc Committee should have a very clear timeline for its work.

DETERMINATION OF COMMITTEE CHAIR

A motion was made by Trustee Allen, with a second by Trustee Cruz that Trustee Judith Cruz be Chairman of Community Engagement Strategy Ad Hoc Committee. The motion carried with a 4-0 vote.

- Process: Referenced community meetings with A. J. Crabill. (Note: Vermeille Jones emailed a copy of meeting notes to President Deigaard)

Trustee Cruz asked Trustee Sung to share her community engagement ideas.

Trustee Sung: I have been communicating with people in Houston about community meetings. Also, Briargrove's PTO is hosting a meeting at 6:00 p.m. on March 24, 2020 wherein we will provide an update on the board's constraints. All board members are invited to attend.

Discussion/Brainstorming

Trustee Cruz: Regarding our purpose, what is our long-term mission? Who are we engaging with, how are we engaging with them, how often, and where?

Trustee Allen: Location, monthly meetings (i.e., super neighborhood meetings—we could ask to be present), call regarding having two-way communication, looking for opinions, etc.

Trustee Cruz: We set up community meetings or we go to established meetings?

Trustee Allen: We do both. Maybe use internet/streaming.

Trustee Cruz: Prepare a list of committee meetings in all nine districts with dates and times.

President Deigaard: "Brains on Fire" (how to create word of mouth movement). The community actually holds the vision and values of the community. I see opportunity in this, how do we develop relationship with the stakeholders, especially those who have

students in our schools? SDMC's should be a useful group to meet with throughout the district. Call them, use phone to get buy-in and follow-up with email.

Coach Laurie Elliott: Find an Element of Trust (get someone in community who they can trust)

Trustee Sung: Vision 1– broad ownership with students, staff and community members. Advocacy (low performance campuses – “D” and “F”. Once per year (vision and value of our students; once per year (staff and community members). Lead and co-lead (staff and community members).

Trustee Cruz: Going to campuses – how do you envision that?

Trustee Sung: Specific things, i.e., Listen and Learn Tours

Trustee Allen: As done previously by Paula Harris –monthly trustee meeting and provide giveaways.

Trustee Cruz: Rotate meetings, quarterly, monthly. Trustees team-up. Newsletter.

President Deigaard: Indicate on the board's web page (weakest on engagement): progress report, audit report, HISD newsletter (include a board section).

Trustee Cruz: We talked about who and how. Who to work with; feeder pattern, low performance schools; how to work with them; what to communicate?

President Deigaard: Start with **Why** (develop relationships), then **Who** (parents and family members really matter, **What** (dynamic – changes over time-ongoing communication; **How/Where** (multiple places).

President Deigaard: What's in the Strategic Governance Plan. There is some structure in it regarding the development of this. We need to revisit it and make some adjustments.

Coach Laurie Elliott: We are a month behind, need to have more meetings.

Trustee Cruz: Deadline date for plan will be scheduled for May 2020 board meeting.

Action Items:

- Next meeting is Wednesday, March 11, 2020 at 1:00 p.m. The goal is to have draft plan by next board meeting.

Adjournment: The meeting adjourned at 4:38 p.m.