

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

**March 11, 2020**

Committee Meeting Called To Order: 1:07 p.m.

Committee Member	Status	Arrived	Departed
Judith Cruz, Chair	Present		
Patricia Allen	Present		
Wanda Adams	Absent		
<b>Other Trustees</b>			
Sue Deigaard	Present	1:09 p.m.	

Staff: Silvia Trinh, Chief of Staff  
Vermeille Jones, Director, Board Services  
Sherry Williams, Press Secretary

Other: Lisa McBride, Attorney, Thompson & Horton  
Dr. Doris Delaney, Conservator  
Laurie Elliott, NXTBoard Coach

**DISCUSSION ITEMS FOR MARCH 11, 2020**

- Discussion Of Community Engagement Strategies
- Structure of Governance

Committee Chair Trustee Cruz called the meeting to order at 1:07 p.m. and indicated that the trustees present were Trustee Allen and Trustee Cruz.

**Approval Of Minutes From Meeting Held On March 5, 2020**

On motion by Trustee Allen, seconded by Trustee Cruz, the minutes of the Community Engagement Ad Hoc Committee Meeting held on March 5, 2020, were approved by a vote of 2 to 0.

**DISCUSSION**

Trustee Cruz: Summarized discussion from last committee meeting, i.e., who's on committee, building trust with the community, etc. Deliverable would be to produce a long-term plan with dates and places. Dates for long-term plans due by the April board meeting.

Trustee Deigaard: How do we do virtually? How do we use electronic technology to have conversations with the community? We can plan in tandem for April and May. Can you do electronically (i.e., Facebook live)?

Coach Laurie Elliott: Can we do Zoom and things of that nature?

Lisa McBride: So long as it's not a meeting; so long as a quorum doesn't participate, then it can be done on Facebook live or Zoom.

Trustee Cruz: We must have a Plan B and Plan C for delivering. The following list was reviewed:

- External Members (to be part of this committee or becoming an official ambassador of the HISD board). Want to target parents, students, teachers, etc.
- How: in-person meetings, newsletters, web page, surveys
- Communication of Meetings: flyers, SDMCs (starting with phone calls)
- Where: standard meetings, school events, PTOs/PTA, feeder-pattern meetings, etc.
- What: Visions/Goals/Constraints/Theory of Action. Community to be part of the process in creating the vision and goals.
- Board members: lead or co-lead at least one LSG workshop
- Budget: an ongoing conversation
- Action Items: having a calendar (ongoing)

Is it still realistic to have a draft of the long-term plan by the April board meeting?

Coach Laurie Elliott: To meet on that, it has to be every six months.

Trustee Cruz: April board meeting is April 9, 2020.

Silvia Trinh: Have to have item and documents by final print, March 23, 2020.

Trustee Cruz: May 14, 2020 is the date for the May board meeting.

Silvia Trinh: April 27 is final print deadline for May board meeting.

Trustee Cruz: Do we have a date for finalizing the draft?

Trustee Deigaard: The draft of the plan or the draft of the goals. The plan is to approve a draft of the three board goals at the May board meeting. Shoot for doing it at the regular May board meeting.

Trustee Cruz: Should we do some community engagement before we have a draft of the plan approved?

Trustee Deigaard: Start with why you are doing it. What do you hope to accomplish with those community meetings if you do them before the draft of the board goals are voted on?

Coach Laurie Elliott: Tell them what you are thinking. Explain HB3 and explain the situation as a requirement of the state. Lay a groundwork.

Trustee Cruz: If we want to engage the community (and we should engage them) before we vote on board goals in May, we need a plan for April and first week of May around engaging the community; so, does the board need to approve that?

Trustee Deigaard: We have held community meetings before, done surveys to parents before, without the board voting on it. So, I wouldn't make that be something that delays you. Like the Governance Strategic Plan, there is no rule that says we had to vote on it; but, by voting on it you are saying you agree with it; I have seen it, I understand it.

Lisa McBride: If this engagement is on behalf of the board, then they should know what the message is going to be and what the engagement strategy is; if you are doing it on behalf of the board.

Trustee Cruz: We should come up with a plan before March 23 on how to engage and get the board to approve it.

Trustee Allen: We need to have it done by March 27, 2020. We need a couple of weeks to do it. Have the first community meeting that next Monday or Tuesday, that would be within the six months.

Trustee Deigaard: With the Strategic Governance Plan, there were a lot of actions that we were involved in before we approved the plan; you can simultaneously be engaging while you are building out the long-term plan. Technically, the plan doesn't have to go before the board. The value of having it be its own agenda item that we vote on is to get the buy-in from the board to support and participate in it. So, add a short agenda item for the April board meeting that is an update to the board, from this committee, to show: this is what we have been working on, these are actions that we have taken, and this is where we are going. Also indicate that we will bring a comprehensive plan in the future.

Trustee Allen: For the first meeting invite the community to give us an invitation to come to their civic meeting. They will want to know about HB3 and TEA. Needs to be a two-way conversation.

Trustee Cruz: We need Power Point/talking points. Would like trustees to go two-by-two.

Trustee Deigaard: Helps to keep the appearance of about district and not areas.

Trustee Allen: Will look unified; are talking about district. For the first meeting, we organize and lead, then we branch out.

Trustee Cruz: First round of meetings is something we organize and lead and then we branch out.

Trustee Allen: Put something on the website regarding how to request a meeting.

Trustee Deigaard: Board needs to look at the web page. Need links to board goals on the web page.

Trustee Cruz: Right, that's a place to engage/for announcements, it's updated weekly, etc.

Silvia Trinh: Board Services updates the web page.

Trustee Cruz: Does it make sense to think about potential dates and geographical locations for April? At least pick date and consider how to pair up trustees?

Coach Laurie Elliott: On April 4, we will have our goals, constraints, and theory of action all done.

Trustee Deigaard: Hold April 4 on board members' calendars, 8:00 a.m. to 5:00 p.m., for board workshop.

Trustee Cruz: Take the last three weeks of April to begin preliminary. Two meetings each week? Virtual is fine. Staggered geographically throughout the city. Proposed dates: 4/16, 4/21, 4/22, 4/25, 4/27 and 4/28. Make sure we have translation.

Vermeille Jones: Is translation for an after-hours meeting? Would have to pay staff.

Trustee Cruz: Can we use/have access to the equipment?

Silvia Trinh: Will find out if the equipment can be used by the board.

Coach Laurie Elliott: Meetings are better attended after work vs. mornings.

Trustee Deigaard: In the Gulfton area, Saturday mornings (8:00 a.m.) worked well.

Coach Laurie Elliott: Will help with the script, but this needs to be led by the board.

Trustee Cruz: Will add Saturday, April 25, 2020 for community meeting.

Lisa McBride: Should we post? If you want the flexibility for a quorum to show up, then you should post. Must allow for public comment. Is there a problem under Lone Star Governance?

Coach Laurie Elliott: This will affect the number of meetings as required by LSG and, if it is posted, it is a board meeting and it will have to be tracked. Will have to track time.

Vermeille Jones: Is there a limit on the number of meetings per month?

Coach Laurie Elliott: Yes, there is a limit. You make a choice. Make sure you don't have a quorum, limit attendance. For example, assign certain meetings to certain board members. Regarding posting, lone star governance provides a framework to follow. Make the choice that is the best for the district overall.

Sherry Williams: Regarding borrowing equipment, that has been done, no fee; however, you are responsible for any breakage or damage.

Trustee Cruz: Should we decide the areas of town for meetings?

Trustee Allen: We should run it by some of the other board members.

Trustee Cruz: Vote to approve the final draft by May 14 can we gather feedback in May?

Lisa McBride: The print deadline is April 27, 2020. Must have some process for reporting feedback Plan could be for the committee to update board on the community feedback during the May agenda review meeting.

Coach Laurie Elliott: Don't worry about board authorization, at this point in time.

Trustee Cruz: How do we send dates to other board members?

Lisa McBride: Place an agenda item on the April board meeting for short-term plan. At the May board meeting agenda review get feedback. For the May regular board meeting, have the long-term plan.

Coach Laurie Elliott: Do you want to have these many meetings to lay the groundwork?

Trustee Cruz: Referenced Lone Star Governance framework, community is part of the process. If we attend at least two meetings, we will have it covered.

Coach Laurie Elliott: If you do not post (only have 2-3 board members attend), there is no big deal.

Trustee Cruz: How do we get board members to sign up?

Coach Laurie Elliott: Through Board Services. Limit to no more than three board members.

Trustee Cruz: Can we send those dates already from Board Services?

Lisa McBride: As opposed to waiting until it is discussed?

Trustee Allen: Limit activities and engagement until April 3<sup>rd</sup>.

Trustee Cruz: Don't send to public yet, only internally to the trustees.

Lisa McBride: Send an email to Board Services and email will go out to trustees on March 23, 2020 when the final print agendas go out.

Trustee Cruz: Will send Vermeille an email regarding dates and times (6:00 p.m. for all the dates and Saturday at 8:00 a.m. for April 25, 2020). Must have a short-term plan.

Coach Laurie Elliott: Can help with an agenda for the short-term plan.

Trustee Cruz: Silvia, can we get a flyer made?

Silvia Trinh: Yes. Janet usually creates it Vermeille?

Coach Laurie Elliott: We can come up with a preliminary agenda after the April 4 meeting; can be part of the preliminary. Request input on goals, HB3, and what state's doing.

Trustee Cruz: At the April 9 board meeting, our committee will give a short update on what our short-term plan is for adopting goals. Need to come up with 3-month, 6-month, and 12-month committee plans.

**Action Items:**

- Trustee Cruz to send Vermeille Jones an email regarding meeting dates and times
- Next Meeting: April 1, 2020 – 10:00 a.m.

**Adjournment:** The meeting adjourned at 2:22 p.m.