

**MINUTES OF THE COMMUNITY ENGAGEMENT STRATEGY  
AD HOC COMMITTEE MEETING  
BOARD OF EDUCATION  
HOUSTON INDEPENDENT SCHOOL DISTRICT  
REMOTE MEETING VIA SKYPE – 12:30 P.M.**

**April 14, 2020**

Committee Meeting Called To Order: 12:33 p.m.

Committee Member	Status	Arrived	Departed
Judith Cruz	Remote	12:31 pm	
Patricia Allen	Remote	12:28 pm	
Wanda Adams	Remote	12:25 pm	
<b>Other Trustees</b>			
Sue Deigaard	Remote	12:35 pm	12:58 pm

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

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

**DISCUSSION ITEMS:**

- Short-Term (Virtual) Community Engagement Plan
- Long-Term Engagement Plan
- Revised Timeline

Committee Chair Trustee Cruz called the meeting to order at 12:33 p.m. and indicated that the trustees present via skype were Trustee Allen, Trustee Cruz and Trustee Adams.

**Approval Of Minutes From Meeting Held On March 11, 2020**

On motion by Trustee Allen, with a second by Trustee Adams, the minutes of the Community Engagement Ad Hoc Committee Meeting held on March 11, 2020, were approved by a vote of 3 to 0.

## **DISCUSSION**

Trustee Cruz: Agenda document was emailed to the three trustees. Agenda items: 1) review minutes from last meeting—purpose, updated LSG, community meetings, keeping web page up-to-date; 2) review governance strategic plan; 3) short-term and long-term plans and 4) draft a timeline. Asked coach to discuss the strategic plan.

Coach Laurie Elliott: Emailed members the revised HISD Strategic Plan regarding communication. There are some areas that we are moving to later in the spring as well as the summer. Starting in January, we made some changes. In January/February there were some things we did not get done. Let's go to January. We want your input as to when you think you can get things done.

Trustee Adams: Can you highlight community engagement areas that we need to focus on?

Coach Laurie Elliott: Looking at January, Quarter 2, there are several things that we just moved, then when we go into further weeks, there are some community engagement pieces I highlighted.

Trustee Adams: For example, on your LSG training for Parents. Is this something we want to engage in, giving parents something to do while we are under this at home thing to talk about maybe doing something virtually or a tele-townhall or something around community engagement just to let them know what we are doing and where we are? So that we don't get too far off-track. Or can we do a webinar so parents can sign in and we can have a leader on the webinar for presentations? I don't think we have to stop so much with our plans, we may just have to shift how we do it.

Trustee Cruz: Yes, I agree we need to take advantage of this time, co-lead LSG for parents. Zoom will probably get more participation than if we do it in person. Action Item: Set up parameters for what that would look like and set clear timelines.

Coach Laurie Elliott: It would be so much easier on Zoom.

Trustee Adams: For parents, Zoom would be better.

Trustee Deigaard: My understanding is that one of the reasons that HISD uses Skype is because that is what the technology in our board room supports. This is problematic because I cannot see all board members and Dr. Lathan. I think the public deserves to see everybody as well. This is what the board needs to be able to do and then the administration can figure out how to make that happen.

Coach Laurie Elliott: Agree. Communication with Parents and stakeholders moved to possibly June.

Trustee Adams: On the quarterly thing, we can host an LSG training for parents right now. Be creative, give parents something to do. We can be available to answer questions. LSG is already written.

Coach Laurie Elliott: Use webinar with script to talk mainly about LSG.

Trustee Adams: LSG training is training for parents.

Trustee Deigaard: Starting with LSG training. (1) Has it been done in a virtual setting? (2) I like the idea for putting that first because it sets the stage for the goals. There could be a lot of value in doing a half-day community training like that.

Coach Laurie Elliott: We talked about this before, getting out there with LSG. I think that's a great thing to communicate. That hasn't been done virtually that I know of.

Trustee Cruz: Is it possible to do it? I think two hours is enough.

Coach Laurie Elliott: We can help you with the script, but the board needs to lead, present to people.

Trustee Cruz: Maybe schedule different sessions, i.e. during the day, evenings.

Coach Laurie Elliott: I need input from you to revamp strategic plan to fit what this team wants to do to engage the community.

Trustee Adams: Only talking about a plan for community engagement. According to the strategic plan, LSG is the first thing. Maybe this is what we start now before school is out; keep small, a Part 1 and a Part 2 then we will have accomplished that first part before we push it to June.

Coach Laurie Elliott: What are the dates that you are looking at?

Trustee Adams: Between January and March 20. So, we are already behind. Maybe before everybody is to go back to work, is there something we can possibly put together of that last week in April of a virtual meeting, just condense it? Maybe have Part 1 (maybe 1-1/2 hours and give 30 minutes for questions and express concerns).

Trustee Cruz: At least one session in Spanish.

Trustee Allen: This is an excellent idea and it is doable.

Trustee Adams: Can have a four-hour session; two hours English and two hours for Spanish or do simultaneously.

Trustee Cruz: Also, would like to engage folks around the budget (i.e., text or survey).

Trustee Adams: It is the same thing, virtually. We have our budget presentation; how do we engage with the community. 245 people via Zoom. Only thing we do is change the way we present it – virtually.

Trustee Allen: Trustees Hernandez and Trustee Cruz had a successful Zoom meeting.

Trustee Cruz: When we organize these, tap into organizations to share the information on social media channels.

Trustee Allen: One idea to reach parents is to put a form on the web page to request a meeting.

Trustee Adams: Vermeille, is there a way that we can do what we are talking about?

Vermeille Jones: Need to talk with Mrs. Trinh and Dr. Lathan. So that Dr. Lathan can speak with Mr. Gilhousen. Send me what you need, and we can draft it up.

Trustee Adams: Trustee Cruz, can you send an email to Trustee Deigaard to send request to Dr. Lathan?

Lisa McBride: If a quorum will be participating, we must provide a link. So be careful of a webinar. Public must be able to ask questions. Law requires that, at a minimum, the board members and public be able to see the person who is talking.

Trustee Cruz: Action Items: Timeline – LSG in April (see last page of document); topics discussing, doing a newsletter, parameters (what is message of trustees)—clear protocols. After LSG, regular topic townhalls.

Trustee Adams: Right now, all that we can handle is LSG and then the goals. Can look at April and May.

Coach Laurie Elliott: Excellent idea for LSG and goals for April and May.

Trustee Allen: Excellent ideas.

Trustee Cruz: Good opportunity to educate the community. Our topic should always relate to LSG. We need a script quickly, and need to have it translated by the administration. Laurie can we have that by next week?

Coach Laurie Elliott: Yes.

Trustee Cruz: Is this something that the whole board needs to approve Lisa?

Lisa McBride: I think the idea was for this committee to bring back their plan and timeline to the board. You do have next week an emergency meeting to adopt your constraints.

You can ask the board president if you can have a small amount of time to make your presentation and I think you have a budget meeting coming up as well.

Trustee Adams: Maybe April 28 or April 29 for LSG and a TBA for May could be May 28 for goals and constraints – then we will have made accomplishments for this school year.

Coach Laurie Elliott: Will go back into plan and put this into place. Doing first presentation on LSG/orientation for public and board position; second presentation will be goals and constraints.

Trustee Adams: We will have a working ad hoc committee for the next two months.

Trustee Cruz: I will type up what we will present on the 23 and send out draft asking for feedback.

Coach Laurie Elliott: I like that we are updating the strategic plan, working in chunks. My job is to help you create a script.

Trustee Adams: To work on script. Most will be 1-1/2 hours, then, 30 minutes for questions and answers.

Trustee Cruz: Send us a draft and we will give feedback.

Trustee Adams: We need feedback. Need a survey prepared, maybe five questions. Maybe post survey online.

Trustee Cruz: For Vermeille--another vehicle is Go-to webinar/meeting.

Lisa McBride: It is my understanding that in addition to Zoom being compatible with the equipment in the board room, Zoom has an attendee limit. How many people can be on link? And, there are security issues.

Trustee Adams: For our first meeting, we focus on Skype.

Trustee Cruz: Maybe for our first meeting it should be a webinar. So, it will be different from our usual meeting.

Vermeille Jones: Touch base with Trustee Deigaard, I will be working with Silvia and Dr. Lathan.

### **Action Items**

- Timeline
- Parameters (1-page document)

**Adjournment:** The meeting adjourned at 1:38 p.m.