

COMMUNITY ENGAGEMENT STRATEGY AD HOC COMMITTEE
VIRTUAL MEETING

AUGUST 19, 2020 -- 12:00 P.M.

Committee Meeting Called To Order: 12:02 p.m.

Committee Member	Status	Arrived	
Judith Cruz	Present		
Patricia Allen	Present		
Wanda Adams	Present		
Other Trustees			
Sue Deigaard	Present		

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

Other: Lisa McBride, Attorney, Thompson & Horton
Laurie Elliott, Board Coach
Marcia McMahon, Board Coach

Committee Chair Trustee Cruz called the meeting to order at 12:02 p.m. The trustees present, via zoom, were Trustee Allen, Trustee Cruz, Trustee Adams, and Trustee Deigaard.

Approval Of Minutes From Meeting Held On April 14, 2020

On motion by Trustee Adams, with a second by Trustee Allen, the minutes of the Community Engagement Ad Hoc Committee Meeting held on April 14, 2020, were approved by a vote of 3 to 0.

DISCUSSION ITEM – COMMUNITY ENGAGEMENT PLAN

Trustee Adams: The plan is clear and concise. Seems like a lot of dates. Will we be hosting via zoom?

Trustee Cruz: The different times are to make it accessible for people with different schedules. We will be hosting these via zoom. The Literacy Summit, on page 2, is something the board is going to host in September. It would involve HISD representatives as well as other organizations and researchers presenting HISD data, primarily for literacy.

Trustee Adams: (1) What is the difference between schools' literacy night events and our virtual literacy summit, and (2) Would having the summit right after schools reopen be a good idea?

Trustee Cruz: The literacy summit would be geared toward getting us, as a board, prepared for goal setting and also letting the community know why we are engaging in goal setting. Our goal setting is set for September 17 (Theory of Action) and September 24 (Board Workshop Goals discussion).

Trustee Adams: Can the meeting be virtual (social media) so we can reach a broader base, and people can send in questions?

Marcia McMahon: I think that is a great idea and coaches are willing to help moderate.

Lisa McBride: The limitation for these virtual meetings is if it becomes a meeting of the board. Needs to be less than a quorum of trustees and need to have the same trustees participating.

Trustee Cruz: The plan is to have the meetings publicly posted. We will reach out using flyers, social media, telephone calls, etc.

Trustee Adams: Let one of those meeting be a true public meeting.

Laurie Elliott: If you have small group meetings, only have selected board members consistently do them; then come back and have a broad-based one.

Marcia McMahon: Consider the format. With zoom, the meeting can be a webinar.

Trustee Allen: For our last LSG meeting, the majority of the SDMC emails were HISD.org emails, I found it difficult to contact real parents.

Trustee Cruz: Some SDMC lists do not have parents. I will submit a referral for PTO/PTA lists.

Trustee Deigaard: The board needs to own this work. Can we work with someone in administration for assistance that supplements our messaging outreach ability?

Trustee Cruz: I will bring that up with Dr. Lathan. It sounds that we could do a couple of the meetings webinar style.

Marcia McMahon: A webinar meeting can be advertised on face-book and participants can register in advance (which can be used for follow-up).

Laurie Elliott: With the webinar, we got a lot of emails and were able to talk to the participants afterwards.

Trustee Adams: Let's try a webinar to see if it works.

Trustee Allen: If we have one open meeting, would that cover us with the other meetings?

Lisa McBride: I advise that you apply the Open Meetings Act to all of your meetings; treat all with open meeting requirements and virtual meeting requirements.

Trustee Cruz: Is there a concern if the meeting is recorded and we break out into breakout rooms?

Lisa McBride: The concern is if you have a quorum. Are you going to be displaying the breakout rooms in real time?

Laurie Elliott: Does that apply even if we only have three board members presenting? Can they break out into rooms at that point?

Lisa McBride: It probably would be better if you did not because the public must be able to live stream.

Marcia McMahon: Norms and preparation. We have slides that you can use in the presentations.

Trustee Cruz: [Reviewed the draft presentation slides --the agenda, governance structure, board goals, breakouts, and next steps].

Marcia McMahon: You may wish to include the report that must be sent to parents after the BOY Assessment in this discussion or in the Literacy Summit.

Trustee Cruz: We might consider using board ambassadors who have LSG training. I understand that breakouts are not recommended.

Lisa McBride: At least when there is a quorum, no breakouts.

Trustee Cruz: Vermeille, when meetings are recorded, does it record what happens in breakout rooms as well?

Vermeille Jones: Will research.

Trustee Allen: Should we designate the eight meetings in October as either Elementary Schools, Middle Schools or High Schools?

Trustee Cruz: I am concerned that someone might not be available when we designate and that we should keep the conversation broad and long-term.

Trustee Adams: How does that line up to LSG?

Laurie Elliott: Look at the purpose of the meeting. Bring the public the LSG goals, the whole picture.

Marcia McMahon: Regarding the meetings in October. Be aware that there should not be more than four meetings a month.

Trustee Cruz: Not everyone will participate, how do we reach those who do not? Does our texting capability have the ability to get responses?

Trustee Deigaard: My understanding is that if the meeting is about work to create our goals and constraints, it does not count in the four meeting minutes.

Marcia McMahon: Will get clarification. Let's [Cruz, Deigaard, McMahon] sit down and go through the new manual.

Trustee Adams. It is about quality (effectiveness), not quantity. Give three or four opportunities (one in Spanish).

Trustee Cruz: Does four meetings sound reasonable, with one being Spanish?

Trustee Adams: One virtual, 2 smaller ones, and one Spanish.

Trustee Allen: Have the format available and then allow us to be invited to complete that format in the community.

Silvia Trinh: Dr. Lathan is totally okay with supporting your efforts to push this out to parents.

Meeting Adjourned: 1:10 p.m.