

MINUTES OF MEETING
September 10, 2012

The regular meeting of the Whitfield County Board of Education was held at the Whitfield County Central Office on September 10, 2012. Board Chairman Louis Fordham called the meeting to order at 6:30 p.m.

Present were the following board members:

Thomas Barton
Gary Brock
Louis Fordham
Rodney Lock
Bill Worley

Also present were the following staff members:

Danny Hayes Audrey Williams
Judy Gilreath Ron Hale
Eric Beavers
Carolyn Weaver

Also present:

A list of the public in attendance is a part of the backup minutes.

Pledge of Allegiance

The following students from Beaverdale Elementary led the Pledge of Allegiance:

Hannah Whaley - 3rd grade
Emma Quarles – 4th grade
Amelia McClure – 5th grade

Moment of Silent Reflection

Mr. Fordham asked everyone to observe a moment of silent reflection.

Inspiration

Hannah Whaley gave the inspiration. She talked about The Greatest Gift is when we give of ourselves. She said that helping others and being a friend is what is important.

Hearing of Individuals

None

School Report

Cheri Mahan, principal at Beaverdale Elementary, presented the following information to the board. She said that Beaverdale's current enrollment is 470 students. The demographics are as follows:

Hispanic or Latino – 11%
Multi-Racial - 4%
African American – 1%
White – 83%

She said that their demographics have stayed about the same for the past three years. Their Free and Reduced Lunch for 2012 is at 58%. This is a 4% increase within the past three years.

Cheri shared Beaverdale's CRCT results for Reading, Math, Science, and Social Studies for grades 3-5.

Reading at Beaverdale is at or above the state in meeting or exceeding.

	<u>BES</u>	<u>State</u>
3 rd	91%	91%
4 th	94%	90%
5 th	94%	91%

Math at Beaverdale is either a little below or at the state in meeting or exceeding.

	<u>BES</u>	<u>State</u>
3 rd	77%	81%
4 th	80%	80%
5 th	84%	84%

Cheri said that the staff, by consensus, decided we would continue to have a school wide intervention time for 50 minutes each morning. This allows us to use all staff to help facilitate small group instruction where we will focus on either Math or Reading. This is done either bi-weekly or by nine week period depending on the needs of the students. She said that we use research based interventions that help us facilitate the help that children may need.

Cheri said that they have invested Title I money to help purchase non-fiction books correlated to our Science and Social Studies standards. They are on the appropriate reading level for different groups in each grade level. She told the board that they incorporate Science and Social Studies into our Language Arts/Reading so that we are reading and writing in the content areas. She said that we use the Science kits purchase by Dr. Bailey for the elementary schools last year. She said that they feel like this has had a direct impact on their Science and Social Studies performance on CRCT.

Science at Beaverdale is above the state in meeting or exceeding.

	<u>BES</u>	<u>State</u>
3 rd	83%	78%
4 th	86%	81%
5 th	85%	78%

Social Studies at Beaverdale is either meeting or exceeding the state.

	<u>BES</u>	<u>State</u>
3 rd	80%	81%
4 th	89%	78%
5 th	92%	77%

Mrs. Mahan told the board that they implemented a school wide behavior incentive program called, Dare to C.A.R.E. They gave out over 430 buttons and we put up 980 hand prints. She said that Mr. Fordham's handprint is on the wall. They gave out over 400 tee shirts and end of year medals for a total of 89% of the students earning their principal's award for all four nine weeks. She said they have continued this for this year. In August they had a Beaverdale Community event with our Wildcat Rodeo Roundup to kick off the school year.

Students Hannah Whaley, Emma Quarles, and Amelia McClure talked about Beaverdale from their perspective. They said that they feel safe and a happy place to be. Everyone says hello and wants to know how you are doing. They love learning and wanted the board to know that Mrs. Mahan rules. They enjoy the different activities that they get to be a part of like making Totem Poles. They really liked the Wild Cat Rodeo because all of the teachers got put in jail. They thanked the board for all of the hard work that they do.

Approval of Consent Agenda Items

Superintendent, Danny Hayes, recommended the board approve the Consent Agenda items listed below: Gary Brock moved approval and Bill Worley seconded. The board approved 5-0.

Approval of Minutes – September 10, 2012 Meeting

Adoption of Agenda – October 1, 2012

School Fundraising Requests

Name of Group or Sponsor

Activity or Request

CCHS Girls Basketball	School Dance after home football games
CCHS Girls Basketball	Shooting Half Court Shots at home basketball games
CCHS Girls Basketball	Selling Banners to display in gym
CCHS Girls/Boys Basketball	Hosting a boys and girls one day camp
CCHS Girls Basketball	Car Wash at ACE Hardware
CCHS Girls Basketball	Sell school spirit items
CCHS Girls Basketball	Sell Program Ads
CCHS Girls Basketball	Concessions at games
CCHS	Seniors will pay \$25 to paint their own parking space
CCHS	Fall Carnival called “Colts Corral”
NHS Cheerleaders	Golf Tournament at Nob North
NHS Cheerleaders	Homecoming Dance
NHS FBLA	Sell Chick-Fil-A Biscuits
NHS Boys/Girls Basketball	School Dance After Home Football Games
NHS FCCLA	Sell Candy and Snacks
NHS Drams Club	Lollipop Sale
NHS FCA	Hat/Jeans Day, Sell Spirit Items
NHS Wrestling	Wrestling Clinic for Middle and Elementary Students
NHS Athletics	Hat Day
NHS FCA/Football	FCA Powderpuff Football Game
NHS CBVI Exceptional Students	Open Coffee Shop
SHS Basketball	Middle School Boys and Girls Tournament
SHS Baseball	ESPN Magazine Sales
SHS Cheerleading	Sell Pink Out Shirt for game
SHS Cheerleading	Sale Chick-Fil-A Biscuits
SHS Wrestling	Sell Pizza after school
SHS Wrestling	Varsity Wrestle Off
SHS Wrestling	Sell Maroon Bracelets that say, “Southeast Raiders”
SHS Wrestling	Pancake Breakfast at Local Restaurant
SHS Wrestling	Spirit Night at Local Restaurant
SHS Wrestling	Sell different items that say, “Southeast Raiders”
SHS Wrestling	Sell Krispy Krème Doughnuts
SHS Wrestling	Split the Pot
SHS Wrestling	Wrestling Calendar
SHS Wrestling	Sell Beef Jerky
SHS FFA	Sell Beef Jerky
SHS FFA	Pre Orders on Fruit
SHS Horticulture Classes	Plant Sale Twice a Year
SHS ESS Dept/Girls Soccer	Sell Otis Spunkmeyer Cookies on Fridays
WCA FCCLA	Sell Mary Kay Products
EMS 8 th Grade	Sell Juice Boxes
EMS Band	Selling Candy Bars
EMS Media Center	Book Fair (Sept. and Feb.)

EMS
 EMS Athletics
 EMS Athletics
 EMS Athletics
 EMS Athletics
 EMS Visual Arts
 EMS Y Club
 EMS Cheerleaders
 NHM Athletics/Drama
 NHM Art Club/8th Grade
 NWM
 NWM Counseling Dept.
 NWM Counseling Dept.
 NWM Band
 NWM Football
 NWM Football
 NWM Football
 NWM Art
 NWM Art
 NWM Connections
 NWM Cheerleaders
 NWM ESS
 VPM Football
 VPM Football
 VPM Football
 VPM Football
 VPM 7th Grade Science
 VPM FCA
 VPM Cheerleading/Football
 VPM ESS
 WMS Cheerleaders
 WMS Cheerleaders
 WMS 6th Grade
 WMS Spirit Club
 WMS Cross Country
 WMS Grade Levels
 WMS PTO
 AES ESS
 BES
 CES
 CES
 CES
 CES
 CES 5th Grade
 CES Media Center
 CES Media Center
 CES PTO
 CES PTO
 DES
 DES
 DES PTA
 DES Media Center
 DES Grade Level Teams
 DGE PTO
 DGE 5th Grade
 EES School Wide

Sell Krispy Kreme Doughnuts Sept., Jan., and April)
 Sell Otis Spunkmeyer Cookies
 Pancake Breakfast at Applebees
 Hat Days
 After School Dances
 Candy Grams
 Snack Cake Sales
 Sell Krispy Kreme Doughnuts
 Sell Items from Great American
 Mary Kay School Sales
 Catalog Sale for Mixed Bags Totes
 Dance once a month
 Holiday Grams
 Sell Items in School Spirit Store
 Sell Candy Bars
 Lift-A-Thon
 Scrimmage Game Concessions
 Pancake Breakfast at Longhorns
 Sell Geddes Giant Suckers
 Sell Krispy Kreme Doughnuts
 Holiday Bazaar on Parent's Night
 Sell Candy Bars
 Sell Otis Spunkmeyer Cookies, Water and Soda
 Hat Day
 Lift A Thon
 Pancake Breakfast
 Donations for Signs Around Football Field
 Hat Day 2 Times a Month
 Sell Items in the VPM School Store
 Programs to Sell at Football Games
 Sell Otis Spunkmeyer Cookies
 Cheer Clinic
 Sell Game Day Football Jerseys
 Sell Chick-Fil-A Biscuits
 Dance
 School Dance
 Sell Chick-Fil A Calendars
 Carnival and Bon Fire
 Sell Cookie
 Sell Charleston Wrapping and Gifts
 Box Top for Education
 School Pictures
 Fall Fundraiser
 Donut Sales
 Two Book Fairs
 Santa Shop
 Candy/Candle Sale
 Spring Fling and Kiss the Pig
 Yearbook Sales
 Sell School Store Items
 Raffle Grade Level Baskets at Talent Show
 Two Book Fairs
 Bake Sales
 Community Yard Sale
 Catalog Sales and Little Ceasars Pizza Kits
 Sell tacos and other food at Kids' Day Event

EES ESS	Staff Jeans Days twice a month
EES School Wide	Popcorn and Juice Sales each Friday
ESS	Sell School Shirts
NHE	Collect Box Tops
NHE	Sell Different Items Throughout the Year
NHE Alpha	Sell Otis Spunkmeyer Cookies
VPE PTO	Sell Items in Spirit Store
VPE PTO	Spring Carnival
VPE PTO	Sell Otis Spunkmeyer Cookie Dough
VPE Media	Fall/Spring Book Fair
VES PTA	Sell Ceiling Tiles, Ice Cream, Chick-Fil-A Biscuits, and School Store
VES	Belk Charity Sale and Different Food Items Through the Year
WES ESS	Jeans Day

Overnight Field Trip Request

<u>Name of Group or Sponsor</u>	<u>Activity or Request</u>	<u>Date for Request</u>
EMS 8 th Grade	Work Study trip from Atlanta to New York	April 26-May 2, 2013
NHMS 7 th Grade	Visiting Eco-Systems around Georgia such as Wild Animal Safari, Okefenokee Swamp, Georgia Sea Turtle Center, Ocean at Jekyll Island	May 1-3, 2013
NHM 8 th Grade	Washington, DC Trip	April 28-May 2, 2013
NWMS 8 th Grade	Washington, DC Trip	May 5-10, 2013
WMS 8 th Grade	Washington, DC Trip	April 29-May 3, 2013
WMS 8 th Grade	Washington, DC Trip	April 29-May 4, 2013
WMS 6 th Grade	Walt Disney World	April 29-May 4, 2013
WMS 6 th Grade	Walt Disney World	April 29-May 3, 2013
WMS 7 th Grade	Tour Savannah, GA	May 1-3, 2013
NHS FFA	FCCLA Leadership Conference – Covington, GA	September 20-21, 2012
NHS FFA	FCCLA Rally at GA National Fair – Perry, GA	October 9-11, 2012
NHS AP Biology	Marine Institute Skidaway Island Savannah, GA	October 22-24, 2012
District 5 th Grade Alpha Trip	Nature's Classroom Mentone, AL	October 16-17, 2012
SHS Drama	Georgia Theatre Conference – Americus, GA	October 9-13, 2012

System Reports

Demographics

Report Card

Financial Reports

General Funds and Capital Project Funds

Ron Hale, chief financial officer, presented the General Funds as of August 31, 2012 and the Capital Projects report as of July 31, 2012. Superintendent Hayes recommended the board approve the reports as presented. Rodney Lock moved approval and Bill Worley seconded. The board approved 5-0. The financial reports are a part of these minutes. Ron then explained to the board that the financial report is always incomplete. He said that it is always a month behind. He recommended to the board that we delay a month on the report and that way we would be able to get a completed up to date report. Superintendent Hayes recommended to the board that we skip a month on the financial report so that it will be up to date. Louis asked for discussion. He said that he thought it would be good so the Board Packets would be up to date and complete. Louis Fordham moved approval and Bill Worley seconded. The board approved 5-0.

Superintendent's Reports

Teaching & Learning

Dr. Audrey Williams, Assistant Superintendent for Teaching and Learning, told the board that since their last meeting and the challenge that the board had given them to establish guidelines and benchmark data they have been working very hard on the Literacy Initiative Blitz. She said that we have been in every elementary school in Whitfield County and tested every student in Kindergarten, 1st grade, and 2nd grade. She said that the schools can't wait to get this information. She said that there is no way that the schools could have done this. Audrey then introduced Caroline Woodason and Dee Goodwin to explain how the testing was administered. Caroline told the board that they consulted Lesley University on the benchmark data for testing. They are the ones that recommended testing every student.

- **Intended outcomes**
 - Obtain Baseline Test data for Literacy Initiative
 - Administer Literacy/Reading tests to **EVERY** WCS Kindergarten, First Grade, Second Grade student
- **Procedure**
 - Four Tests
 - Letter Identification – K and 1
 - Hearing and Recording Sounds in Words (HRSIW) K, 1, and 2
 - Benchmark text level – K and 1
 - Slosson Oral Reading
 - 13 Schools in 13 Days
 - 3,200 Students
 - Average 247 students tested per day
- **The Team**
 - Reading Recovery Teachers
 - Literacy Coaches
 - Teaching and Learning Team

This was a total of 30 people who helped with the testing.

- **Next Steps**
 - Present data to schools
 - Develop book rooms
 - Continue learning

Caroline and Dee stated that in a couple of years the classroom teachers will be able to administer the test once they are trained. They said it was great because teachers and coaches bonded, having the opportunity to go into every elementary and test every student, high achievers and low achievers.

Next they presented a small gift of appreciation to the Literacy Coaches and Literacy Trainers

The board and Superintendent Hayes thanked them for the great job they have done. Louis told them that the principals that he has talked with are very happy about this. He restated that we have to show return if we want this program to survive. Louis also told them that he appreciates the team work. Mr. Hayes thanked them again for the hard work that they had done.

Operations

Mr. Hayes told the board that Richard Schoen, Assistant Superintendent of Operations, could not be here tonight but would be ready to give a report on Eastbrook Middle at the next board meeting.

Support Services

Dr. Gilreath presented the following:

- First Reading of Change in Board Policy DJE: Purchasing
- First Reading of Change in Board Policy GAD: Professional Learning Opportunities

- First Reading of Change in Board Policy DCL: Fund Balance
- First Reading of Change in Board Policy JKB: Solicitations by Students

Mr. Hayes recommended the board approve the First Reading of the Board Policies as presented. Gary Brock moved approval and Rodney Lock seconded. The board approved 5-0.

Approval of Personnel Changes

Personnel Recommendations

Superintendent Hayes recommended the board approve the personnel actions as discussed in executive session to include certified personnel changes, resignations, retirements, new hire, and other personnel changes in this action. Bill Worley moved approval and Gary Brock seconded. The board approved 5-0.

Previous Business

- Second Reading of Board Policy JGCD: Medication
- Second Reading of Change in Board Policy JBCD: Non-Resident Students, Descriptor Code
- Second Reading to Rescind Board Policy EBD: Heating and Lighting
- Second Reading to Rescind Board Policy DH: Bonded Employees
- Second Reading of Change Board Policy GBRI: Extended Leave Policy

Mr. Hayes recommended the board approve the Second Reading of the Board Policy as presented. Thomas Barton moved approval and Bill Worley seconded. The board approved 5-0.

New Business

Board Member Reports

Mr. Lock thanked the board for their patience in his missing the last two meetings. Louis thanked the Literacy Initiative team for the hard work they did with the Blitz. Louis and Mr. Hayes also thanked Dalton for all they had done too.

Adjournment

There being no further business, the meeting was adjourned at 7:16 p.m.

Secretary

Chairman

MINUTES OF
MILLAGE INCREASE PUBLIC HEARINGS
September 18, 2012
11:30 A.M.

The Millage Increase Public Hearing for the Whitfield County Board of Education was held at the Whitfield County Central Office on September 18, 2012. Board Chairman Louis Fordham called the meeting to order at 11:30 a.m.

Present were the following board members:

Thomas Barton
Gary Brock
Louis Fordham
Rodney Lock
Bill Worley

Also present were the other staff members:

Danny Hayes, Superintendent

Also present:

A list of the public in attendance is a part of the backup minutes.

Board Presentation

Louis Fordham, board chairman, presented a presentation on the Millage Increase. A copy of the presentation is attached with the backup minutes.

Hearing of Individuals

A list of 10 names of the public in attendance who spoke is part of the backup minutes. One name was added by Carolyn Weaver, administrative assistant to Superintendent Danny Hayes. Everyone else signed in to speak.

Comments

Louis said that this board is committed to dialogue. We are property owners too and we all are all paying for a lot of mistakes from the state of Georgia. Mr. Lock stated that we are all in the same boat. Louis said that we need to make the right investments for education. Louis Fordham stated that the people of Whitfield County need to keep us accountable. He said that a lot of good things are happening but we are not happy where we are at.

Adjournment

There being no further business, the meeting was adjourned at 12:55 p.m.

Secretary

Chairman

MINUTES OF
MILLAGE INCREASE PUBLIC HEARINGS
September 18, 2012
6:30 P.M.

The Millage Increase Public Hearing for the Whitfield County Board of Education was held at the Whitfield County Central Office on September 18, 2012. Board Chairman Louis Fordham called the meeting to order at 6:30 p.m.

Present were the following board members:

Thomas Barton
Gary Brock
Louis Fordham
Rodney Lock
Bill Worley

Also present were the other staff members:

Danny Hayes, Superintendent

Also present:

A list of the public in attendance is a part of the backup minutes.

Board Presentation

Louis Fordham, board chairman, presented a presentation on the Millage Increase. A copy of the presentation is attached with the backup minutes.

Hearing of Individuals

A list of 13 names of the public in attendance who spoke is part of the backup minutes. Six of these names were added by Carolyn Weaver, administrative assistant to Superintendent Danny Hayes. Only four people who spoke signed in to speak.

Comments

Louis said that the tax increase is not what we want but we have to do it to continue to teach 13,526 students in our school system this year. We are mandated by the state to teach every student that comes to our system. Louis Fordham stated that the people of Whitfield County need to keep us accountable. He said that a lot of good things are happening but we are not happy where we are at.

Adjournment

There being no further business, the meeting was adjourned at 8:10p.m.

Secretary

Chairman

MINUTES OF WORK SESSION
SOUTHEAST HIGH SCHOOL
September 24, 2012

A work session of the Whitfield County Board of Education was held on Monday, September 24, 2012 at Southeast High School. Board Chairman Louis Fordham called the meeting to order at 11:31 a.m.

Present were the following board members:

Thomas Barton
Gary Brock
Louis Fordham
Rodney Lock
Bill Worley

Also present were the following staff members:

Danny Hayes Richard Schoen
Judy Gilreath Audrey Williams
Carolyn Weaver Ron Hale
Eric Beavers

Mr. Hayes recommended that an amendment be made to the agenda. He asked the board to add Hearing of Individuals as item number eight. Other Business would be item number 9. Executive Session would be item number ten and Adjourn would be item number 11. Louis stated that the public does not usually speak at the work session meetings but with the Millage Rate Hearings they wanted to give the public a chance to speak if they wanted to. The superintendent recommended the board approve the amendment to the Agenda. Gary Brock moved approval and Bill Worley seconded. The board approved 5-0.

Also present:

A list of the public in attendance is a part of the backup minutes.

Pledge of Allegiance

Karey Williams, principal at Southeast High School, welcomed everyone to Southeast High School. Then she introduced Emily Mays, senior class officer, to lead the Pledge of Allegiance

Moment of Silent Reflection

Emily Mays asked everyone to observe a moment of silent reflection.

Student Inspirations

Ms. Williams introduced Diana Paramo, Senior Class President, who gave the inspiration. Diana said that Southeast is my second home. We are a family here at Southeast. A home where friends come together. We try to reach out and help one another. She said that she knows that the staff cares for each student and their needs. Southeast has taught me to reach high for the next level in my life. The staff has pushed me to go the path that has helped me to succeed and be ready to go to the next important step in my life. She said that the staff inspires you to strive for the best. She said that she has grown up to be independent and a lot of that stems from the support that she has received from Southeast High School. She said that she will miss Southeast but knows that she will always be welcomed back.

School Reports

Southeast High School

Introduction and Focus: Ms. Williams said that the School Design Team, School Council, and Key Student Leaders have come together to present their perception on the needs of Southeast High School and the southside community. She said that Southeast is one of the best kept secrets in the community.

Student Presentation

Karey Williams presented Logan Fowler and April Dominguez, Senior Class Officers who presented the following information to the board in a pamphlet with needs and suggested changes for Southeast High School.

The Numbers

April stated that Southeast is our home and here are some of our home's necessities. April said that it cost \$113,000,000 to build Coahuilla Creek High School, Eastbrook Middle, and Cedar Ridge. To renovate Northwest High School was \$3,700,000 and Southeast was \$2,700,000. Southeast was the lowest renovation investment for a high school from the SPLOST program and is now the largest high school.

Why Change is Necessary

Southeast High School has 112.2% more students than the average Georgia public high school with over 1,300 students. With this many students, accommodating them is a priority that doesn't seem to be met. First impressions are important, and with the help for certain changes, our school might achieve a more positive view from our community.

Suggested Changes

Exterior

- Field house for girls' soccer team – Logan stated that all of the other sports have this.
- Resurfaced Track
- New fencing
- Renovating concession stand
- More seating for the courtyard
- Renovated Tennis courts with bleachers

Interior

- More textbooks
- Repaint hallways in a spirited fashion
- Bigger cafeteria means fewer people; fewer people means more time eating
- Renovate Bathrooms
- Stall doors needed in restrooms – Logan said that the boy's bathrooms are in need of doors on the stalls.
- Auditorium renovated, including formal seating
- Broken gym bleachers – April said that these need to be fixed or replaced.

AP Courses

- AP offered to Freshmen and Sophomores
- Only 2 to 3 AP courses offered Junior Year
- Only 4 to 5 AP courses offered Senior Year

AP courses are vital for students who want to challenge themselves by taking college-level courses. Students at Southeast cannot achieve this type of learning until their junior year. April stated that they know that they will not benefit from any of these recommendations but they hope it will help the upcoming classes. They thanked the board for the opportunity to share.

Parent Presentation

Karey Williams introduced Ron Johnson a school council member. Mr. Johnson said that the council has looked at some areas of Southeast perception in the community. The first time he came to find Southeast he rode right by it. He said that everyone told him it was off the by-pass but he could not find it. Here are a few things that he talked about that the school council sees:

- First Impression – the signs are too small. The school is not visible from the 4 lane highway. We need bigger signs.

- When you pull into the school visitors do not know which way to go.
- Facilities need to be upgraded. Restrooms are in bad shape. Mr. Johnson said that he has only used the ones at the sports facility and they are terrible, but he has heard the students talk how bad they are in the school.
- The website needs to be upgraded.
- We need to work harder on connecting the high school to the feeder schools.
- Tying Southeast to community through different volunteer programs. Helping with reading programs. Being a mentor at community events or even at other feeder schools.
- It seems like sports is all that they see. Mr. Johnson said that we need to get the word out about the other great things that happen at Southeast. Talk about the great success that has happened with their academics.

Mr. Johnson stated that he is the new member on the school council. His daughter is a freshman so she has just started at Southeast. He told the board that Southeast is a great school. The administrators and teachers are kind and caring and truly have a love for the students at Southeast and they want to see them succeed. We are proud to be a Raider.

Teacher Presentation

Karey Williams introduced two staff members who are on the School's Design Team. Leigh Ann Noll teaches US History and Anthony Rodriguez is a counselor.

Anthony said that he was at Valley Point Middle school as the counselor and had the opportunity to move to Southeast two weeks before school started. He said that he had to experience the school just as he did when he was new at Valley Point and he learned what a great community they had and the love that the community had for Valley Point Middle. He said that he has seen that for Southeast too. He has seen the administration and teachers who care and want the students to succeed. Leigh Ann said that she is a graduate of Northwest and everyone thought she would end up teaching there or she would probably want to move to Coahulla Creek when it opened. She said that she lives 5 minutes from Coahulla Creek but her heart and passion is for the students at Southeast. She said at Southeast you are walking into a family. She said that we know how great we are, we need to let the community know.

Anthony and Leigh Ann told the board that this is the PR Strategy that the design team has been working on:

Statement

We feel that the perception of Southeast High School may not reflect the true quality of the school, its staff, and its students. We plan to gather data to better understand how all stakeholders perceive the school, and specifically, how they perceive the quality of work being done

We are proud of Southeast and would like to find better ways to promote the work our students do. We plan to work with our parents, our feeder schools, and students to find ways to elevate Southeast's profile in the community.

Informal Research

- Method: Focus Groups
- Sources: All Southeast Stakeholders
- Rationale: Research the perceptions of people who interact with Southeast High School
- Method: Bernhardt Surveys
- Sources: Southeast Stakeholders and Public-at-Large
- Rationale: To record all perceptions of Southeast High School in order to address all concerns.

Formal Research

- Method: Content Analysis
- Sources: All records of Southeast media coverage in newspapers and on local news broadcasts in the past 12 months.

- Rationale: To individually interpret what the media is conveying to the public concerning Southeast High School in order to realize the public's view of the school
- Method: Secondary Analysis
- Sources: School Records
- Rationale: To gather stories and information concerning school incidents that created misconceptions and distrust of the school within our community.
- Method: In-person Interviews
- Sources: Southeast Stakeholders
- Rationale: To collect positive feedback from parents, staff, and students in order to inform the community about the great thing happening at Southeast High School.

Findings

Brainstorming List

- Need to create a "30 second commercial" that summarizes the mission, vision, and beliefs of Southeast High School. We also need a 2 minute message and need to be able to tell the Southeast Story and to promote our successful alumni.
- We have very successful students, including some who graduate knowing 3 languages.
- Perception doesn't match reality. (How can we make these match?)
- Need to do a faculty "T-Chart" looking at how teachers perceive Southeast and how they think others in the community perceive Southeast.
- It would be helpful to bring in Judy Love to look at Perception vs. Reality.
- We need Short Term goals and Long Term goals (focus on Mission, Vision, Beliefs)

Positives

- New Administration
- Excellent, high quality staff and coaches
- Strong beliefs (Raider 7) – more pervasive and consistent

Short Term Goals

- Consistent Logo (internal and external)
- Need a Target Media person (Jonathan Crabtree). Leigh Ann said that this person needs to work with Eric Beavers from COB to highlight some of the great things that goes on at Southeast.
- Update the website
- Increased communication through Parentlink and Message Dog text messages.
- Bring parents into the building for info sessions, workshops, and literacy lab usage.
- Work to bring faculty on board.

Need Help from the Board

- Updating facilities
- Changing the entrance drive way to the school
- Replace and paint fencing around perimeter
- Bigger cafeteria

Problem Statement

- The perception of Southeast High School may not reflect the good work being done by students and staff.

Program Goal

- To make sure the perception of our high school matches the excellent work being done.

Key Publics

- Parents
- Faculty and Staff
- Students
- Board of Education and Central Office
- Business Partners, Media and Community-at-Large

Anthony and Leigh Ann thanked the board for the opportunity to share the Design Teams perception of Southeast and the community and their passion for the students at Southeast High School.

Rodney Lock and Thomas Barton said that Southeast is a great school with great things going on. Mr. Barton told them that it is refreshing to see the passion that they have for Southeast High School. Mr. Fordham said that we have 3 board members who are very passionate for this school. The whole board is passionate for Southeast and this community. We asked for this because we want to know how we can help make a difference. He said there is a lot to sell about this school. We just have to do it.

Karey Williams thanked the board for their time and concern for Southeast High School.

System Reports

Teaching and Learning

Dr. Audrey Williams, Assistant Superintendent for Teaching and Learning, told the board that they are still working with the Literacy Initiative and continuing training for the new CCGPS.

Operations

Maintenance

Richard Schoen, Assistant Superintendent of Operations, told the board about the Eastbrook Middle School Demo Options.

1. Change order under current contract with RKR
2. Contract with Buckley & Associates
3. Bid work out of Maintenance Department
4. Demo in coordination with county government

Mr. Hayes told the board that they had started conversation with the county about the demo. It was very positive. Mr. Lock wanted to know about salvaging the scrap metal that is in the building. Mr. Schoen said that the county has the experience in this and we don't. They also have the equipment.

Transportation

Mr. Schoen said that an RFP is being developed. He said that our goal is to have this prepared for the November Board Meeting. Our plan is to bid transportation 2 ways:

1. Total package
2. With Whitfield County retaining ownership of the fleet.

Mr. Schoen told the board that Mike Ewton is meeting with the leadership in transportation today to let them know we have just started talks about this. He said that we have a letter that will be ready to go to the drivers tomorrow to make them aware. Louis Fordham asked Mr. Schoen if there was any way that they could meet with them face to face. Mr. Barton told him that they would probably find out this afternoon before any letter went out. Louis told Mr. Schoen that he wants to hold off on any request for proposals. He did not want any action taken until they had a chance to meet with the transportation staff. Mr. Fordham said that a member of the board will be at the meetings too. This is a very critical group and I think we need to put the accountability back on the board.

Louis said that we appreciate the loyalty of our bus drivers. We will talk to them first.

Mr. Hayes told the board that the proposal on the floors at Coahulla Creek is still out there. The lawyer said that they are still working and the proposal is still good.

Support Services

Dr. Judy Gilreath, Assistant Superintendent for Support Services, said that technology is continuing to work on the Destiny software. ESS working on legal issues in 504 plan. This is for students that receive special services but is not Special Ed. Continuing with Odyssey training and training on diabetics.

Finance

Ron Hale, CFO said that the new software training is going good. There is a lot to build into the system. We are looking at process. Looking at everything we are doing and how we have done it in the past. We are keeping up to date with the training. We will go live January 2, 2013.

Ron Hale told the board that the post audit conference was held on September 14, 2012. He felt like everything went good. He said that the system was mostly in compliance. There were a couple of documents that were submitted late. Ron explained that with the change in CFO that can happen. A couple of school activity accounts had receipts that were not submitted in a timely manner and a non-special education employee was paid with Special Education Cluster funds rather than from the general fund. Ron asked the board if they had any questions. There were none.

Review Board Agenda

Monday, October 1, 2012

Hearing of Individuals

Tony Robertson, parent of a junior at Southeast, thanked the board for coming to Southeast but he asked the board not to forget Southeast. He stated that he thinks it is great that the board holds meetings at the different schools. He said that his daughter is a junior this year and that their family is very proud of Southeast and that Raider Pride goes very deep with his family. We are a family at Southeast. Mr. Robertson commended the board on the way they have handled the Millage Increase Hearings. He charged them to continue to be good stewards of the finances of Whitfield County. He commended them on the great job that they are doing as board members. The board thanked Mr. Robertson for his comments.

Other Business

Employee Tobacco Use

Mr. Hayes presented the board a copy of a proposed policy given to him from Nancy Kennedy, Northwest Georgia Healthcare Partnership, for 100% Tobacco-Free School Policy for School Districts in Georgia. Louis suggested to the board to take this and look over for further discussion at a later date.

Discussion on Resolution 1162 – Charter Schools: Constitutional Amendment

Resolution summary

A RESOLUTION proposing an amendment to the Constitution of Georgia so as to clarify the authority of the state to establish state-wide education policy; to restate the authority of the General Assembly to create special schools; to delineate types of schools that the General Assembly may authorize and clarify funding authority; to provide for the submission of this amendment for ratification or rejection; and for other purposes.

On the ballot

Shall the Constitution of Georgia be amended to allow state or local approval of public charter schools upon the request of local communities?"

All persons desiring to vote in favor of ratifying the proposed amendment shall vote "Yes."

All persons desiring to vote against ratifying the proposed amendment shall vote "No."

If such amendment shall be ratified as provided in said Paragraph of the Constitution, it shall become a part of the Constitution of this state.

Mr. Hayes presented to the board a Resolution in Opposition to Constitutional Amendment. He said that 16 other school districts in the state of Georgia have already signed a Resolution in Opposition to Constitutional Amendment and given to the governor. Mr. Hayes stated that the wording scares him and that local boards should have local control of charter schools. Mr. Hayes said that he and Dr. Hawkins met with our state legislators, Charlie Bethel, Tom Dickson, Roger Williams, and Bruce Broadrick. Bill Worley was in attendance representing our board. Mr. Hayes asked them why they voted on this. They were neutral. Louis told the board that comments he has heard is that they think this is driven out of Atlanta. Louis asked the board to look over the Resolution of Opposition and think about it and bring to an action item at Board Meeting. Mr. Hayes told the board that the funding had already been approved. Louis asked if local supplements would stay in control of local boards. Mr. Hayes told him those would. Louis asked the board to please read it carefully.

Executive Session

The superintendent recommended the board move into executive session for the discussion of personnel. Rodney Lock moved approval and Bill Worley seconded. The board approved 5-0. The time was 1:12.

Present were the following board members:

Thomas Barton
Gary Brock
Louis Fordham
Rodney Lock
Bill Worley

Others present:

Danny Hayes, Superintendent

Return to Regular Session

The board having taken no action in executive session returned to regular session at 2.08 p.m. Gary Brock moved approval to return to regular session and Thomas Barton seconded. The board approved 5-0.

Adjournment

There being no further business, the meeting was adjourned at 2.08 p.m.

Chairman

Secretary

MINUTES OF
MILLAGE INCREASE PUBLIC HEARINGS
September 27, 2012
6:30 P.M.

The Millage Increase Public Hearing for the Whitfield County Board of Education was held at the Whitfield County Central Office on September 27, 2012. Board Chairman Louis Fordham called the meeting to order at 6:30 p.m.

Present were the following board members:

Thomas Barton
Gary Brock
Louis Fordham
Rodney Lock
Bill Worley

Also present were the other staff members:

Danny Hayes, Superintendent

Also present:

A list of the public in attendance is a part of the backup minutes.

Board Presentation

Louis Fordham, board chairman, presented a presentation on the Millage Increase. A copy of the presentation is attached with the backup minutes.

Hearing of Individuals

A list of 19 names of the public in attendance who spoke is part of the backup minutes. These names were added by Carolyn Weaver, administrative assistant to Superintendent Danny Hayes. There was only one person who signed in to speak.

Comments

Louis said by law we have to educate every student that comes to Whitfield County Schools. Bill Worley said that we are doing everything that we can. We have looked at every way to cut. Louis Fordham stated that the people of Whitfield County need to keep us accountable. He said that a lot of good things are happening but we are not happy where we are academically.

Adjournment

There being no further business, the meeting was adjourned at 9:26 p.m.

Secretary

Chairman