



Duval County Public Schools

December 16, 2010, Board Retreat

Call Meeting To Order

[CALL MEETING TO ORDER](#)

Minutes:

The Chairman called the Board Retreat to order at 10:00 a.m.

Discussion Items

[1. NEW BOARD MEMBER INPUT/CONCERNS](#)

Minutes:

The three new Board Members provided the following input.

BECKI COUCH

- Strengthen ties between parents/community/schools
- Marketing - Community and Family Engagement Dept missing great marketing opportunities (i.e., Vystar's gift should have been major news story)
- What are we doing to improve DCPS' image in the community
- Mentoring: Are we working effectively or do we need to turn it over to others
- Need to be pro-active: Talking to the community about Intervene Status/conduct Town Hall meetings
- Need for schools to be 'family' and 'community' friendly
- School Partner's Training at Schultz Center has not been followed with fidelity
- Fiduciary Responsibility
 - Equity among schools

- Alignment of resources and programs (i.e. closed media centers vs. dollars for programs)
 - Technology disparities
 - Magnet vs. neighborhood schools
- Ensuring that technology is in place for the expensive programs that we have (i.e., Read 180, FAIR Testing, others)
 - Do we have the technology that we say we have
 - Staff needs to be more responsive to Board
 - Ensuring that we streamline testing for Board
 - Board needs to get together as a group to speak with elected officials
 - Invite elected officials to every event

FRED "FEL" LEE

- Public Relations needs to be re-designed
- Concise/Comprehensive marketing plan and messages (core messages)
- Board needs to meet w/legislators (need to have bullets/talking points so we are all on the same page)
- Perception of School Board to the City Council – meet with City Council
- Board needs an Audit Plan and define Michele Begley's goals
- Concerned about the large number of staff persons in the Board workshop
- Need Big Wins – Board priorities (Examples Below)
 - What is the perception of discipline? – Need to revisit it as a Board and lay out a plan
 - Reduce programs/ streamline testing, etc.
 - Reduce bureaucracy
 - Efforts vs. Results

PAULA D. WRIGHT

- Staff continuity in schools
- Programs being discarded in schools when a new Principal arrives (no consistency)
- Lack of equity and accountability for Cluster Chiefs/Executive Directors
- Cluster Chiefs are allowed a great deal of autonomy
- Get a handle on 'who' is a great leader – (leadership)
- Equity

[2. SWOT ANALYSIS - STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS](#)

Minutes:

This item will be discussed at a future retreat.

[3. BOARD'S 2010-2011 GOALS](#)

Minutes:

This item will be discussed at a future retreat.

4. GOVERNANCE SESSION - SUPERINTENDENT AND BOARD

Minutes:

The following information was presented to Superintendent Ed Pratt Dannals:

1. Public Relations is a vital district need
2. Concerns with the lack of accountability from middle management (Cluster chiefs and executive directors). Lack of clear responsibilities, duties and expected outcomes)
3. Lack of leadership bench and succession planning (Principals)
4. Schools – Customer service is lacking
5. Technology – Lack of equity and inability of software programs to perform as advertised
6. Discipline and school safety
7. Empowerment of JPEF

Chairman Gentry also defined for Board members his vision for focus areas for Board members:

- Board Member Lee – Technology
- Board Member Barrett – PR / Technology / Community Engagement
- Board Member Couch – Teacher’s paper work load and area of emanation (i.e. district – v-state)
- Board Member Wright – Access to schools (physical access) and making them friendlier. Look at how the city’s facilities are available in order to gain access for kids (especially libraries)
- Board Member Hazouri – Sale of School Board building and JEA concerns

Adjournment

ADJOURNMENT

Minutes:

The Chairman adjourned the Board Retreat at 4:00 p.m.

BSC

Superintendent

Chairman