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**SCHOOL DISTRICT OF JEFFERSON  
JEFFERSON, WISCONSIN**

**MINUTES  
POLICY AND COMMUNITY ENGAGEMENT COMMITTEE  
October 11, 2010**

8 The Policy and Community Engagement Committee of the Board of Education of the School District of  
9 Jefferson met on Monday, October 11, 2010 in the Jefferson High School Library. Chairperson Thompson  
10 called the meeting to order at 7:35 p.m. with Committee members Pupanek and Hollenberger present.  
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12 **Approval of September 13, 2010 Committee Minutes:** A motion to approve the September 13, 2010  
13 minutes of the Policy and Community Engagement Committee as presented was made by Mrs. Pupanek,  
14 seconded by Mr. Hollenberger. The motion passed on a unanimous voice vote.  
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16 **POLICY DEVELOPMENT TOPICS:**

17 **Discussion on Revised Board of Education Self-Assessment Survey:** Committee feedback on the self-  
18 assessment tool included:

- 19 ▪ Rating scale of 1-4
  - 20 ○ Need for a zero column?
- 21 ▪ The assessment is completed each year based on the fiscal year (July 1 – June 30)

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23 Committee members reviewed the sections on Accountability, Resource Alignment, and Climate & Character  
24 Education. The following changes were suggested:

- 25 ▪ Accountability
  - 26 \* Change the word ‘success’ to ‘achievement’ in #2
- 27 ▪ Resource Alignment
  - 28 \* Remove ‘and limited’ from #1
  - 29 \* #6 – remove ‘exclusively’
  - 30 \* #7 – wordsmith to fix “are our”
- 31 ▪ Climate & Character Education
  - 32 \* Replace ‘take risks’ to ‘grow’ in #6
  - 33 \* #7 – change ‘maintain’ to ‘provide’

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35 The discussion will continue next month on the survey in anticipation of full Board approval in December.  
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37 **Board Policy KFA – Fundraising/Advertising/Sales on School Premises:** Mr. Swartz explained that the  
38 district has been approached by potential contributors for donations related to the new high school project.  
39 Some of these contributors have asked about naming rights and/or sponsorship in recognition of their  
40 donation.  
41

42 Board Policy KFA – Fundraising/Advertising/Sales on School Premises does not address naming rights or  
43 sponsorship. Wisconsin Association of School Boards and other Wisconsin school districts have provided  
44 resources related to this issue.  
45

46 Discussion was lively, including:

- 47 - Advertising list of names (sponsorship)
- 48 - Length of time ‘name’ certain – years; based on dollars
- 49 - Protecting integrity and image of the district must be key
- 50 - Responsibility to keep any sponsorship sign in good repair
- 51 - Potential loopholes if policy is not written specifically

- 1 - Sponsor tree or name plaques
- 2 - Donation of dollar amount vs. specific piece of equipment (i.e. scoreboard @ \$10,000)

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4 Since the implications are varied and numerous, this issue will be discussed in further detail at future  
5 committee meetings. Policy suggestions will be sent to Mr. Swartz who will draft some language for review  
6 at the next meeting.

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8 **COMMUNITY ENGAGEMENT TOPICS:**

9 **Establishment of District and Board Goals for 2010-11:** A draft of District goals and measurements for  
10 2010-2011 was reviewed and discussed. Discussion points included:

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- 12 - Importance of National Merit Scholar and/or Kohl's Scholarship
- 13 - Last years' Board Goals could be recycled
- 14 - Safe and secure environment
  - 15 o Bullying; physical and emotional health of students
  - 16 o Already identified under CREE survey, etc.
- 17 - Development of action plans as needed by review of Board Self-Assessment tool

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19 Committee members were asked to forward suggestions and ideas to Mr. Swartz for continued review at the  
20 next meeting.

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22 **Use of District Website for High School Building Information:** Committee members discussed options for  
23 updating the public on the building project. Discussion on the information provided and format of updates  
24 ensued. A link on the district website can easily be created for this purpose, but maintenance of the link  
25 content is more involved.

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27 **Discussion of Possible Topics for Future Meetings**

- 28 Goals
- 29 Self assessment

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31 A motion to adjourn was made by Mrs. Pupanek, seconded by Mr. Hollenberger. The motion passed on a  
32 voice vote.

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34 ADJOURNMENT: 8:50 p.m.  
35 BOARD OF EDUCATION  
36 Pati Fitzgerald, Board Secretary