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**SCHOOL DISTRICT OF JEFFERSON
JEFFERSON, WISCONSIN**

**MINUTES
POLICY AND COMMUNITY ENGAGEMENT COMMITTEE
March 8, 2010**

8 The Policy and Community Engagement Committee of the Board of Education of the School District of
9 Jefferson met on Monday, March 8, 2010 in the Jefferson High School Library. Chairperson Buth called the
10 meeting to order at 6:15 p.m. with Committee member Pupanek and alternate Krause present. Mr.
11 Thompson was absent.

12
13 **Approval of February 8, 2010 Committee Minutes:** A motion to approve the 2-8-2010 minutes of the
14 Policy and Community Engagement Committee as presented was made by Mrs. Pupanek, seconded by Mr.
15 Krause. The motion passed on a unanimous voice vote.

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17 **POLICY DEVELOPMENT TOPICS:**

18 **First Reading of 2010-11 Elementary and Middle Schools Handbooks:** Committee members discussed
19 cell phone policy as well as language related to ‘two-way communication’ devices. Minor grammatical
20 corrections and typos were noted for change.

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22 It was noted that, with the increase in technology, students may soon be carrying personal laptops to school.
23 It was also suggested that Character Education be included in future handbooks.

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25 A motion to forward the 2010-2011 Elementary and Middle School Handbooks to the full Board for a first
26 reading and approval was made by Mrs. Pupanek, seconded by Mr. Krause. The motion passed on a
27 unanimous voice vote.

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29 **First Reading of New Board Policy DAB – Fraud Reporting:** Mrs. Peachey noted that this policy was
30 created at the request of the district auditors. Some minor language changes were suggested related to the
31 confidentiality of investigations.

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33 A motion to forward Board Policy DAB – Fraud Reporting to the full Board for a first reading and approval
34 was made by Mr. Buth, seconded by Mrs. Pupanek. The motion passed on a unanimous voice vote.

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36 **Review of Board Policy CBG – Evaluation of the Superintendent:** Discussion on the procedures and
37 timeline for evaluating the superintendent was animated. Committee members agreed that the
38 superintendent should be evaluated twice annually, but when and how were debated.

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40 Committee members directed Mrs. Peachey to review and revise the procedures and timelines for evaluating
41 the superintendent incorporating the following considerations:

- 42 ○ Wisconsin state statutes
43 ○ April Board member elections
44 ○ renewal/non-renewal deadlines
45 ○ two evaluations per year – both written

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47 A motion to revise the procedures and timelines for evaluating the superintendent (Board Policy CBG-R) as
48 discussed was made by Mr. Krause, seconded by Mrs. Pupanek. The motion passed on a unanimous voice
49 vote.

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51 The revised policy will be brought back to this committee.

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2 **Review of Board Policy KG – Community Use of School Facilities:** Committee members agreed that this
3 policy is fine as it currently reads. The Board will continue to have the discretion to waive rental fees on a
4 case by case basis. No further action was taken on this agenda item.

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6 **Review of Expulsion Related Policies and Procedures:** The discussion of this agenda item was deferred to
7 the next committee meeting. Mrs. Pupanek noted that she is not interested in pursuing anything that would
8 be construed as a zero tolerance policy.

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10 **COMMUNITY ENGAGEMENT TOPICS:**

11 **District Marketing Plan:** The Wisconsin Association of School Boards (WASB) and the Wisconsin School
12 Public Relations Association (WSPRA) offer marketing services including on-site consulting, group
13 facilitation, and committee work. Fees for these services were provided for committee review:

- 14
- 15 ➤ First or only session: \$450 plus actual mileage
- 16 ➤ Additional hours: \$90 per hour
- 17 ➤ Additional preparation time: \$55 per hour
- 18 ➤ If an on-site preparation meeting is required: \$220 per visit plus actual mileage and meals
- 19 ➤ Travel time: \$45 per hour

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21 Committee members agreed that the costs as listed are prohibitive. The administration should continue to
22 look at marketing options and work toward a continuity of the five school websites.

23
24 **Public Relations and Cable Channel Use:** Several suggestions for incorporating use of the cable channel
25 were discussed including videotaping and airing various student activities such as classroom speeches,
26 student-of-the-month interviews, character education club activities, etc. The logistics of student/family
27 waivers, final district approval, appropriate material, etc. were noted as obstacles.

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29 **Eagle Logo:** The discussion of this agenda item was deferred to the next committee meeting.

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

32 None

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34 A motion to adjourn was made by Mrs. Pupanek, seconded by Mr. Krause. The motion passed on a voice
35 vote.

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37 ADJOURNMENT: 7:02 p.m.

38 BOARD OF EDUCATION

39 Secretary, Pati Fitzgerald