A Work Session of the Albemarle County School Board was held on April 25, 2013 at 6:30 p.m., Room 241, Albemarle County Office Building, 401 McIntire Road, Charlottesville, Virginia 22902.

PRESENT: Mrs. Diantha McKeel; Mr. Stephen Koleszar; Mrs. Pamela Moynihan (arrived at 5:35 p.m.); Mrs. Barbara Massie Mouly; Mr. Ned Gallaway; and Mr. Jason Buyaki.

ABSENT: Mr. Eric Strucko.

STAFF PRESENT: Dr. Pamela Moran, Superintendent; Dr. Billy Haun, Assistant Superintendent for Student Learning; Dr. Matthew Haas, Assistant Superintendent for Operations and Planning Services; Mr. Vincent Scheivert, Chief Information Officer; Mr. Josh Davis, Chief Operating Officer; Ms. Melissa Anderson, Assistant Director; Mr. Jackson Zimmermann, Executive Director of Fiscal Services; Mr. Phil Giaramita, Public Affairs and Strategic Communications Officer; Mr. Greg Kamptner, Assistant County Attorney; and Mrs. Jennifer Johnston, Clerk.

Agenda Item No. 1.1. Closed Meeting.

At 5:30 p.m., Mr. Gallaway offered a **motion** that the School Board go into a closed meeting as authorized by the Virginia Freedom of Information Act, section 2.2-3711(A) of the Code of Virginia under subsection 1 for discussion and consideration of a prospective candidate for appointment as principal of Western Albemarle High School. Mrs. McKeel **seconded** the motion, **and the motion passed.**

Agenda Item No. 1.2. Certify Closed Meeting.

Mr. Gallaway offered a **motion** that the Board certify by recorded vote that to the best of each Board member's knowledge, only public business matters lawfully exempted from the open meeting requirements of the Virginia Freedom of Information Act and identified in the motion authorizing the Closed Meeting were heard, discussed or considered in the Closed Meeting. Mr. Buyaki **seconded** the motion. **Roll was called, and the motion passed by the following recorded votes:**

AYES: Mrs. McKeel, Mrs. Mouly, Mrs. Moynihan, Mr. Gallaway, Mr. Buyaki, and Mr. Koleszar.
NAYS: None.
ABSENT: Mr. Strucko.

Motion carried by a 6:0:1 vote.

Mr. Gallaway offered a **motion** to appoint Dr. John Werner as the principal of Western Albemarle High School. Mr. Buyaki **seconded** the motion, **and the motion passed**.

Agenda Item No. 1.3. Call to Order.

At 6:34 p.m. Mr. Koleszar, Chairman, called the meeting to order.

Agenda Item No. 1.4. Pledge of Allegiance.
Agenda Item No. 1.5. Moment of Silence.

Agenda Item No. 2.1. Agenda.

Mrs. McKeel offered a **motion** to approve the agenda. Mr. Buyaki **seconded** the motion, **and the motion passed.**

Agenda Item No. 3.1. Approval of Consent Agenda.

3.1 Approval of Consent Agenda
3.2 Special Education Annual Plan

3.3 Donation to Red Hill Elementary School
3.4 Donation to Stony Point Elementary School
3.5 Reimbursement to Western Albemarle High School
3.6 Exemption from Compulsory Attendance
3.7 Appropriate Dual Enrollment Monies
3.8 Donations to Brownsville, Greer and Hollymead Elementary Schools
3.9 Reimbursements to Cale Elementary School and Western Albemarle High School
3.10 VDOT Bond Resolution
3.11 Personnel Action
3.12 Reimbursement to Burley Middle School
3.13 For Action: Non-Discrimination Policy for Students and Employees
3.14 For Information: Policy Reviews and Revisions
3.15 Minutes

Mr. Gallaway offered a **motion** to approve the consent agenda. Mrs. McKeel **seconded** the motion, **and the motion passed.**

Agenda Item No. 5.1. Announcements.

Dr. Haun said that one student that the Board had released from compulsory attendance to take the GED scored a 3000 on the test; a 2250 score is needed in order to pass the test.

Dr. Haas said that he spent the day in Richmond with Katina Dudley and a team from Monticello High School. They presented their application for the Health and Medical Sciences Academy to the State Board of Education. Dr. Haas also mentioned that Western Albemarle High School will be working on an academy with an environmental sciences focus.

Dr. Haas said that he attended all of the Proms this year and there were no incidents reported.

Mr. Davis said that on Earth Day, Stony Point Elementary School was among 64 schools nationwide recognized by the US Department of Education as a Green Ribbon School.

Dr. Moran said that Western Albemarle High School had a personal finance team that competed in the Governor's Challenge Championship in Economics and Finance. The team placed first in the personal finance section of the event.

Mr. Koleszar said that the division won a Magna Award for the M-cubed program. Recognition took place at the NSBA Annual Conference.

Mrs. Mouly and Mr. Koleszar provided an update on the NSBA conference.

Mrs. McKeel said that at the last meeting there was a recommendation from the School Health Advisory Board regarding sending a letter to VDOT regarding the bypass. She asked what the Board wanted to do in light of the information that was provided to the Board. Mr. Davis said that he has started to draft a letter based on the information provided. There was Board consensus for a letter to be written.

Dr. Moran said that she attended the National Merit Scholars dinner at Albemarle High School.

Dr. Moran said that she attended the Maker Fair at Stony Point Elementary School. The students spent the evening making and inventing things.

Agenda Item No. 7.1. Adopt FY 2013/2014 Operating Budget.

Mr. Zimmermann provided the Board with an overview of the proposed budget for the 2013/2014 school year. Dr. Haun also provided information on differentiated staffing, and a recommendation to freeze staffing where it is currently.

After the presentation, Board members asked the following questions: 1) what is the data for free and reduced lunch, 2) did administrators have concerns about holding staffing at the current level, 3) is it true that percentages can be high for the elementary schools in a feeder pattern but the middle and high schools have significantly lower numbers, and 4) it was noted that the ROTC was not being closed by the school division but by the Air Force due to enrollment.

Mrs. McKeel offered a **motion** to adopt an operational budget of $155,300,641 and a self-sustaining budget of $17,211,232 for a total budget of $172,511,873 for Fiscal Year 2013/2014. Mr. Gallaway **seconded** the motion. Mr. Koleszar said that he appreciates the process that the division goes through to develop a budget. **Roll was called, and the motion passed by the following recorded votes:**

AYES: Mrs. Moynihan, Mr. Buyaki, Mrs. McKeel, Mrs. Mouly, Mr. Koleszar and Mr. Gallaway.
NAYS: None.
ABSENT: Mr. Strucko.

The motion carried by a 6:0:1 vote.

Agenda Item No. 7.2. Harassment Policy for Students and Employees

Dr. Haas provide the Board with an overview of the proposed policies on harassment for students and employees.

Board members noted or asked the following: 1) do we exclude someone by not enumerating them in the language of the policy, 2) can we add that the school division does not tolerate any harassment, and 3) the VSBA policy does not add sexual orientation or gender identity.

Mrs. McKeel offered a **motion** to amend the proposed policy language as discussed for broader language and then place on the next consent agenda for approval. Mrs. Moynihan **seconded** the motion, **and the motion passed with Mrs. Mouly voting no.**

Agenda Item No. 7.3. Break.

There was a break from 8:00 p.m. until 8:10 p.m.

Agenda Item No. 7.4. Expanding Our Horizons: Update on Status of Strategic Plan Review

Dr. Haas and Ms. Anderson provided the Board with a presentation updating the status of the Strategic Plan review. The presentation included a history of the strategic plan, an overview of the community conversations that have taken place, an overview of the survey results, and an overview of the next steps in the review.

Agenda Item No. 7.5. Strategic Communications Plan

Mr. Giaramita provided the Board with a presentation on a proposed strategic communications plan for the division. The presentation included the following recommendations: 1) The addition of text messaging to our Blackboard Connect e-mail and phone notification system; 2) reinvest the savings in the purchase of up-to-date design and publishing software to improve the quality and impact of its electronic communications; 3) Changes in the communications stipend policy available to schools that include making it more affordable and expansion in those eligible to receive the stipend to include parents and students as well as staff; 4) Reformatting the Compass to focus on employees achievements similar to the Spotlight on Education at School Board meetings; the addition of more professional development opportunities such as access to external presentations including Ted Talks and personal blogs on best practices by teachers, administrators and staff and a conversation feature that would encourage employees to interact with one another on featured topics; 5) Addition of a communications component to the orientation program for new employees; 6) Development of a presentation on the revised strategic plan tailored by school, department and advisory group, to be shared with employees and members at staff meetings; 7) Centralization of all major grant opportunities within the Strategic Communications Office with an expansion in the duties of a new Legislative and Community Analyst to include grant development and writing responsibilities; 8) Redesign of the School Board web page to include more personalized information on Board Member educational priorities and interests; 9) Provide support for individual Board members to conduct at least one 30-minute live stream town hall meeting per year; 10) Consider live-streaming specific work sessions and public hearings on high-interest topics such as redistricting, budget, policy changes, student assessment models; 11) A subscription to Profnet ($1200), a global online service used by journalists and education writers seeking information and comments from educational leaders on significant K-12 academic issues of the day; 12) Using September's visit of Presidential Advisor Norman Augustine to the division, the convening of a regional Conference on the 21st Century Classroom to include legislative officials, business and academic leaders, state and federal Department of Education officials and outside experts; 13) The development of a funding plan (approximately $75,000) to add an Albemarle County Public Schools mobile application to provide easier and more visually appealing access to division information and the capability for instantaneous public feedback via surveys; 14) The addition of a videographer to increase the use and quality of videos for YouTube and Compass; to assist school-based media programs; to share best practices in such program areas as Design 2015 in support of the division's effort to establish a revenue-producing business model; to enhance the video production knowledge and skills of teachers and to develop internship and guest speaker opportunities with the regional film and video production industry; and 15) Expansion of the division's current external media placement program and an increase in its public service advertising budget by $7500 to accommodate visibility in diverse language media platforms.

Board members noted or asked the following: 1) the issue with the Compass newsletter may be the format of it, 2) do we have a videography class that could do the work suggested by the recommendation for a position for a videographer, 3) are there any recommendations where students could be used to fill the need, 4) YouTube is the second most popular search engine used after Google, 5) is the Compass for internal use only, and 6) what are the priorities for implementing the communications plan and what are the budget impacts.

There was Board consensus for more information on the priorities within the plan as well as the budgetary impact associated with the recommendations to be provided at the Board retreat in June.

Agenda Item No. 8.1. Public Comment. None.
Agenda Item No. 9.1. Other Business by Board Members/Superintendent. None.
Agenda Item No. 10.1. Closed Meeting. None.
Agenda Item No. 11.1. Certify Closed Meeting. None.

Agenda Item No 12.1. Adjournment

At 9:14 p.m., Mr. Koleszar, hearing no objections, adjourned the meeting of the Albemarle County School Board.

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Chairman

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Clerk