

Fountain Valley School District
Superintendent's Office

REGULAR MEETING OF THE BOARD OF TRUSTEES

10055 Slater Avenue
Fountain Valley, CA 92708

July 25, 2013

MINUTES

President Crandall called the regular meeting of the Board of Trustees to order at 6:00pm.

CALL TO ORDER

The following board members were present:

ROLL CALL

Sandra Crandall	President
Jimmy Templin	President Pro Tem
Judith Edwards	Clerk
Ian Collins	Member
Jeanne Galindo	Member

Mrs. Crandall noted the following addendum to the agenda:

AGENDA APPROVAL

3-B. PERSONNEL ITEMS

- 1.1 ASSISTANT SUPERINTENDENT, PERSONNEL REQUESTS APPROVAL OF THE NEW ASSISTANT PRINCIPAL, JENNIFER MORGAN, AT TALBERT MIDDLE SCHOOL EFFECTIVE 08/05/2013.

3-V. RECOMMENDATION TO AWARD BID #13-02, TALBERT MODULARS

Superintendent's Comments: It is recommended that the Board of Trustees award **Bid #13-02** to **Gilman Builders, Inc.** in the amount of **\$335,000** and authorize the Superintendent or his designee to sign all documents.

Motion: Mrs. Edwards moved to approve the meeting agenda.

Second: Mr. Collins

Vote: 5-0

There were no requests to address the Board prior to closed session.

PUBLIC COMMENTS

Mrs. Crandall announced that the Board would retire into Closed Session. Action was anticipated. The following would be addressed:

CLOSED SESSION

- Personnel Matters: *Government Code 54957 and 54957.1*
Appointment/Assignment/Promotion of employees; employee discipline/dismissal/release; evaluation of employee performance; complaints/charges against an employee; other personnel matters.
- Parent Appeals: *Education Code 35146 and 48912(b)*
- Liability Claims: *Government Code Section 54961, 54956.95 & 54957*
The Board will discuss the claim involving Employee #553 against the Fountain Valley School District with respect to a workers' compensation settlement.

The public portion of the meeting resumed at 7:05pm.

**CLOSED SESSION
READOUT**

Mr. Templin made the following Closed Session announcement: "In Closed Session the Governing Board took action by vote of 5-0 to approve a compromise and release Worker's Compensation Liability Settlement for employee #553 in the amount not to exceed \$120,000 net of permanent disability payments made to date."

Mrs. Crandall welcomed newly appointed assistant principal for Talbert Middle School, Jennifer Morgan to the Board meeting.

Mr. McMahon led the Pledge of Allegiance.

**PLEDGE OF
ALLEGIANCE****STAFF REPORTS AND PRESENTATIONS**

Director, Assessment and Accountability, Julianne Hoefer provided a technology update regarding the completed and upcoming pilots, as requested by the Board. It built upon information provided at the December 13, 2012 Board meeting and the February 28 and March 28, 2013 Board study sessions. She updated the Board on the Spring 2013 BYOD pilot, reviewing the goals of the pilot and noting that students were able

**TECHNOLOGY UPDATE
(WRITTEN AND ORAL)**

to manage their own devices; students participating were typically better behaved; and students were more engaged. She noted that for future BYOD initiatives, it is ideal that there are a minimum of 6, ideally 10, equity devices per classroom; uniform devices are used; students are given Google accounts; staff has time to plan and collaborate in addition to professional development opportunities for staff. She also noted the planned BYOD programs for 2013-14 including 1-to-1 programs at Courreges in 3rd grade (2 classes) and Talbert in 7th grade (STEM strand) and five returning 2012-13 BYOD participants with additional participants to be solicited. She also reviewed the BYOD infrastructure, using Cox's update as an example and noting that while the current infrastructure update can support up to 20 simultaneous users per classroom at a time, it is not able to support a 1-to-1 program. Cox, Gisler and Talbert will be updated this year, with Courreges fully updated last year. The goal is to have all 10 sites updated by the end of the 2014-15 year. She reviewed the Spring 2013 staff technology survey and its results noting 118 teacher responses and 39 support staff responses. She noted the addition of an IT intern, Steven Millet who will aide IT staff in improving customer service and supporting our teachers. She also reviewed teacher responses regarding instruction and technology integration; and the Smarter Balanced Assessment Consortium testing and their confidence in preparing students for computer adapted testing. In summary, she reviewed the state of technology in the district, noting that teachers need new computers; students need increased access to computers; teachers and support staff need training and professional development; and our infrastructure is adequate for now. The Board thanked and commended Dr. Hoefer for her report.

STUDY SESSION

The Board participated in a study session to further discuss means of increasing community awareness of the district in line with the Board's interests to raise the district's profile, increase the district's capacity for 21st Century technology in the district, and support our Foundation. The Board and staff also discussed the criteria they wish to see used in selecting a firm or individual to assist the District in this effort.

Mrs. Crandall asked the Board what comes to mind when raising the profile of the district. Mrs. Galindo noted that when adopting the goal it seemed very general and she struggled with a definition of raising the profile. She noted the idea of streaming

**STUDY SESSION ON
RAISING THE DISTRICT
PROFILE, ADVANCING
21ST CENTURY
TECHNOLOGY AND
SUPPORTING THE
FOUNTAIN VALLEY
EDUCATIONAL
FOUNDATION**

board meetings on our web site so that members of the community can watch meetings. Mr. Templin noted that the interest is one way of seeing how to increase revenue and funds for the district in order to have greater funds for technology and programs for students. He noted his understanding that this is intended for the Board to do what is possible so that the district is more recognized in the community, leading to increased support from local businesses. Mrs. Edwards noted the ambiguity of the definition, noting that the board interests are often more global than specific. She noted that we need some way to raise more money, noting the needs in terms of technology just discussed by Dr. Hoefer. She noted that we need some way for members of the community to understand that while we have great test scores, we need more money. Mr. Collins noted that at a Meet the Candidate event at the Senior Center there were members of community speaking out against public education while sitting in a district that continuously outperforms neighboring districts. He noted that while members of the community feel good about their school district and their property values, the district is somewhat of an unsung thing. He noted that it will take a lot of money to bring the technology needed to the district and while the BYOD programs are great pilots, they don't necessarily address the issue of equity. In order to do this it brings us back to fundraising. He noted that part of this interest is establishing long-term, consistent business partnerships in our community. He noted that while our Foundation does a great job, it is not fair to expect them to continue teacher grants, the Taste of Fountain Valley and their other current efforts in addition to fundraising for our technology needs. Ms. Galindo noted the recent presentation to the FVEF, explaining that 90-95% of monies that come into foundations come from private individuals. She noted the idea of going after patrons, those pledging to give to the district, specifically alumni, focusing on the shared values of performing arts and a love of the district. While this would take time and persistence to develop, it is possible. Mrs. Crandall noted her thoughts regarding reaching the 86% of our community that do not have students in our schools as well the benefits of raising the district's profile including: increased inter-district transfers, resources for volunteers, and capturing the attention of colleges for interns. Mr. Templin stepped out at 8:20pm. He returned at 8:25pm.

Mrs. Crandall asked how the Board imagined raising the district profile would be accomplished, whether it would be in-house or outside staff. Mrs. Edwards noted how difficult it would be to ask anything more of our staff. Mrs. Galindo noted the role of a consultant in working with the FVEF Board to get the process

started, advising and directing the board. She noted that if the district is to contribute funds to this effort for the Foundation, the Foundation should be required to match these funds, making sure that they have “skin in the game”. She noted the importance of “teaching the Foundation to fish and not simply providing them fish” by establishing a limit to the support. Mr. Collins noted that a PIO worked well in his previous district, a full time employee in the district, and is something that we cannot afford. He noted the importance of getting a PIO that has been successful and can direct us as to how to establish partnerships and can act as “the guide on the side”. Mr. Templin noted that whether it is in-house or outside, it is the end result that matters most and whatever will make the most for our students. He noted the importance of having a system in place to evaluate the process. Mrs. Galindo noted that a professional fundraising developer should report to someone in-house, noting that the nuts and bolts of how to do this are the key to success. Mrs. Crandall noted the ideas of the superintendent presenting state of education events in addition to the idea of the earned media, increased coverage in our local paper, as well as webinars for the community. She noted as well that participating at community events does have a benefit, while the FV Community Foundation does have a good presence and the FVEF could as well. She noted as well the School Service contract included in this agenda includes 12 hours of time for special services including technology and as our Business department does not use all 12 hours this is perhaps time that we can use. She also noted the idea of partnerships with public relations classes at our local universities, detailing the program at Cal State Fullerton’s Irvine campus. She explained the database of non-profits in existence, suggesting that the Foundation sign up in order to provide those with an interest to give an opportunity to find the FVEF. She also noted Connect OC which connects volunteers with non-profits.

Mrs. Crandall asked, should an outside firm be selected, what characteristics the Board would want to see. Mrs. Edwards noted that the firm should be one with contacts. They should be able to give us a more global look. Mr. Collins noted his belief that success breeds success and his interest in finding someone with prior success in this area. Mr. Templin noted the importance of finding someone that knows who we are and understands our “kids first” mentality. Mrs. Galindo noted the importance of finding someone that has a good set of references that they can point to. Mr. Collins noted the importance of having a game plan early in the school year, given the importance of capturing the excitement and momentum of the start of the year. He noted as

well the current donations to our sites and the importance of not going to the well too many times. He explained that the right consultant will guide us to how to approach new sources. Mrs. Galindo agreed, noting the success of UCI in approaching their alumni. Mr. Collins noted that a college may have better success in approaching alumni than a K-8 district. Mrs. Crandall noted that in considering this question she thought of a public relations firm. She noted as well her agreement in finding someone that understands our community in addition to experience with a government agency or non-profit in this sort of endeavor, without political connections; a firm that has done feasibility studies and cost/benefit studies; can provide references; and offers reasonable costs. She noted her thought when looking at this that as we meet our goal and interest, a byproduct would be helping the Foundation.

Mrs. Crandall asked what budget range the Board thinks is reasonable. Mr. Templin explained going back to the net when considering this question, asking what will be raised in return for what will be charged. Mr. Collins noted agreement with Mrs. Crandall that this is not a short-term project and so therefore a flexible contract is important. Mrs. Galindo noted her understanding that a going rate is \$125 per hour, noting that how we determine to use this consultant is important. She noted as well that a good consultant works their way out of the Foundation and she can imagine this being done for less than \$5000 per year. Mrs. Crandall noted the need to compare proposals.

Mrs. Crandall asked about the criteria used to evaluate the success of a consultant, noting Mr. Templin's comment of net funds raised. Mr. Templin expanded his comment to say that we need to be careful of the timeline and if we go with an outside firm, we need to provide a clear understanding of our expectations for growth and defined benchmarks.

The Board agreed that they would like to see a proposal from Clifford Moss, in addition to written proposals from two other firms, with the opportunity to see presentations from these additional firms as well. Mrs. Galindo noted her interest in seeing presentations from firms with experience specifically in foundation development. Mrs. Crandall also requested a clarification from Dr. Ecker as to the intended role of the Board versus the Foundation in this effort.

BOARD REPORTS AND COMMUNICATIONS

Mrs. Galindo attended the Foundation special presentation meeting.

BOARD REPORTS AND COMMUNICATIONS

Mrs. Edwards enjoyed a visit to summer school.

Mr. Templin thanked Mrs. Galindo for attending the FVEF meeting for him.

Mr. Collins passed in observance of time.

Mrs. Crandall congratulated and thanked the Personnel department for their efforts in hiring qualified staff for this coming year. She toured summer school, attended the FVEF special presentation meeting and the cabinet meeting for this agenda. She thanked all of the trustees for their service to the district this month. She also addressed the comments made under Public Comments regarding the Common Core, specifically concerns of the lack of representation from the states and parents not being consulted regarding development.

PUBLIC COMMENTS

There were seven requests to address the Board. Four community members addressed the Board regarding the Common Core. Three members of the Foundation addressed the Board regarding raising the profile of the District. Mr. Collins stepped out at 9:30pm. He returned at 9:34pm.

PUBLIC COMMENTS

LEGISLATIVE SESSION

Motion: Mr. Collins moved to approve the Consent Calendar.

Second: Mrs. Galindo

Vote: 5-0

CONSENT CALENDAR/ ROUTINE ITEMS OF BUSINESS

The Consent Calendar included:

- Board Meeting Minutes from the June 27th meeting
- Personnel Items (Employment Functions, Workshops/Conferences, and Consultants)
- Donations
- Warrants
- Purchase Order Listing
- Budget Adjustments
- Approval of Annual Review of Investment Policy

- Adoption of Resolution 2014-01: Authorization of Signatures on Replacement Warrants
- Adoption of Resolution 2014-02: Appointment of Custodian of the Revolving Cash Fund
- Adoption of Resolution 2014-03: Authorization of Approval of Vendor Claims/Orders
- Adoption of Resolution 2014-04: Authorization of Signatures
- Adoption of Resolution 2014-05: Temporary loan from Fund 40
- Approval of Student Accident Insurance 2013-14
- Approval of Record of Eighth Grade Promotion, June 2013
- Approval of 2013-14 Outdoor Science Education Study Trips
- Approval of Grant Agreement #NEDA1327307 By and Between the Orange County Community Foundation and the Fountain Valley School District for Visual and Performing Arts Program (VAPA) Coordination
- Approval of Agreement for Special Services with Schools Services of California
- Adoption of Resolution 2014-11: Self-insured Workers' Compensation Administration Agreement with Keenan and Associates
- Approval of CSM E-Rate Consultant
- Approval of Authorization to Use Santa Clarita SD Food Bid Frozen/Dry RFP#11-12-31012012-01
- Approval of Agreement for Solar Project Inspector Services
- Approval of Recommendation to Award Bid #13-02, Talbert Modulares
- Approval of Fiscal Crisis & Management Assistance Team (FCMAT)
- Approval of Consulting Agreement
- Approval of Recommendation to Rescind the Award of Bid #13-01 Newland Parking Lot and Reject All Other Bids

SUPERINTENDENT'S COMMENTS/NEW ITEMS OF BUSINESS

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| Dr. Ecker | Noted that included on the District's web site is information on the Common Core, found under Curriculum and Instruction, which will be helpful to everyone in separating fact from fiction. |
| Dr. Ecker | Thanked Mrs. Norton for attending this evening. She is a former district employee, |

trustee and founder of the Foundation. He applauded the Foundation's efforts throughout its existence, having raised over \$1 million for the district.

ADJOURNMENT

Motion: Mr. Templin moved to adjourn the meeting at 9:50pm.

Second: Mrs. Edwards

Vote: Unanimously approved

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