

APPROVED MINUTES

REPORT OF THE BOARD OF EDUCATION OF BALTIMORE COUNTY RETREAT

Saturday, August 4, 2007

The Board of Education of Baltimore County, Maryland, met in open session for retreat on Saturday, August 4, 2007, at 9:00 a.m. at Greenwood. President JoAnn C. Murphy and the following Board members were present: Ms. Donna Flynn, Ms. Frances A. S. Harris, Mr. John A. Hayden, III, Mr. Earnest E. Hines, Mr. Rodger C. Janssen, Ms. Ramona N. Johnson, Ms. Mary-Margaret O'Hare, Mr. Joseph J. Pallozzi, Mr. H. Edward Parker, Jr., and Ms. Audrey Dittman. In addition, Dr. Joe A. Hairston, Superintendent of Schools; J. Robert Haines, Esq., Deputy Superintendent of Business Services; Dr. Sonia Diaz, Chief Academic Officer, Ms. Rita Fromm, Chief of Staff; Margaret-Ann Howie, Esq., Legal Counsel to the Superintendent; Ms. Barbara Burnopp, Chief Financial Officer; Mr. Ghassan Shah, Strategic Planning Administrator; Ms. Diana Spencer, Communications Officer; P. Tyson Bennett, Esq., Counsel to the Board of Education; and Ms. Brenda Stiffler, Administrative Assistant to the Board; and representatives of community were present.

Ms. Murphy reviewed the Board Norms, which were established in September 2003 and updated in September 2005. Ms. Murphy stated that the Board reviews the Norms on an annual basis. Changes will be presented as a report to the Board at a future Board meeting.

Mr. Parker recommended changing the third bullet of the Board norms to read "We will communicate openly and honestly USING ESTABLISHED PROTOCOLS."

Ms. Flynn suggested revising the fourth bullet to read "We will adhere to standards of ethical conduct AND RESPECT CONFIDENTIALITY." Mr. Hayden stated that any confidentiality issue would be addressed in the new ethics policy.

Ms. O'Hare commented that MABE's boardsmanship training on "The Key Work of School Boards" was very informative. Mr. Hines stated that the training also addressed engaging the community in the process. Ms. Murphy asked Mr. Hines to research whether the boardsmanship session information should be presented to all Board members.

SEISMIC SHIFT

Through a PowerPoint™ presentation, Mr. Ghassan Shan, Strategic Planning Administrator, and Mr. Dunbar Brooks, Director of the Metro Research Division of the Baltimore Metropolitan Council and President of the Maryland State Department of Education, reviewed the seismic shift. The presentation covered:

- BCPS Profile (1990 compared to 2006)
 - Enrollment has increased 22.3%
 - Minority Enrollment has increased 188%
 - ESOL Population has increased 237%

- Teachers (FTE) has increased 35.6%
- Number of BCPS Schools has increased 16.4%
- Demographic and Population Trends
- Housing Development Trends
- Economic and Workforce Trends

Currently, Baltimore County has 68% of its household population without children compared to 32% of household population with children.

Mr. Brooks noted that Baltimore County has become:

- More diverse by race, ethnicity, and economics
- More spatially concentrated by wealth, poverty, and race
- A model for infrastructure investment
- A model for protecting watersheds and farmland

Ms. Flynn asked whether the impact of BRAC was included in the trends with Mr. Brooks responding affirmatively. With respect to BRAC, Mr. Brooks commented that 3% of the BRAC jobs require less than a college education. This means that 97% of the jobs could go elsewhere. He noted that even custodial jobs through BRAC require a security clearance. Mr. Hayden commented that a current survey shows that 60% of the individuals affected by BRAC may not relocate to Maryland.

Dr. Hairston noted that the seismic shift information was presented to the Board in 2000 and is now relevant. The school system must make critical adjustments to meet the changing student population.

SUPERINTENDENT'S PRIORITIES FOR 2007-2008

Dr. Hairston reviewed his priorities for the 2007-2008 school year, which were presented at the Principals' Academy in June. Those priorities included:

- Student Achievement
 - Emphasis on Science, Technology, Engineering, and Math
 - Aligning of instructional activities with the Curriculum Management Plan (CMP) and Board of Education Policy
 - Achievement Gap
 - Identifying of Students for Advanced Placement Courses
- Resource Management
 - Securing Funding from Fiscal Authorities
 - Facilities, Maintenance
- Human Resources
 - Staffing, Recruitment, Retention, Development

- Communication and Marketing
 - Internal and External
- Fiscal Management
 - Effective and Efficient Use of Resources
 - Effective management of all school-based funds and purchasing activities
- Information Technology
 - Remaining current with trends, concepts, and use of technology

Ms. O'Hare asked how the school system knows whether students are on target and performing. Dr. Hairston responded that BCPS tracks student performance and outcome through short-cycle and benchmark assessment. Another tool that will be used to keep parents informed of their child's performance will be the electronic reporting system called the Articulated Instruction Module (AIM).

Mr. Hines suggested adding communication and marketing as a dialogue at Board meetings. Ms. Harris recommended that the public receive copies of the "Superintendent's Media Report" at regularly scheduled Board meetings. Ms. Murphy suggested distributing quarterly "good news" articles to constituent and stakeholder groups. Ms. Harris recommended sending a "good news" article weekly to our legislators.

With respect to fiscal management, Mr. Janssen commented that principals need to be responsible for maintenance in their respective schools. Ms. Flynn asked whether the school system is filling custodial positions. Dr. Hairston responded that it is difficult to fill the vacancies due to the low salary. Ms. Flynn asked how many vacancies currently exist. Mr. Haines responded there are currently 25 custodial and bus driver vacancies.

BOARD GOALS FOR 2007-08

Next, the discussion focused on the Board's goals for the upcoming year. Ms. Murphy reviewed the "draft" focus areas for 2007-2008. Once finalized, this document will be presented at a future Board meeting as an information item and will be used as a basis for discussion with the Board's constituent and stakeholder groups.

Under Performance Goal 1, Student Achievement, Mr. Hayden recommended adding "Ensure that resources are directed in schools where they are most needed."

Under Performance Goal 6, Communications and Marketing, Mr. Hines commented that BCPS needs to make communicating with parents part of the process. Ms. Murphy asked Mr. Hines to develop a statement and provide that statement to Ms. Stiffler.

With regard to Performance Goal 1, Ms. Flynn stated there is no mention of monitoring the success of new programs. Mr. Hayden stated the school system should be monitoring all programs. Ms. Murphy asked Ms. Flynn to develop a statement for monitoring programs and provide that statement to Ms. Stiffler.

Board members discussed the issue of individual Board members speaking at special events. Ms. Murphy requested, through the superintendent, that the Office of Communication develop a brief presentation for Board members. Once the presentation has been finalized, Board members will receive training on the information. Because several Board members expressed concern about responding accurately, Dr. Hairston requested that the Board direct school issues to the area assistant superintendents. Ms. Murphy asked that business cards for each area assistant superintendent be provided to Board members.

Mr. Hayden suggested that Ms. Murphy place a message on ConnectEd at the beginning of the school year.

Ms. Murphy announced a brief lunch break at 11:48 a.m.

FY 09 BUDGET ISSUES

At 12:08 p.m., Ms. Barbara Burnopp, Chief Financial Officer, reviewed the operating budget schedule for 2007-2008. Three optional dates for the operating pre-budget hearing and Board work session were provided to Board members.

Mr. Hayden favored option 2 with the public hearing to be scheduled for January 15, 2008, and the Board work session on January 23, 2008. Board members concurred.

Next, Ms. Burnopp provided background information on the FY 2009 budget:

- The 90 Day Report – A Review of the 2007 Legislative Session
 - Outlook for Maryland State Budget
 - Primary and Secondary Education
- Reporting on the Spending Affordability Committee – Baltimore County
- Maintenance of Effort Summary and Comparison of State and County General Fund Revenues
- Evaluation of the Effect of Increased State Aid to Local School Systems through the Bridge to Excellence Act; Initial Report; (volume I); December 20, 2006 – Excerpts on Funding Comparisons

Dr. Hairston stated that the information being shared is to help the Board understand the population that BCPS is trying to educate, the excellent work that is being accomplished, and the future strategic decisions.

Mr. Hayden suggested that some of the budget issues be presented to the public (i.e., PTSA, Chamber of Commerce meetings, etc.)

ADMINISTRATIVE FUNCTION MEETING

Ms. Murphy reviewed the following items with Board members:

- Board agenda matrix for 2007-2008 – Board members recommended shortening presentations and providing executive summaries. Questions can be directed to appropriate staff.
- Constituent group dinners for 2007-2008 – Board members discussed possible guests for dinner this year on Board meeting nights and non-Board meeting nights.

Mr. Hayden exited the room at 1:26 p.m.

- Board protocols – Reviewed Policy and Rule 3126.
- Technology – Board members were asked to read BCPS e-mails at least every 24 hours. Confidential information will be faxed to the Board.
- Conferences – Ms. Murphy encouraged Board members to attend both the MABE and NSBA conferences.

The retreat concluded at 1:37 p.m.

Respectfully submitted,

Joe A. Hairston
Secretary-Treasurer

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