

**Board Subcommittee for Communications Meeting Notes
August 15, 2013 - Lower Conference Room, 12:00 p.m.
131 W. Nittany Avenue
State College, PA 16801**

I. CALL to ORDER

Meeting of the Board Subcommittee for Communications was called to order at 12:10 p.m.

Present: Bob O'Donnell, Julie Miller, Wilda Stanfield, Jim Leous, Amber Concepcion, Penni Fishbaine, Laurel Zydney, Scott Thomas, Ann McGlaughlin (by phone 12:30-1:10 p.m.)

II. HIGH SCHOOL PROJECT COMMUNICATIONS

A. Updated flyer and Next Steps

- Down to one concept

If the one remaining is Concept D - there will be a need to address the "mega-school" idea that still exists in the community. Will there be a separate entrance to 9th grade? A clear description of how this educational model addresses this perception will need to be provided. People who like two buildings may not understand what really exists in the current two-building system and a thorough explanation on how students are currently mixing throughout the day needs shared and how in both Concepts B and D students will be grouped differently.

If down-selected, the district must explain how Concept D (one building) would be superior educationally to the current two building model (notwithstanding other efficiencies that might also be gained).

- Focus on Educational Mode I- work with Scott DeShong

Mr. DeShong should review positives to selected mentoring for older-younger students based on concept, define the 9th grade academy, small learning communities (groups), and No Student Left Unknown. Other thoughts for him to outline would be the current educational reality along with a sample schedule now compared to a sample schedule for the future. We are passing something of lasting value to the community and short-term issues should not drive long-term decisions. The choice should be a lasting choice. This model provides a flexibility that lasts into the future and this was not the case in 2007 project.

- Current shortcomings that finished high school project will address or ameliorate

Discussed the current flooding problem, educational issues concerning departments, crossing the street, not crossing with concept D, address Delta students crossing if Delta moved to the north building, and improvements to the street/traffic flow for safety. We're doing so well, why do we need to change?

- OPPOSITION - To educate properly, we need to know why people may be against the project and make sure we're addressing those issues, inquire with CEAT members on what they're hearing.

B. CEAT Charge and Organization

The Subcommittee discussed revising the charge to CEAT to advocacy for change and getting a new high school; will be focused on one concept. We may

have some members depart from the group, but need to maintain group to take concept into the community.

- Should there be subcommittees within CEAT

C. Referendum Process - Educate the Community

- Discussed - What is the question, why do we have to ask it, what will happen either way with a yes or no vote, and especially show what happens with yes. We also need to outline what happens if it doesn't pass; district will still need to spend money if this fails; there are needs that still exist. The District will need to develop plan B if this doesn't pass.
- The subcommittee also discussed things the Board and district are able and allowed to do within the confines of state regulations regarding the referendum. Mike Paston gave an overview of these parameters.

D. Communications Plan

The following was discussed:

- Map community and get information to as many groups as possible
- Flyers to all groups - PTO and other organizations
- CNET segment - 30 minutes that outlines process, selected concept, referendum information, etc.
- Support the fact that we're having a referendum (especially for those who may not be in favor)
- Inform political party groups so they are aware of our situation and each municipality
- Meet with municipalities, county commissioners, state legislators
- How to map communications plan and execute with all of our resources
 - Break it down by month
 - Purpose of Plan - Educate community to high level of understanding of high school project in order maximize voters at ballot

E. Next Community Forum

The next Community Forum will be held on September 11, 2013, 7:00 p.m., High School South Auditorium. We will have the selected concept (no longer labeled B and D) and the design team to answer questions. There will also be focus on Educational Plan.

F. Action Items and Next Steps

- Ms. Miller will send upcoming monthly communications events to subcommittee
- A group to discuss updated flyer
- Next CEAT meeting to be held Tuesday, September 24, 2013, 6:30 - 8:00 p.m. at High School South Cafeteria.

III. ADJOURNMENT

The meeting adjourned at 2:03 p.m.

Submitted by,

Julie Miller