

**OFFICE OF THE SUPERINTENDENT OF SCHOOLS**

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**School Board Workshop  
September 29, 2009**

**Policy 1001, Rule Adoption and Rulemaking**

Staff came before the School Board to discuss the recommended changes from the previous workshop discussion.

It was brought to the attention of staff that the flow chart, which was included in the presentation, did not show the policy coming back to the School Board Members for review at a workshop. Board Members requested that staff add two School Board workshops for policy review. Add one workshop after the policy is reviewed by Senior Administrators and the Board Attorney and before the Public Rule Development workshop. Add another workshop after the Senior Administrators and Board Attorney make changes from the Public Rule Development workshop. The first added workshop is for the Board's first review to make any recommendations to the policy before it goes to the public meeting. The second added workshop is for the Board to review the public input to the policy and to make further recommendations if needed. Staff is also requested to add the two workshops to the policy, 1., Rule (Policy) Development.

Board Members asked about their attendance at the Public Rule Development workshop and requested staff to send out appropriate notification. It was also requested that there be a formal notification sent to DAC, ESE, ESOL, Unions and other groups to let them know about the Public Rule Development workshop. Staff is requested to address this in the policy, 1., Rule (Policy) Development, E.

Board Member requested when changes are brought to a School Board workshop, the revisions are color-coded. Use one color for Board Member recommendations, another color for the public's input, and a matrix that would list the revisions.

The Board asked staff about the procedure for advertising the Public Rule Development workshop. Staff is requested to also post a notice on the browardschools.com website. It was suggested to include in the advertisement the SBBC website address and where a copy of the policy can be found.

Policy 1001, Rule Adoption and Rulemaking, will be the pilot policy for the new process. Staff is requested to bring this policy back to a workshop for further discussion.

The material for this presentation can be found on the eAgenda September 29, 2009 workshop.

**Policy 5202, Gifts: Solicitation and Receipt**

Policy 5202 refers to School District employees receiving gifts. Employees cannot solicit or accept anything of value based on the understanding that the gift would influence their actions. Training will be provided to all staff so they understand this rule.

Board Members wanted to ensure that this policy applies to all employees of the SBBC regarding gifts and training. Item 7., in the policy, Procurement Employees and Reporting

Individuals, last statement. "Training regarding solicitation and receipt of gifts will be provided to all procurement employees and reporting individuals as required. Board Member requested that "procurement" be deleted. Training will be provided for all employees.

It was also questioned whether this policy covers an event like the scholarship dinner or the employee of the year awards where lunch or dinner may be provided, which are allowed. The Administrative Procedures speaks to the gifts or gratuities that are permitted. It is explained in item 3., of the policy. Staff is requested to look at item 3., of the policy to see if it should be clarified.

Board Members want to make Policy 5202, Gifts: Solicitation and Receipt, crystal clear so there is no misunderstanding. Staff is requested to bring this policy back to a workshop for further review.

Policy 5202 can be found on the eAgenda, September 29, 2009 workshop.

### **Policy 1002.1, Office of the Chief Auditor**

Staff brought forward revisions for Policy 1002.1 for review by the School Board.

Board Member wanted to further define the final audit report, which comes before the Board. A completed audit report will include the audit recommendation, responses from the department, proposed solutions, and timeline for those solutions to be completed. Staff is requested to add the definition to the policy. The Audit Committee agrees with this clarification and is looking for a where, if, and when explanation with audit recommendations. The Audit Department would follow-up with that department to see if the solutions were done. Staff is requested to make the follow-up meeting clear in the policy. There needs to be a check and balance to make sure recommendations are being fulfilled. With a better process and follow-up the District will be more transparent and protected.

Board Members agreed that when doing an audit report, and fraud is suspected, it must be reported immediately to the Superintendent and SIU department if it is one of our employees. If there is suspected fraud of an outside vendor staff would go to outside law enforcement. Board Member requested that this process be added to the policy. Staff stated when the Audit Policy was last reviewed in 2006 it was decided that the Audit Department would have the independence to go to SIU. Board Member suggested adding to the policy "if wrong doing is suspected or identified, the Chief Auditor will give notice to the Superintendent and then report the irregularity to SIU. The Chief Auditor does not have to wait until the report is completed before it is reported.

Board Members and Superintendent agreed that succession planning must be done for future staff to have clear understanding of the process to protect the integrity of the Audit Department.

Board Member stated at a previous workshop, and reiterated today, the Board Members representatives on the Audit Committee should be CPAs or have a financial profession. Audit representatives are requested to keep their Board Member updated on matters that come before the committee. The Chair requested that the discussion regarding the composition of the Audit Committee come to a future workshop.

The Superintendent stated that his office has a tracking system, which he reviews regularly. He will coordinate with staff and place the audit findings in the tracking system. It has always been left to the Audit Department to do the follow-up. The Audit Committee also includes the follow-

up items on their agenda. This additional process will be a check and balance, so something does not go to long before a follow-up meeting is done.

At this time, the audit goes to the Audit Committee and then goes to the Board for acceptance. The Board is obliged to receive it. There is no requirement to approve the audit nor does the Board have a role in disputing anything in the audit. The Board can have the audit come to a workshop to discuss. Board Member requested to place an audit review on a workshop agenda in a more-timely manner. It was also asked if the Board had the right to review an audit that was under investigation. General Counsel advised that they did have that right. Staff is requested to see if the time it takes to finalize a report could be compressed to avoid erroneously information from being printed. Staff is requested to bring back policy 1002.1 for further discussion at a future workshop.

Policy 1002.1, Office of the Chief Auditor, can be found on the eAgenda September 29, 2009 workshop.

### **Employment and School Validation of High School Diplomas**

Staff came before the Board to present current practices for acceptance of high school diplomas for employment.

The current practice for non-foreign diplomas accepted for employment:

- A copy of high school diploma is acceptable.
- Upon hiring, applicants have 30 calendar days to provide a copy of their high school diploma.
- Applicants hired for Title 1 schools must provide their diploma immediately upon being hired.
- Applicants must submit an official transcript if they check education is higher than a high school diploma.

Staff did a comparison matrix for the Board Member's information. Brevard County Human Resources accepts a copy of a high school diploma. Hillsborough Application Services does not require high school diploma documents. For education higher than a high school diploma an official transcript must be submitted. Miami Dade Human Resources must have the official high school diploma document. Orange County Employment Services does not require documentation of a high school diploma and relies primarily on the previous five-year experience. Palm Beach Recruitment and Retention Department requires the official transcripts in a sealed envelope.

For Foreign Diplomas, a copy of the high school diploma is acceptable. Previously, Broward County Schools had an employee in District Guidance who translated foreign diplomas. That person has retired and there are no trained personnel to evaluate foreign diplomas at this time. A person with a foreign diploma must go to a foreign education credential service. Such services are under NACES, which is an association of private foreign education credential evaluation services. NACES members serve foreign educated persons who have completed all or a part of their education outside the United States and are seeking further education, professional licensure, or employment in the United States. Two such agencies are Joseph Siln & Associates International Education and World Education Services, Inc. (WES), which do charge for their service.

Private or correspondence schools diplomas are only accepted if the school is accredited.

The Chair suggested for instructional personnel the original high school diploma be required with official transcripts of high learning provided in a sealed envelope. A copy of documentation would be acceptable for non-instructional employees.

A flyer listing acceptable documentation for high school diplomas is available on the non-instruction staffing website.

Material for this presentation is available on the eAgenda September 29, 2009 workshop.

### **Advertising Committee**

The Advertising Committee was formed in 1997 to review opportunities to generate revenue to the school system via advertising. Members of the committee include representatives from departments with programs that offer opportunities to generate revenue, the audit department, parent organizations and a School Board Member.

Policies that govern the advertising committee are: Policy 6300-Advertising Materials, the Superintendent's Screening Committee, and Partners in Education. The committee is currently looking at revising the language of Policy 6300 because of new media available and to reinforce distinctions between church and state.

Another opportunity for generating revenue is Policy 1401, the District's Facility Naming Policy. This policy allows a business to receive naming rights, if they contribute more than 50% of the cost of new construction and 75% of the cost to renovate a facility.

The committee has many accomplishments including:

- Developing sponsor agreements for coaches and booster clubs for interior and exterior sign programs.

- Guidelines for pony trucks and the interior of school buses.

These advertising venues have generated approximately \$65,000

Currently the committee is reassessing billboard ordinances, parking bumpers, messaging centers, and web site advertising.

The RFP for internet advertising and web development services has two respondents each offering something different. Negotiations will begin after receiving Board direction and are considering a coordination of vendors for a unified approach.

The Advertising Committee is also looking at the different school partners and if they would like to advertise on the school's web site. Board Members asked if the school gets to keep all the money they have made through this advertising. Board Members noted that some schools have partners where others may not. The committee is looking into holding back a certain percentage of revenue and distributing that to other schools.

The Committee is reassessing local ordinances that govern billboards. Staff will be speaking with Coral Springs to see if their ordinance has changed. Lauderhill schools would like staff to look into billboard advertising for that area.

Board Members gave their direction to continue negotiations with the two vendors for internet advertising and web development services.

Material for this presentation can be found on the eAgenda September 29, 2009 workshop.

## **Job Description for the Executive Director, Professional Standards & Special Investigative Unit (SIU)**

The retirement of the previous Executive Director to Professional Standards & SIU has given the School Board an opportunity to make revisions to the job description.

There was an in depth discussion regarding the requirements of this position. Some Board Members wanted the applicant to have a predominately law enforcement background, where others wanted the applicant to have an Educational Leadership certification. Also discussed was whether the department should be divided into two separate departments or stay as is. Board Members want someone who knows how to do an investigation properly, gather information in a fair and adequate way, and have the expertise on how to communicate to principals and staff. In today's climate, the Board is looking for a person who knows safety and has his/her finger on the pulse regarding what is going on in the county.

Board Members decided to keep the job description the way it is now so that the largest respondent pool can be received. The Board did request that the requirement of Lieutenant be removed from the experience needed and keep the requirement of five years as a police officer. The Board Members did decide that they would like a person who had 60% law enforcement background and 40% Education Leadership background.

Regarding separating the job into two departments, the Superintendent explained that several years ago the department was separated, Professional Standards Department and SIU. The two departments didn't work well together. When the Directors retired or moved on to other positions, the departments were joined into one. Past Executive Directors have made the department what it is today. There is a leaning curve for every position and there is always on the job training.

Board Members had a question regarding SRO's and their roles at schools. Staff is requested to do a report on SRO's showing their responsibilities and any extra efforts they have made at schools throughout the District.

The Superintendent directed staff to bring the job description to the next School Board meeting.

Material for this topic is available on the eAgenda September 29, 2009 workshop.

## **Strategic Plan Update**

Staff came before the School Board to give an up date of the Strategic Plan and 2008-09 accomplishments.

The School Board of Broward County, Florida -

Vision: Educating today's students for tomorrow's world.

Mission: The School Board of Broward County, Florida, is dedicated to meet the educational needs of all students in a safe learning environment.

The Strategic Plan Goals are:

- Student Achievement
- Wellness
- Safety
- Innovation
- Employee Excellence
- Parents, Business, and Community Partnerships

## -Environmental Stewardship

The Strategic Plan goals have been incorporated into the Project Management Process. Each goal is assigned a team with a Project Sponsor and Project Manager. Each team is comprised of members from different divisions. Teams have reviewed the strategies and outcomes for 2008-09 and have refined or developed new strategies for 2009-10. The Project Management Oversight Committee will approve the final 2009-10 strategies and progress will be monitored quarterly.

Staff from each division presented the goals to review the progress that has been made.

Goal 1. Student Achievement. To raise achievement of all students to ensure graduation from high school and readiness for post-secondary education. There has been landmark legislation this past year regarding accountability at all levels. Staff will be focusing on this legislation and at a future workshop will bring forward revisions to the existing objectives to positively impact graduation and dropout percentages. Previously rigor meant dual enrollment and IB courses. Rigor will be redefined to include Pre-K, middle as well as high schools. This is understanding content that is complex, is an emotional challenge to the learner, and requires them to think critically as part of their learning. Staff will come back to share that strategy.

Board Member stated that focus must be placed on Level 1 students and to move them forward. That is a measurable goal and will increase the graduation rate and reduce the dropout percentage. The Student Advisor would like to see an objective of increasing enrollment of students in extra curricular activities. This would also increase graduation rates.

The new legislation has a cost to the school district, which is not funded by the State. The Chair would like staff to do an analysis on the estimated costs regarding the new legislation.

Goals 2: Improve the health and wellness of students and personnel. Broward County Public Schools are better poised for wellness issues than other Districts in the State. We are ready to respond to schools health issues. There are developed lessons for PE on BEEP for teachers, Florida Virtual has Life Management Skills courses, and personal fitness courses for students. There are now healthy choices available for students in schools vending machines. Teachers are receiving training on diabetes and asthma so they understand how to help and learning how to identify students in need of behavior health services. In just one year so much has evolved. There is now a coordinating effort with school and county health advisors.

The Student Advisor stated that sex education is brought up in the 9th grade and there is no mention of it again. He felt that sex education should be implemented into the curriculum during all the high school years. Staff is requested to see what schools are doing to make sure they are implementing this curriculum at different learning levels.

Goal 3: Safety. Provide a safe and secure physical and technological environment for all students and employees. The objectives of this goal is to develop a safety and security strategic plan for students and employees to reduce critical incidents in at-risk school sites; reduce incidents, injury, or illness in the line of duty; and increase knowledge, understanding, and prevention of violence and bullying in order to reduce violence.

The number of critical incidents reported in at-risk school sites has decrease. Board Member asked what is in place to reduce the number of at-risk schools. A \$40,000 K-12 Access Grant from the Department of Homeland Security was awarded to enhance the STAR security system

server and Visitor Management System has been installed at BECON, South Area Office, former North Central Area Office, North Area Office and TSSC/ETS buildings.

The average number of illness in the line of duty has increased, however, there was a reduction in average number of Workers' Compensation unpaid days per month. New strategies are being developed to reduce the in the line of duty and Workers' Compensation unpaid days

The number of violent and bullying incidents has shown a slight increase. New strategies are being added to include tracking and monitoring violent and bullying incidents.

Goal 4: Innovation. Promote Innovation, which focuses on best practices and quality efforts that improve our best in class position. Staff has developed a research based best practices review process and repository website. The objective is to generate best practices from all district divisions. A communication plan will target all district divisions to encourage all employees to share their creative ideas and reward innovative work behaviors that result in success. Staff will be bringing forward a demonstration of the website for the School Board Members.

Goal 5: Employee Excellence. Recruit, develop, retain, and recognize high performing and diverse faculty and personnel. To ensue our classrooms have a certified, qualified instructor, to annually increase the diversity of the district workforce, and increase employee retention.

The District has increased the percentage of qualified, certified instructors. We lead the nation in the number of certified teachers. Training is provided to Principals on the most effective methods to screen and select highly qualified teachers. Subject area and general knowledge test preparation workshops are given to prepare teachers on the examinations to become highly qualified and certified.

The Harness the Power Program has been implemented to reward employees for their efforts in identifying strategies to save dollars.

It was requested to develop strategies to increase community, parent, businesses, and government partnerships. Board Member wants to increase parent involvement and to look at new ways to do this.

Board Members asked staff to look at the Broward Schools website. They did not find it very exciting or interesting. They also want a better search engine and to make the site more user friendly. It is very difficult to navigate the site, Board Members stated. People cannot find what they are looking for and don't know about some of the great things the Districts offers such as BEEP.

Goal 7: Environmental Stewardship. The objective of this goal is to expand the number of energy conservation programs implemented in schools and district facilities to increase cost saving. Also, increase the planting of indigenous and Florida friendly plants to replace non-native varieties.

There have been great strides and accomplishments made to improve the environment and address green initiatives in the District's current and future designs. New landscape standards and approved plant lists are in place. Water conservation strategies have been incorporated and are looking at putting solar grids on our schools to save energy.

A website is developed to have all schools input what they are doing to improve the environment.

Every school will have their own page and can update it with new initiatives.

The Strategic Plan is a living document and staff will bring it back periodically to update the Board on changes and accomplishments.

The Strategic Plan can be found on the eAgenda September 29, 2009 workshop.

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