

## **Community District Education Council District 26**

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### **MINUTES OF OUTREACH COMMITTEE PUBLIC MEETING** **DECEMBER 6, 2005**

Meeting was call to order by Rob Caloras, President at 6:40PM

Attendance: Robert Caloras, Susan Shiroma, Edward Fallacaro, Carol Gomez, Shakira Gafar-Kirshnitz, Jacqueline Montgomery, Adam Amit

#### **Outreach Committee Agenda Topics Discussed**

##### **Website**

- Discussed member review of the website and overall content
- Ed reminded all in attendance that pictures and bios could easily be updated; submit changes via email to Ed with your picture/bio and it will be updated
- Ed reminded everyone that we are always looking for additional content; when submitting/emailing articles, ensure you include the link on the web (as most articles cannot be copied directly due to Copyrights involved)
- Discussed marketing the website; discussions included:
  - Press release to market the website to send to press/media, schools, civic groups, other public places (public library, etc.)
  - Ed will look into enhancing search ability via search engines (Google, Yahoo, Lycos, etc.)
  - CDEC can also solicit groups to include a link on their page to the CDEC 26 website (PTA's, civic groups, etc.)

##### **Email/Communications between CDEC meetings**

After discussing the best way to communicate between meetings, the consensus amongst the group was to continue to email each other with articles, school visit info, observations, etc. to effectively communicate when necessary. It was also agreed that everyone should continue to check their email accounts frequently in order to keep an open communication channel available.

The group also was in agreement to continue with monthly Outreach committee meetings at this time. The next Outreach Committee meeting was scheduled for Tuesday, January 10, 2006 from 6:30pm to 8pm at MS 74. These will continue to be public meetings and notice of these meetings will be sent accordingly.

Discussion centered around the best way to communicate Outreach efforts, and the consensus was to continue providing these updates as warranted during the monthly business meeting during the Outreach Committee discussion topic. CDEC members with updates should communicate them at that time.

##### **CDEC Presentations**

Discussion centered on the type of communication CDEC 26 members should use when communicating to larger groups about the CDEC (PTA meetings, etc.)

- Agreement that the Powerpoint presentation as prepared by Ed and Susan would be an effective tool/option members can use when talking about the CDEC
- Details who we are, how we function as a group, our role in the educational community, contact information, etc.
- Discussion on how to deal with issues raised
  - Chain of command should be stressed– teacher, principal, PTA, CDEC, etc.

### **Outreach Methods**

Discussion of the various means of communicating our outreach methods included

- PTA/SLT Meetings
- School visits with the Principals
- Legislative Breakfast (if possible)
- Website (including marketing the site itself)
- Social school function attendance (fundraisers, international night, etc.)
- Flyer postings (libraries, public areas like train stations, etc.)
- Public meetings at libraries (and anywhere else we can get the word out)
- Civic Associations (advertise in their newsletters as well)
- Community Boards (CB11; Education Committee)
- Media coverage of our successes

It was agreed that all CDEC members should continue to reach out to PTA Presidents for PTA meeting representation as well as to Principals to arrange for school visits.

### **Potential Issues To Date Discovered Via Outreach**

Discussed some issues raised to date discovered via outreach efforts

- SCA project status
- School safety (crossing guards, double parking)
- Funding
- K-8 and Middle School Initiatives
- Standardized tests
- Class size

### **CDEC Button**

Discussion was around the following topics:

- What is the goal? (self-promotion, stir up interest)
- Middle school contest for button design
- How/Where do we distribute? At meetings?
- Questions: Dates for Contest; application form; judging; publishing; prize

Agreement was to hold off while we focus on PTA liaison work and school visits

Meeting was adjourned at 9:30pm.

Respectfully submitted by Edward Fallacaro, Treasurer