



Board Special Meeting

Work Session: Superintendent Search Engagement Process

Thursday, December 7, 2017, 2:30 - 4:00pm

Board Office Conference Room, John Stanford Center

2445 – 3rd Avenue South, Seattle WA 98134

Minutes

Call to Order

Director Harris called the meeting the order at 2:33pm

Director Harris and Director Patu were present. Director Mack joined the meeting at 2:35. Director Geary joined the meeting at 4:06pm.

Staff present were Erinn Bennett, Executive Director of Government Relations & Strategic Initiatives; Carri Campbell, Chief Engagement Officer; Nate Van Duzer, Director of Policy and Board Relations; Michele Ramirez, Board Office Administrator; and Rachel Nakanishi, Communications Specialist.

Work Session: Superintendent Search Engagement Process

Erinn Bennett explained that there is an updated timeline in the packet. She gave an overview of the packet and described what she would be going through during the meeting.

Ad Placement

Ms. Bennett explained which items were added and omitted in the new list of advertisement placements and what some of the additional costs were. Director Patu inquired why the price had raised by \$1,000.

Ms. Bennett clarified that the Women in Higher Education and some other ads would cost more. Directors and Erinn discussed the suggested superintendent search advertising.

The group moved from this topic and will come back to discuss.

Ad Language

Ms. Bennett went over the Job description advertisement. She asked the directors what else they would like to see in the blurb. Directors provided corrected and additional language to help describe the opportunity more accurately. Suggested words included: “commitment,” “focus on students,” “eliminating opportunity gaps,” “growing district,” and “high performing district.” Ms. Bennett incorporated the edits and restated the description; directors expressed comfort with the revised language.

Ad Placement (revisited)

Mr. Van Duzer passed out the list of suggested advertising that was handed out during the last work session for the directors to view what has changed since the last meeting.

Directors discussed the list and the different organizations. With the following organizations added to the list: Insider Higher Education and Hispanic Outlook in Higher Education, the directors expressed comfort with the list.

Community Engagement Focus Groups

Carri Campbell gave an overview of the search consultant's regular practices. She suggested the Board follow the consultant's typical engagement strategies and problem solve on any additional issues.

Ms. Campbell passed out a list of community partnerships that work in Seattle Public Schools along with a Strategic Partner Mailing List. She recommended they identify the big stakeholders list, then a target list of those that represent where they want to focus.

Directors and staff discussed focus group categories, including: Educators, central Staff, other labor partners, direct service providers; strategic partners, city and county partners, business community; other educational organizations (PSESD, UW RoadMap, Seattle Colleges), PTSA and Special Ed PTSA, Parents/ Families, NAACP.

Survey

Directors discussed the survey and the format. Director Harris asked about the ability to translate. Ms. Bennett clarified that the consultant would be able to provide translations.

Directors and staff discussed the options for access around the surveys, including the possibility of paper-based surveys. Director Harris asked about providing links to the survey via text messages.

Directors and staff discussed which identifying questions should be included on the survey. Ms. Bennett noted that only two were possible. Directors discussed having people identify as staff/family member/student/other be the first category. Director Harris suggests that race/ethnicity be the second question. Directors Mack and Patu discussed this.

Director Harris motioned that race/ethnicity be the second question. Director Patu and Mack supported this.

Focus Groups (revisited)

Ms. Bennett explained that the Board needs to choose which focus groups will inform the process. Ray and Associates will be in town for 2 days for the focus groups to be conducted. Each focus group could be up to 20 people.

Director Mack suggested 2 focus groups each day and closing with a town hall.

Other

Ms. Bennett reviewed the timeline of this process, noting constituent and stakeholder group meetings are still going to be taking place.

Ms. Campbell asked for someone from the board to draft a statement explaining why the Board is pursuing a superintendent search at this time.

Director Harris agreed to draft this statement.

Application

Ms. Bennett went over the application, noting HR and Legal have looked over and approved this application. Director Harris provided suggestions to make the application more user-friendly for non-traditional candidates.

Director Mack departed the meeting at 4pm. Director Jill Geary arrived at 4:06pm.

Directors agreed to schedule another work session for Tuesday, December 12th 2:30-4pm.

Ms. Bennett summarized the action items and next steps.

Adjourn

Director Leslie Harris adjourned the meeting at 4:12 pm.