



November 16, 2010

12:00am—1:30pm

Meeting held at the Hillsborough Education Foundation

*In Attendance:*

Elise Bengston, HCPS Consultant  
Tracye Brown, Hillsborough County Public  
Schools  
Brian Deming, United Way  
Steve Hegarty, Hillsborough County Public  
Schools  
Bill Hoffman, Hillsborough Education  
Foundation

Bernardo Rodriguez, Hillsborough  
Education Foundation  
Michelle Shimberg, Community Volunteer  
David Steele, Hillsborough County Public  
Schools  
Lu Anne Stewart, Hill Knowlton  
Brenda Walker, Ph.D., USF/NAACP

Welcome and Introductions

Bill Hoffman

Bill welcomed the group and had everyone introduce themselves. He emphasized that this group is to serve as a sounding board to provide feedback to the School District from the community and business perspective. This group was also formed in order to keep current on information so when out in the community you are knowledgeable and able to make sure accurate information is available.

Update

David Steele

David provided an update noting that all principals have completed training and have begun conducting observations. The school district has contracted with the University of Wisconsin to assist the district with a student evaluation matrix. This will enable our county to share data.

The feedback received on the HCPS District Scorecard has been mostly encouraging. Timelines have been changed to ease the process, such as the evaluations being due May 30<sup>th</sup> in lieu of April. The principal evaluations now involve the teachers in lieu of just the area directors. These teachers evaluation are anonymous. The new evaluations will provide a 360° evaluation for the principals.

The feedback has been that the most apprehension is over the observations. The observers speak to the students as well as the teachers now. The most questions have been regarding compensation, which isn't in effect until 2013. Each mentor has fifteen new teachers and the peers have 160 – 180 teachers. The district has discovered that more evaluators are needed and has already begun the process of hiring for next year. He and Tracye speak at about six faculty meetings a week.

He also announced that in January there will be a convening of all Florida districts. The Race To The Top funding, a lot of questions have arisen that Hillsborough County has already begun to deal with due to the Empowering Effective Teachers Initiative.

David added that hiring is going well. Rob Mayer from the University of Wisconsin is assisting the district with a student evaluation matrix. Rob is very experienced having worked with similar projects with the New York Public Schools and Chicago Public Schools as well as other school districts. David is confident that this county will be a model for the nation.

#### Communications Update

Steve Hegarty

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Steve distributed a community calendar of events that chronologies the presentations that have been made to the community thus far. It's still a big job getting the word out. Teacher surveys referred to as pulse checks reflect some teachers are uncomfortable due to unanswered questions. He doesn't feel that the majority of students really understand the Initiative. The message is not clear. The message of increasing graduation rates and having less remediation before Career and Tech and College needs to be heard.

All attendees would be comfortable going out into the community, but would prefer to have a knowledgeable school district person in attendance. The Bill and Melinda Gates Foundation accomplished a national survey. It will be great to see how our county compares.

#### Comments:

Brenda Walker felt that there is an anxiety on the teachers and the stakeholders need to have trust.

Michelle Shimberg wants the community to receive more information as we're losing momentum. There is a misconception on the \$100 million, which is actually only 1% of the annual budget.

Bill Hoffman believes the focus has been on teachers and should be more on high school graduation rates. Perhaps an online community forum. Steve reminded the group of the social media challenges to a school district.

Lu Anne Stuart is participating in mini focus groups and asked what can she pose to the community.

Brian Deming encouraged the staff to reach out to parents more; work with the PTA and parent leaders.

#### Adjourn

Bill Hoffman

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Bill thanked the group for attending the information session. Bill asked the group and received confirmation that the breadth and scope of the information we're providing is at an appropriate level for their interests. Notes of this meeting along with other updates will be emailed with a link to the Hillsborough Education Foundation website.

Next Community Engagement Group meeting will be Monday, February 14, 2011 at Noon.

Recording Secretary: Valerie Pennypacker

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