



## **AGENDA**

### **STATE BOARD OF EDUCATION**

August 15, 2014

Arkansas Department of Education

Special Committee: ADE Auditorium

1:00 PM

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### **Reports**

#### **Report-1 Special Committee - Parent Communication**

*On April 10, 2014, State Board of Education Chair Brenda Gullett appointed a special committee including Ms. Mahony, chair; Ms. Reith; and Mr. Black to work with the ADE Communications Team to focus on parent communication. The Special Committee met June 13 and July 11. The next meeting is scheduled for August 15 at 1:00 p.m. in the ADE Auditorium.*

**Presenter:** Alice Mahony, Chair

**AGENDA**  
**State Board of Education**  
**Special Committee on Parent Communication Meeting**  
**Friday, August 15, 2014**  
**1:00 pm – 3:00 pm**  
**ADE Auditorium**

1. Welcome and Introductions – Alice Mahony, Chair
2. Review Parent Communication form – Elbert Harvey, ADE
3. Review My Child Campaign – Kimberly Friedman and Gayle Morris, ADE
4. Update from Rockefeller and Walton Foundations – Andrew Ford, WRF
5. Review draft of Arkansas version of How Schools Work – Jerri Derlikowski, AR Advocates for Children and Families
6. Review sample communication plans
7. Other business
8. Next steps
9. Adjournment

**Minutes  
State Board of Education  
Special Committee on Parent Communication Meeting  
Friday, July 11, 2014**

The State Board of Education Special Committee on Parent Communication met Friday, July 11, 2014, in the Auditorium of the Department of Education Building. Chair Alice Mahony called the meeting to order at 1:00 p.m.

SBE Members Present: Alice Mahony, Chair; Mireya Reith; and Joe Black

Absent: None

**Work Session**

**Parent Communication in Arkansas**

Chair Mahony welcomed the guests.

**Review Minutes from June 13 Meeting**

Dr. Beverly Divers-White moved, seconded by Ms. Mireya Reith, to approve the June 13 minutes.

**Reports**

2014 Arkansas Teacher of the Year Jonathan Crossley presented a report prepared by 2013 Arkansas Teacher of the Year Ali Weimer on **HomeWorks!** Mr. Crossley said the program trained and paid teachers to go into student's homes, establish a relationship with the parent(s) and explain the academic expectations for the child. He said more information is available on the website <http://teacherhomevisit.org/>

Mr. Crossley also presented a report on the **Prichard Committee**. He said the Prichard Committee for Academic Excellence is a non-profit committee to inform Kentucky educators and policy makers. Mr. Crossley said the Governors Commonwealth Institute for Parent Leadership is a 5-day institute for parents. He said each person commits to leading at least one project in the school or community with results focused on student achievement and increased school board participation.

Dr. White said outreach workers went into churches and neighborhood organizations to communicate with parents. Dr. Anderson said his organization provided free books to parents and students. Dr. White recommended working with the Intercultural Development Research Association. [www.idra.org](http://www.idra.org)

The committee discussed the resources already available in Arkansas and the possibility of combining current resources with some of the models examined. The committee discussed ways to incentivize communities to engage in these types of activities.

### **Feedback on Communication Examples**

Department Chief of Staff Deborah Coffman and Communications Specialist Gayle Morris presented draft communication examples to the committee.

Ms. Reith recommended a Spanish version.

Ms. Derlikowski recommended a hierarchy or categories for the communication campaign. She volunteered to use the How Schools Work document to make an Arkansas version.

Elbert Harvey recommended targeting information for the District Parent Involvement Coordinators.

### **Next Steps**

The committee decided on the following next steps:

1. Use the How Schools Work document to make an Arkansas version. Jerri Derlikowski will write the first draft.
2. Pursue parent academies. The committee will learn more about the parent academies and seek organizational assistance.
3. Provide professional development for home visits. The committee will learn more about professional development for home visits and seek organizational assistance.
4. Design an annual plan to get people excited about building awareness of communication campaign. The committee will design a plan to create the messages and engage all resources and organizations to commit to getting the messages out. The committee will invite all stakeholders – schools, community leaders and organizations, state agencies, universities – to be assist with the messaging. The committee will need to prioritize and be strategic. The committee may consider phasing in with beginning Kindergarten parents. The committee will set short term and long-term goals.
5. Design a form for priority schools – How can I best communicate with you

as parent. Elbert Harvey will design a first draft.

The next meeting will be held in the ADE Auditorium on August 15 at 1:00 pm.

The committee selected the following agenda items.

1. Review the parent communication form
2. Update My Child Campaign
3. Update from Rockefeller and Walton foundation
4. Review draft "How Schools Work" document, Arkansas version
5. Review sample communication plans

### **Adjournment**

The meeting adjourned at 2:57 p.m.

*Minutes recorded by Deborah Coffman.*