



Robbinsdale Area Schools School Board Meeting Agenda

Monday, April 14, 2014 at 5:30 PM

Work Session

Education Service Center Boardroom, 4148 Winnetka Avenue North,
New Hope, Minnesota

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- | | |
|--|----|
| 1. Branding Update | 2 |
| Presenter: Latisha Gray and Tara Cegla | |
| 2. Levy Referendum Discussion | 3 |
| Presenter: Jeff Priess | |
| 3. Book Review and Discussion - | 37 |
| Mindset by Carol Dweck | |
| Presenter: Lori Simon | |
| 4. WMEP Update | 38 |
| Presenter: Helen Bassett | |
| 5. Other | |



MEMO

DATE: 4-10-14

TO: Members of the School Board
Aldo Sicoli, Superintendent

FROM: Latisha Gray, Marketing and Communications Program Director

RE: Branding – Logo Concept Update

DISCUSSION:

The board will hear a branding strategy planning update. In this work session on this topic, the board will have an opportunity to view and discuss the proposed logo options again. The board will also hear feedback from conversations (since the April 8 meeting) with a variety of stakeholders including a group of active parents and staff, Communication Advisory Council members, and results of a social media poll conducted the weekend of April 11-13.

Latisha Gray, Marketing and Communications Program Director and Tara Cegla, Program Assistant, will present.



TO: Members of the School Board
Dr. Aldo Sicoli, Superintendent

FROM: Jeff Priess, Executive Director of Business Services

DATE: April 14, 2014

RE: Levy Referendum Update

DISCUSSION:

The documents in the agenda packet for the work session contain information relative to our on-going discussion around the renewal of the district's operating referendum. I've also attached the Morris Leatherman presentation from the March 3, 2014 School Board meeting. Slides 15 and 19 from this presentation provide the basis for estimating community support for additional referendum revenue and the potential for a capital projects levy.

QUESTIONS:

For questions please contact Jeff Priess at 763-504-8037 or jeff_priess@rdale.org

Operating Referendum

Market Value	Authority Increase/Adjusted Pupil					Estimated
	Unit	\$100	\$200	\$300	\$400	FY16 Cap \$473
	Annual Tax Impacts					
100,000	19	38	56	75	89	
150,000	29	57	85	113	133	
200,000	38	76	113	150	177	
250,000	48	95	141	188	221	
300,000	58	113	169	225	266	
350,000	67	132	197	263	310	
400,000	77	151	226	300	354	
450,000	86	170	254	338	399	
500,000	96	189	282	375	443	
700,000	134	265	395	525	620	
1,000,000	192	378	564	750	886	

Total Referendum Revenue	20,032,290	21,363,870	22,695,450	24,027,030	24,999,083
Current Referendum Revenue	18,700,710	18,700,710	18,700,710	18,700,710	18,700,710
Additional Referendum Revenue	1,331,580	2,663,160	3,994,740	5,326,320	6,298,373

Projected 2015-16 Deficit:
\$1,789,465

Morris Leatherman Survey:

78% support a renewal of existing referendum

52% support an annual increase of \$36

34% support an annual increase of \$72

16% support an annual increase of \$108

Tax Increase comfort range is \$45-\$58

Capital Projects Levy

Market Value	Proposed Authority	2,500K	3,000K	3,500K	4,000K
		Annual Tax Impacts			
100,000		26	31	37	42
150,000		46	55	64	74
200,000		66	79	92	105
250,000		86	103	120	137
300,000		105	127	148	169
350,000		125	150	175	200
400,000		145	174	203	232
450,000		164	197	229	262
500,000		182	218	255	291
700,000		273	328	382	437
1,000,000		409	491	573	655

Morris Leatherman Survey:

- 58% support an annual increase of \$24**
- 45% support an annual increase of \$48**
- 28% support an annual increase of \$72**
- 12% support an annual increase of \$96**
- Tax Increase comfort range is \$36-\$44**

Equity - Technology for All Students

- All Minnesota school districts have a technology plan.
- Implementation is uneven due to reliance on local voter-approved levies to fund plans.
- 34 of 332 Minnesota school districts fund technology with a technology levy “capital projects levy” (10.2%).
- 10 of 14 Hennepin County school districts have a technology levy (71.4%). Exceptions include Minneapolis, St. Anthony, Brooklyn Center & Robbinsdale.
- There is also a great range of resources in the various amounts of these levies on a per student ratio.

Voter-Approved Technology Levies by Metro School District

<i>Dist #</i>	<i>Name</i>	<i>Annual Amount</i>	<i>Enrollment</i>	<i>\$ per Student</i>
270	Hopkins	7,697,000	7,034	1,094.26
272	Eden Prairie	5,714,475	9,269	616.51
271	Bloomington	6,000,000	10,439	574.77
273	Edina	4,558,717	8,435	540.45
284	Wayzata	5,490,968	10,622	516.94
280	Richfield	2,260,000	4,403	513.29
276	Minnetonka	4,861,449	9,567	508.15
283	St Louis Park	1,750,000	4,605	380.02
277	Westonka	750,000	2,265	331.13
278	Orono	839,939	2,789	301.16
112	Chaska	2,450,000	9,323	262.79
279	Osseo	5,000,000	20,623	242.45
14	Fridley	651,253	2,919	223.11
16	Spring Lake Park	940,446	5,453	172.46
6	South St Paul	522,346	3,371	154.95
197	West St Paul	490,000	4,786	102.38
11	Anoka Hennepin	2,728,226	38,403	71.04
196	Rosemount	1,250,772	27,174	46.03

Robbinsdale Area Public Schools

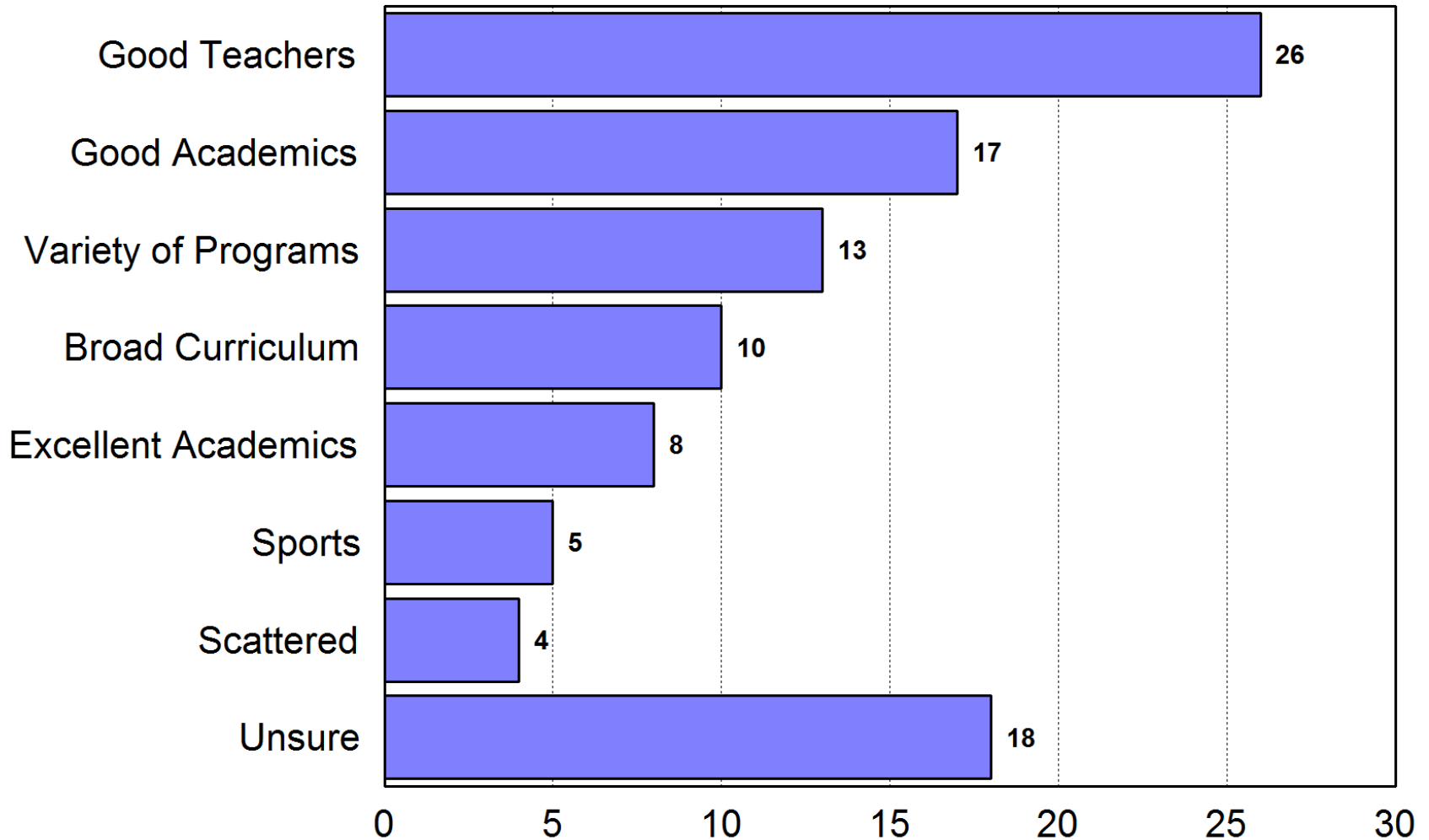
2014 Residential Survey

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The Morris Leatherman Company

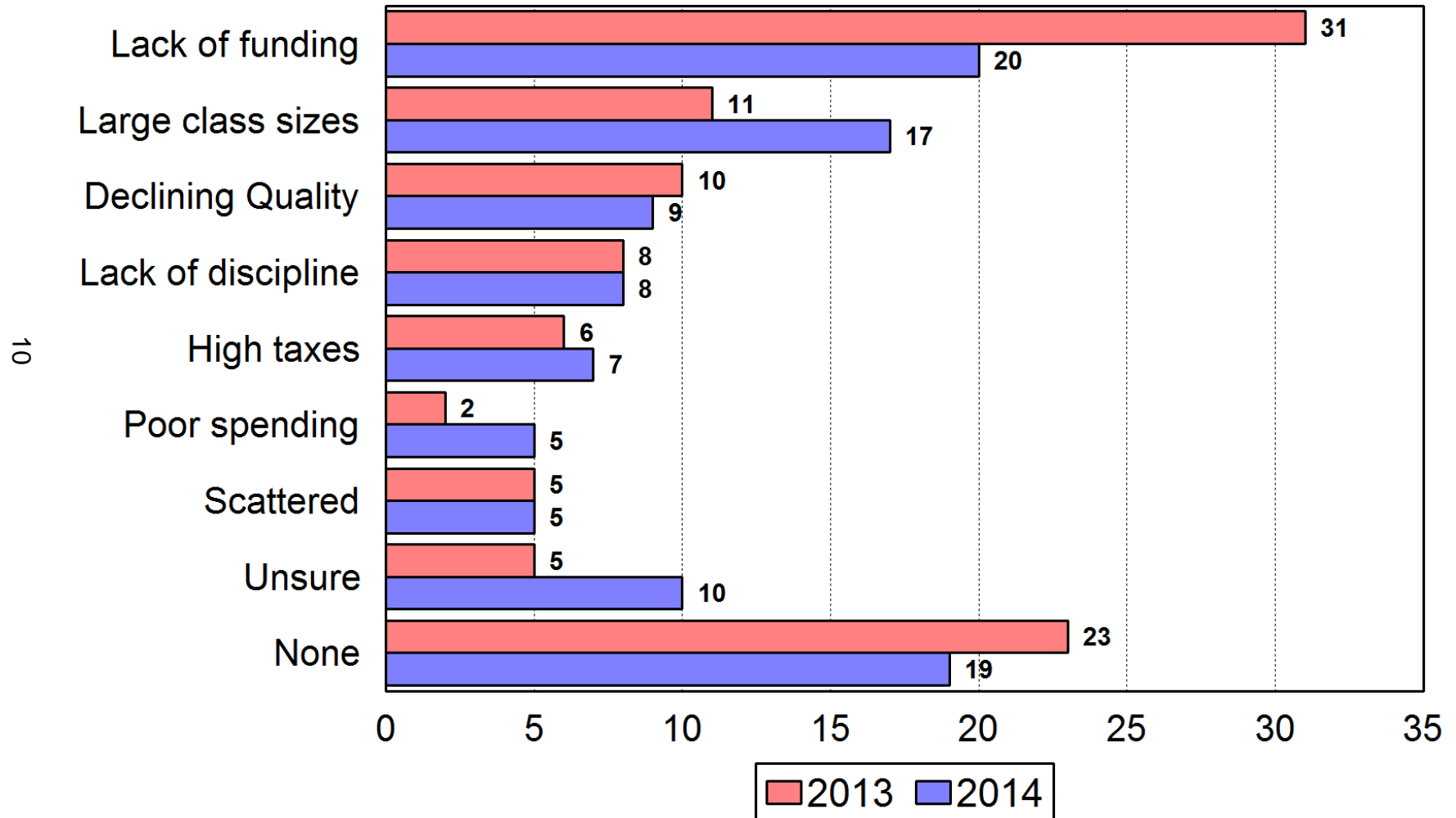
Like Most

2014 Robbinsdale Area Public Schools



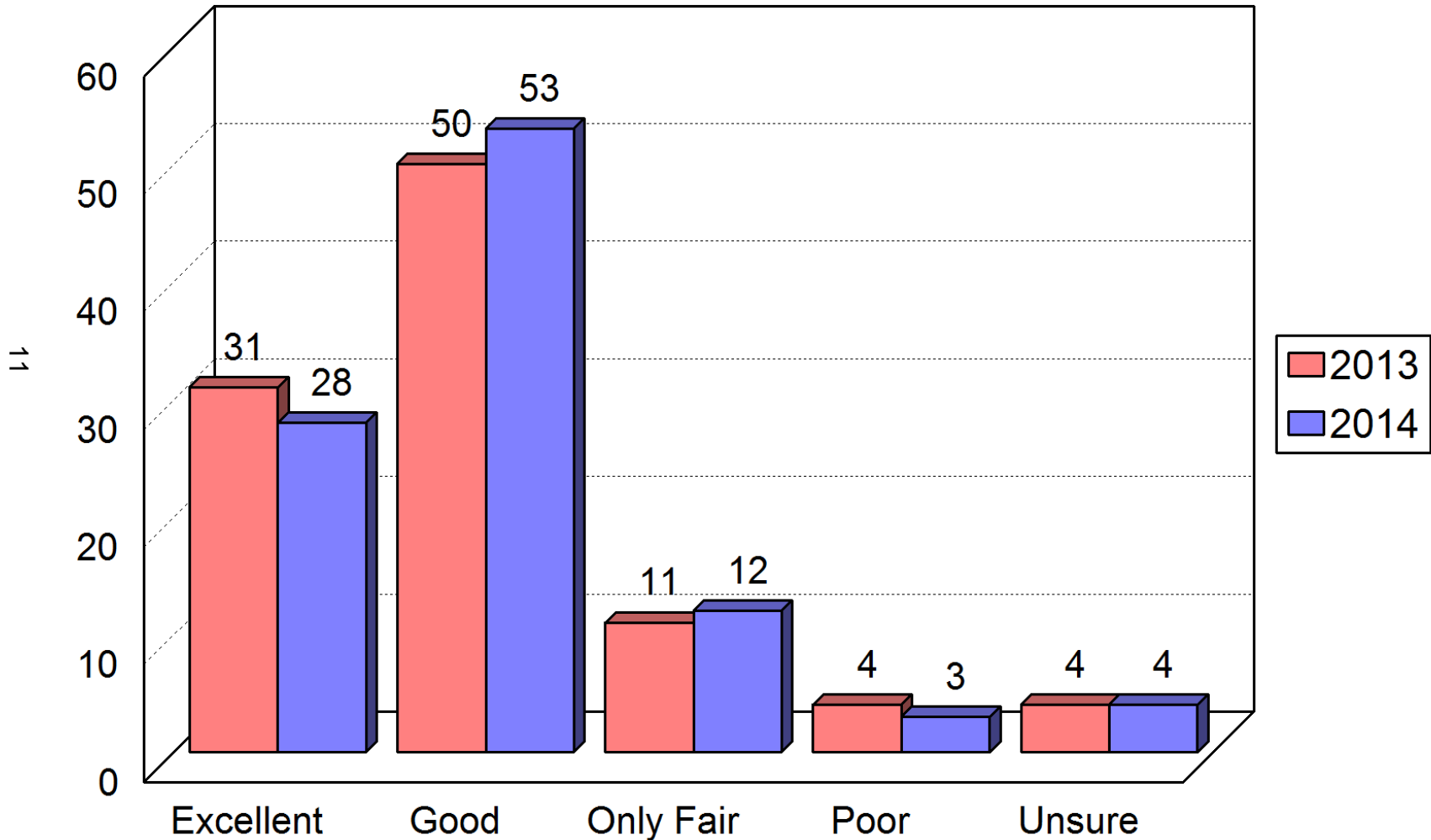
Most Serious Issue

2014 Robbinsdale Area Public Schools



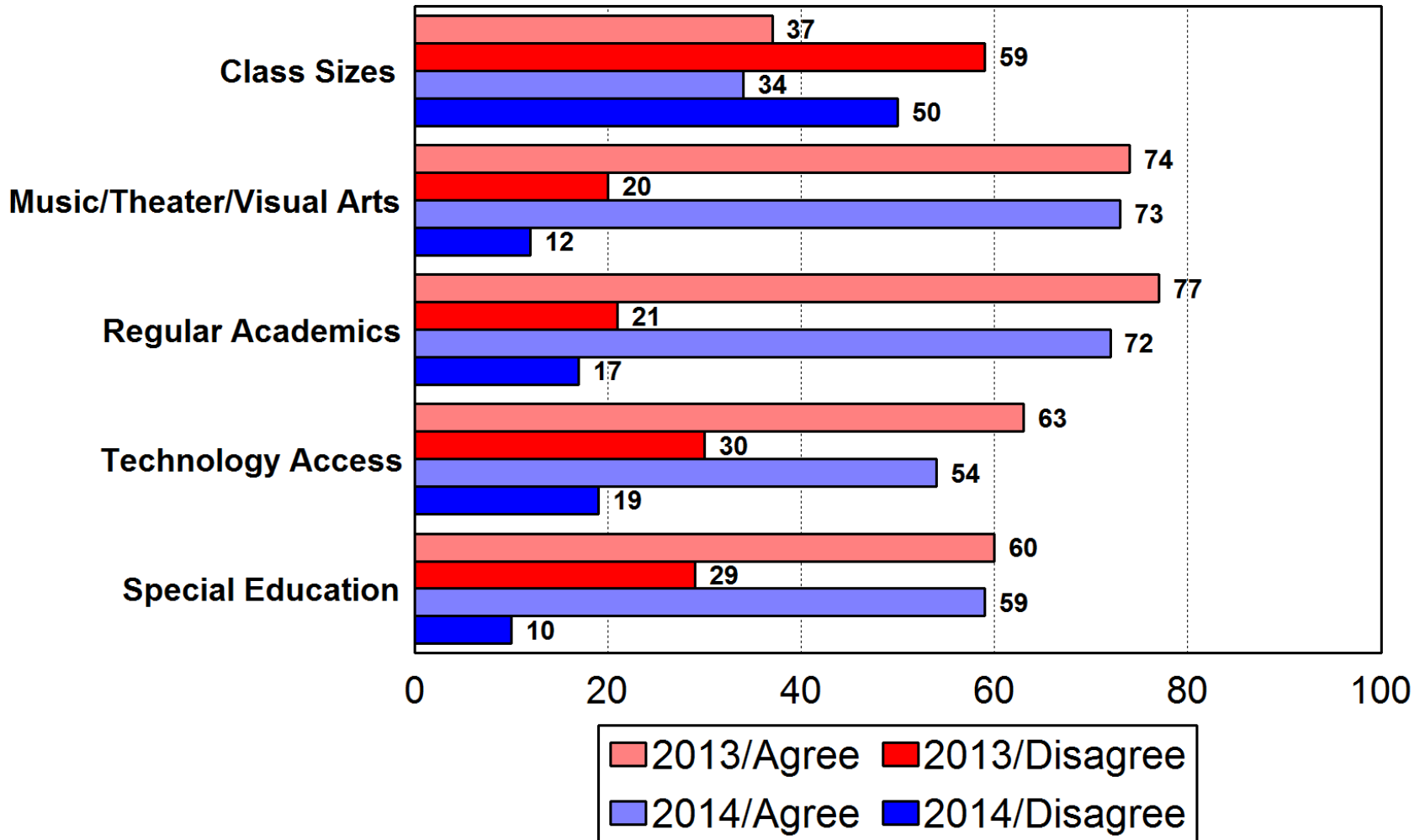
Quality of Education

2014 Robbinsdale Area Public Schools



School District Characteristics I

2014 Robbinsdale Area Public Schools

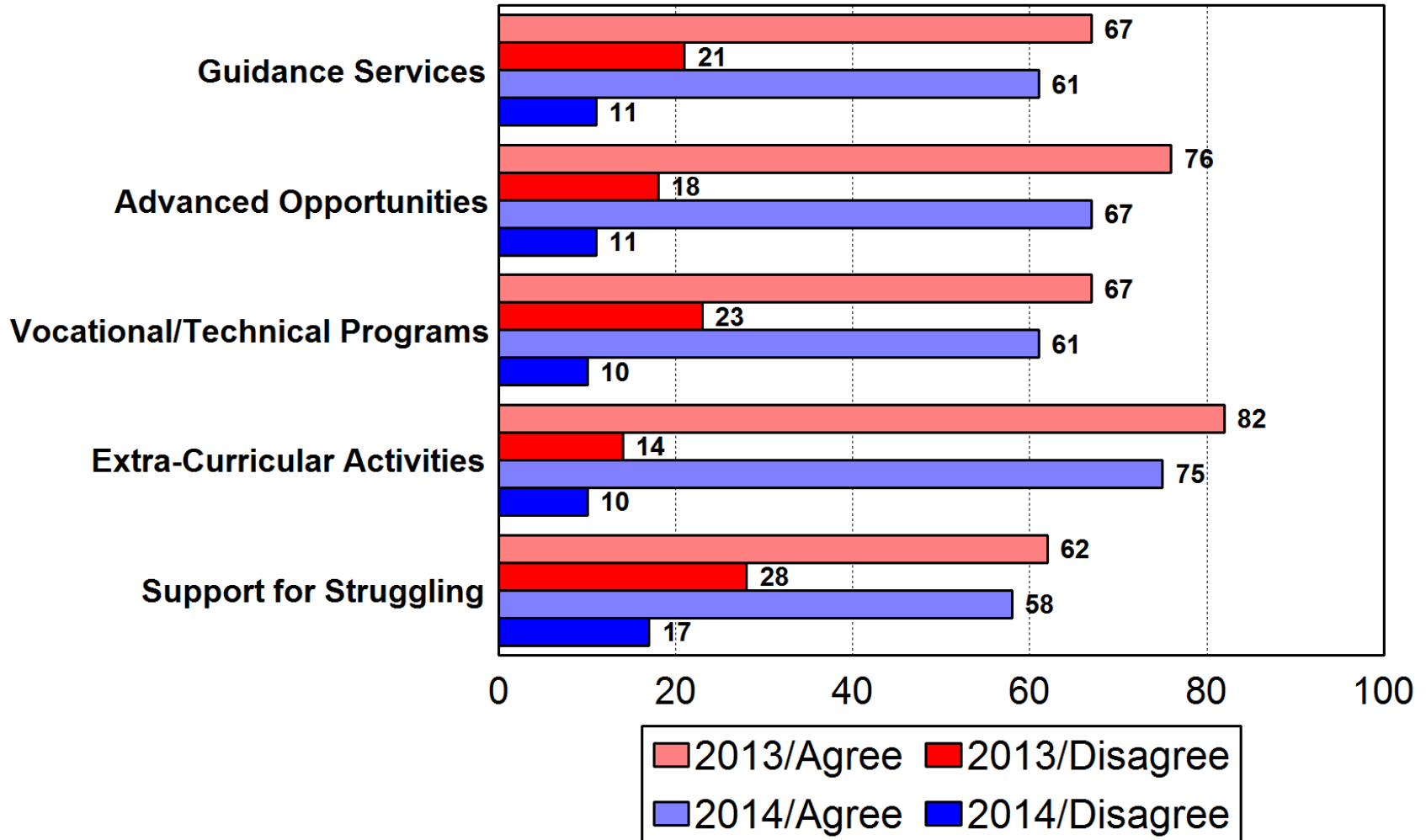


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School District Characteristics II

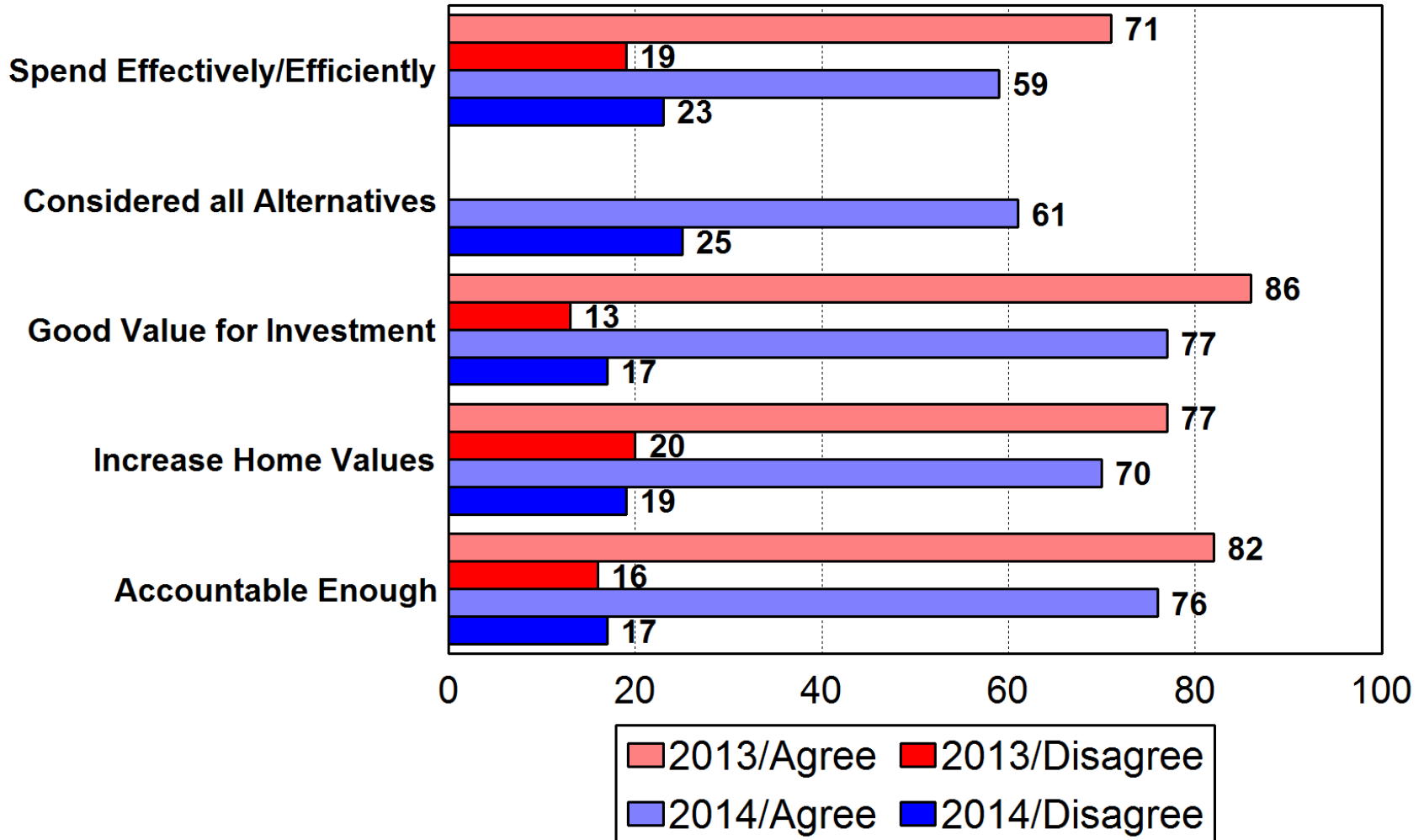
2014 Robbinsdale Area Public Schools

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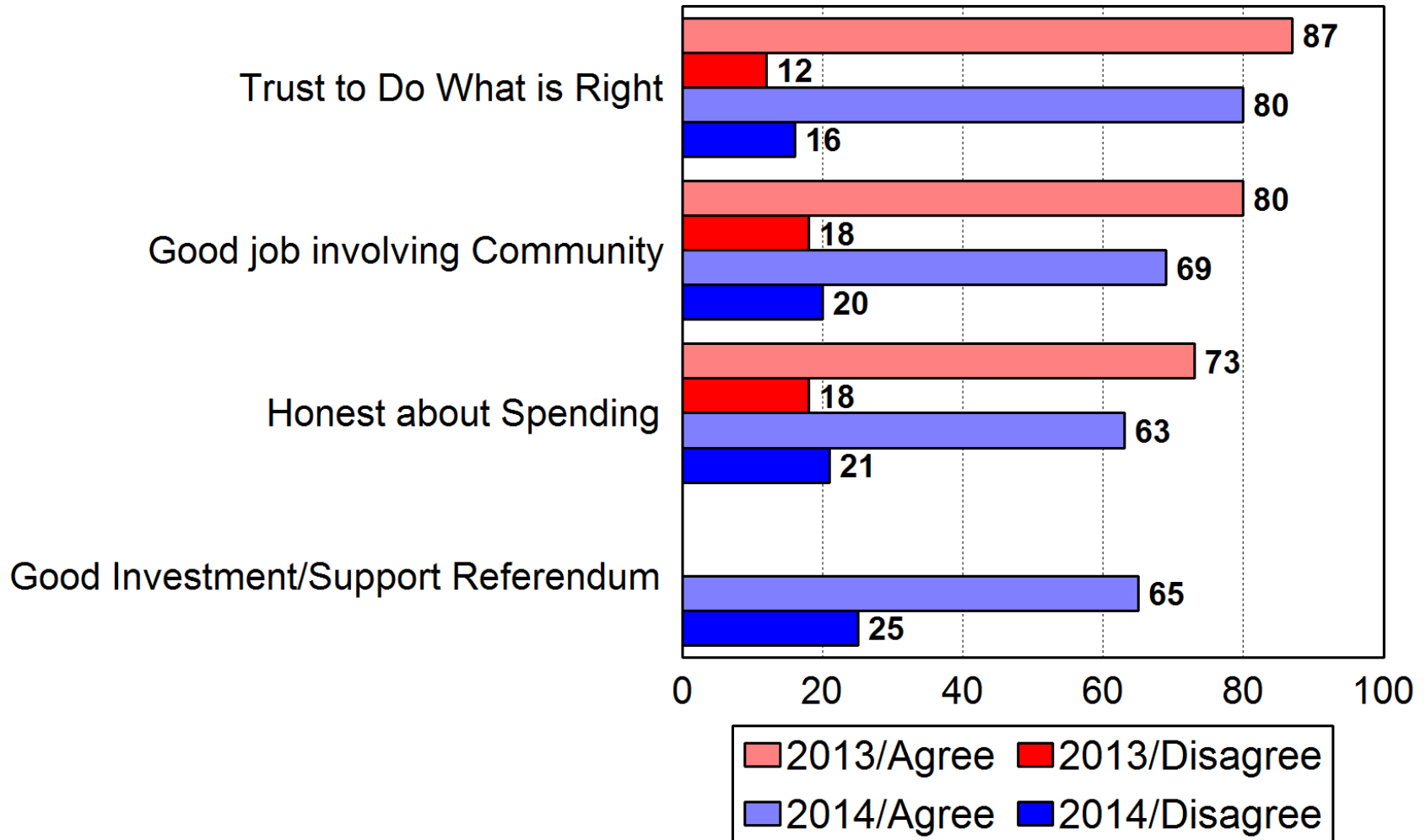
Specific Perceptions I

2014 Robbinsdale Area Public Schools



Specific Perceptions II

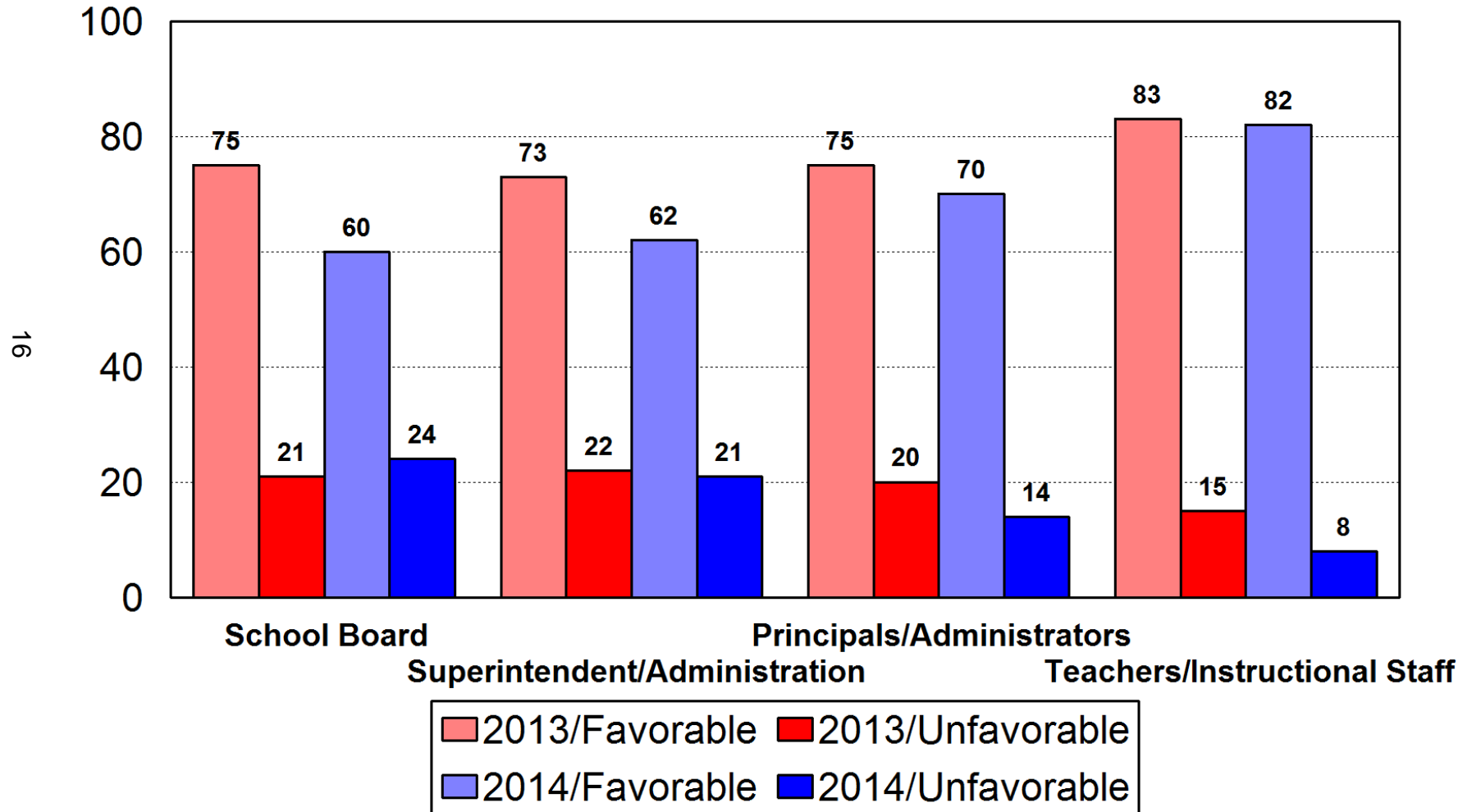
2014 Robbinsdale Area Public Schools



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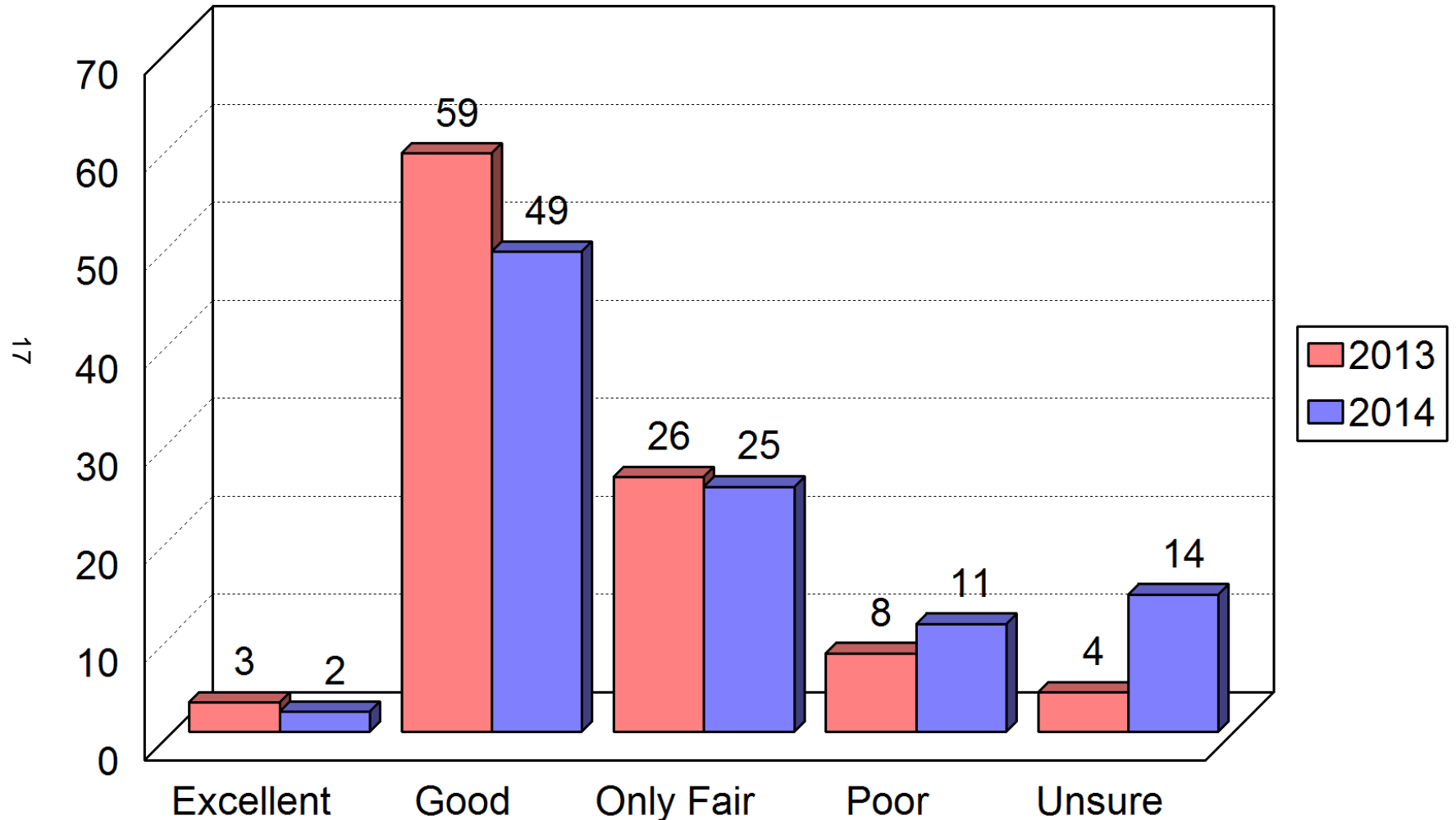
Job Performance Ratings

2014 Robbinsdale Area Public Schools



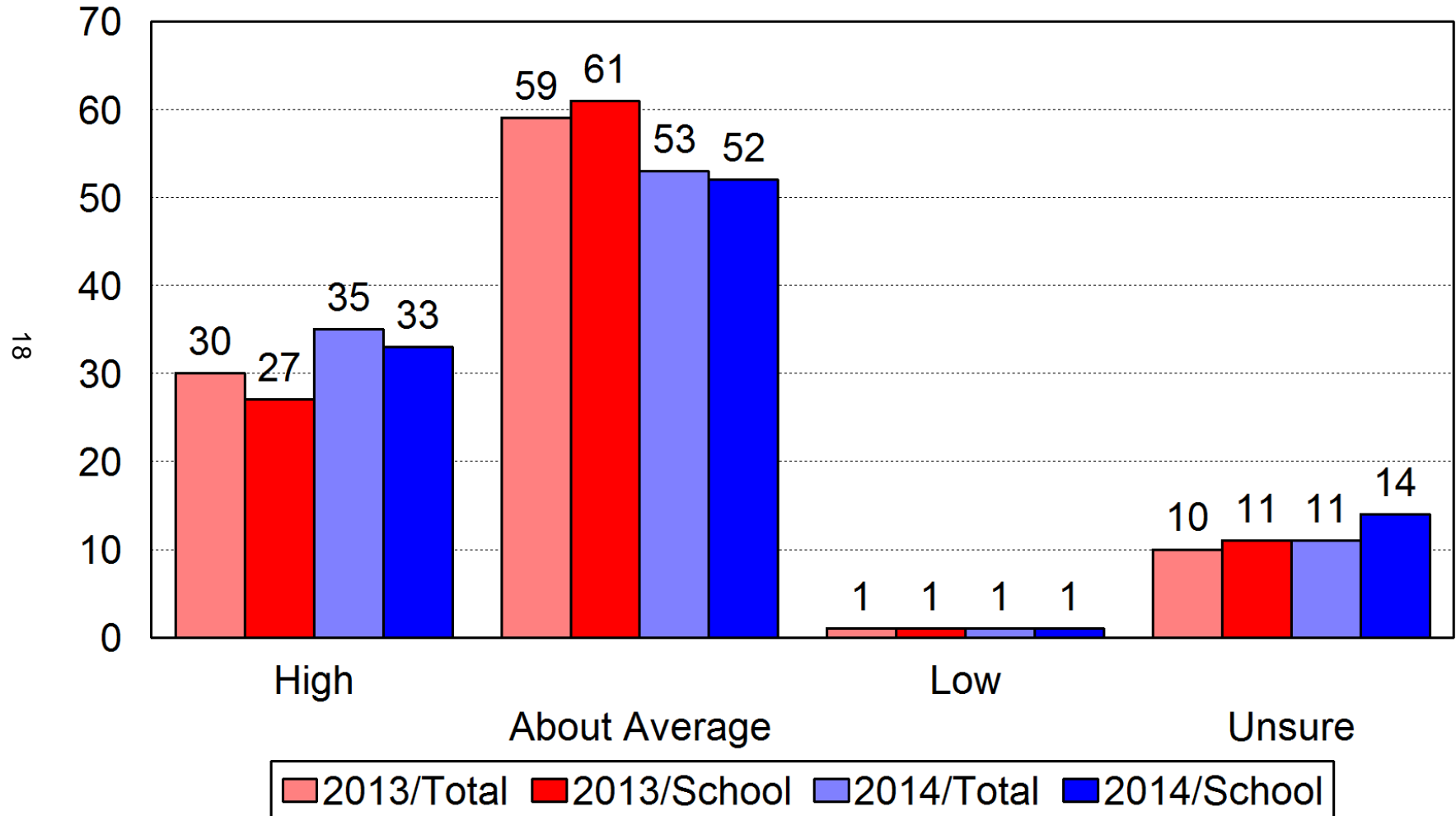
Financial Management

2014 Robbinsdale Area Public Schools



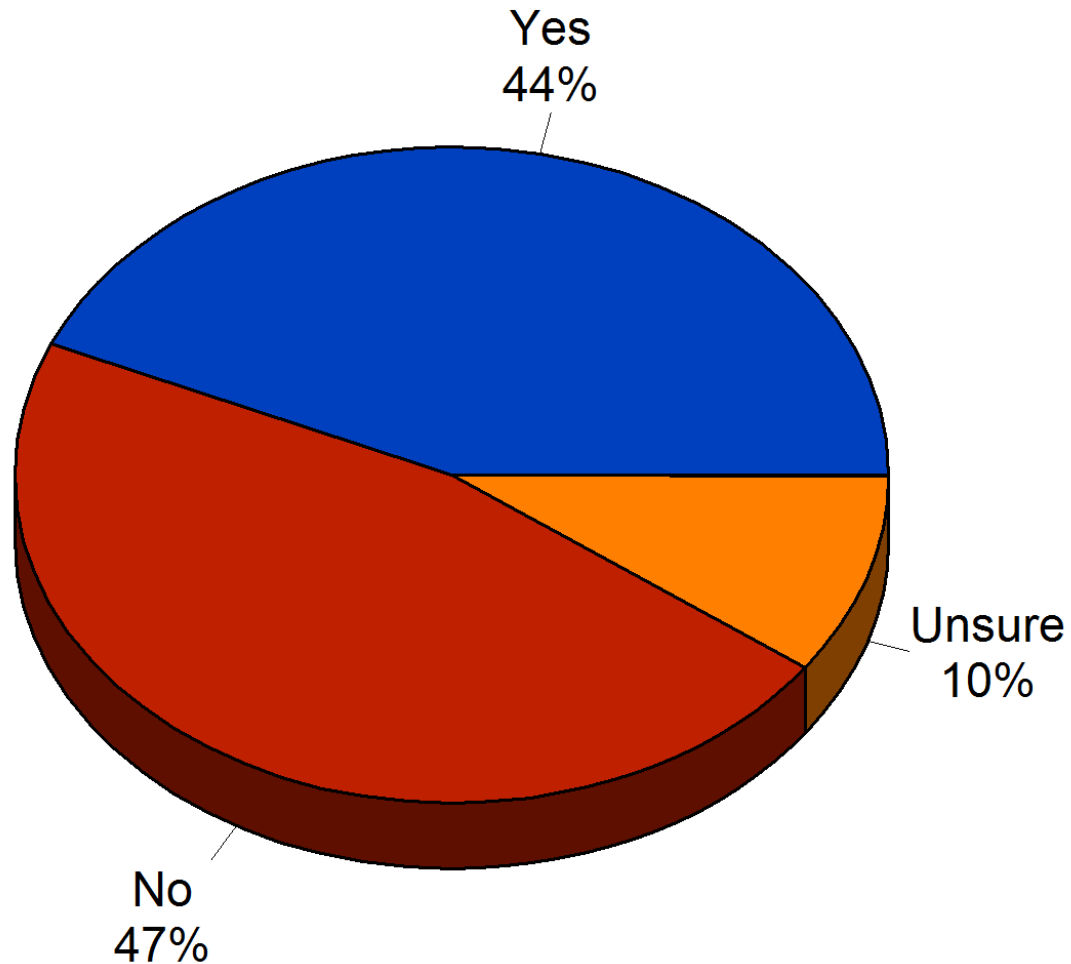
Property Tax Climate

2014 Robbinsdale Area Public Schools



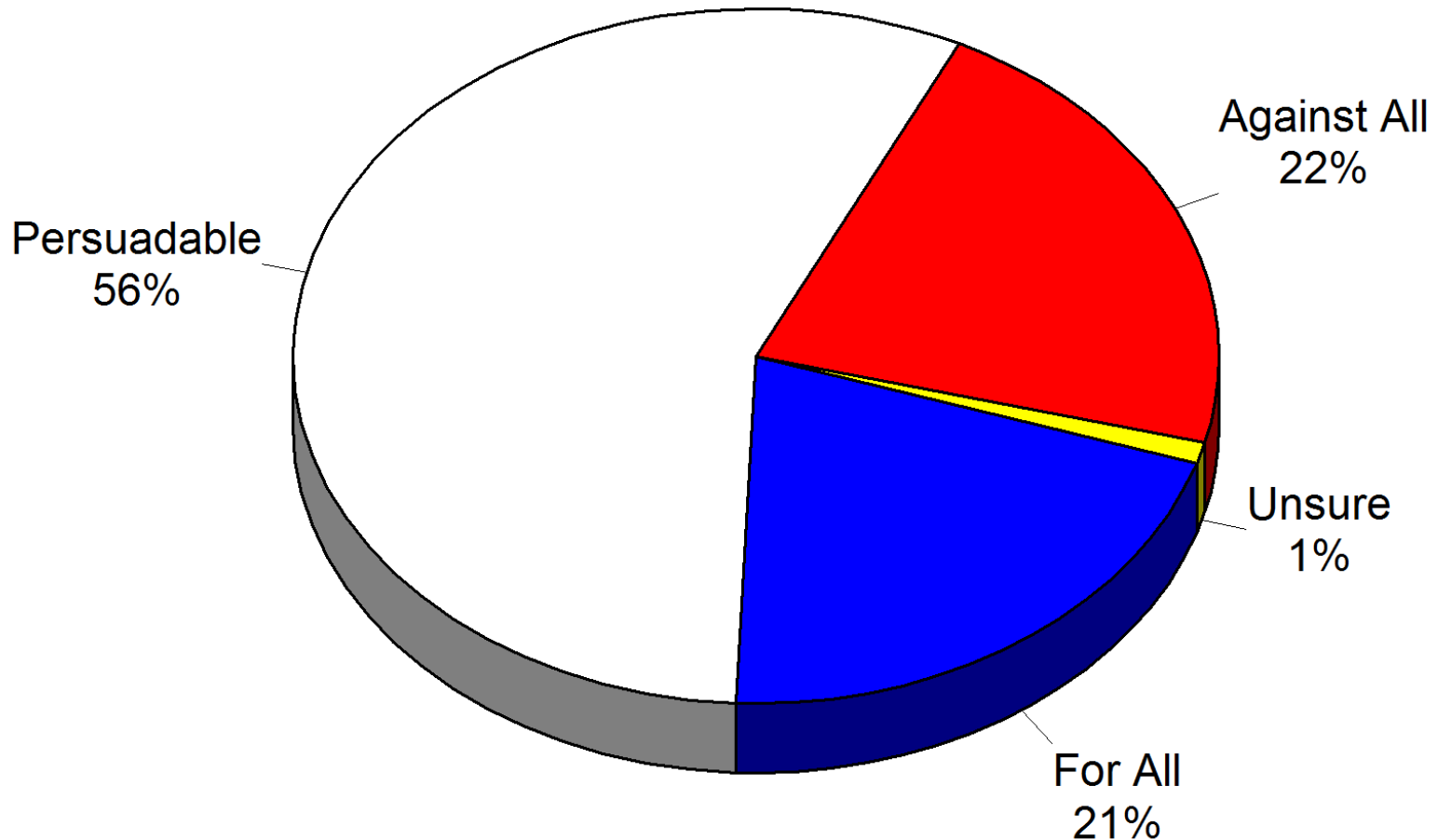
Schools Adequately Funded

2014 Robbinsdale Area Public Schools



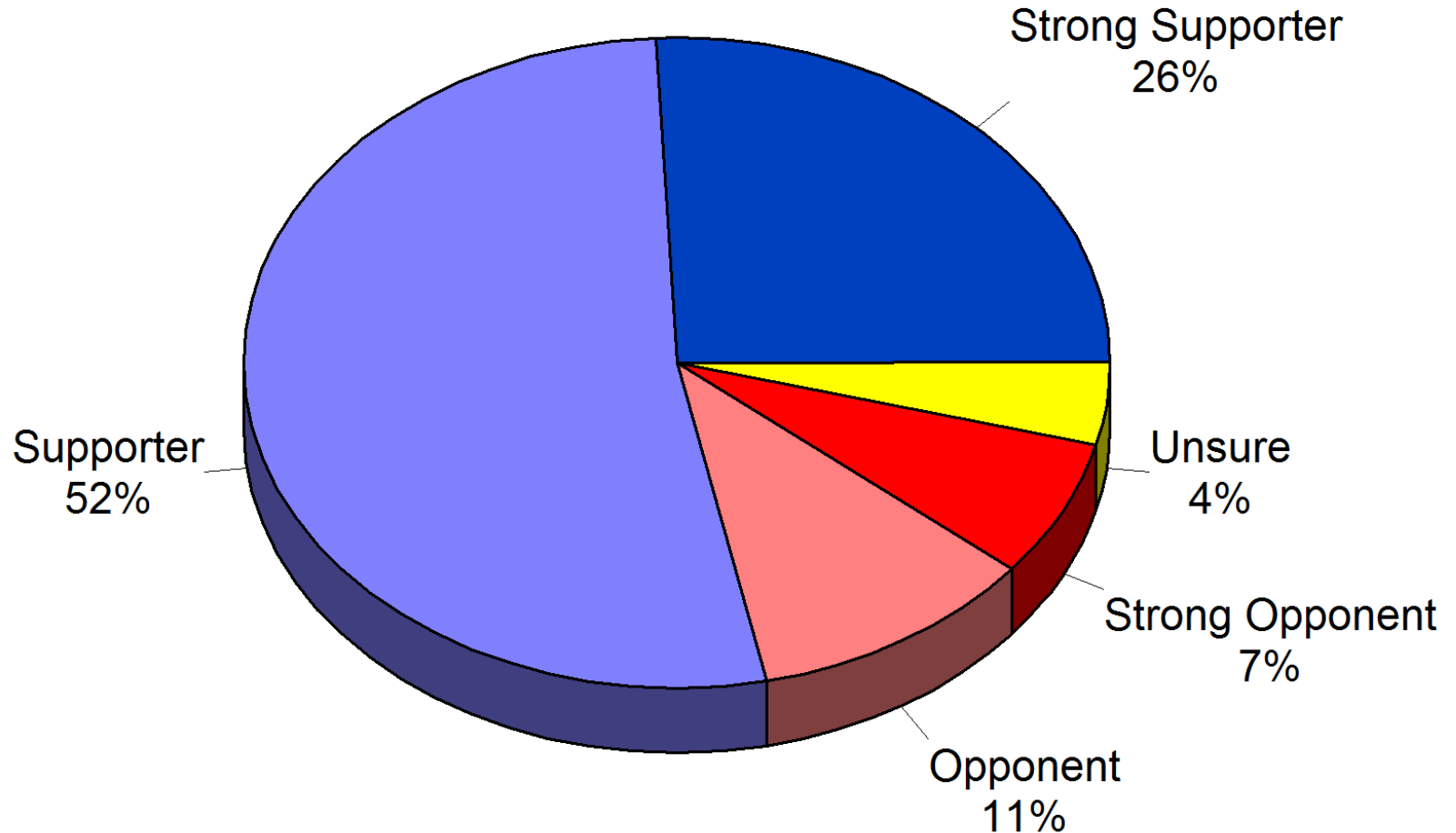
Willingness for Tax Increase

2014 Robbinsdale Area Public Schools



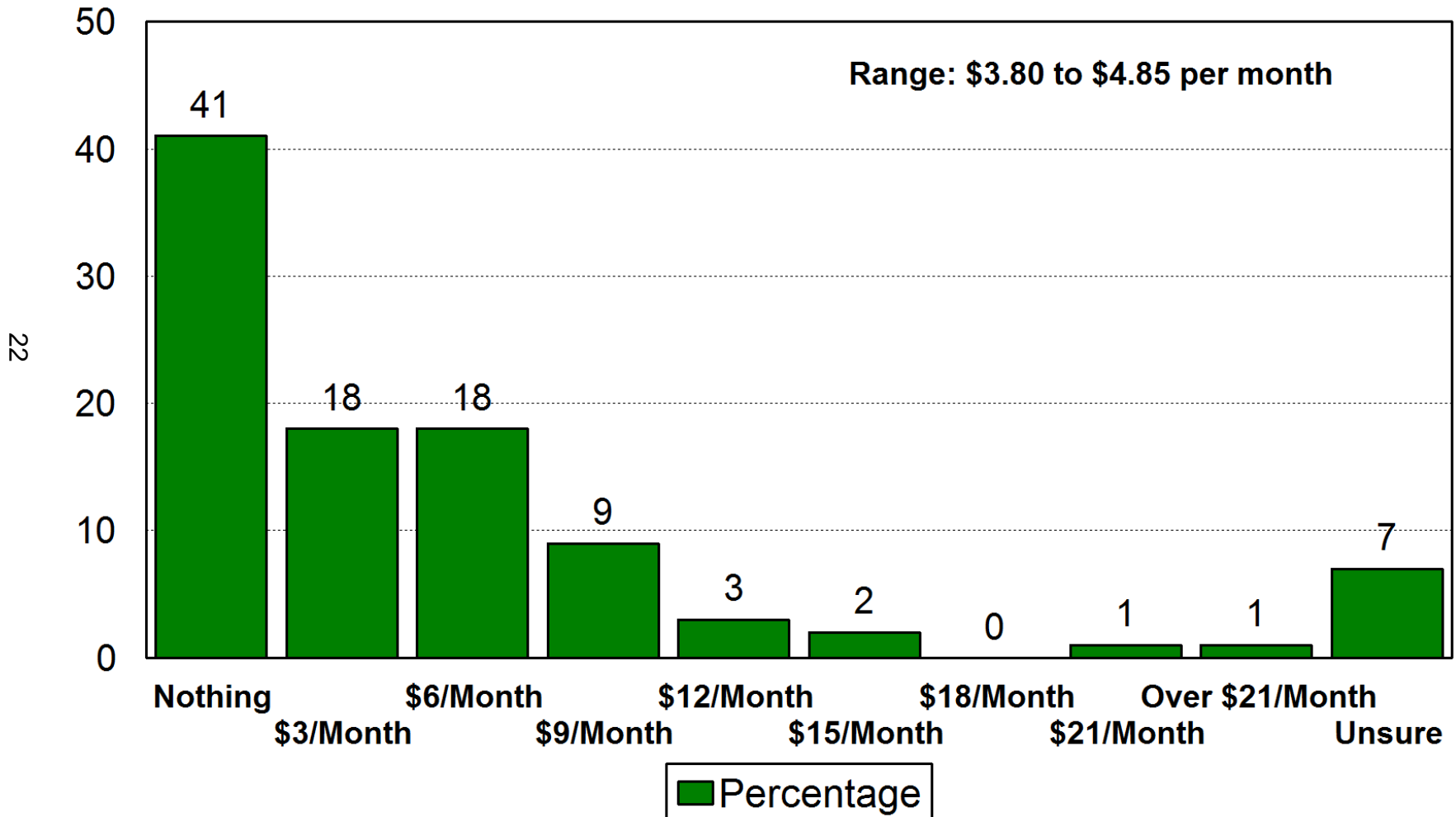
Operating Levy Renewal

2014 Robbinsdale Area Public Schools



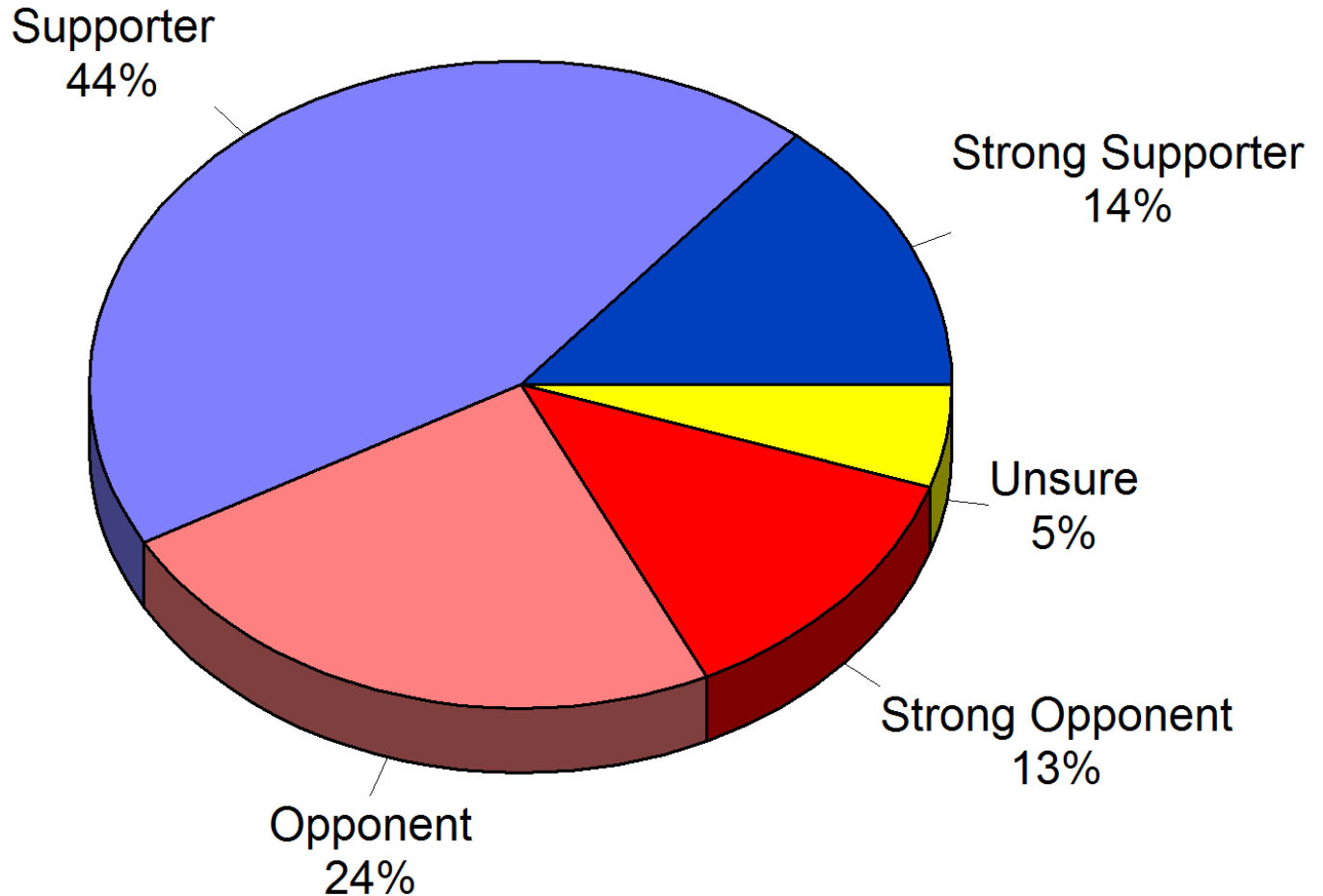
Additional Operating Funds

2014 Robbinsdale Area Public Schools



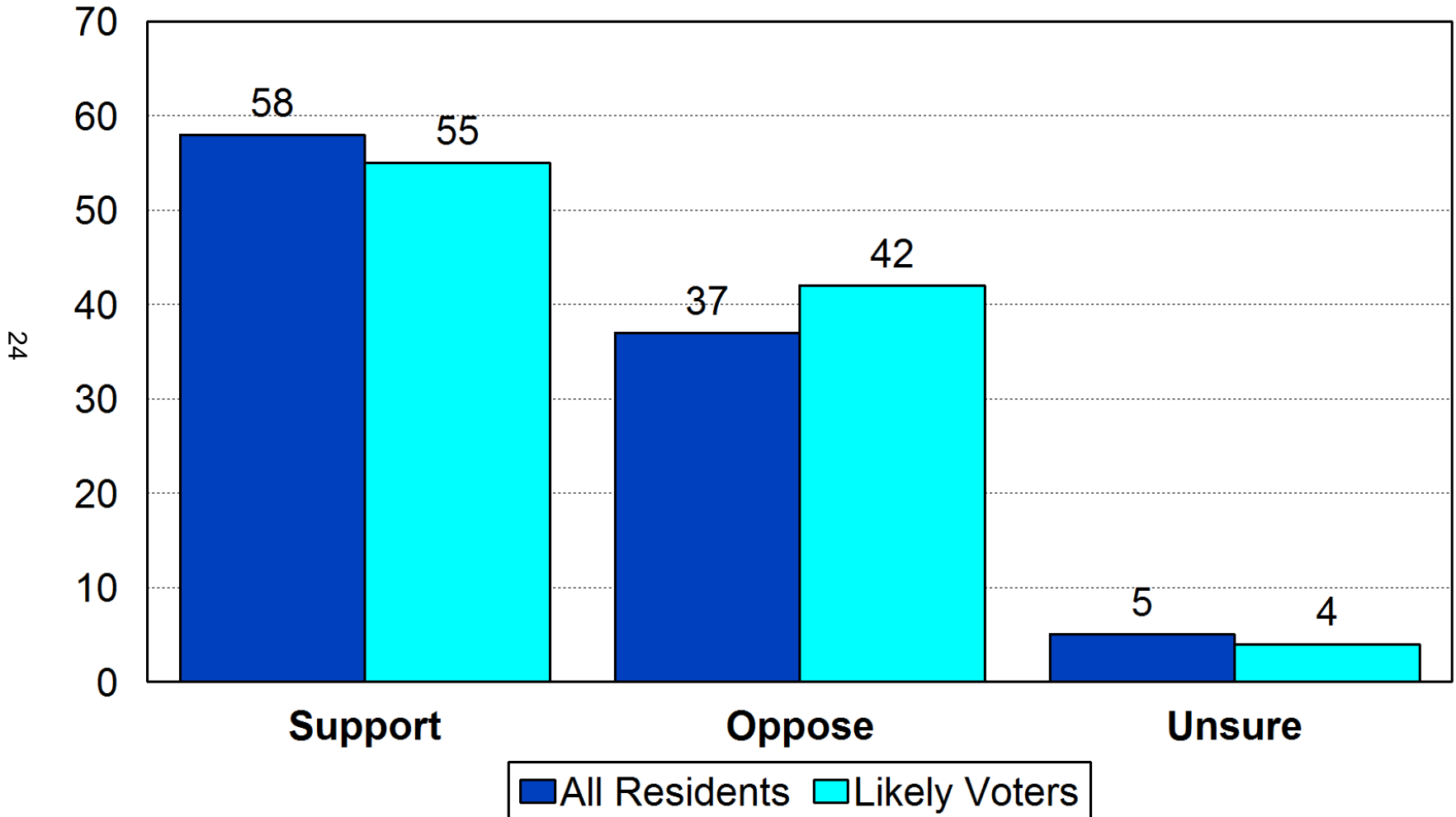
\$2.7 Million Operating Levy

2014 Robbinsdale Area Public Schools



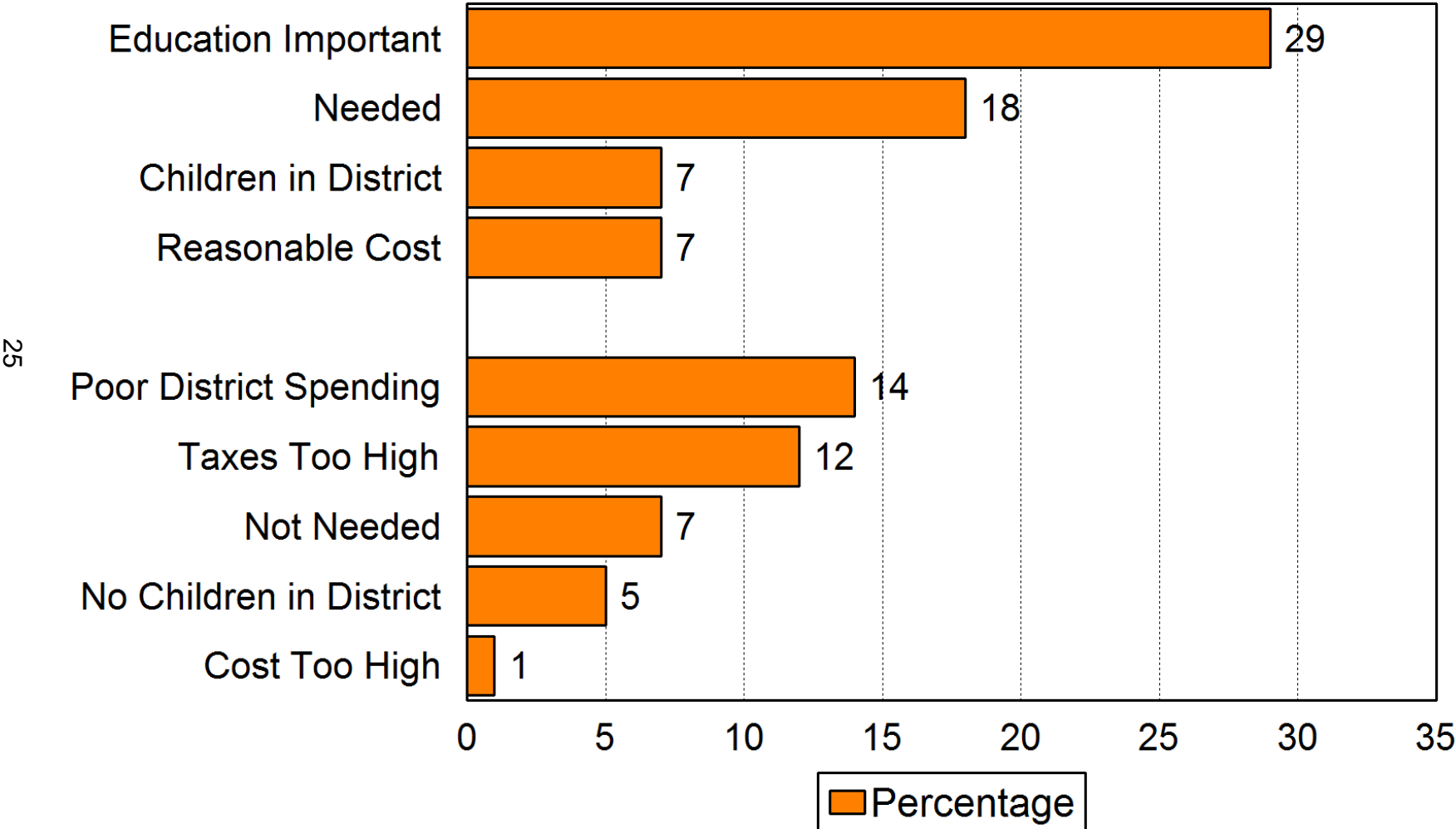
All Voters vs. Likely Voters: \$2.7 Million Operating Levy

2014 Robbinsdale Area Public Schools



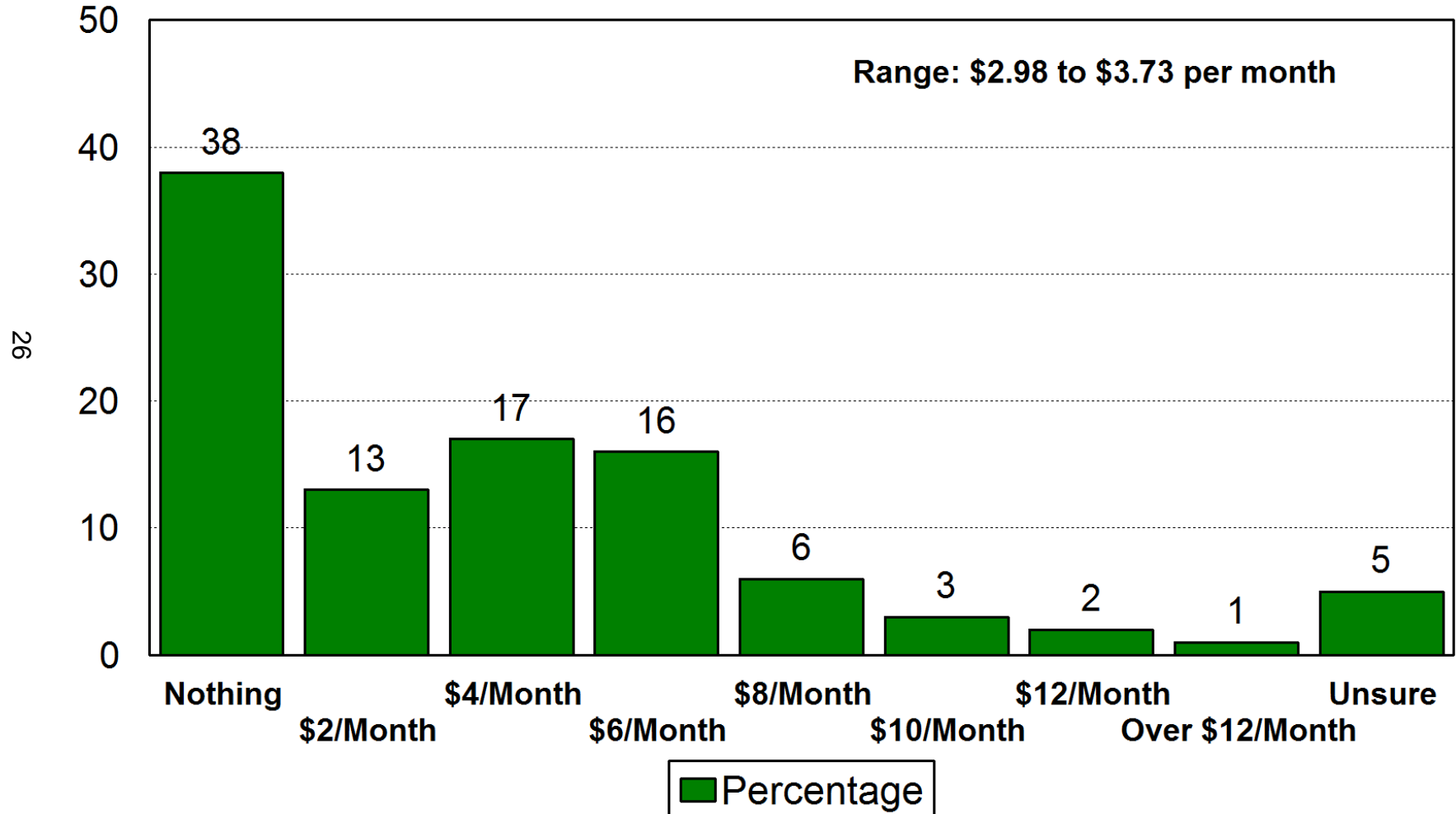
Reasons for Operating Levy Vote

2014 Robbinsdale Area Public Schools



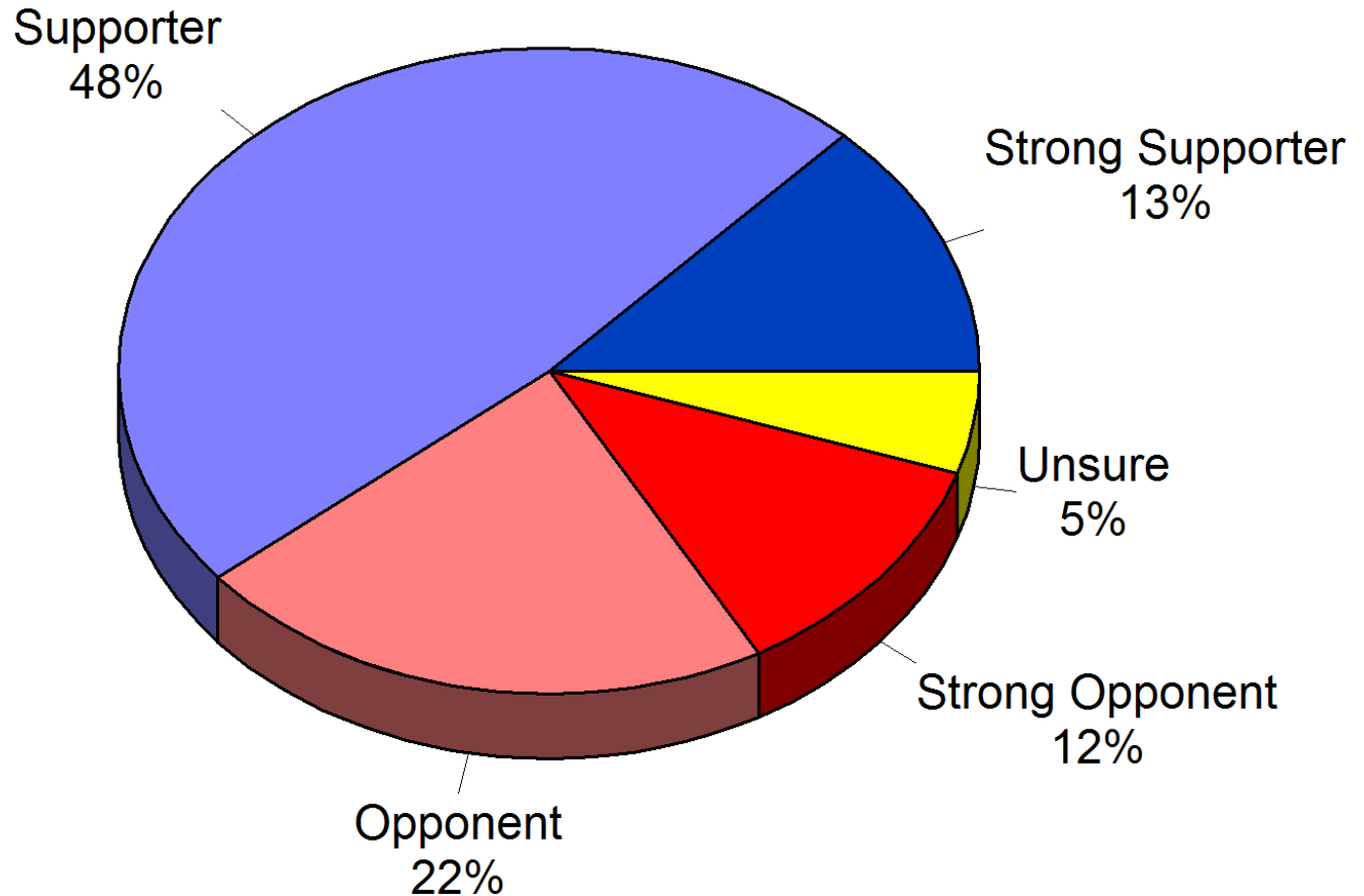
Additional Technology Funds

2014 Robbinsdale Area Public Schools



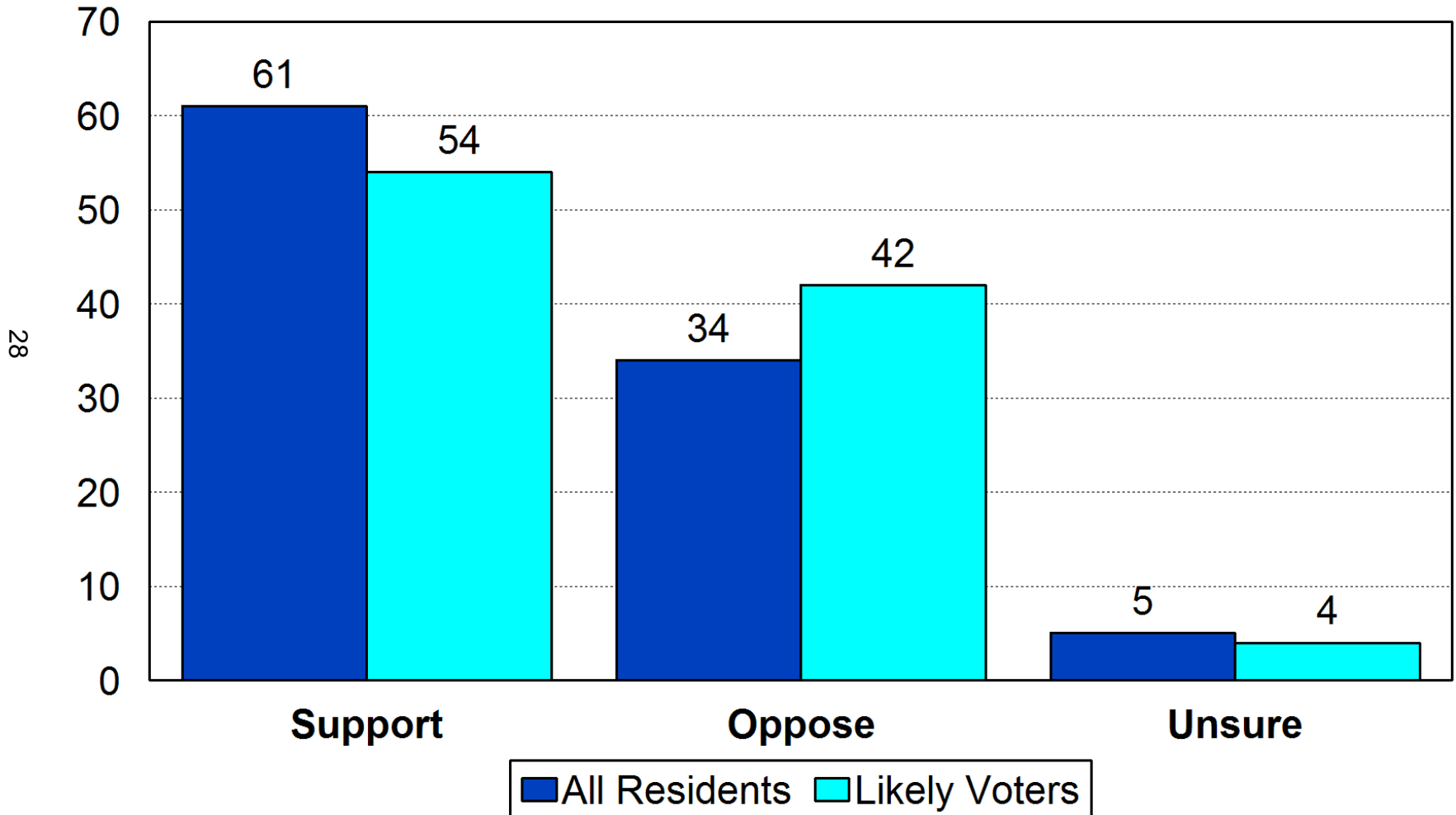
\$2.5 Million Technology Levy

2014 Robbinsdale Area Public Schools



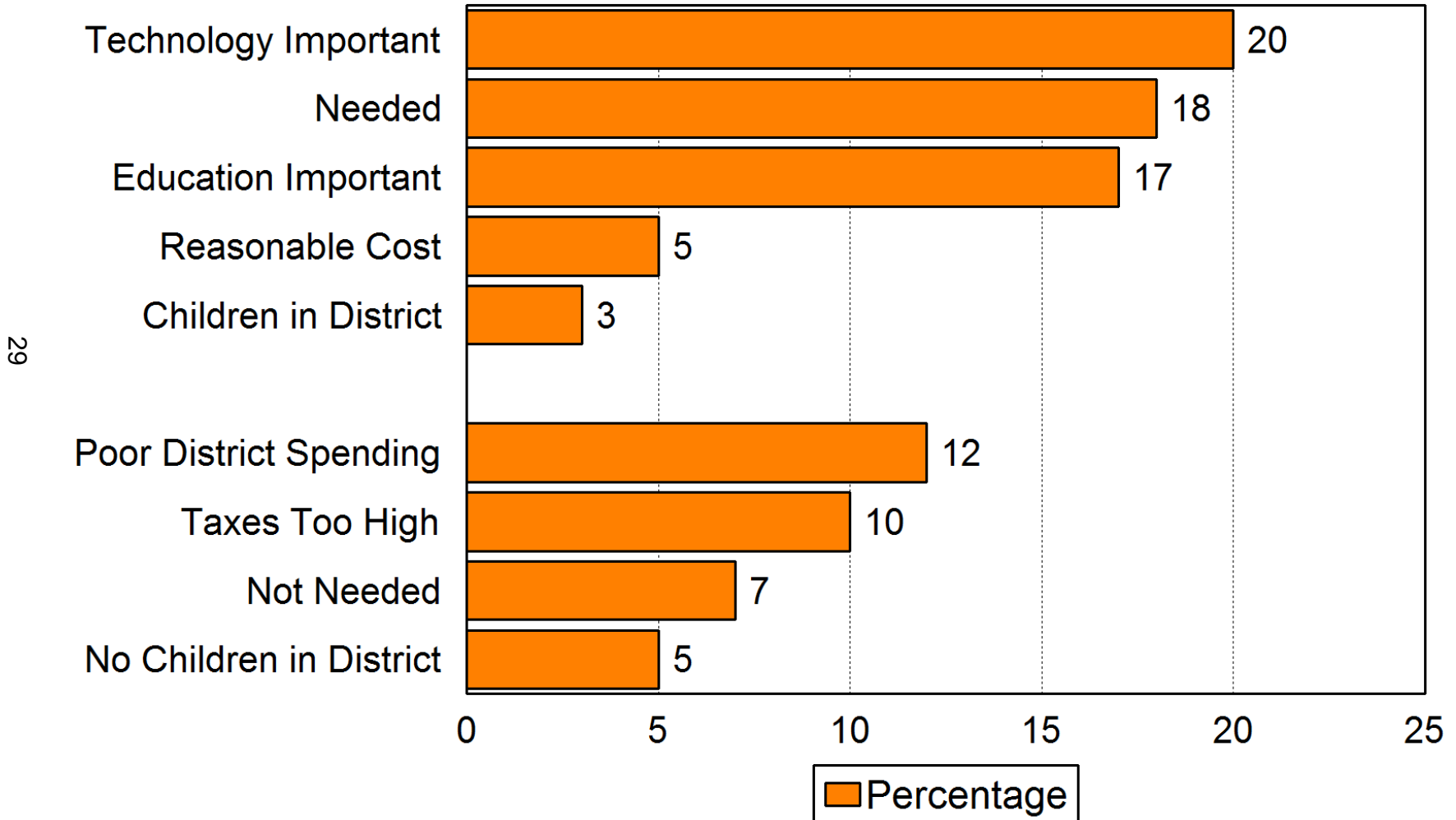
All Voters vs. Likely Voters: \$2.5 Million Technology Levy

2014 Robbinsdale Area Public Schools



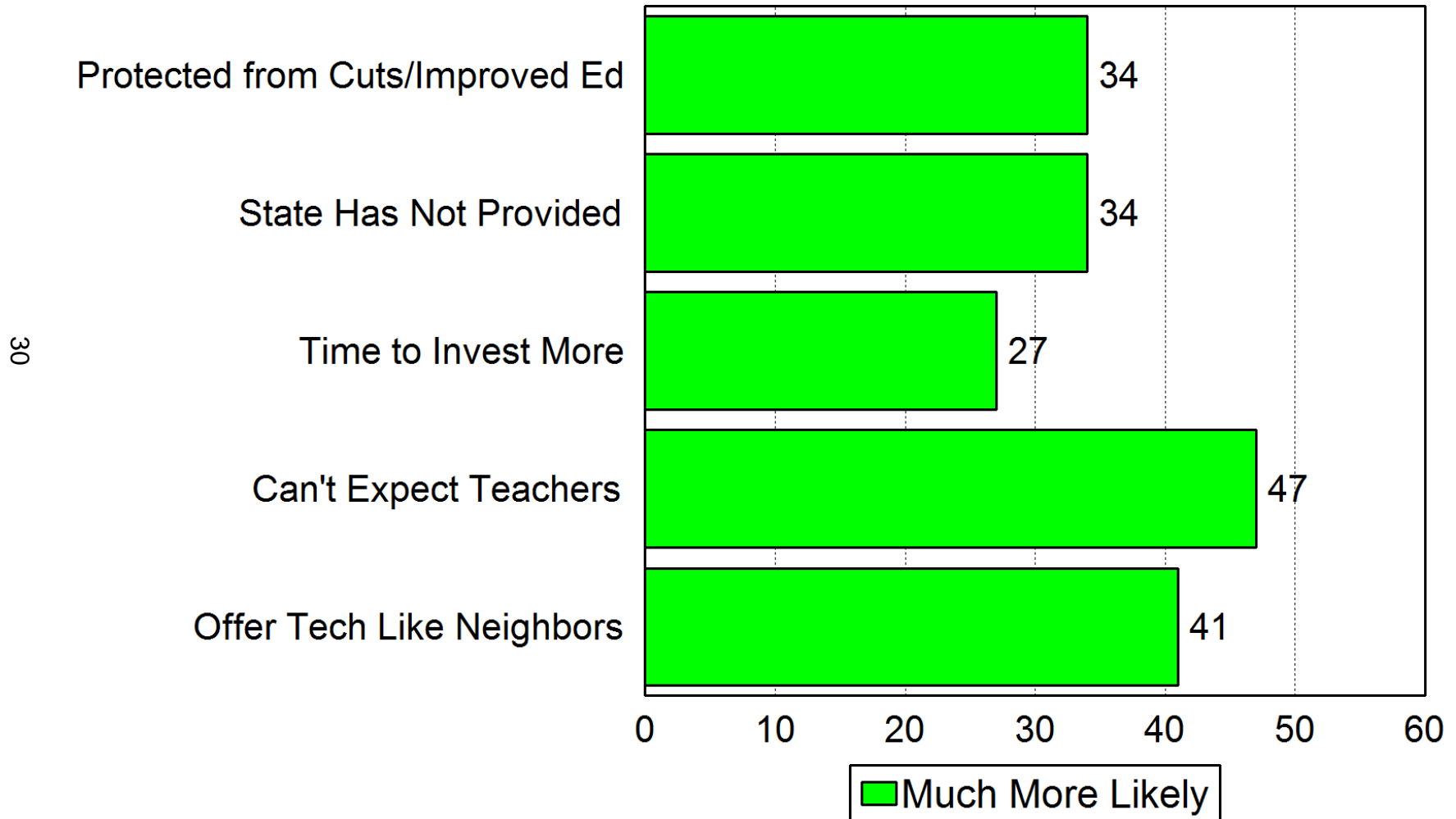
Reasons for Technology Levy Vote

2014 Robbinsdale Area Public Schools



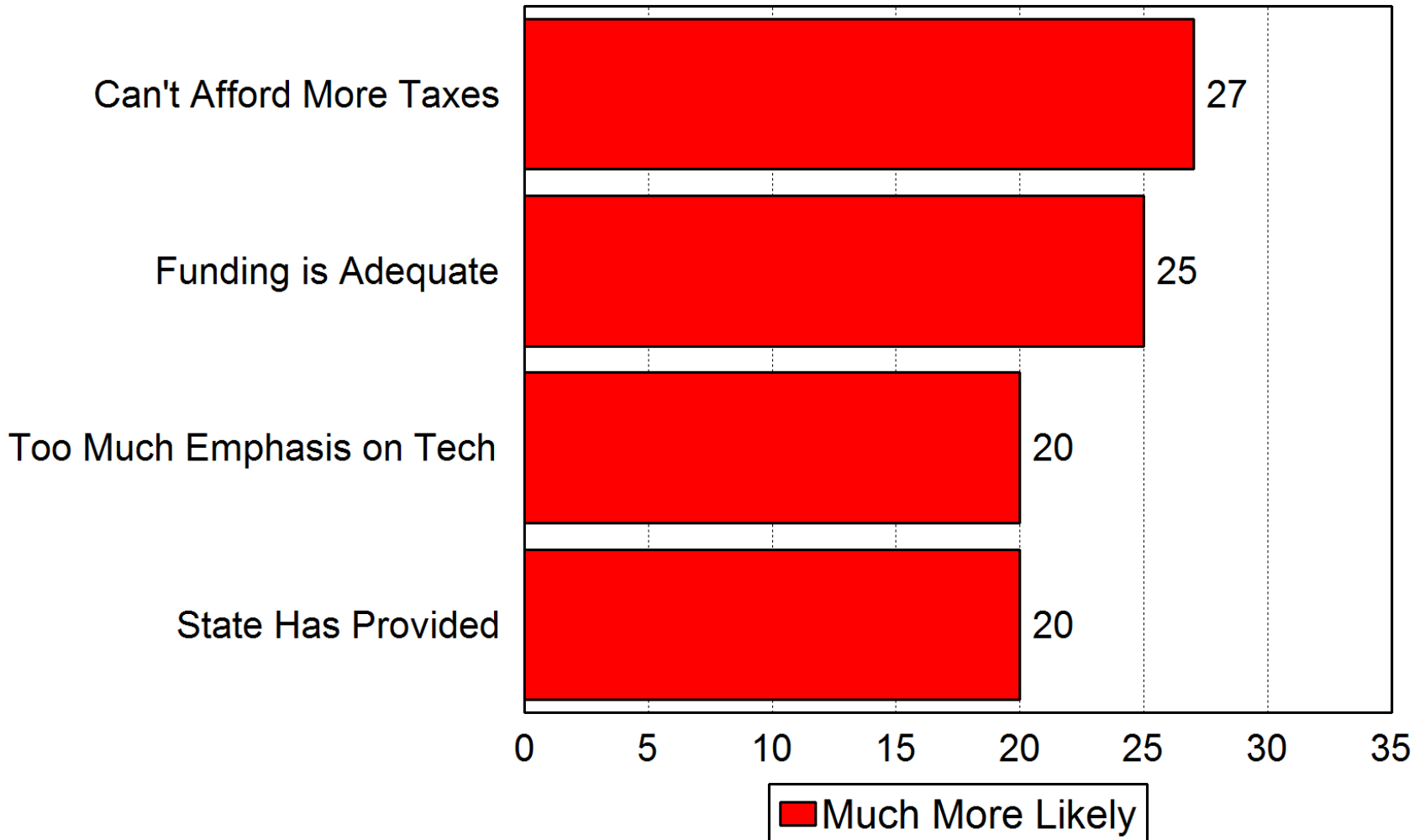
Statements of Support

2014 Robbinsdale Area Public Schools



Statements of Opposition

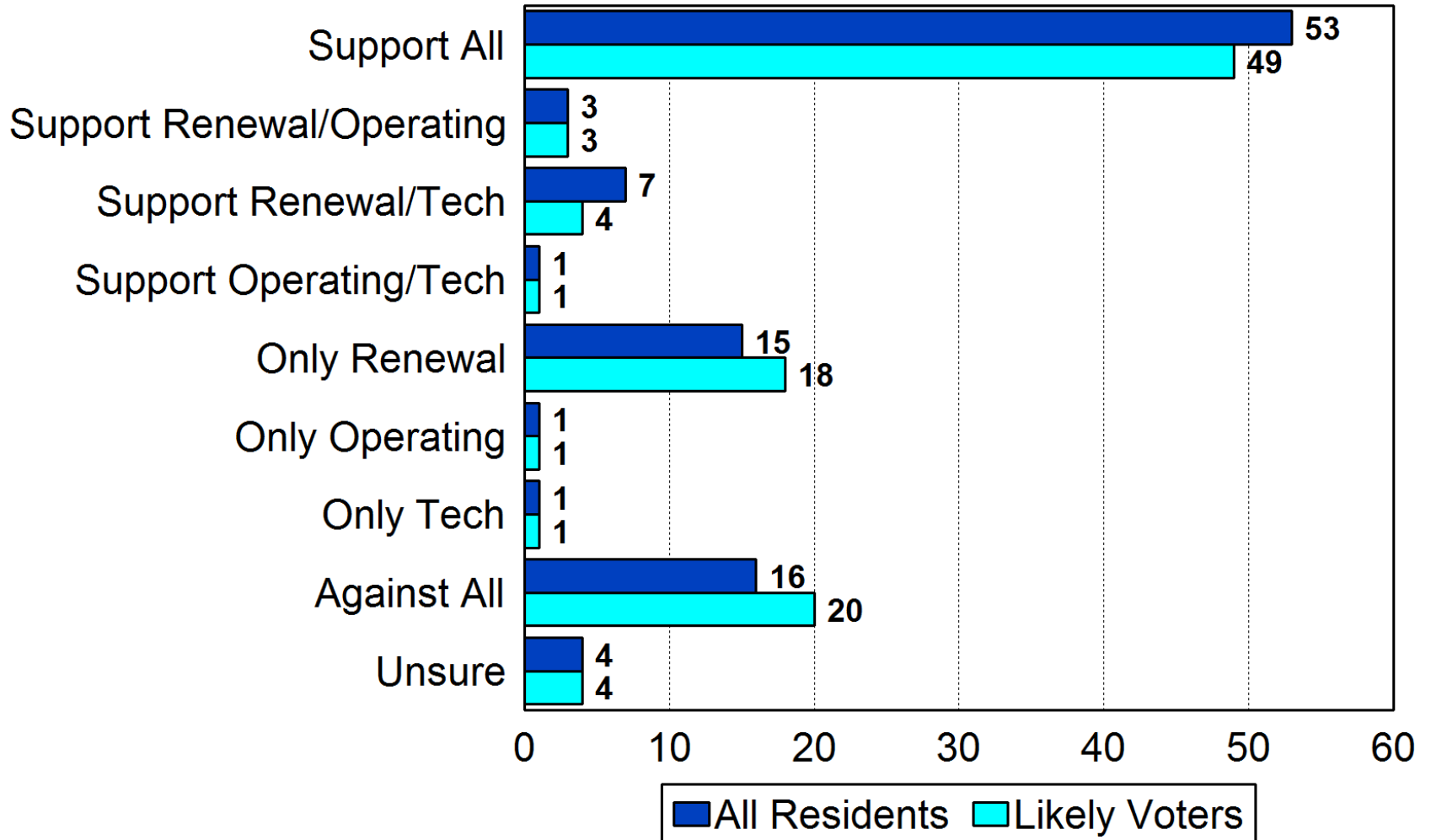
2014 Robbinsdale Area Public Schools



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All Voters vs. Likely Voters: Three Questions

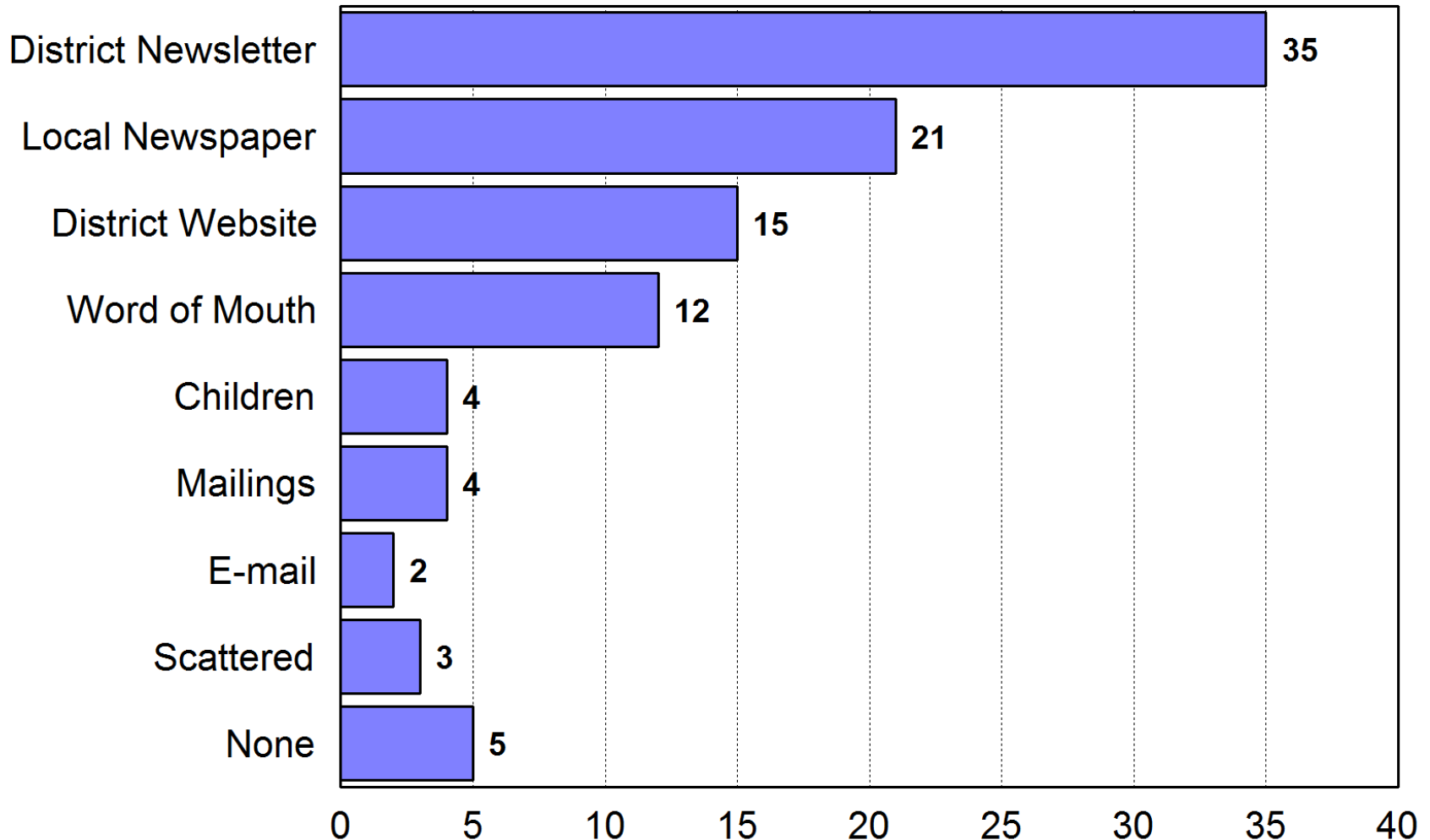
2014 Robbinsdale Area Public Schools



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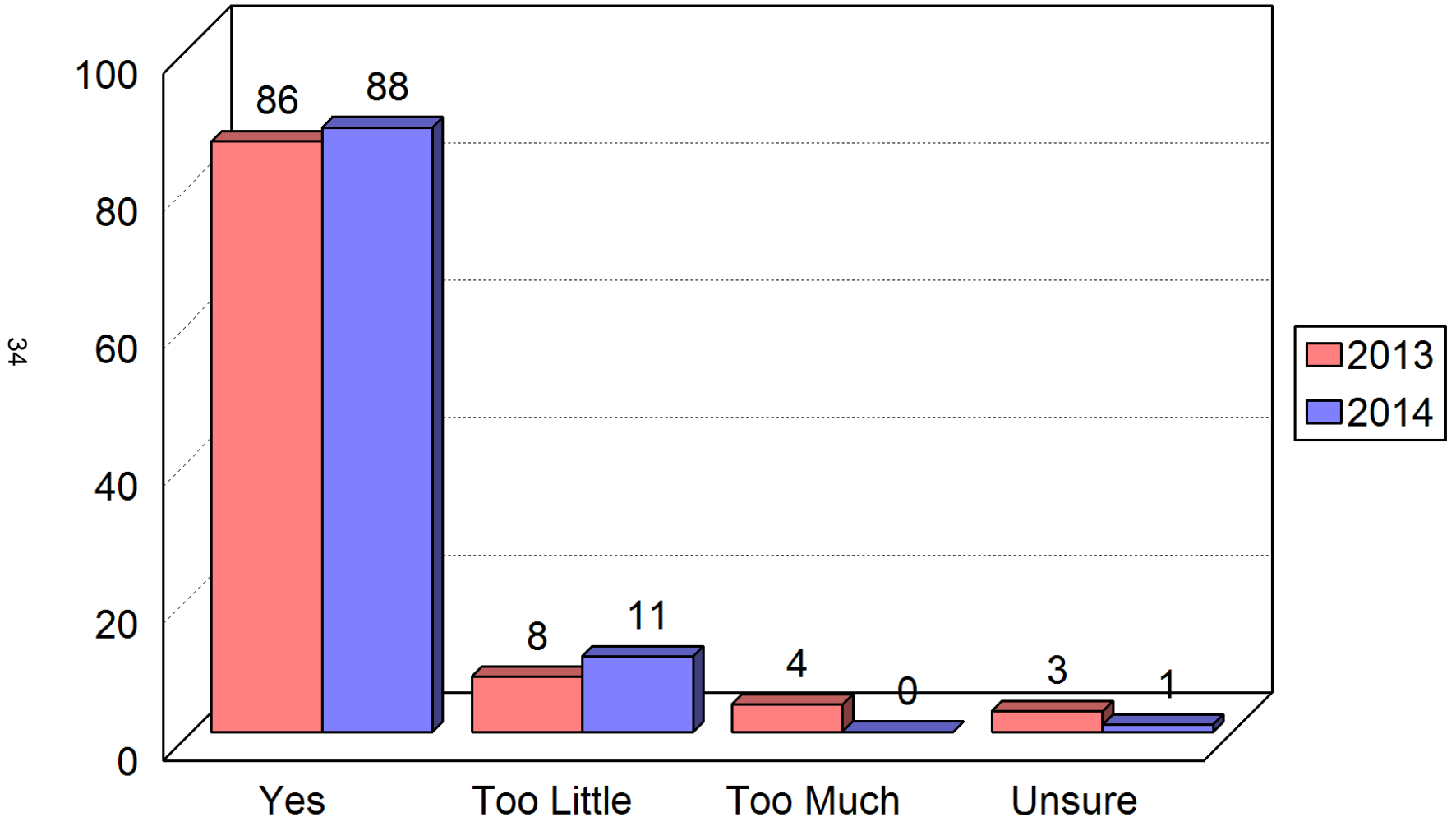
Principal Source of Information

2014 Robbinsdale Area Public Schools



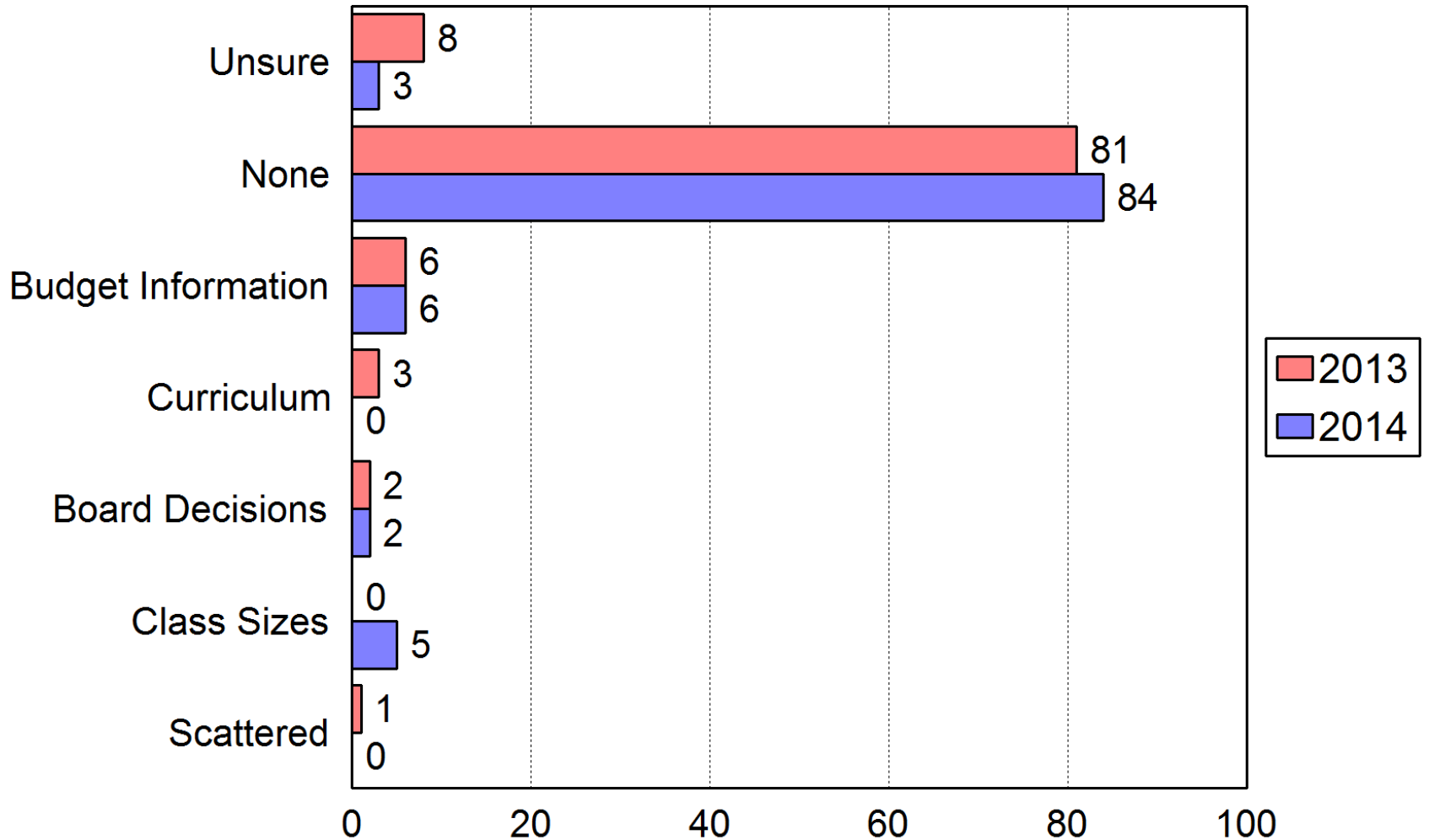
Satisfaction with Information

2014 Robbinsdale Area Public Schools



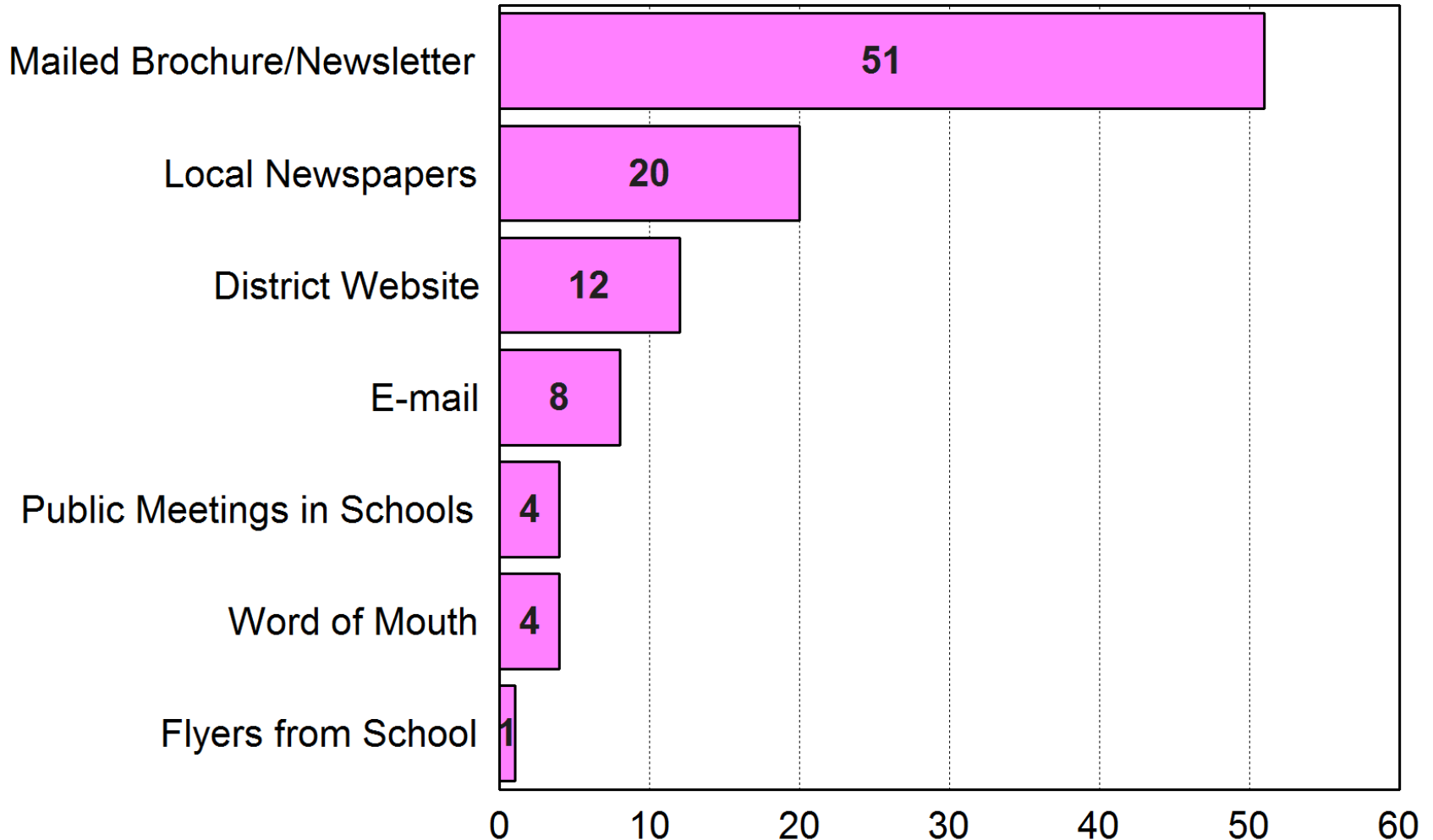
Topics You Would Like to Know More About

2014 Robbinsdale Area Public Schools



Best Way of Communicating

2014 Robbinsdale Area Public Schools





MEMO

DATE: April 7, 2014

TO: School Board
Aldo Sicoli, Superintendent

FROM: Lori Simon, Executive Director of Academics and Elementary Schools

RE: Book Discussion

The School Board and Cabinet will participate in an interactive discussion of the book “Mindset,” by Dr. Carol Dweck.

The facilitator will be Lori Simon, Executive Director of Academics and Elementary Schools.

WMEP PLAN OUTLINE

Title: Organizational and Leadership Needs Assessment April 09, 2014

Background:

The Joint Powers Board of the West Metro Education Program (WMEP) received timely notice from its Superintendent of his intention to retire from his position as Superintendent of WMEP, effective June 30, 2014, and under its Joint Powers Agreement and Minnesota Statutes, the Joint Powers Board is charged with the responsibility for hiring the District's Superintendent.

Beginning in December 2013, the Joint Powers Board conducted several preliminary formal facilitated discussions and informal discussions among its stake holder groups about the future of the WMEP organization, its purpose and programs, and its leadership needs. The board also commissioned a study of potential options for the organization and leadership of WMEP going forward. Part of the data gathering for that study included focus groups of staff, parents, students, and past and present Joint Powers Board Members. Each of these activities resulted in a written document.

In order for the Joint Powers Board to effectively and efficiently deliberate the above topics in order to arrive at a definitive conclusion about them on or before May 31, 2014, the Joint Powers Board will meet for this purpose on April 24, 2014, and at other such times it may determine as necessary, prior to May 31, 2014.

The Agenda for the Joint Powers Board meeting on April 24, 2014 will be developed and adopted by a majority of the Joint Powers Board at its regular monthly meeting on April 9, 2014 and a DRAFT proposed Agenda, that includes further detailed discussion of the above referenced documents, is attached for the board's use in determining the final agenda. In addition, the superintendent was asked to prepare background information about WMEP's Organization and Leadership structure from the date of the opening of the first WMEP magnet school in 1998, through the present. He will present that information and will respond to board members' questions in that regard.

Recommendations/Next Step:

Recommend approval of Agenda for WMEP Joint Powers Board Meeting on April 24, 2014.

West Metro Education Program -Work Session
FAIR School Crystal
Thursday, April 24, 2014 - 6:00 – 9:00 PM

Draft Agenda

Prelude

6:00 – 6:15

Helen Bassett will welcome directors, and invite introductions, and introduce the session facilitator, Sandy Gundlach of MSBA. Directors will complete 1 minute self-introductions –sharing about their district: # of students, demographic make-up, biggest challenge of their district, and their most important accomplishment since starting service. Total 15 minutes

6:15 – 6:20

Historical Perspective In Brief – Dr. Jett will provide directors with a chronologic history of the district in advance of the meeting. The material will include comparison org charts to mirror previous organizational/administrative structures and staffing. A brief 5 minute Q & A will be offered if needed. Total time 5 minutes

6:20 – 6:30

Sandy Gundlach, Director of School Board Services, Minnesota School Boards Association (MSBA) will provide an overview of various similar-sized Districts across Minnesota, to provide context – Sandy to provide hand-outs in advance.

Contemporary Perspective

6:30 – 7:00

Dr. Antionette Johns & Dr. Kenneth Dragsted will present the Organizational Assessment Report with Recommendations & Options; dialogue with the JPB, including Q & A.

Break 7:00 – 7: 15

The Future

7:15 – 8:45

Building blocks to decision-making: Presenter JPB Executive Committee

- JPB members review historical data from Dr. Jett before meeting and send him advance questions.
- JPB directors lead a discussion w/their local board & Superintendent to clarify commitment to WMEP
- JPB Executive Committee charged to secure a facilitator for decision-making meeting (date TBD)
- JPB agrees to a decision no later than May 31, 2014.
- JPB secures more clarity about pros and cons of the (7) proposed options, including definitionsⁱ
- JPB Executive Committee presents our plans to member district Superintendents for feedback
- Transition Planning – Decision making framework for selecting an option
- MSBA data to be sent to directors in advance
 - a. Short term planning – Prioritize efforts; Establish Search Liaison/Coordinator/Other?

8:30 – 8:45 Wrap up, once around

Set date for decision making meeting

ⁱ The Executive Committee felt more definition and information about the impact on mission and teaching and learning indications by each model and the trade-off, e.g., relating to various roles pro's and con's of Deans versus Assistant Principals, etc. More detail was viewed as critical for directors to have context for model examination. A decision was made to ask Dr.'s Dragsted and Johns to provide those aspects and flesh them out related to the options suggested in their report.