

**Joint Meeting of
Communications and Public Engagement Committee
and
Strategic and Planning Committee
May 26, 2010**

The meeting was called to order at 1:30 p.m. with the following committee members and Board staff present: Dr. Judy Docca (chair), Mr. Michael Durso (member), Mrs. Patricia O'Neill (member), Ms. Shirley Brandman, (member), Mr. Tim Hwang (member), Ms. Suzann King (staff assistant), Ms. Laura Steinberg (staff assistant), Ms. Kathy Yorro (reporter), and Ms. Martha Sequeira (reporter).

MCPS staff present: Mr. Brian Edwards, chief of staff, Office of the Superintendent of Schools; Mr. Dana Tofig, director, Office of Public Information; Ms. Robin Confino, executive director, Office of the Chief Operating Office; Dr. Marshal Spatz, director, Department of Management, Budget and Planning; and Mr. Juan Cardenas, director, Multimedia Services.

Introductions

The meeting was called to order at 1:31 p.m. with the introduction of attendees.

Committee Meetings

The minutes of the July 27, 2009, joint meeting of the Strategic Planning Committee and the Communications and Public Engagement Committee were unanimously approved.

Brief Review of the 2009 Forums and May 11, 2010 Board Resolution

The Committees reviewed and briefly discussed the 2009 Strategic Planning Forums, as well as the May 11, 2010, Board of Education resolution that directed the Board's Communications and Public Engagement Committee and the Strategic Planning Committee to review and implement the Maryland Association of Boards of Education's (MABE) *What Counts* model for the Board's 2010 fall community forums.

Presentation by Ms. Kitty Blumsack regarding MABE's What Counts Program

The Committees received a presentation from Ms. Kitty Blumsack, MABE's Director of Board Development, regarding a community engagement program developed by MABE Entitled *What Counts*.

Action: After discussing the details of the *What Counts* program, the community engagement needs of our county, and the goals of the Board of Education's 2009 community forums, the committees decided to:

- Hold two community events in the fall modeled after MABE's *What Counts* program, with one upcounty and one downcounty. (Montgomery Blair High School and Richard Montgomery High School were suggested as possible meeting locations.)

- Ask the MCCPTA cluster representatives, principals, the Department of Family and Community Partnerships, and MCPS community partners to suggest names of participants who will receive invitations to attend the events.
- Have a steering committee comprised of staff members, in consultation with Dr. Docca, plan the details of the event.
- Have the steering committee: (a) develop two questions to be posed to the meeting participants; (b) consider having a video developed and shown at the beginning of the community meetings to “set the stage” for the events; and (c) locate trained facilitators for the events, which may include staff from the Office of Organizational Development and from our community partners.

Adjournment

The meeting was adjourned at 2:45 p.m.