

**MONTGOMERY COUNTY BOARD OF EDUCATION
COMMUNICATIONS AND PUBLIC ENGAGEMENT
AND STRATEGIC PLANNING COMMITTEES**

July 27, 2009

The meeting was called to order at 4:00 p.m. with the following Board members and Board staff present: Pat O'Neill, Shirley Brandman, Judy Docca, Michael Durso, Suzann King (staff assistant), Laura Steinberg (staff assistant) and Glenda Rose (recorder).

Other staff present: Aggie Alvez, Brian Edwards and Marshall Spatz.

Other attendees: Alfred King and Kay Romero.

2009 Strategic Planning Forums

The committee members reviewed a summary report on public engagement efforts for the 2008 Strategic Planning Forums. Noting that the forums are scheduled for September 17 and October 15, the committees' members discussed the planning for the 2009 Strategic Planning Forums, including format, locations, questions, and publicity. It was noted that Northwest High School may be available for the September 17 forum and John F. Kennedy High School may be available for the October 15 forum. (Please note: Subsequent to the meeting, it was determined that Northwest was not available, so the forum will be held at Quince Orchard High School.) The committees also discussed the need to engage students and receive their feedback regarding the strategic plan. It was also suggested that the recently-adopted core values be highlighted during the forums.

Noting that many of the same outreach efforts are included in the report on the 2008 forums, the committees also heard a report regarding the publicity efforts for the 2009 forums which will include the following: press releases, letters to the community, notification on Twitter, school newsletters, flyers, and attendance at community events.

Action: The committees decided to maintain the same format from last year, namely, hold one forum upcounty and one forum downcounty, ask community members for feedback on the Board's academic priorities, and ask community members to testify on the question: "During difficult economic times, what priorities in the Montgomery County Public Schools strategic plan should we focus on for the 2010-2011 school year to improve achievement for all students?". Staff will speak with the student affairs coordinator about student engagement for the forums.

Board's Participation in Back-to-School Fair

Noting that the Back to School Fair is scheduled for Saturday, August 29, 2009, the committees discussed the materials to be distributed during the fair and the need to have Board members present during the fair. Board members will be asked to sign up for time slots to ensure that there will be coverage for the entire time of the Fair.

The meeting adjourned at 4:45 p.m.