

CAC Minutes – March 20, 2006

Next CAC meeting: Monday, April 24 at the Board of Education Building, Dover Room 7:30. Please advise Sherman Bishop, Lee Field-Starks or John Doucette in advance if you will be unable to attend the meeting.

Attendees (15): Sherman Bishop (presiding), Dr. Jim Costanza (Superintendent), Garn Anderson, Andy Call, Marcia Columbro, John Doucette, Lee Field-Starks, Judy Friedman, Jayne Hoon, Troy Miller, Jean Seasholtz, Carrie Tate, Linda Wade, Dan Walsh, Christie Wiedt

Absent with notice: (none)

Absent without notice: Kevin Kanareff, Kathleen Stock, Eddie Williams

The following are the minutes from the March 20, 2006 meeting at the Board of Education building:

Call to Order

The meeting was called to order by Sherman Bishop at 7:30 p.m.

Approval of Agenda

The agenda was approved with no additions or corrections.

Approval of Minutes

The February 27 meeting minutes were approved.

The motion was made by Garn Anderson and seconded by Christie Wiedt.

Superintendent's Report by Dr. Jim Costanza

Dr. Costanza discussed several topics.

- Teachers Union agreement
 - Union agreed to a 3-year contract, contingent on the Levy passing
 - Annual salary increases of 2.5%, 2.6% and 2.5% are included
 - Prescription co-pay was increased and medical co-pays increased by 5-10%
 - Insurance coverage contains a spousal mandate
 - Incentives for retirement were also included
- Levy campaign initiatives
 - Information nights this Wednesday and the following Wednesday
 - Phone bank
 - Mailers are ready
 - Newspaper ads planned for Plain Dealer and Westlife
 - Cable TV ads planned for immediately prior to the election
 - Yard signs to be distributed starting 4/2 – 900 signed up already
 - Literature drop schedule for 4/29
- Wellness Committee
 - Establishment of this commit is a federal government mandate
 - Recommendations completed, will present to BOE in April
 - Impact of snack and pop machines
 - Reduce use of food as a reward
 - Health curriculum

Board of Education Report

- No BOE report this month.

Committee Reports:

- Business Partnerships (Carrie Tate)
 - Connecting with other districts
 - Have found some pockets of relationships that already exist
 - Expect to present report in May

- Levy (Garn Anderson)
 - Presented report in the form of an extensive PowerPoint with support from other team members. Plan to present to Board on 3/27
 - Key findings included:
 - Located excellent documents concerning the impact of schools on property values
 - Compared Westlake to similar districts (Ohio "Top 21")
 - More efficient expense ratios
 - Higher spending per pupil but lower administrative costs
 - Reviewed levy campaign strategy in comparable districts and impact of organized opposition
 - Confirmed impact of relationship between school funding and property values from an NEA study of all 50 states and a report by the KnowledgeWorks Foundation
- Performing Arts Center (Andy Call)
 - Refined SWOT analysis
 - Identified a number of misperceptions about the PAC
 - Lack of information and signage
 - Box office needs attention
 - Expect to present report and recommendations at May CAC meeting
 - Many recommendations are contingent on passage of the levy
- High School Research (John Doucette)
 - Presented final report. Plan to deliver to Board on May 8
 - Key findings included:
 - Westlake High School is perceived as doing an excellent job in most areas, particularly with regard to academic performance and extracurricular activities.
 - The appearance of the physical plant is a concern which will require financial investment and commitment to improvement.
 - Discipline also needs continual attention as well as a concerted public information program to let the community know that the conditions are not as bad as some people think and that there are actions in place to address the major issues.
 - Communication to parents is generally effective but some new strategies involving traditional print media outlets need to be considered for reaching community members who do not have children in the Westlake schools
 - Although discipline is a concern of parents who choose to send their children to non-public schools far more important factors are religious preference and family tradition of attending a particular school. There is not much that can be done to counteract that.
 - Committee discussed role of student involvement and pride in one's school as something that could be leveraged to improve the appearance of the facility.
- Planned schedule presentation of committee findings to the Board of Education is:
 - March 27: Levy
 - May 8: High School Research
 - May 22: PAC
 - June 12: Business partnerships

Unfinished Business

None.

New Business

- Discussed possibility of changing April meeting date because of conflict with spring break. Decided by consensus to move the meeting to the 24th in the Dover conference room.
- Discussed need to recruit new members by word of mouth and via the web site.
- It was noted that Marcia Columbro should have been excused from the January & February meetings

Adjourn

The meeting was adjourned by Sherman Bishop at 8:45 p.m.

Minutes taken by John Doucette

Corrections/missing items/amendments may be made during the next meeting as needed.

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