

Vision 20/20

5/14/15 Committee Meeting Notes



Outcomes So Far/Superintendent Geoff Palmer

As a group we've spent a lot of time trying to get things aligned with the hopes May 5 would have been successful. It doesn't change what we're doing, but may change our focus. We brought in Burges & Burges.

This group started large, gone through processes involved in Phase I that ended in Issue 14 passage in 2010. Group reconvened in the fall and re-visited elementary options. Moved from the three-building option to 1 site option or 2-building option.

With the failure of our two operating and permanent improvement levies, we need to look at things differently and get a snapshot of what's going on to ensure the work coming out of this committee is reflective of the community's wishes. We need a clear picture of moving something forward that is truly viable. We'll need to pass a bond issue if we move toward new buildings.

Moving Forward/Vanessa Tey

What happened at the ballot box makes it look like the tide of the community has turned against us. You used to never hear people talk badly about the schools. Teachers became public enemy in 2008-2009. It used to be about kids – now that's not enough.

Our process involves going back to the community, sharing the information. It's a research model. Our approach is going to look different. Communications will be different, tighter, more message driven. We want to communicate quality facilities mean excellent education.

Operationally we know there are challenges about staying within a budget. Part of what we need to do is explain the impact on a community long-term when you don't invest in education and facilities.

Community engagement – people don't have the appetite and motivation for the information you have waded through. As part of this process, we'll talk about enhancing this team. We'll be gathering information, including a media audit, one-on-one interviews (depth interviews with community leaders), listening sessions (parents, teachers), online surveys (parents, teachers), community surveys. This will help construct our messages to these different groups.

The goal is four meetings, about an hour each. We want to process information quickly. As a group you will come up with a recommendation that will be tested through a community attitudes survey. Those surveys test the scenario.

Expanding Communities/Brian Royer

70% of the people in this community have nothing to do with the schools. It's important for this committee to reflect the community – geographically, business, faith-based, senior citizens, private school parents. Think about who's missing? Who needs to be in this room?

- Mo & Bob Lesh – St. Bernadette parents
- Bridget DeMonica – St. Bernadette parents, St. Edward's parents
- Allison Charvat – St. Raphael parent
- John Griffiths – owner of nursing facility
- Rick Holton – small business owner
- Rose & Ken Breen – seniors, 9 kids through private school
- Dennis Clough – mayor, grandchildren in district
- Rep. Nan Baker – husband owns Cricket landscaping
- Nick Nunnari – city council
- Lori Skvarek – parent
- Marie Marrelli – First Federal of Lakewood
- Joyce Able Schroth – former Community Services Director
- Salem – parents
- Prashant Shaw – city finance director
- Kevin Bielozer – police chief
- Molly & Bruce Burnett – PlantCrafters
- Pam Sabo –
- Bob Diminico
- Craig Catanzarite – Pat Catan's
- Steve Meno – Westlake Youth Baseball
- Scott & Kathleen Collins
- Hot Locks
- Robert Hess
- Tara – Silver Fox
- Don Snyder – St. Ladislav
- Hyland
- American Greetings
- Dave Greenspan – Cuyahoga County Council

Next Steps

We'll send an invitation to these folks to join this group, then follow with calls from members of the committee indicating the meetings will be short and wrap up by December. Whatever it takes to get them in the room. They need to hear from neighbors and friends.

Next meeting: June 24, 6:30pm, Dover Elementary

Attendees

- Lois Leonard – resident, employee
- Lynda Appel – employee, City Council
- Liz Pirnat - parent
- Dana Hoffman – parent, employee
- Cris Kennedy - parent
- Nick Miller – employee
- Stephanie Morgan – employee, parent
- Marge Widmar – resident, retired educator
- Mark Pepera - treasurer
- Jenny Larcey - Westlake alum, parent
- Susan Hunter – parent, substitute teacher
- Patty McCue – parent, employee
- Dave Kocevar – business director
- Zane Morgan – parent
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