

Community Relations and Student Life Committee of the Colonial Board of School Directors, March 7, 2011

The Community Relations and Student Life (CRSL) Committee of the Colonial Board of School Directors met on Monday, March 7, 2011 in the Superintendent's Conference Room. The meeting was called to order at 5:30 p.m. Present were committee chair Beth Suchsland; committee members Bernie Brady and Kelly Jowett; Board President Gary Johnson; Board Vice President Kathleen Oxberry; Board members Mel Brodsky and Susan Moore; Superintendent Dr. Vincent F. Cotter; Activities Director Charles Forster; CITV Director John Quinn; Assistant Public Relations Coordinator Kim Newell; Community Relations Coordinator/School Board Secretary David M. Sherman; Board Student Representatives Jessica Knudsen, Stephen Pepper, Michael Ciesielka and Stacey Wong; community members Linda Doll and Tom Davis and Band Boosters members Stephen Holzman, Gary Seitz, Debra Nager Berger and Debbie Rexroth.

There was no public comment on the agenda.

Members of the Band Boosters expressed concern over charges for custodial and security services for a flea market and other fund raising events. Board members explained that charges for custodial and security personnel are billed to outside groups anytime those personnel are not normally on duty. Members explained that the normal facilities usage fee is waived for groups like the Band Boosters who raise funds for school district programs. Considerable discussion ensued, including whether or not the Band Boosters should remain an external entity or if they should have their funds deposited into a District-managed activity account. Mrs. Moore stated that the Board will again evaluate the process to be certain that all groups are treated uniformly. Dr. Cotter stated that the administration will review the invoice in question to ascertain what custodial and security services were actually billed. Committee members agreed to examine the facilities usage request form and consider revising it to make clear in advance exactly what fees will be charged.

Ms. Newell showed a teachable moment on Advanced Placement (AP) Classes, which focused on Studio art classes. Mr. Quinn presented a summary of how a school-run cable station in New Jersey raises funds through program sponsorships. He stated that it is unclear if CITV would be able to seek the same type of sponsorships. Mr. Quinn also broached the subject of selling advertising on the side of the CITV van. The committee engaged in a broader discussion of advertising and questioned how advertising funds would be dispersed. Mr. Sherman suggested that there be a single income account for all advertising revenue to support the General Fund. He stated that an exception may be advertising on school lunch menus, which would support the Food Services fund since it is separate from the General Fund. Mr. Sherman suggested selling advertisements on school lunch menus, and in the District Activities Calendar, Spring Newsletter and Annual Report. It was decided that a Board sub-committee would be created to further examine the advertising issue and devise a plan.

The committee reviewed trip requests for Plymouth Whitmarsh High School (PWHS) Advancement Via Individual Determination students to visit college campuses on March 25 and 26 and the PWHS AP History, Drawing and Art major classes to visit New York City on April 14.

The committee was apprised of the receipt of an anonymous donation in the amount of \$2,000 to support an all-school field trip at Conshohocken Elementary School and a donation by an author who plans to visit the school.

Mr. Sherman stated that the proposed theme of the 2011-2012 District Activities Calendar was "Windows to the Future" centering on science, technology engineering and math.

He reported that the spring newsletter will focus on the budget situation and student achievement with a proposed publication time of late April. Committee members stated that the newsletter should not be mailed until after the May primary election.

The committee engaged in considerable discussion regarding the "Hop and the Bus" Program. Members decided that it would be too difficult to ensure that the desired audience participated in the program and decided not to hold the event.

Mr. Sherman distributed a copy of the completed Kindergarten Brochure and explained that the publication cost less than half to produce this year as compared to last year.

The committee was reminded of scheduled dates for Board members to visit buildings and observe classroom instruction.

The committee was informed that the next meeting is scheduled for Monday, April 4 at 5:30 p.m. and reminded that the Student Town Meeting at the high school is scheduled for 2:30 p.m. on Wednesday, April 13.

There being no further business or public comment, Mrs. Suchsland adjourned the meeting at 6:45 p.m.

Respectfully submitted,



David M. Sherman
Community Relations Coordinator
School Board Secretary