

## **Community Relations and Student Life Committee of the Colonial Board of School Directors, September 2, 2010**

The Community Relations and Student Life (CRSL) Committee of the Colonial Board of School Directors met on Thursday, September 2, 2010 in the Superintendent's Conference Room. The meeting was called to order at 5:30 p.m. Present were Committee Chair Mitch Zimmer; Committee members Bernie Brady, Mel Brodsky and Kathleen Oxberry; Board President Gary Johnson; Board Vice President Susan Moore; Superintendent Dr. Vincent F. Cotter; Assistant Superintendent Dr. MaryEllen Gorodetzer, Director of Pupil Services Karen Berk; Activities Director Charles Forster; CITV Director John Quinn; Assistant CITV and Public Relations Director Kim Newell; Community Relations Coordinator/School Board Secretary David M. Sherman; School Board Student Representatives Jessica Knudsen, Michael Ciesielka, Stacey Wong and Steven Pepper and community members Jan Gera and Linda Doll.

There was no public comment on the agenda.

Committee members welcomed the two new student representatives, Ms. Knudsen and Mr. Ciesielka.

Ms. Newell showed the 2010 opening video and noted that fall sports seasons were getting underway. Mr. Quinn noted that 123 students have enrolled in television production classes at Plymouth Whitemarsh High School (PWHS).

Ms. Gera detailed a "Dancing With the Staff" fundraising idea to raise funds for the post prom. The event, tentatively scheduled for May 6, will resemble the TV show. Committee members were in favor of the event.

The committee reviewed the Gateway School District's advertising policy. The committee was in consensus to review and update Colonial's current policy which prohibits advertising. A new policy would enable the Board to decide what types of advertising to accept.

Dr. Cotter presented a proposal from Ohiopyle Prints, Inc. to market licensed PWHS apparel. After considerable discussion the committee suggested that the solicitor review the proposal and the procedure for licensing or trade marking the PWHS logo.

Mr. Sherman presented an article on Pay for Play in high school athletics. Dr. Cotter stated that the administration is researching what schools currently have the practice in place and any benefits or ramifications they have experienced. Mr. Zimmer stated that he would not be in favor of instituting a Pay for Play program at PWHS.

The committee reviewed a request for the PWHS Marching Colonials to participate in a competition in Baltimore, Md., and Washington, D.C. in early November.

The committee reviewed and discussed dates and times to meet with building staffs, the food services staff and students at PWHS. Mr. Sherman was directed to disseminate a list to the entire Board for their review and feedback.

Mr. Sherman noted that community flyers that are distributed in Friday Folders are now posted on the Web site, as well.

Dr. Cotter informed the committee of a Whole Foods salad bar campaign. He noted that Whole Foods is soliciting funds to provide salad bars in schools, but that is somewhat misleading in that the company is providing the hardware for salad bars and not the actual salad items. He noted that the District already has salad bars in all of its schools.

Mr. Sherman provided an update on the process of registering students for the adult evening school and noted that students will be surveyed to determine if there is enough interest to implement an online registration program with the option to pay by credit card.

The committee was in favor of the administration's proposed public relations campaign to highlight the Board's responsiveness to community concerns. After some discussion, the committee was in favor of calling the campaign "On the RISE" as suggested by Ms. Newell. RISE would stand for Responsiveness, Ideas, Solutions and Excellence.

Mrs. Doll asked about the enforcement of no cell phone use by students at PWHS. Dr. Cotter stated the District was advised to restrict use of all electronic devices by students. He noted that cell phones are not longer just phones but also cameras and video cameras with Internet access. After considerable discussion, Mrs. Doll was informed that any student who needed to, could use one of the classroom telephones in an emergency. She received confirmation that teachers would be alerted to allow students phone access.

Mr. Zimmer announced that the next meeting will be held on Thursday, October 7 at 5:30 p.m. in the Superintendent's Conference Room.

There being no further business or public comment, Mr. Zimmer adjourned the meeting at 6:39 p.m.

Respectfully submitted,



David M. Sherman  
Community Relations Coordinator  
School Board Secretary