

Community Relations and Student Life Committee of the Colonial Board of School Directors, August 14, 2012

The Community Relations and Student Life (CRSL) Committee of the Colonial Board of School Directors met on Tuesday, August 14, 2012 in the Superintendent's Conference Room.

The meeting was called to order at 9:16 a.m. Present were committee chair Beth Suchsland; committee member Leslie Finegold; Board Vice President Susan Moore; Board member Mel Brodsky; Superintendent Dr. MaryEllen Gorodetzer; Director of Pupil Services and Special Education Karen Berk; Business Administrator/School Board Treasurer Trevor Jackson; CITV Director John Quinn; Community Relations Coordinator/School Board Secretary David M. Sherman and Linda Doll.

There was no public comment on the agenda.

The committee reviewed a request from a Plymouth Whitmarsh High School (PWHS) student group, Warming Philly, to partner with the high school and have PWHS serve as a drop-off point for warm clothing donations. Members were in favor of the request but asked the administration to make sure the effort does not overlap with clothing drives conducted by other Colonial schools. A suggestion was also made to encourage the group to consider distributing their donations within the Colonial School District (CSD) instead of giving them to charities in Philadelphia.

Committee members reviewed a list of teachers and the classes they will offer during the fall session of the PWHS Adult Evening School.

A contract with Silverpoint, Inc. was presented for committee review. The administration has chosen to partner with the company on the redesign of the CSD website. Mr. Sherman noted that the solicitor was provided the contract for review on July 30.

Committee members reviewed a draft of the communications plan for the coming year. Emphasis for the year is placed on advocacy outreach, working with the Colonial School District Education Foundation (CSDEF) and the website redesign. Members were advised of the Pennsylvania School Boards Association School Leadership Conference, which features a pre-conference workshop focusing on advocacy and community outreach.

The committee reviewed and approved a letter from Board members to be sent to senior citizen Gold Card members with a copy of the 2012-2013 Activities Calendar.

Committee members engaged in considerable discussion regarding a recent article in the Norristown Times Herald on low achieving schools in the Norristown Area School District and new legislation that provides families with children in the attendance areas of those schools "scholarship" money to attend other area schools. Dr. Gorodetzer provided committee members with information regarding the legislation.

The committee discussed holding another forum with area legislators. After some discussion it was decided to wait until after the November election to schedule a forum. The administration was directed to schedule individual sessions with legislators in the interim. A request was also made to air the forum live on CITV.

Committee members expressed a desire to schedule visits with staff in each building during the coming school year. Visits are to be scheduled one per month, beginning in October, with members attending the middle school first.

Mr. Quinn reported that CITV is currently airing its schedule of summer re-runs. He also described the station's tape archive and fulfilling a request from a member of the PWHS Class of 1987.

Members were informed that the CSDEF will meet on August 21 at the Central Montco Technical High School. The committee also discussed plans to educate the community about the many benefits of CSD in advance of asking for annual fund donations at the beginning of the next calendar year.

Mrs. Suchsland noted that the next CRSL committee meeting is scheduled for Monday, September 10 at 5:30 p.m.

There being no further business or public comment, Mrs. Suchsland adjourned the meeting at 10:08 a.m.

Respectfully submitted,



David M. Sherman
Community Relations Coordinator
School Board Secretary