NEVADA TEACHERS AND LEADERS COMMUNICATIONS TASK FORCE MEETING March 12, 2012

TELECONFERENCE

And

Nevada Department of Education 700 E. Fifth Street Carson City, NV 89701 Silver Ore Conference Room

MINUTES OF THE REGULAR MEETING

March 12, 2012

TASK FORCE MEMBERS PRESENT:

Barbara Surritte-Barker, Chair Robert McCord, Member Dale Norton, Member

Judy Osgood, Member (joined approximately 3:03 p.m.)
Mary Peterson, Member (joined approximately 3:03 p.m.)
Kimberly Tate, Member (joined approximately 3:03 p.m.)

DEPARTMENT STAFF PRESENT:

Laurie Thake, Assistant to the Task Force

AUDIENCE IN ATTENDANCE:

Pepper Sturm Legislative Counsel Bureau

CALL TO ORDER; ROLL CALL

Chair Barker called the meeting to order at 3:00 p.m., with attendance as reflected above.

PUBLIC COMMENT

Chair Barker opened the floor to public comment. No public comment was provided.

COMMUNICATION PLAN DEVELOPMENT

a) Discussion of strategies for communication the work of the Teachers and Leaders Council (TLC).

Task force members discussed the power point created by Member McCord, who stated the information was based upon the *White Paper*. Member McCord inquired as to the need for any further changes to the document and stated once updated, it would be made available to anyone who was interested. It was recommended since all of the members had not received a copy of the power point, its final adoption would be tabled until the next task force meeting.

Members discussed the need for having one central contact person to present a consistent voice for the Council. It was suggested Dr. Pamela Salazar, Chair of the TLC, would be the best choice to present that voice. Chair Barker stated she would contact Dr. Salazar relative to the spokesperson role. However, Chair Barker noted the task force would be responsible for compiling and analyzing the information for presentation.

Task force members discussed requesting help from the National Governors Association (NGA) relative to revising the language of the *White Paper* to make it easier to understand. It was noted the current *White Paper* had a large amount of professional jargon which would be difficult for a layperson to understand. Discretion was given to the Chair to work with the NGA and Cary Baird to create either an executive abstract or a separate document with more concise language to be reviewed by the task force on April 3, 2012.

b) Discussion of identification of key audiences and dates of opportunities to present information about the work of the TLC.

Chair Barker opened the floor for discussion and review of any presentation or meeting dates currently scheduled, as well as any upcoming meetings. Members noted meetings with the Nevada Assistant Principals on March 14-15, 2012; Nevada School Administrators Association on June 18-19, 2012; and the Legislative Committee on Education on May 17, 2012, and discussed the most appropriate task force members to make presentations. Chair Barker stated she already had a couple of dates planned with the Nevada Education Association, and Member McCord stated the Charter School Authority may request an update on the Council's work. Members indicated they would present feedback from meetings to the task force during the next meeting.

Contacts were still need with the Parent-Teacher Association and other parent groups, state and local school boards, editorial boards, rural districts, and the Nevada System of Higher Education. Given the large number of contacts needed, members discussed the possibility of creating a webinar presentation to reach everyone. The need for a Council logo was also discussed. Member Osgood noted there were funds available in the NGA grant for the production of communication resources. Further research will be done on the logo and webinar and will be presented during the April 3, 2012 task force meeting.

c) Development of questions and answers to develop a Frequently Asked Questions (FAQ) document about the work of the TLC.

Members determined this issue had been sufficiently discussed above. With NGA support the FAQ will be a summation of the *White Paper* in a concise, easily understood format. The FAQ will have its own place on the website.

d) Discussion of opportunities to use the website of the Office of the Governor and possibly other websites to share information about the work of the TLC.

Task force members discussed working with the Governor Sandoval's office relative to the creation of a new website for the TLC. Member Osgood stated the Governor approved placing information regarding the TLC on the website. The current idea was to include a general message relative to the Council's work, and to place a profile of each Council member on the website as well. Member Osgood stated the Governor's website was more user-friendly and had more updated capabilities than that of the Department of Education website.

Member McCord made a motion to proceed forward and empower the Chair to make the necessary decisions related to the website in cooperation with the Governor's office and their word in that area. Member Norton seconded. Chair Barker opened the floor to public comment on this topic. No public comment was provided. The motion carried by voice vote with no objection.

e) Possible adoption of plan that addresses the items in 3a-3d above.

Members discussed and supported the idea of creating a postcard survey (questions on a postcard) for receiving stakeholder feedback.

FUTURE AGENDA ITEMS

Task force members discussed the need to have an ongoing agenda item for members to report and update the task force on different events they were attending and the stakeholder feedback from those events. Members will also report on how they have been advertising and supporting the work of the committee.

An additional standing agenda item was contemplated for ongoing work on the development of the communication plan. Members determined their presentation to the Council during the April 16, 2012 meeting would include talking points and a written plan of what task force members will do.

PUBLIC COMMENT

Chair Barker opened the floor to public comment. No public comment was provided.

Member McCord made a motion to adjourn the meeting. Member Norton seconded. The motion carried by voice vote with no objection.

The meeting adjourned at 4:05 p.m.

The next meeting of the Teachers and Leaders Communications Task Force is scheduled for April 3, 2012 at Nevada Department of Education, 700 E. 5th Street, Carson City, Nevada, 89706, Superintendent's Conference Room; Nevada Department of Education, 9890 S. Maryland Pkwy., Suite 221, Las Vegas, NV 89183, Bristlecone Conference Room. For your convenience, minutes and agendas are posted on the Nevada Department of Education's website, under Commissions & Councils, at http://www.doe.nv.gov.