

CALL TO ORDER; ROLL CALL

Chair Barker called the meeting to order at 3:02 p.m. with attendance as reflected above.

PUBLIC COMMENT

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

APPROVAL OF A FLEXIBLE AGENDA

Member Norton motioned for approval of a flexible agenda. Member Peterson seconded. The motion carried without objection.

APPROVAL OF MARCH 5, 2012 AND MARCH 12, 2012 TASK FORCE MINUTES

Chair Barker recommended a change to the minutes for March 12, 2012 to reflect Cary Baird was not present during that meeting. *Member McCord motioned for approval of both the March 5, 2012 and March 12, 2012 minutes, with the recommended change to the March 12, 2012 minutes. Member Norton seconded. The motion carried without objection.*

UPDATES FROM TASK FORCE MEMBERS ON MEETINGS ATTENDED AND STAKEHOLDER FEEDBACK

Task Force Members discussed results and observations for recent presentations. Members were surprised by the lack of feedback received to date. Upcoming meetings are scheduled for:

April 27, 2012: Parent Teachers Association (PTA); Council Members Collins and Small are presenting;

April 29, 2012: Nevada State Education Association (NSEA); Council Members Collins and Small are presenting;

April 30, 2012: Nevada School Boards Association; Council Members Hales and McCormick are presenting; and

May 2, 2012: Washoe Education Association; Task Force Chair Barker is presenting.

It was noted no additional feedback had been received from any other stakeholder group.

REVIEW, REVISE AND UPDATE COMMUNICATION PLAN

Review, discuss, and update progress on the work to the Teachers and Leaders Council (TLC) page on the Office of the Governor website.

Member Osgood discussed progress made on development of the new website. Currently the IT department was working on the site map. She stated the website developer recommended a stand-alone website for the TLC, rather than just a section on the Governor's website. A stand-alone website would

better deliver the different types of messages the Council wanted to create. Perhaps a site similar to the Common Core Standards page could be developed, which includes tabs to direct visitors according to the audience; parents, teachers, general, etc. A link could then be placed on anyone's website which would direct them to the TLC website. With the current site mapping in progress, we hope to have a live prototype in the next couple weeks. In the coming weeks, the task force will need to discuss and propose to the TLC which of the items currently on the Department's website will need to be transferred to the new website to maintain transparency.

Webinar / Video

The Members discussed the work begun by Chair Barker relative to a video piece for the website. She noted she approached the Washoe County School District (WCSD) regarding technical assistance in developing a video piece which could be used for the TLC site, as well as shared with other sites. WCSD was more than willing to take on the task of the video piece and to add a link to their website. WCSD suggested 5 minute video, where Pam or the TLC could explain their work and then do a background roll where pictures of teachers, administrators, students were included. Task Force members also discussed the possibility of a longer video as part of professional development so stakeholders would have a clearer understanding of what the Council was working on. This could be an effective way to reach people as a video could be saved and rebroadcast, videotaped, or downloaded.

Members discussed the value of a webinar because of its interactive nature. There is the potential for individuals to ask questions whether participating by phone or online. Outside resources are needed to assist with the technical development of a webinar. Member McCord will contact KLVX, Public Broadcasting on channel 10 in Las Vegas, to investigate the logistics and expense of webinar.

Member Peterson motioned to proceed with the short video with the help of WCSD, who will begin filming background during the April 16, 2012 TLC meeting. Member Norton seconded. The motion carried without objection.

Chair Barker and Member Osgood will continue their respective work on development of the video and the website.

TLC Logo

Chair Barker and Member Osgood obtained permission from the State to use the State of Nevada Seal as part of the TLC logo, with differentiated lettering for the "Teachers and Leaders Council". Members agreed creating a separate and unique logo for the TLC would be cost prohibitive. Members gave the Chair direction to select the lettering style.

FAQ Document

Members discussed the validity of some of the questions presented on the feedback forms and the information they may supply. Cary Baird stated that by asking these questions, you are communicating to your audience that you care about what they think on the tough issues and that you intend to deal with the tough questions. Members discussed how the feedback would be obtained and then conveyed back to the general audience. Members determined the presenter will collect all feedback forms at the end of the presentation and either fax or scan to Chair Barker for compiling. It was also decided a test run for individual responses, to those who requested them, would be conducted for the next month to determine the demand. If the demand was too overwhelming, the option will be removed from the feedback form.

Member Peterson motioned to adopt the pieces referenced above for use during our presentations. Member McCord seconded. The motion carried without objection.

Review, discuss, and update language style of the *White Paper* PowerPoint.

Members discussed the power points created by Member McCord and Cary Baird. Since the information conveyed was similar, the decision on which to use would be left to the presenter to select a format which best suited their style. Members decided to add a standing agenda item to review changes to the *White Paper* which would necessitate changes to the power point presentations.

Review, discuss, and develop the Communication Plan to present to the TLC on April 16, 2012.

Chair Barker will develop a 2-page Communication Plan to present to the TLC during the April 16, 2012 meeting in Reno. Packets with the evaluation forms discussed, event calendars, etc. will be provided to Council members and members of the public. Members also discussed the terminology used in the *White Paper* and it was noted if the *White Paper* was intended for wide spread distribution, then clearer and more straight forward language would be required.

Member Ross questioned whether this discussion would be brought to the Superintendent's meetings. It was stated that Deputy Superintendent Fitzpatrick had provided updates on the TLC's work during previous Superintendent's meetings. As the Council's work was ongoing, Member Norton stated he would suggest placing a standing item on the Superintendent's agenda for updates on the TLC's work.

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 Council. Each meeting will also include a review of the current power point presentations for any needed revisions.

An additional standing agenda item was contemplated for ongoing work on the development of the communication plan, including progress on creating webinar and website information. Members also noted the need to revisit the idea of creating an executive abstract for the System Guidelines *White Paper*.

PUBLIC COMMENT

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

The meeting adjourned at 4:33 p.m.

The next meeting of the Teachers and Leaders Communications Task Force is scheduled for **May 1, 2012 at Nevada Department of Education, 700 E. 5th Street, Carson City, Nevada, 89706, Battle Born 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>.