

**NEVADA TEACHERS AND LEADERS  
COMMUNICATIONS TASK FORCE MEETING  
March 5, 2012**

**Hyatt Place Las Vegas  
4520 Paradise Road  
Las Vegas, NV 89169**

**MINUTES OF THE REGULAR MEETING**

**March 5, 2012**

**TASK FORCE MEMBERS PRESENT:**

Barbara Surritte-Barker, Chair  
Robert McCord, Member  
Dale Norton, Member  
Mary Peterson, Member  
Kimberly Tate, Member

**DEPARTMENT STAFF PRESENT:**

Rorie Fitzpatrick, Interim Deputy Superintendent, Nevada Department of Education  
Laurie Thake, Assistant to the Task Force

**CALL TO ORDER; ROLL CALL**

Chair Barker called the meeting to order at 4:12 p.m., with attendance as reflected above.

**PUBLIC COMMENT**

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

**SCHEDULE MEETING DATES FOR COMMUNICATIONS TASK FORCE WORK**

Chair Barker opened the floor for the discussion of future meeting dates. Members discussed upcoming speaking engagements and the need to have an additional meeting soon. Chair Barker discussed developing feedback questions for stakeholders. The questions will incorporate different components of the *White Paper* and inquire as to what different groups think about the document in general, and what they consider the document might be missing.

Task force members determined March 12, 2012 would be enough time to come up with the necessary feedback questions and set the meeting time from 3:00-5:00 p.m. During that meeting the members will begin to stage the next steps for the task force. An additional meeting was scheduled for April 3, 2012 from 3:00-5:00 p.m.

## **FUTURE AGENDA**

Task force members discussed the need to work on a communication plan during the next meeting; including the identification of key audiences and opportunities to share information. Members also stated they would discuss potential communication strategies such as website development, surveys, the development of a frequently asked questions document (FAQ), and different modalities for feedback responses.

Member McCord indicated he would develop a power point presentation to distribute to members at the next meeting, which would be derived from the Council *White Paper*, and could be used in presentations to stakeholder groups. Members also discussed the need to designate a spokesperson to facilitate consistent and accurate messaging for the Council.

Members discussed the value in creating a briefing for the Governor, the Legislative Committee on Education (LCE), and the Legislative Counsel Bureau (LCB). Interim Deputy Fitzpatrick noted the LCE had tentatively scheduled this topic for discussion during the May 15, 2012 meeting.

## **PUBLIC COMMENT**

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

The meeting adjourned at 4:36 p.m.

The next meeting of the Teachers and Leaders Communications Task Force is scheduled for **March 12, 2012 at Nevada Department of Education, 700 E. 5<sup>th</sup> Street, Carson City, Nevada, 89706, Silver Ore Conference Room; and by teleconference.** 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>.