

**Meeting:** Family Advisory Council

**Date:** November 5, 2019

**Time:** 7:00pm

**Location:** Administration Building, Room 137

**Attendees:**

<input checked="" type="checkbox"/> Audrey Andrews	<input type="checkbox"/> Jana Armstrong	<input checked="" type="checkbox"/> Carl Bacon	<input checked="" type="checkbox"/> Brook Berg	<input type="checkbox"/> Rory Borsheim
<input type="checkbox"/> Christine Brown	<input type="checkbox"/> Brooke Cairns	<input type="checkbox"/> Kristine Casto	<input checked="" type="checkbox"/> Erica Christensen	<input checked="" type="checkbox"/> Nicole Faude
<input checked="" type="checkbox"/> Samantha Forehand	<input checked="" type="checkbox"/> Traci France	<input type="checkbox"/> Rob Geske	<input type="checkbox"/> Tom Giffey	<input checked="" type="checkbox"/> Mark Goings
<input checked="" type="checkbox"/> Gail Hanson Brenner	<input checked="" type="checkbox"/> Dr. Hardebeck	<input checked="" type="checkbox"/> Anne Hartman	<input type="checkbox"/> Darren Hollenbeck	<input checked="" type="checkbox"/> Megan Holmen
<input type="checkbox"/> Holli Jacobson	<input type="checkbox"/> Julia Johnson	<input type="checkbox"/> Barb Kainz	<input type="checkbox"/> Bev Karnitz	<input type="checkbox"/> Dana Lieble
<input checked="" type="checkbox"/> Heather Market-Sullivan	<input type="checkbox"/> Lucie McGee	<input checked="" type="checkbox"/> Jenna Murphy	<input checked="" type="checkbox"/> Omar Parks	<input type="checkbox"/> Shannyn Pinkert
<input checked="" type="checkbox"/> Patty Pladsen	<input type="checkbox"/> Joshua Pond	<input type="checkbox"/> Shana Schmidt	<input checked="" type="checkbox"/> Jason Schmitz	<input type="checkbox"/> Melissa Sterling
<input checked="" type="checkbox"/> Sarah Szymanski	<input checked="" type="checkbox"/> Michael Tvaruzka	<input type="checkbox"/> Emily Willems	<input type="checkbox"/> Lori Wright	

**Guests:** Dr. Lori Bica, School Board Member and Chair of Superintendent Search Committee

**Notes:** Meta Miske

**1. Call to Order**

- Meeting called to order at 7:01 by Chair Jenna Murphy. She invited members of the council to share any good news.
  - MHS Boys Soccer going to State on Friday
  - Sam Davey Sock Hop Coming Up
  - Northwoods Elementary Craft Show this Saturday, 11/9
  - Montessori Craft Show coming up the following Saturday, 11/16

**2. Update and Discussion with Dr. Lori Bica, Chair of Superintendent Search Committee**

- Dr. Bica has two questions to help the Board gather feedback and can answer questions about the search.
- When you think about the next Superintendent, what do you think about? What characteristics do you want to see?
  - Experience with multiple high schools or experience in a larger district
  - Empathetic
  - Open to constructive criticism from staff and community
  - Transparency with staff, Board, and community
  - Empowers staff to do their best work but doesn't micromanage
  - Experience selling a referendum
  - Create climate and culture of the positivity that filters from the top down and impacts students
- How would you like to engage with candidates when they reach that point in the search and how would you like to give feedback?

- Sample of writing/e-mails addressing a tragedy or emergency and how they would present that information to families
- Review of social media to see how candidates represent themselves online
  - Dr. Bica said they've discussed the legalities and ethics with an attorney, but the Board hasn't yet discussed how they'll address that.
- Would like to know about candidate's experience/stance on equity, poverty, and state of disparity; how will they address it and close achievement gaps
- Questions from FAC to Dr. Bica
  - Who is on the Search Committee?
    - The Search Committee is the School Board. It is typical for a district of this size to utilize a search firm but given the Board's experiences, they chose to conduct the search themselves.
  - How as Dr. Hardebeck hired?
    - A firm helped with the search, but the Board made the hiring decision
  - What is the timeline? How long will you take applicants?
    - The timeline is to prepare until November, post in November, accept applications through December, review and interview in January, February, and March, decision by end of April. A timeline and other information will be on the District website very soon. There's also a survey on the website for people to share input.
  - How was the turnout at the forums?
    - They forums were small but good ideas and very engaged groups. They Board has also connected with every building in the District including schools, central office, and service center.
  - Are there any specific criteria you're looking for regarding the Eau Claire area in the candidates?
    - Dr. Bica said one criterion is the licensure – must have or be eligible for WI DPI Superintendent license. Board members didn't want to talk about characteristics until they received input from staff and community.
  - How competitive can we be compared to other districts our size?
    - Dr. Hardebeck shared that the salary is competitive, and the Board will negotiate with the successful finalist A Superintendent's contract often includes perks in addition to salary, which adds to the salary, such as buying back vacation days, additional contributions to retirement, deferred compensation like a match to a 401K, etc. Dr Hardebeck shared that her contract is straight-forward and public: responsibilities and such, salary, benefits other licensed employees receive, and mileage.
  - How will you post the vacancy?
    - They will post the job on the District website, WASB (Wisconsin Association of School Boards), and several other field-specific places as well as graduate programs. Dr. Bica asked everyone to spread the word about the position. A national search to the Board means a large, diverse, highly qualified applicant pool, and means an inclusive search of both local and non-local candidates.
  - When will the candidates become public?
    - Their names will be public just before their visits when announced as finalists. They must be cautious with confidentiality until finalists are selected.
  - How many finalists will they bring in?
    - It depends on the applicant pool, but perhaps three.
  - Will the Board accept feedback when the finalists visit?
    - Yes, which is why the Board is asking how people want to interact with the candidates. Feedback will likely be an electronic survey because it will allow them to capture a lot of feedback very quickly. Everyone in the Eau Claire Community will have a voice.

- Does the feedback matter? How will the Board sort through all the feedback?
  - Dr. Bica said as a researcher she is passionate about reviewing the responses and coding them into themes. Not every Board member will go through every piece of raw data, but she will compile the information.
- Is there a way for FAC to meet the finalists, talk to them, and provide feedback in a different way? Suggestion of picking them up from the airport.
  - A parent mentioned that in past searches there was focus groups for FAC to participate on with the candidates and complete a brief rating afterward to provide feedback.
- Where and how will the visits be? Will there be time to meet with different groups?
  - They are still gathering feedback but know candidates will have to get out and get to know people. Building in informal interactions and small groups will be very important. There will likely be large and small forums the day of the visit.
- Question about bringing candidates in earlier to experience a Wisconsin winter.
  - Dr. Bica said a Wisconsin winter is a real experience that is too much for some people, but logistically it may not work due to the timeframe; they are trying to avoid winter travel due to possible flight cancellations and road closures.
- Is there anything FAC can do to attract candidates and market us? A clip from families?
  - There are resources from the District Communications Committee as well as other folks in Eau Claire but Dr. Bica hadn't heard the idea of a message from Family Advisory Council or families/children creating a message. She welcomed any creative ideas in that area.
- Are there any roadblocks or concerns they have?
  - The Board hasn't discussed it but from Dr. Bica's perspective, she worries whether they'll have done their job in recruiting aggressively – will they have an applicant pool that's representative, diverse, and inclusive.
- Do we historically get good responses from within Wisconsin or the Chippewa Valley with Superintendent Searches?
  - Dr. Bica wasn't sure. She said there's a great deal of consensus among all groups about the qualities they are looking for but the one split topic seems to be whether we need someone who knows us and loves Eau Claire, or if it's more important to have experience and a different perspective.
- Have they reached out to past Board members about past searches?
  - Yes, and past Board members have shared materials from the last search, data collected from focus groups, etc.
- What happens if they don't have the right person at the end?
  - Dr. Bica said nobody will ever meet all the wants we have, but there is a lot of repetition in Superintendent job descriptions across the country, so there's likely no surprises for candidates seeking these positions – they know what will be expected of them.

### 3. Superintendent's Update

- Dr. Hardebeck shared that she's had several calls from Superintendents in and out of Wisconsin who are interested in the position so she thinks there will be many highly qualified candidates.
- There's been an offer to donate over 600 solar panels, half to Memorial and half to North, from an anonymous donor and a Memorial Alum. The Eau Claire Public Schools Foundation would like to fundraise \$400,000 between January and May to finance the installation and maintenance of the solar panels. There are lot of details to be worked out including how it would integrate with the new HVAC systems at each school. The Board recently passed a resolution about sustainability and this would fit right into that. Over the next few weeks the Board will have questions for the donors and the Board will make a decision sometime in December. The projections are that it would save about \$20,000/year for 25 years.

- The December agenda will be sent out in the coming weeks.
- Feel free to e-mail Dr. Bica at [lbica@ecasd.us](mailto:lbica@ecasd.us) or the Superintendent Search Committee at [superintendentsearch@ecasd.us](mailto:superintendentsearch@ecasd.us) to provide any additional feedback or ask questions.
- A parent was asked why there is police officer at the entrance of the building. Dr. Hardebeck said an employee has made inappropriate comments on social media so while she doesn't think there is a risk, it's better to be safe and we have a temporary measure in place.

Meeting adjourned at 8:02pm.

Next Meeting: Tuesday, December 3, 2019, 7:00pm, Administration Building