

**MINUTES OF THE CLEVELAND HEIGHTS-UNIVERSITY HEIGHTS
BOARD OF EDUCATION**

Special Meeting of August 19, 2008

The Board of Education of the Cleveland Heights-University Heights City School District, Cuyahoga County, held a Special meeting in the public meeting room of the Board of Education building at 2155 Miramar Boulevard, University Heights, Ohio, on Tuesday, August 19, 2008.

Michael Cicero, President, called the meeting to order at 5:00 p.m.

Present at Roll Call: Mr. Michael Cicero, President
Mr. Kal Zucker, Vice-President
Mr. Eric Coble, Board Member
Ms. Nancy Peppler, Board Member

Also Present: Mrs. Deborah Delisle, Superintendent
Mr. Scott Gainer, Chief Financial Officer
Mr. Michael Dougherty, Coordinator of Communications &
Community Engagement
Members of the Central Office Staff
Patrons of the School District
Representatives of the News Media

MOVE TO EXECUTIVE SESSION

It was recommended that the Board move into Executive session pursuant to Ohio Revised Code Section 121.22(G)(4), to prepare for negotiations or bargaining sessions with employees concerning compensation and other terms and conditions of employment.

No. 08-08-106 It was moved by Mr. Zucker, seconded by Mr. Coble,
that the Board move into Executive Session.

Vote on the Motion was as follows:

Ayes: Mr. Cicero, Mr. Coble, Ms. Peppler,
Mr. Zucker

Nays: None

The Board moved into Executive session at 5:01 p.m with the following members present.

Present: Mr. Michael Cicero, President
Mr. Kal Zucker, Vice-President
Mr. Eric Coble, Board Member
Ms. Nancy Pepler, Board Member

Also Present: Mrs. Deborah Delisle, Superintendent
Mr. Scott Gainer, Chief Financial Officer

Ron Register, Board Member, arrived at 5:30 p.m.

The Executive session ended at 7:00 p.m.

The Board reconvened in public session at 7:05 p.m. with all members of the Board of Education present.

SUPERINTENDENT'S REPORT

It was recommended that the Board of Education approve the Cleveland Heights High School Summer Graduation Class of 2008 (see official minutes for list of graduates).

No. 08-08-107 It was moved by Mr. Register, seconded by Ms. Pepler, that the Cleveland Heights High School Summer 2008 Graduation Class be approved.

Vote on the Motion was as follows:

Ayes: Mr. Cicero, Mr. Register, Ms. Pepler,
Mr. Zucker, Mr. Coble

Nays: None

WORK SESSION

Communications

Superintendent Deborah S. Delisle introduced Michael Dougherty, Coordinator of Communications and Community Engagement, to present to the Board of Education an overview of the work being conducted by his Department. Superintendent Delisle noted that over the last few years there has been a significant difference in the type and quality of the communications that have come from the school district, and she attributed this to Michael Dougherty.

Michael Dougherty stated he wants the Board to come away from his presentation with the following things:

- 1) how the work of Communications and Community Engagement has expanded over the past three years, and
- 2) how Communications is working to match the District's initiatives.

The District's vision must be paramount in everything that is produced, Mr. Dougherty remarked. He spoke about P.A.S.S.A.G.E. (Preparing All Students for Success in A Global Economy), and assured the Board that the District wants all students to be College Ready and Life Prepared.

Michael Dougherty said he wants to make sure residents are knowledgeable of the significant academic gains our District has achieved. Board Members were provided with a plethora of material produced from the Communications and Community Engagement Department. Highlighted among the material distributed was the District calendar, which is sent to every student household prior to commencement of the school year. In 2008, the calendar received the National Schools Public Relations Association Award of Honorable Mention. The 2009 District calendar each month highlights College Ready, Life Prepared statements, student success stories and a focus on P.A.S.S.A.G.E.

Elementary school handbooks have been streamlined and produced more efficiently. The CH-UH Newsletter has had several facelifts over the years. Mr. Dougherty is excited to have the current newsletter model that relates key messages to parents and residents. Other ways in which our District communications have been enhanced include:

- High School Profile Sheet – provides more information on our high school and includes future plans of graduates
- Redesigned Newsletters and Mailers – includes District's key messages, Board updates, Focus on Finance and student achievement stories.

Michael Dougherty announced a new publication that is in the making, *A Profile of Your Heights Schools*, which will illustrate the growth and relationship between the District's vision and the District's current initiatives.

Communications' role with Channel 22 is to coordinate, produce and schedule programs. Communications, working together with Information Technology, expanded the content of programs airing on Channel 22 through software and hardware upgrades.

The Ohio chapter of the National Schools Public Relations Association acknowledged our elementary school video profiles on Channel 22.

Mr. Dougherty acknowledged another collaboration between the Communications Department and the Information Technology Department: chuh.org. Starting from the ground up, Michael Dougherty and Don Phillips (Director of IT) developed a great model to present the District on the world-wide web. Their goal was to make chuh.org the first stop for anyone seeking information and news about the District. The redesigned website launched in September 2006 and has proven to be an effective

resource. To maintain the website's effectiveness, Michael meets with a focus group of parents to ensure that the information and resources families need are available.

As the District Liaison to the news media, Michael manages all inquiries, coordinates stories, and monitors and provides media coverage reports to the Board of Education and District Administration.

Communications intends to enhance resident outreach through District mailings, CH-UH library kiosks, letters from the City of University Heights, Cleveland Heights FOCUS magazine, Cleveland Heights PR and Housing Office, and through the Heights Observer publication. Michael Dougherty also targets realtors and delivers updates through meetings, tours and materials.

An early kindergarten registration campaign yielded 50 more kindergarten students registered compared to this time last year.

Board President Michael Cicero thanked Mr. Dougherty for his presentation to the Board and also acknowledged Mr. Dougherty's hard work and effort in the Communications Department. The floor was opened for questions, comments and discussion.

Each Board Member expressed what a fine job Michael Dougherty has done in making the Communications Department more effective and cost efficient.

Board President Michael Cicero expressed his and the Board's condolences to Peggy Spaeth and her family. Her husband, Miles Coburn, passed away in a tragic accident on Saturday, August 16. A moment of silence was taken to observe his passing.

UPCOMING MEETINGS

Regular Board Meeting – Tuesday, September 2, 2008

Special Board Meeting – TOPIC: Budget – September 16, 2008

MOTION TO ADJOURN

It was recommended that the meeting be adjourned.

No. 08-08-108

It was moved by Mr. Zucker, seconded by Ms. Peppler, that the meeting be adjourned.

Vote on the motion was as follows:

Ayes: Mr. Register, Mr. Coble, Ms. Peppler,
Mr. Zucker, Mr. Cicero

Nays: None

The meeting adjourned at 8:48 p.m.

Michael Cicero, President

A handwritten signature in black ink, appearing to read "S. Gainer", written over a horizontal line.

Scott Gainer, Chief Financial Officer