

AGENDA

K-64 Education Board Meeting

Thursday, August 3, 2017, 12:00 p.m.

Sipes Board Room, Catawba Valley Community College
2760 US Hwy 70 SE, Hickory, NC

1. Call to Order.
2. Approval of Minutes. *(Motion required.)*
3. Review of Organizational Documents. *(Motion required.)*
Presented by Garrett Hinshaw.
4. Committee Leadership Team Appointments. *(Motion required.)*
5. Other Items of Business.
6. Closed Session.
Pursuant to NCGS 143-318.11(a)(6) – to consider the qualifications, competence, performance, character, fitness, conditions of appointment, or conditions of initial employment of an individual public officer or employee.
7. Adjournment.

Thursday, June 29, 2017

K-64 Education Board Meeting

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12:00 p.m.

The K-64 Education Board met on Thursday, June 29, 2017, at 12:00 p.m., in the Sipes Board Room, Catawba Valley Community College (CVCC), 2760 US Hwy 70 SE, Hickory, North Carolina.

MEMBERS PRESENT

Larry Aiello, Jr., David Brittain, Sherry Butler, Michael Ellwanger, Kimberly George, Jeanne Jarrett, Robyn Mingle, Tony Rose, Stephen Shuford, Sheree Watson, Mick Berry, Dr. Garrett Hinshaw, and Dr. David Stegall

MEMBERS ABSENT

Reginald Hamilton, Dr. Robbie Adell, Lindsay Keisler and Dr. Matt Stover.

ALSO PRESENT

Catawba County Communications Director Amy McCauley, Clerk to the Catawba County Board of Commissioners Barbara Morris, staff from the school systems, community members, and press were also present.

CALL TO ORDER

Chair Larry Aiello, Jr. called the meeting to order at 12:00 p.m. and welcomed all present.

APPROVAL OF THE MINUTES

Chair Aiello asked if there were any changes or additions to the minutes of the Board's May 30, 2017 meeting. None were requested; Chair Aiello asked for a motion to approve the minutes. Sherry Butler made the motion, which was seconded by Vice-Chair Tony Rose. The motion carried unanimously.

SHORT TERM TECHNOLOGY TRAINING PLAN

Representatives of Catawba County Schools, Hickory Public Schools and Newton-Conover City Schools presented a plan for the implementation of short-term professional development for teachers over the summer months. The plan called for the school systems to coordinate instructional technology training for more than 100 teachers from all three systems. Teachers would be provided technology tools to facilitate integration of what they learned over the summer into their classrooms in the fall. Feedback in the form of surveys and proficiency testing of the participating teachers would be reported to the Board after the summer training had been completed and integrated into their classrooms in the fall.

After discussions regarding the requested funding, dissemination of the knowledge gained by the participants of the summer training to other educators and types of technology tools requested, it was determined that technology tools in the form of iPads would be best for grades K-2, with Chromebooks the choice for higher grade levels. It was noted that focus should not be on the type of device but on the training and proficiency of students and teachers on the technology itself. Board members stressed that the school systems should come to the K-64 Board in a unified voice – looking at education as a whole, with a collaborative goal.

Thursday, June 29, 2017

After confirming the Board's recommended adjustment to the requested funding, Chair Aiello made a motion to approve \$118,505 from the K-64 operating budget to support the short-term professional development plan for the summer months; Kimberly George seconded the motion. The motion carried unanimously.

TECHNOLOGY TASK FORCE

Chair Aiello asked Dr. Hinshaw to address the following three items that related to the establishment of a Technology Task Force, which will be comprised of an instructional technology representative from each school system and additional community members. Dr. Hinshaw explained that this Task Force will assess the community environment for technology needs and recommend solutions to increase student and teacher proficiencies through the use of relevant instruction technologies. The goal is to guide the schools to align with business and industry needs.

a. Review of Proposed Charter to Form Task Force.

Chair Aiello asked if there were any questions, changes or additions. None were requested. He asked for a motion to approve the Charter. Kimberly George made this motion; Sherry Butler seconded the motion. The motion carried unanimously.

b. Nomination of Board Member to Chair Task Force.

Chair Aiello stated he had discussions with Michael Ellwanger regarding this position and Mr. Ellwanger indicated he would be willing to serve in this capacity. Mr. Aiello asked for a motion to appoint Michael Ellwanger as Chair of the Technology Task Force; Sheree Watson made this motion; Sherry Butler seconded the motion. The motion carried unanimously.

Mr. Aiello indicated that a Vice-Chair would be sought to assist Mr. Ellwanger on this Task Force and he and Dr. Hinshaw would have discussions with K-64 Board members regarding filling this position.

c. Formation of Task Force Recruitment Team.

Dr. Hinshaw asked that the formation of this team occur at a later date to allow the Chair of the Task Force the opportunity to meeting with educators to identify individuals for nomination.

CHIEF EXECUTIVE OFFICER HIRING UPDATE

Dr. Hinshaw updated the Board on the status of the CEO hiring efforts. 49 applications had been received; 23 met the minimum qualifications. He planned to meet with Sheree Watson and Robyn Mingle after the meeting to refine the list down to 3-5 individuals. He anticipated that interviews would take place in the next few weeks and he hoped he would have a recommendation at the Board's meeting in August.

OTHER ITEMS OF BUSINESS

Barbara Morris, Board Secretary, gave general instructions on the use of the K-64 Agenda program.

Scott Millar expressed his concern regarding the messaging of K-64 initiative to the community and it is anticipated that a marketing committee will be established to address this messaging along with other marketing efforts.

ADJOURNMENT

The meeting adjourned at approximately 1:40 p.m.

PROPOSED K-64 ORGANIZATIONAL DOCUMENTS

The following documents have been developed to establish a K-64 organizational structure and operating guidelines to assist the K-64 Board and K-64 CEO with initial K-64 implementation. As the K-64 Board, CEO and Committees complete priority-area assessments, determine goals and recommend actions, a formal strategic plan and overarching outcomes will be developed to guide K-64 implementation moving forward.

- **K-64 Organizational Chart**
- **K-64 Sustainability Executive Team**
- **K-64 Committee Operational Guidelines**
- **K-64 Committee Charters & Member Guidelines**
 - **Marketing**
 - **Technology**
 - **Character Development**
 - **Workforce Solutions (Employer Engagement, Work-Based Learning & Career Adaptability)**

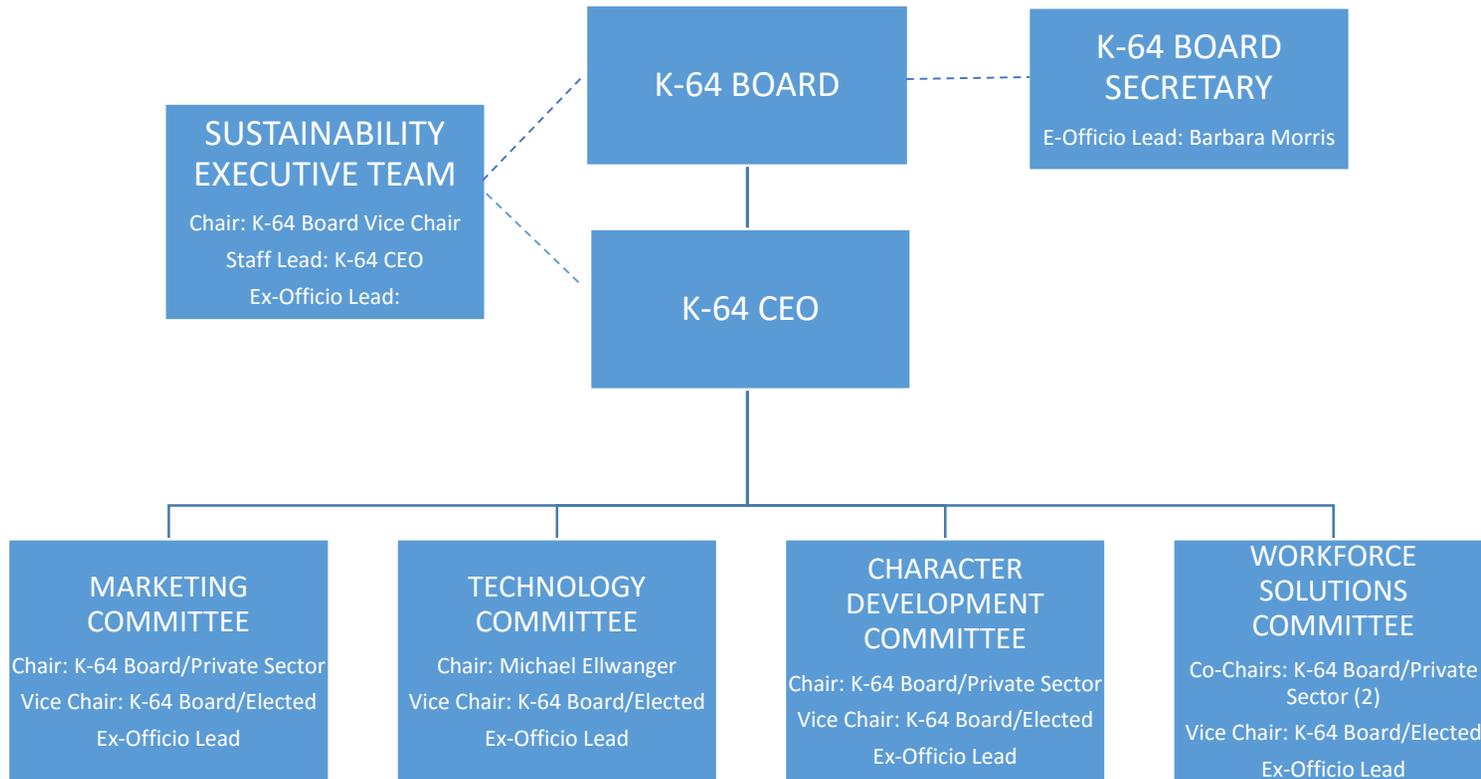
These documents are in line with the role of the K-64 Board as established by the K-64 Bylaws:

K-64 Bylaws Article I, Section 1.2: Role of the Board

The Board's practical, executive leadership is essential for K-64's success and shall, at a minimum, focus on establishing a long-term vision including:

Bylaws	Organizational Actions/Documents
Securing continuous financial support, transparency and accountability for the effective use of public funds	<ul style="list-style-type: none"> • Activation of Board-driven Sustainability Executive Team
Implementation of concrete plans with both tangible and timely goals and outcomes	<ul style="list-style-type: none"> • Activation of Committees to identify goals, action steps and contribute to development of Strategic Plan
Direction to executive staff hired in conjunction with, and overseen by, the K-64 Board	<ul style="list-style-type: none"> • Hiring of CEO • Organizational Structure • Committee Operating Guidelines, Charters & Member Guidelines
Communication and engagement resulting in continued buy-in by partner organizations and the community at large	<ul style="list-style-type: none"> • Activation of Board-driven Marketing Committee & Plan

K-64 ORGANIZATIONAL CHART



K-64 OPERATIONAL GUIDELINES

SUSTAINABILITY EXECUTIVE TEAM

- The K-64 Board is responsible for the development and implementation of a K-64 Sustainability Plan. The plan will be overseen by a Sustainability Executive Team comprised of the K-64 Board Vice Chair and the K-64 CEO, who will coordinate the plan on an ongoing basis with the K-64 Board and K-64 Committees. This plan will:
 - Determine and prioritize financial needs/budget based on input from K-64 Board members, K-64 CEO, and Committees.
 - Set annual and long-term fundraising goals that assure organizational and program sustainability and assign responsibilities to K-64 Board members to meet those goals.
 - Secure funding to support K-64 operations and initiatives, balancing discretionary and non-discretionary sources of funding to ensure broad availability of unrestricted funds for general use.
 - Determine and monitor fund disbursement plan to ensure appropriate use of public and private funds.
 - Track and report fundraising process toward annual goals and adjust plan as needed.
- All Board members will actively participate in achieving sustainability plan deliverables and will report on individual progress at Board meetings.
- All Committees of the Board will report funding needs/opportunities to the Sustainability Executive Team to ensure a coordinated funding approach. Committee members may be asked to participate in pursuing funding requests based on subject-matter expertise and networks.
- The K-64 CEO will coordinate utilization of a professional grant writer as needed in consultation with the K-64 Board and Sustainability Executive Team.
- The Sustainability Executive Team will provide a quarterly progress report to the Board of Commissioners to ensure transparency in use of public funds.

COMMITTEE FORMATION BYLAWS

- *K-64 Bylaws Article IV, Section 4.1:* The Board may create committees of the Board and appoint members of the Board to serve on them. The creation of a committee of the Board and appointment of members to it must be approved by the Board. Each committee of the Board must have two or more members. Each committee member serves at the pleasure of the Board.

COMMITTEE FORMATION

- Each Committee will be guided by a Leadership Team comprised of a Chair (K-64 Board private sector member); Vice Chair (K-64 elected official member); and an Ex-Officio Lead (K-64 Board ex-officio member).
- Committee members will include ex-officio support staff (subject matter experts) and at-large members from the private sector and broader community based on the needs of the Committee as determined by the Committee's leadership team.
- Committee Chairs, Vice Chairs and at-large members will be appointed by the K-64 Board to two-year terms. Ex-Officio Leads and Ex-officio support staff will be appointed to a Committee by the K-64 Board and will serve indefinitely.
- At-large Committee members from the community will be recommended for Board appointment by the Committee Chair, who will be assisted in recruiting members by the Committee's leadership team, K-64 Board members, and the K-64 CEO.
- Ex-officio support staff serving on Committees will be recommended for Board appointment by Ex-Officio Board members. Each committee must have at least one support staff member from each school system (CCS, HPS, NCCS, and CVCC).
- One Ex-officio support staff member per Committee will be designated by the Ex-Officio Lead to serve as the Committee Recorder.
- The number of Committee members will be based on the needs of the Committee as determined by the Committee's leadership team.

COMMITTEE OPERATIONS

- The role of the Committee Leadership Team (Committee Chair, Vice Chair and Ex-Officio Lead) will be to identify and recommend Committee membership in collaboration with the K-64 Board and K-64 CEO; lead the development of strategies and outcomes for the Committee; determine needed resources and assign Committee member roles/responsibilities to achieve those outcomes; and report on progress toward outcomes to the K-64 Board.
- The role of Ex-officio support staff will be to lead strategy implementation for the Committee at the direction of the Committee Leadership Team.
- Each Committee will conduct meetings at a location determined by the Committee Chair. At a minimum, meetings will occur bi-monthly in the months between K-64 Board meetings; more frequent meetings may be scheduled by the Committee Chair based on Committee needs.
- Each Committee will set goals and recommend strategies for the K-64 strategic plan and develop/implement recommended strategies in alignment with K-64's overarching outcomes and operational guidelines.
- The K-64 CEO will participate in and support the coordination of Committee meetings, including distribution of meeting schedules, agendas and supporting materials to Committee members and the K-64 Board.
- A sign-in sheet will be circulated at each Committee meeting to capture member attendance and will be provided to the K-64 Board Secretary for record-keeping.
- The Committee Recorder will develop meeting agendas at the direction of the Committee Chair and provide them to the Chair for distribution to the Committee and to the K-64 CEO for distribution to the K-64 Board.
- The Recorder will document Committee meeting decisions, assignments, and next steps and provide to the Committee Chair for review and distribution to Committee members. The Recorder will provide this documentation to the K-64 Board Secretary for record-keeping and to the K-64 CEO for integration into a monthly combined Committee update to the K-64 Board.

MARKETING COMMITTEE

CHARTER

Purpose: To promote communication and engagement resulting in continued buy-in by partner organizations and the community at large.

Objectives:

1. **Develop marketing plan.** Engage K-64 Board and Committees in identifying marketing, communications, and engagement goals and recommend sustainable, systemic solutions to meet goals, including implementation steps, timelines, and associated costs. Recommendations must also determine roles/responsibilities and include methods to evaluate effectiveness and measure achievement of stated outcomes.
2. **Secure funding needs.** Participate in identifying and pursuing funding opportunities at the direction of the Sustainability Executive Team and K-64 Board.
3. **Implement recommended strategies.** Strategies should engage K-64 Board members, partners, schools, teachers, parents, students, employers, and other K-64 stakeholders in telling the K-64 story.
4. **Track and report progress.** Set and monitor benchmarks to ensure solutions are effective in achieving desired results. Identify opportunities to provide recognition to teachers, schools, businesses and others who are helping to achieve outcomes.
5. **Measure outcomes.** Produce a monthly update measuring progress toward achieving plan goals. Report must include an evaluation of components that are working and areas where improvements or changes may be needed.

MEMBER GUIDELINES

Committee Chair	<ul style="list-style-type: none">• K-64 Board Member – Private Sector	
Committee Vice Chair	<ul style="list-style-type: none">• K-64 Board Member – Elected Official	
Ex-Officio Lead	<ul style="list-style-type: none">• Ex-Officio Board Member	
Committee Recorder	<ul style="list-style-type: none">• Ex-Officio Support Staff Designee	
Ex-Officio Support Staff	<ul style="list-style-type: none">• K-64 CEO• PIOs or designees from K-12 systems & CVCC• County Communications & Marketing Director• Chamber/EDC communications/marketing staff	
Private Sector Members	<ul style="list-style-type: none">• K-64 Board Members• Communications/marketing staff from K-64 Board Member organizations	
Other		

TECHNOLOGY COMMITTEE

CHARTER

Purpose: To improve students' and teachers' technological proficiencies through the use of relevant and accessible instructional technologies across Catawba County's education system.

Objectives:

1. **Assess baseline.** Complete a needs assessment of the current status of instructional technology and determine needs of/gaps in Catawba County's educational system with broad input from key stakeholders.
2. **Determine outcomes.** Set goals for student and teacher proficiency related to integration and use of instructional technology focusing particularly on skills that are aligned to industry needs.
3. **Evaluate and recommend solutions.** Evaluate the effectiveness of existing programs, potential for expansion, and new solutions based on needs assessments and goals. Recommend sustainable, systemic solutions to address gaps and meet student outcomes, including implementation steps, timelines, and associated costs. Recommendations must also include methods to evaluate effectiveness and measure achievement of stated outcomes.
4. **Secure funding needs.** Participate in identifying and pursuing funding opportunities at the direction of the Sustainability Executive Team and K-64 Board.
5. **Implement solutions.** Assess school readiness for implementation of selected programs and develop a method to prioritize program implementation.
6. **Track and report progress.** Set and monitor implementation benchmarks to ensure solutions are effective in achieving desired results. Identify opportunities to provide recognition to teachers, schools, businesses and others who are helping to achieve outcomes.
7. **Measure outcomes.** Produce a monthly update measuring progress toward stated outcomes. Reports must include an evaluation of components that are working and areas where improvements or changes may be needed.

MEMBER GUIDELINES

Committee Chair	<ul style="list-style-type: none">• K-64 Board Member – Private Sector	Michael Ellwanger
Committee Vice Chair	<ul style="list-style-type: none">• K-64 Board Member – Elected Official	
Ex-Officio Lead	<ul style="list-style-type: none">• Ex-Officio Board Member	
Committee Recorder	<ul style="list-style-type: none">• Ex-Officio Support Staff Designee	
Ex-Officio Support Staff	<ul style="list-style-type: none">• K-64 CEO• CCS, HPS and NCCS instructional technology staff• CVCC instructional technology staff• Teachers	
Private Sector Members	<ul style="list-style-type: none">• Companies/individuals familiar with technical requirements needed for a skilled workforce• Companies/individuals proficient in emerging technologies	
Other	<ul style="list-style-type: none">• Catawba County Library staff	

CHARACTER DEVELOPMENT COMMITTEE

CHARTER

Purpose: To facilitate the development of students' leadership and soft skills in alignment with those expected of a world-class workforce.

Objectives:

1. **Assess baseline.** Complete a needs assessment related to existing character development programs and determine needs of/gaps in Catawba County's educational system with broad input from key stakeholders.
2. **Determine outcomes.** Set goals for student and school proficiency related to soft skills development focusing particularly on skills that are aligned to future career/workforce needs.
3. **Evaluate and recommend solutions.** Evaluate the effectiveness of existing programs, potential for expansion, and new solutions based on needs assessments and goals. Recommend sustainable, systemic solutions to address gaps and meet student outcomes, including implementation steps, timelines, and associated costs. Recommendations must also include methods to evaluate effectiveness and measure achievement of stated outcomes.
4. **Secure funding needs.** Participate in identifying and pursuing funding opportunities at the direction of the Sustainability Executive Team and K-64 Board.
5. **Implement solutions.** Assess school readiness for implementation of selected programs and develop a method to prioritize program implementation.
6. **Track and report progress.** Set and monitor implementation benchmarks to ensure solutions are effective in achieving desired results. Identify opportunities to provide recognition to teachers, schools, businesses and others who are helping to achieve outcomes.
7. **Measure outcomes.** Produce a monthly update measuring progress toward stated outcomes. Reports must include an evaluation of components that are working and areas where improvements or changes may be needed.

MEMBER GUIDELINES

Committee Chair	<ul style="list-style-type: none">• K-64 Board Member – Private Sector	
Committee Vice Chair	<ul style="list-style-type: none">• K-64 Board Member – Elected Official	
Ex-Officio Lead	<ul style="list-style-type: none">• Ex-Officio Board Member	
Committee Recorder	<ul style="list-style-type: none">• Ex-Officio Support Staff Designee	
Ex-Officio Support Staff	<ul style="list-style-type: none">• K-64 CEO• CCS, HPS and NCCS staff who can assess school readiness/facilitate implementation• Representatives (teachers, etc.) from schools currently implementing Leader in Me• CVCC leadership development staff• Teachers	
Private Sector Members	<ul style="list-style-type: none">• Companies/organizations/individuals involved in supporting Leader in Me• HR, leadership development professionals from K-64 Board member organizations	
Other		

WORKFORCE SOLUTIONS COMMITTEE

CHARTER

Purpose: To streamline and increase student and employer engagement in work-based learning and career adaptability initiatives that result in meeting future career goals for students and future employment needs for local businesses.

Objectives:

1. **Assess baseline.** Complete a needs assessment related to existing programs and determine needs of/gaps in Catawba County’s educational system with broad input from key stakeholders.
2. **Determine outcomes.** Set goals for student and employer engagement that align with future career/workforce needs.
3. **Evaluate and recommend solutions.** Evaluate the effectiveness of existing programs, potential for expansion, and new solutions based on needs assessments and goals. Recommend sustainable, systemic solutions to address gaps and meet student and employer outcomes, including implementation steps, timelines, and associated costs. Recommendations must also include methods to evaluate effectiveness and measure achievement of stated outcomes.
4. **Secure funding needs.** Participate in identifying and pursuing funding opportunities at the direction of the Sustainability Executive Team and K-64 Board.
5. **Implement solutions.** Assess school and employer readiness for implementation of selected programs and develop a method to prioritize program implementation.
6. **Track and report progress.** Set and monitor implementation benchmarks to ensure solutions are effective in achieving desired results. Identify opportunities to provide recognition to teachers, schools, businesses and others who are helping to achieve outcomes.
7. **Measure outcomes.** Produce a monthly update measuring progress toward stated outcomes. Reports must include an evaluation of components that are working and areas where improvements or changes may be needed.

MEMBER GUIDELINES

Committee Chair	<ul style="list-style-type: none">• K-64 Board Member – Private Sector	
Committee Vice Chair	<ul style="list-style-type: none">• K-64 Board Member – Elected Official	
Ex-Officio Lead	<ul style="list-style-type: none">• Ex-Officio Board Member	
Committee Recorder	<ul style="list-style-type: none">• Ex-Officio Support Staff Designee	
Ex-Officio Support Staff	<ul style="list-style-type: none">• K-64 CEO• Coordinators of existing work-based learning programs• CCS, HPS, NCCS and CVCC staff who can assess school readiness/facilitate implementation• STEM coordinators• Chamber/EDC staff• Teachers	
Private Sector Members	<ul style="list-style-type: none">• Employers participating in work-based learning programs• Employers seeking skilled labor• HR professionals, workforce development organizations	
Other		

K-64 COMMITTEE NOMINATION SLATE

SUSTAINABILITY EXECUTIVE TEAM

Chair: Tony Rose, K-64 Vice Chair

Staff: K-64 CEO

Ex-Officio Lead: Garrett Hinshaw

MARKETING COMMITTEE

Committee Chair: Sheree Watson

Committee Vice Chair: Jeanne Jarrett

Ex-Officio Lead/Designee: Amy McCauley

TECHNOLOGY COMMITTEE

Committee Chair: Mike Ellwanger

Committee Vice Chair: David Brittain

Ex-Officio Lead: Scott Millar

CHARACTER DEVELOPMENT COMMITTEE

Committee Chair: Kimberly George

Committee Vice Chair: Reggie Hamilton

Ex-Officio Lead: Mick Berry

WORKFORCE SOLUTIONS COMMITTEE

Committee Co-Chairs: Stephen Shuford and Robyn Mingle

Committee Vice Chair: Sherry Butler

Ex-Officio Lead: Lindsay Keisler