

MONROE COUNTY COMMUNITY SCHOOL CORPORATION
BOARD OF SCHOOL TRUSTEES
Work Session, July 13, 2010
MEMORANDA

The Board of School Trustees of the Monroe County Community School Corporation met in Work Session, for which proper notice had been given, at 5:00 p.m. prior to a regular meeting on Tuesday, July 13, 2010, in the Administration Center Room 136, located at 315 E. North Dr., Bloomington, Indiana.

Board members present: Jeannine Butler, Keith Klein, Valerie Merriam, Jim Muehling, Lois Sabo-Skelton, Vicki Streiff and Sue Wanzer

Also present: John T. Coopman, Superintendent; Tim Thrasher, Comptroller; Peggy Chambers, Assistant Superintendent for Human Resources; Don Lifo, Springsted, Inc.; Jim Shanahan, Shanahan and Shanahan; Tina Peterson, FMCCS Executive Director; citizens: Charlotte Zietlow, Liz Feitl, Rita Knox and Linda Shanke; Linda Richardson, MCEA; Norma Owens and Randy Tackett, AFSME; Andy Graham, Reporter for The Herald-Times and two representatives from CATS.

REFERENDUM PROCESS:

Dr. Lifo discussed the role of the School Board members, what the school district going to do, how we will encourage and support a PAC and how we get the key functions done well and on time. The big three: communication, canvassing, and get out the vote.

Dr. Senden spoke about blending the talent into one coordinated effort and having distinct calendars for each specific task and group.

The Board and the Superintendent should be identifying 1) politicians, 2) those involved in community groups (Rotary, Lions, etc.).

We need a group of local activists that would include some parts of SOS. This would not be an us vs. them, but would be some combination.

Board members may promote the campaign and should work together to ensure that they don't all show up at one meeting and therefore miss others. Make sure you don't all volunteer for the same meeting. That way we avoid the appearance of violating the open door laws.

If there are six (or more or less) committees, there are opportunities for each member to serve (not lead) on one.

Superintendent and one Board member meet with community leaders on 'their turf'.

Each Board member come up with a list of recognized community leaders, prioritize it, and working through Dr. Butler and Dr. Coopman, determine who will contact the individuals for one-on-one conversation. Always have a task for them and know who to refer them to. Develop a directory of contacts.

Talking points are being developed. One exercise is for each board member (and any others Dr.

Coopman and the Board would like to invite) to write out the best argument for the referendum in less than 300 words in the next two weeks and e-mail to Brad Senden for review and to help make the best case statement for MCCSC.

Dr. Butler suggested a work session for July 26th to share the lists of names and decide who each member will contact.

We should coordinate our website with the PAC link – which is primarily the ‘vote yes for the referendum website’.

The campaign website links back to the district for more information, but our website would not link back to them. Primary role of district is to inform and the primary role of the campaign site is to persuade.

Dr. Lifo suggested that they will meet with the PAC and determine what approach to canvassing the group would be comfortable with. They are looking for a core group of 12 -15, with 200-300 volunteers behind them.

For door-to-door: do not have students younger than high school age; do not go alone; need to have a diverse group (politically).

This is a political campaign, but this does not preclude a statement being made during their public service.

Classroom teachers need to remain neutral, but a government teacher could teach about what a referendum is. However, the teacher could not assign students to referendum related tasks. If the student council group decides on their own to get involved, there is nothing to preclude them from doing that. The Superintendent may need to send something out to the teachers regarding guidelines for their involvement.

We should have our core steering committee settled by Labor Day. We may need co-chairs for each committee to guarantee the ‘ideal task performers’, i.e., the ideal person for a specific role.

Keep looking for people who will strengthen the group.

The PAC selects a chairman and a treasurer and files with the county. The PAC cannot accept contributions until they have formally filed with the county and must have a name and they will select the name. We can make suggestions.

“In kind” contributions are made at retail value and assigned by the giver.

When the campaign is over, pull everyone back in to have them ‘tell how they feel’ about the process.

Work to get voters registered (including allowing a registration table at the high schools) and encourage people to vote early. Once the location on the ballot, advertise to vote yes for number # and where it is on the ballot.

ADJOURNMENT

Dr. Butler declared the work session to be adjourned at 6:50 p.m.

Jeannine Butler, President

Valerie Merriam, Vice President

Vicki Streiff, Secretary

Keith Klein, Assistant Secretary

Jim Muehling, Member

Lois Sabo-Skelton, Member

Sue Wanzer, Member