



Santa Cruz County Board of Education  
 Santa Cruz County Office of Education  
 400 Encinal Street  
 Santa Cruz, CA 95060

Regular Board Meeting  
 August 16, 2012  
 Time: 2:00 p.m.  
 Board Room

**APPROVED MINUTES**

**1.0 ROLL CALL AND ESTABLISHMENT OF QUORUM**

<u>Board Present</u>	<u>Staff Present</u>
Jack Dilles	Mary Hart
Aaron Hinde	Mary Anne James
Arnold Levine	Bryan Wall
Gina Locatelli	Kyle Rucker
Dana Sales	Brunella Deeds
George Bud Winslow	John Rice
Michael Watkins, Secretary	Daniel Bechtel
	Brunella Deeds
<u>Absent at Roll Call</u>	Cindy O'Conner
Vic Marani (arrived late)	

**2.0 PLEDGE OF ALLEGIANCE**

Superintendent Watkins led the Pledge of Allegiance.

**3.0 APPROVAL OF AGENDA**

It was M.S.C. (Locatelli/Winslow) to approve the agenda as submitted.

Ayes: Unanimous  
 Nays: None  
 Absent: Marani  
 Abstain: None

Action #914

**4.0 REMARKS FROM THE AUDIENCE**

Bruce Oneto addressed the Board regarding the Santa Cruz County Fair. Mr. Oneto requested support from education and friends of the fair, as education is such a large part of fair activities.

Sandra Nichols, candidate for SCCOE Trustee Area 3, introduced herself to the Board and expressed her interest in continued work in education.

**5.0 CONSENT AGENDA**

Trustee Dilles reported that he and Trustee Sales met with Mary Hart, Associate Superintendent of Business Services regarding the concept of a one-time allocation of funds to k-12 districts with a clear methodology of how that is done, to show equity. The concept would be based on district ADA and districts would be asked to submit a brief proposal to include how Funds would be used to support student achievement.

It was M.S.C. (Dilles/Locatelli) to approve the consent agenda as submitted.

Ayes: Unanimous  
 Nays: None  
 Absent: None  
 Abstain: None

Action #915

**5.1 DEFERRED CONSENT ITEMS (if required)**

There were no deferred consent items.

**6.0 CORRESPONDENCE**

There was no correspondence.

**7.0 UNFINISHED BUSINESS**

There was no unfinished business to discuss.

**8.0 PUBLIC HEARING/NEW BUSINESS and ACTION ITEMS**

**8.1 Approve Consolidated Application for Funding Categorical Programs**

It was M.S.C. (Sales/Hinde) to approve the application of the 2012-13 Consolidated Application for funding categorical programs.

Ayes: Unanimous  
Nays: None  
Absent: None  
Abstain: None

Action #916

**8.2 Adopt Resolution 12-13, Resolution to Support Schools & Local Public Safety Protection Act (Proposition 30) and Our Children Our Future: Local Schools and Early Education Investment Act (Proposition 38)**

After some discussion it was M.S.C. (Dilles/Winslow) to adopt Resolution 12-13 to Support Schools and Local Public Safety Protection Act (Proposition 30) and Our Children Our Future: Local Schools and Early Education Investment Act (Proposition 38).

Ayes: Dilles, Hinde, Levine, Sales, Winslow  
Nays: Marani  
Absent: None  
Abstain: Locatelli

Action #917

**9.0 REPORTS/DISCUSSION/INFORMATION ITEMS**

**9.1 Cultural Council of Santa Cruz County**

Michelle Williams, Executive Director of the Cultural Council of Santa Cruz gave a presentation to the Board highlighting the Arts in schools.

**9.2 Davenport Resource Service Center and North Coast Teen Center**

It was M.S.C. (Winslow/Locatelli) to remove item 9.2 from the agenda.

Ayes: Unanimous  
Nays: None  
Absent: None  
Abstain: None

Action #918

**9.3 Constitution Day Activities**

Trustee Locatelli played a commercial that she and President Levine recorded announcing the Constitution Day essay Contest. KSCO donated commercial time valued at more than \$2000.

President Levine reported that the Santa Cruz Host Lions donated \$500 towards the contest prizes.

**9.4 Superintendent's Report**

County Superintendent of Schools, Michael C. Watkins, provided an update on activities and matters of interest and events that have occurred since his report of July 19, 2012

**Assistant Superintendent, Educational Services**

Interviews were held for Assistant Superintendent, Educational Services from an extensive pool of applicants. The interview committee forwarded two applicants and Mary Anne James formerly of Santa Cruz City Schools was chosen. She has an extensive background in staff development, knows our community intimately as a longtime resident and also has a background in bilingual education. She will be an outstanding addition to our office.

**Trustees Election Update**

Congratulations to Dana Sales and Bud Winslow who have been appointed to another four years as they were unopposed in this year's election. Arnie Levine and Vic Marani will be leaving the board at the end of this year at which time we will thank them for their service to the Board. Jane Barr, a housing program manager is running unopposed to fill the seat formerly held by Vic Marani and has been appointed in lieu of. Jim Spano, retired educator and former STRS Retirement Counselor, and Sandra Nichols, current Pajaro trustee and former educator have both filed for the seat being vacated by Arnie Levine.

**Strategic Plan and Retreats**

Meetings have been going on over the past month to explore goals and objectives for each of our departments to take us through the next three years. At the annual Managers Retreat, the management team worked together to formulate the strategic plan. The Board was invited to attend our Managers Retreat to hear firsthand feedback from our management team. Managers also received a presentation on Social Media and how it can help us to get our message out to our school community and the community at large.

**Migrant Headstart Programs**

Our Migrant Headstart Programs went through a Federal Review this past month. The immediate feedback was very positive regarding our family childcare homes. Although the outcome is not yet known, the reviewers were very pleased and gave many compliments directly.

**S4C Commitment Scholars Ceremony**

S4C held its first annual scholars ceremony where 30 county students were honored with scholarships that they will be able to use to attend Cabrillo College when they finish high school. Administrators from Pajaro Unified, Santa Cruz City Schools, and San Lorenzo Valley Unified along with Michael Watkins were on hand to honor students from their districts.

**Administrator Kick-Off 2012**

This year's Administrator Kick-Off took on a new format with several district superintendents planning and executing the event. We had 140 attendees from school sites and district offices. The program focused on student engagement. We want to extend our sincere thanks to Seaside Company who donated one-time ride tickets for the event.

**Catamaran Literary Reader**

Superintendent Watkins attended the reception at the offices of Catamaran Literary Reader in the Tannery Complex. This magazine project focuses on the Central Coast with environmental art and literature featured. Our office is collaborating with them to provide tutoring for students in the area of writing and Santa Cruz Writes would like to expand to include Catamaran Writers as mentors..

**Foster Grandparents**

Superintendent Watkins met with Al Dixon and Bob Campbell of Foster Grandparents to discuss the enhancement of the role of Foster Grandparents in the schools.

**Alternative Education WASC Accreditation Review**

We received the official notification that our Alternative Education Programs has received a 6 year renewal which is the best term you can be given. Again, I want to thank the many staff from the program and, especially Johnny Rice, Project Director, for all their hard work to accommodate the review team, prepare for the review and get the best results possible, as well as the staff that does such a phenomenal job all year long.

**CCSESA Legislative Committee**

Superintendent Watkins participated in the monthly legislative committee phone conference for CCSESA. Ballot measure 31, 32, and 39 were discussed along with the Weighted Pupil Funding and other budget issues and updates.

**Kristine M. Garza, Ph.D., Society for Advancement of Hispanics/Chicanos & Native Americans in Science**

Superintendent Watkins met with newly hired executive director Dr. Kristine Garza of the Society for Advancement of Hispanics/Chicanos & Native Americans in Science. With a focus on underrepresented minorities at the undergraduate and graduate level and career scientists, Ms. Garza wanted to discuss how they could assist with the S4C College Commitment group.

**California Association of African American Superintendents and Administrators (CAAASA)**

Superintendent Watkins attended and presented at the annual CAAASA Conference. My presentation centered on the challenges and responsibilities involved in becoming an effective superintendent and/or administrator.

**Santa Cruz County Association of Realtors**

Superintendent Watkins participated in the Santa Cruz County Association of Realtors educational program with a presentation on education in Santa Cruz County. They were interested in everything from number of districts and students to funding and charter schools. I introduced recent trends in education along with issues such as dropouts, cyber bullying, autism, and changes proposed in funding of schools. They were a very attentive audience and the presentation was well-received.

### **Social Media**

With the help of Jason Borgen, TICAL Coordinator and Rose Moonwater, Web Supervisor, we have been exploring how to better use social media as a marketing and informational tool. We are always looking for ways to inform the public about what we do and how we work with all school districts in the county. This is a new way of thinking and working and will be explored by departments.

### **Regional Occupational Programs Orientation (ROP)**

ROP is holding the first of two orientations today in their new offices. Today's group is composed of the teachers working in Pajaro Valley Unified as they begin classes next Monday. The north county teachers will meet on August 23<sup>rd</sup> for their orientation.

### **Cabrillo Music Festival Performance**

One of the performances at the Cabrillo music festival on August 4 at 8 p.m. was the world premiere of Emmy award-winning composer John Wineglass' Someone Else's Child narrated by Broadway actor, singer, writer, and inspirational speaker Charles Holt. Commissioned by philanthropist David Kaun, Wineglass' symphonic poem was inspired by and integrates poems by kids in the Santa Cruz juvenile detention center and poignantly describes the life and thoughts of incarcerated youth in America today. Reports are that the performance received a standing ovation.

### **AVID – Advancement Via Individual Determination**

Superintendent Watkins met with Andrea Lichtner, regional director for AVID to discuss the future of the program. Funding was cut by line item veto by the Governor so the program may no longer exist once current funding runs out.

### **Yes 2 Mentoring**

Superintendent Watkins attended the second meeting for the Yes 2 Mentoring grant. The group will be ready to begin working with students at the start of the school year. Rose Felicetti is in the process of being hired to facilitate the program.

### **Monthly Meetings**

**CCSESA Executive Committee**  
**CCSESA Board of Directors**  
**CCSESA Legislative Committee**

**CCSESA Finance Committee**  
**S4C Executive Committee**

## **9.5 Trustee Reports (3 minutes each)**

Trustee Marani reported that he met with Mike Walsh, delegate-at-large for CCBE. He also met with Senator Jean Fuller from Bakersfield and discussed the state of educational funding.

Trustee Hinde reported that he met with the Santa Cruz Business Council, and The Mayor and Vice-Mayor.

Trustee Sales reported that he attended a budget committee meeting and the managers' retreat

Trustee Dilles received call from Public Policy Institute of California regarding education - how education is working, how do we communicate with stakeholders? He was pleased to be part of a process about improving education. Trustee Dilles also enjoyed managers' retreat at the Cabrillo Horticulture Center, noting the staff are highly motivated and have good direction, comprising a great team.

Trustee Winslow reported he visited a migrant camp.

Trustee Locatelli reported that she was the executive producer for a KSCO radio show, interviewing world leading expert Jeffery Smith on genetically altered food and seeds. Mr. Smith is the author of Seeds of Destruction and Genetic Roulette. Trustee Locatelli also attended the managers' retreat.

**10.0 AD HOC COMMITTEE REPORTS/ACTIONS (if any)**

There were no ad hoc committee reports.

**11.0 ADDITIONS, IF ANY, TO FUTURE BOARD AGENDA ITEMS**

There were no additions.

**12.0 SCHEDULE OF MEETINGS and COMING EVENTS**

Wednesday, August 14, 2012  
1:00 p.m.

Board Retreat  
Cabrillo Horticulture Center

Monday, August 27, 2012  
8:00 a.m.

SCCOE Employee Orientation  
Cocoanut Grove

Thursday, September 20, 2012  
4:00 p.m.

Regular Meeting of the County Board of Education  
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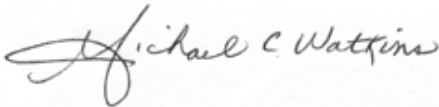
Thursday, October 18, 2012  
2:00 p.m.

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**13.0 ADJOURNMENT**

President Levine adjourned the meeting at 3:05.

Respectfully Submitted



Michael C. Watkins  
Secretary to the Board