



January 11, 2012
Jackson County Education Team
9:00 AM, County Tower, Building 5th Floor

Meeting Minutes

Attendees: Julie Alexander, Renee Applegate, Adam Brown, Ted Christoff, Mary Deluca-Cunningham, Kriss Gianetti, Patty Kaufman, Irene Lecrone, Monica Moser, Kevin Oxley, Dan Phelan, Doug Schedeler, Jim Stormont

1. Open Discussion Community Education Issues:

Mary Deluca-Cunningham distributed a copy of the Early Childhood Care and Education. The superintendents asked them to look at available childcare within Jackson area. They do not have info, but are working with ISD to gather complete data. Pals data was included in this report. Kevin Oxley stated that there is valuable information in this report; we need to tell this story about what is going on. Education component of this report is valuable. Question was asked about what teen pregnancy programs are in place within the community. United Way and County Health Department currently fund programs. Substantial cooperation exists between the Head Start program and ISD to reduce number of inclusion special education students serviced in Jackson. This early intervention ultimately saves tax payers' money and is critical to progress.

Irene Lecrone shared a request from the advocacy group, Michigan Children, to the United Way to meet with Congressman Walberg and stakeholders to discuss cradle to career funding of programs in the Elementary Secondary Education Act (No Child Left Behind). Irene will share a copy of a report given to the governor and suggest that the meeting be held with the Education Team, Michigan Children, and Congressman Walberg.

Early childhood subcommittee did a SWAT analysis on parent involvement. They are collecting and analyzing data, which will probably be available in February.

2. Math Makes a Difference

a. Media Campaign

The radio campaign at Spring Arbor concluded. It was requested of the group to deliberate about the possibility of going with K105.3 next and whether we should use a different voice for the advertisement.

Kriss Gianetti asked how many hits the ad generated. County staff will find out. It was suggested that pitcher Josh Collmenter from the Arizona Diamonbacks would be a great person to do the commercial since he was in town doing baseball camps. Ted Christoff and Patty Kaufman both had connections. Ted would make an initial

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approach to do the commercial. County needs to start the conversation with K105.3 to get it going.

Another idea was for radio host Jamie McKibbin to do the voice. He is very popular with the youth. The group decided to pursue him next after Josh.

The group also liked the idea of doing a drawing to bring kids to the website. This would pull kids in and provide feedback for the website. It was decided to give the website staff the task to create a few questions for kids to answer to be included in the drawing. The group agreed that an IPOD would be an attractive prize for the drawing.

Questions to ask would be:

- How did you learn about this website?
- What would you like to see on this website?
- What games did you like to play?

b. Other Updates

Bookmarks and bracelets have been distributed.

Send an update of the budget to the committee.

c. Open Discussion – Are we making a big enough impact? If not, what else should we be doing?

Dan Phelan suggested that we need to be using social media to hit our target audience. All of the entities need to be linking the website to the Facebook page. We need to discuss this at a future meeting.

Question was asked, “Is it possible to link MMAD to PowerSchool”?

3. JCEG Education Team/County Steering Committee

There was not a lot of feedback from the Poleski article in the news. It was commented that we should not be doing anything to chase money but because it is the right thing to do.

a. Next Meeting

The next meeting of the larger group is on January 23rd.

b. Frequency of Meetings

There was a lot of discussion on whether the large group should meet monthly or quarterly. No decision made, but it was agreed that the work groups need to keep going. Another possibility is for the steering education team (larger group) to keep the sub-groups going and the larger team could meet quarterly so that everyone knows what is going on.

c. Direction

Kevin Oxley said that we need a structure for how things are accomplished within all of the education committees in Jackson. We have to be efficient if we want time to pursue our goals and be successful. Kevin advocated for the smaller group continuing to meet while engaging the larger group quarterly. Ted Christoff said we already have a structure with the big group that JCEG brought together. Education feels as if they are on an island and isolated. Executive committee makes others wonder what is happening behind closed doors. No one wants the work done thus far thrown away.

Jim Stormont said the education steering committee is not a JCEG team anymore; it belongs in county hands. They were attempting to bring players together.

Mary Deluca-Cunningham commented that we have worked for five years to collect data. Money from the state will need to be based on data and we already have bench marks in place. Irene Lecrone said she was not sure everyone has a clear understanding what has been accomplished.

Dan Phelan said that Jackson 2020 has been focusing on what things are working and suggested that we could be the template for how other teams work through issues. Dan suggested that there is a lack of willingness to be subordinate for singular togetherness. We need to recognize existing efforts being made and try to find a way to collaborate. Dan said he is becoming more and more convinced that the county may be the entity poised to hold everything together if they could refute perceptions of government and had staying power with elected leaders and administration.

There was discussion on the delay of MEAP results and lack of effectiveness in monitoring academic progress as well as academic success because of the time delay.

There was discussion on how we can promote cradle to career as one group? Maybe some silos don't matter. We need to be willing to look at that.

Commissioner Julie Alexander asked how we use this group to re-create the strategic plan. Adam Brown gave the background of this group and said that we needed a process to assess the current condition, state the desired condition, and develop a plan to get from where we are to where we want to be.

Steering subcommittees are focusing on what is currently happening. There is still a need be prescriptive and prioritize.

Irene Lecrone requested that we map the current initiatives with the current metrics.

The group agreed that the meeting on the 23rd should be used to create a structure that makes the most efficient means of everyone's time.

4. Other Discussion/Comments

Next Meetings:

Steering education Jan 23 7:30 AM

County education Feb 7, 9:00 AM

5. Adjournment - 10:34 AM