

**Minutes**  
**State Board of Education Special Committee on Parent Communication**  
**Meeting**  
**Friday, November 14, 2014**

The State Board of Education Special Committee on Parent Communication met Friday, November 14, 2014, in the Auditorium of the Department of Education Building. Chair Alice Mahony called the meeting to order at 12:05 p.m.

Present: Alice Mahony, Chair; Mireya Reith

Absent: Joe Black

Committee Members Attending: Jerri Derlikowsky, Lisa Haley, Sherri Thorne, Mary Perry, Deborah Coffman, Kimberly Friedman, Elbert Harvey, Bobby Lester, Andre Guerrero, Jonathan Crossley, and Melinda Kinnison

**Consent Agenda**

Ms. Reith moved, seconded by Ms. Sherri Thorne, to approve the consent agenda. The motion carried unanimously.

Items included in the Consent Agenda:

- Minutes - August 15, 2014

**Work Session**

**Consideration for Next Steps for My Child/My Student Campaign**

Ms. Mahony said the questions are helpful for parent teacher conferences.

Ms. Gayle Morris said the social media has increased by 700 viewers.

Ms. Deborah Coffman reported that Ms. Kimberly Friedman presented My Child/My Student to several organizations and a local television station. Ms. Coffman also reported that Ms. Angela Duran wrote a professional development course for My Child that will be available on Arkansas IDEAS before Christmas break.

Ms. Reith encouraged the ADE staff to reach out to schools and ask them to include the My Child information in their district newsletters. Ms. Reith will send Ms. Friedman contact information regarding northwest public television.

Ms. Reith encouraged all members to reach out to organizations (AEEN, Teach for America, Grade Level Reading, Co-op list servs, PTO, and other) about posting My Child to their website or including information in their newsletters.

### **Identify next steps for offline implementation**

Committee members recommended consideration for printing fliers for job fairs including QR codes and URL to webpage; securing a booth at conferences; designating a week to celebrate parent/teacher communication; and involving businesses, foundations, organizations to include information in their communications, bills, and newsletters.

The State Board signed a resolution recognizing November 20 as National Parent Involvement Day. Committee members recommended the Communications Team design a press release highlighting My Child/My Student. Ms. Morris said that Ms. Reith videotaped a new video for the My Child campaign.

Ms. Derlikowski and Ms. Coffman are working on a document, *How Arkansas Schools Work*. Ms. Reith recommended the final document be translated into Spanish and Marshallese for advocates to distribute. Committee members recommended sharing the final document with the Joint Education Committee.

Ms. Reith challenged each member to reach out to a potential partner. Ms. Coffman committed to reach out to the ForwARd Initiative. Mr. Crossley committed to reach out to Teach for America about a grass roots campaign for parents.

Ms. Kinnison recommended the communications team prepare fliers for the participants' bags at the annual Convention PTA in Fort Smith in May. The fliers will be needed by April and could focus on recommendations for the summer.

The Special Committee on Parent Communication will meet January 9, 2015 at noon in the ADE Auditorium. The meeting will focus on members' commitments to reach out to partners to share My Child.

### **Adjournment**

The meeting adjourned at 1:07 p.m.

*Minutes recorded by Deborah Coffman*

*Mireya Reith*  
Mireya Reith