

**AISD DISTRICT ADVISORY COUNCIL**  
**Summary of Regular Meeting**  
**September 18, 2018**

**ATTENDANCE**

**Member Attendance**

(See attached list)

**Others in Attendance**

Samantha Alexander, Communications and Community Engagement

Celso Baez, Communications and Community Engagement

Joey Crumley, AICP, Innovation and Development

Victoria Hall, Communications and Community Engagement

Carrie Schreiber, Austin Classroom Teachers Association

Nikole Sturm, Community Member

Ann Teich, Board of Trustees

Reyne Telles, Communications and Community Engagement

Michelle Wallis, Innovation and Development

**PROCEEDINGS**

**Preliminaries**

- The meeting was called to order by Dr. Jane Ross at 4:34 p.m. in the Board Auditorium of the Carruth Administration Center.
- Under public comments, Nikole Sturm supported the inclusion of LGBTQ concerns in sexual education, and encouraged the district to discontinue allowing Celebration Church to utilize the Performing Arts Center due to its non-inclusive messages.
- There were no items from members.

**Superintendent's Update**

- Dr. Cruz was unable to attend the meeting.

**Update on Innovation and Development**

- Michelle Wallis, Executive Director of the Office of Innovation and Development (OID), provided an update that included the following points:
  - ☞ OID serves as a hub for public and private partnerships that support AISD students.
  - ☞ OID maintains an integral relationship with the Austin Education Fund.
  - ☞ In FY 2018, OID secured almost \$26 million in contributions.
  - ☞ OID provides funding assistance at both the district and campus levels.
  - ☞ The predominant funding source may vary from year to year between governmental and private.
  - ☞ On October 10, the Superintendent will present the annual State of the District address, which also serves as a major fundraising event.
- Discussion points included:
  - ☞ Some grants have monitoring and reporting requirements, and some require third-party evaluations.
  - ☞ Most grants are for one year, but some are longer-term.
  - ☞ Some donors want to see a match from the district, but this can be an in-kind match.
  - ☞ It would be good to put some success stories out on the district website.
  - ☞ We are experiencing a funding gap for our mental health services.
  - ☞ More funders are now aware that AISD has a foundation.

### **Executive Committee Election**

- Andy Anderson asked all of the Executive Committee candidates to identify themselves (written statements were previously provided by the candidates).
- Joey Crumley distributed ballots for DAC members to mark, and said that results of the election would be announced the next day.

### **Update on Communications and Community Development**

- Reyne Telles, Executive Director of the Department of Communications and Community Engagement (DCCE), provided an update that included the following points:
  - ☞ New staff resource groups have been recently formed, including Hispanic, African American, Asian American, and LGBTQ.
  - ☞ Some of the district's previous marketing campaign efforts had to be cut due to overall budgetary reductions.
  - ☞ We were meeting our enrollment increase projections, but we were a little off last year. Current year enrollment data are not yet available.
  - ☞ There were some targeted populations in the marketing campaign.
  - ☞ Most of the schools that were focused on were among the hardest to market. The only increase in the number of focus schools has been to add TUP schools.
- Discussion points included:
  - ☞ Please provide the list of focus schools.
  - ☞ We haven't yet studied whether we're losing siblings to charters.
  - ☞ The only increase in the number of focus schools has been to add a few of the Target Utilization Plan (TUP) schools.
  - ☞ We do work with individual focus schools on their messaging.
  - ☞ It's a sad fact, but a lot of parents simply don't know how to enroll their children in AISD schools.
  - ☞ For the schools not in the marketing campaign, we have been working with ACPTA on messaging and an online toolkit.
  - ☞ Most of the focus schools are in parts of the city losing population in general.
  - ☞ The aesthetic appearance of our schools needs to be better to compete with charters; we also need to build more pride in our schools.
  - ☞ It would be good to know how many kids we're turning away from full schools.
  - ☞ We need to use more ways to communicate to parents when it's enrollment time.
  - ☞ We're actually losing more kids to other districts than we are to charters – it's an affordability issue.
  - ☞ We need to continually communicate all the things we have to offer.
  - ☞ Based on surveys, "the way the school made me feel" was the main reason why parents expressed dissatisfaction with AISD.
  - ☞ A lot of parents are hesitant to send their kids to AISD middle schools – they continue to have a lot of problems.

### **Conclusion**

- The meeting was adjourned by Andy Anderson at 6:11 p.m.

District Advisory Council Membership and Attendance Record	2018				2019				
	8/21	9/18	10/16	11/27	1/15	2/19	3/26	4/16	5/14
<b>AKINS VERTICAL TEAM</b>									
Heather Shaw, Parent, Perez ES (3/2)	✓								
Lance Lunsford, Parent, Menchaca ES (1/2)									
<b>Mario Piña, Teacher, Paredes MS (2/1)</b>	✓								
Wayne Lopes, Teacher, Menchaca ES (1/2)	✓	✓							
<b>ANDERSON VERTICAL TEAM</b>									
Stacey Thompson, Parent, Anderson HS (1/2)	✓	✓							
<b>Shannon Meroney, Parent, Doss ES (3/1)</b>	✓								
Christy Cochran, Librarian, Murchison MS (4/2)	✓	Excused							
Thuy Nguyen, Teacher, Summitt ES (1/2)	✓	✓							
<b>AUSTIN VERTICAL TEAM</b>									
Barbara Knaggs, Parent, O.Henry MS (3/1)	✓	✓							
<b>Vera Muñoz, Parent, Zilker ES (3/1)</b>	✓	✓							
Sedric Pinkny, Teacher, O.Henry MS (1/2)		✓							
<i>Vacant, Teacher</i>									
<b>BOWIE VERTICAL TEAM</b>									
Lisa Haney, Parent, Clayton ES (1/1)	✓	✓							
Travis Botello, Parent, Bowie HS (2/1)									
Daniel Gonzalez, Teacher, Bailey MS (1/2)	✓								
Dawn Dammann, Teacher, Gorzycki MS (1/2)		✓							
<b>CROCKETT VERTICAL TEAM</b>									
Zoe Trieff, Parent, Sunset Valley ES (3/1)									
Brenda Flores-Dollar, Parent, Crockett HS (1/2)									
Angela Koegler, Teacher, Williams ES (1/2)	✓	✓							
Kristel Nichols, Teacher, St. Elmo ES (2/1)		✓							
<b>EASTSIDE MEMORIAL VERTICAL TEAM</b>									
<i>Vacancy, Parent</i>									
<i>Vacancy, Parent</i>									
Roland Hutson, Teacher, Allison ES (1/1)	✓								
Steven Morris, Teacher, Brooke ES (1/1)	✓	Excused							
<b>LANIER VERTICAL TEAM</b>									
<i>Vacancy, Parent</i>									
<i>Vacancy, Parent</i>									
Isa Boonto-Zarifis, Teacher, Lanier HS (1/2)	✓	✓							
Laurie Beaman, Teacher, Lanier HS (2/1)		✓							

(#/#) = Total number of terms appointed/Year of current term

★ = Co-Chair

**Bold = Executive Committee Member**

\* = Non-Voting

District Advisory Council Membership and Attendance Record	2017				2018					
	8/21	9/18	10/16	11/27	1/15	2/19	3/26	4/16	5/14	
<b>LBJ VERTICAL TEAM</b>										
Betty Johnson, Parent, LBJ HS (6/2)	✓									
Carrie Griffith, Parent, Blanton ES (1/1)	✓									
Daniela Ruiz, Teacher, Harris ES (2/1)	✓									
<b>Blanca Galvez-Perez, Teacher, Andrews ES (4/1)</b>	✓	✓								
<b>McCALLUM VERTICAL TEAM</b>										
Sam Russo, Parent, Brentwood ES (1/2)	✓	✓								
Julie Ziegelman, Parent, McCallum HS (1/1)	✓	Excused								
Cari Land, Counselor, Highland Park ES (1/2)		✓								
Yvonne McDaniel, McCallum HS (1/2)		✓								
<b>REAGAN VERTICAL TEAM</b>										
Ayelet Neubach, Parent, Winn ES (1/2)										
Dr. Deanna Mercer, Parent, Reagan HS (2/1)										
<b>Maya McElroy, Librarian, Graham ES (4/2)</b>	✓	✓								
Claudia Torres, Teacher, Webb MS (2/1)	✓									
<b>TRAVIS VERTICAL TEAM</b>										
<i>Vacancy, Parent</i>										
Deborah Trejo, Parent, Becker ES (1/2)	✓	✓								
Sandy Chilton, Teacher, Uphaus ECC (2/1)										
Lana Machado, Teacher, Fulmore MS (1/1)	✓									
<b>SPECIAL CAMPUSES VERTICAL TEAM</b>										
Jane MacLean, Parent, Ann Richards School (4/1)	✓	✓								
Annemarie Read, Parent, LASA (1/1)	✓	✓								
Danna Roberts, Teacher, ALC (1/2)	✓									
<i>Vacancy, Teacher</i>										
<b>PRINCIPALS</b>										
Framy Diaz, Principal, Cook ES (1/1)		Excused								
Jennifer Pace, Principal, Widen ES (1/2)	✓	✓								
Jesse De La Huerta, Principal, Dobie MS (1/1)	✓	✓								
Dr. Susan Thames, Assistant Principal, Akins HS (1/2)		✓								
<b>ACPTA REPRESENTATIVES</b>										
Vanessa Santamaria-Dainton (2/1)	✓									
Lynn Boswell (1/1)	✓	✓								

(#/#) = Total number of terms appointed/Year of current term

★ = Co-Chair

**Bold = Executive Committee Member**

\* = Non-Voting

District Advisory Council Membership and Attendance Record	2017				2018					
	8/21	9/18	10/16	11/27	1/15	2/19	3/26	4/16	5/14	
<b>COMMUNITY REPRESENTATIVES</b>										
Michael Supancic (6/1)	✓	Excused								
<b>LaDonna Massad (6/2)</b>	✓	✓								
Cathy Painter (2/2)		✓								
Toni Rayner (4/2)	✓	✓								
<b>Paul Mitchell (5/2)</b>	✓	✓								
Candace Aylor (2/2)		Excused								
Sondra Marks (3/2)		✓								
Cathy McHorse (1/1)	✓	✓								
<b>BUSINESS REPRESENTATIVES</b>										
Drew Bixby (4/1)	✓	✓								
Andy Sams (1/2)	✓	Excused								
<b>CLASSIFIED EMPLOYEE REPRESENTATIVE</b>										
Kathy Winfrey, Winn ES (1/2)										
<b>DISTRICT-LEVEL PROFESSIONAL EMPLOYEE REPRESENTATIVES</b>										
<b>★Dr. Jane Ross, Child Study Team/MTSS (10/1)</b>	✓	✓								
Bonnie Hauser, Library/Media Services (4/2)	✓	Excused								
Alonzo Blankenship, SEL (2/2)	✓									
<b>AT-LARGE MEMBERS</b>										
<b>★Adolphus (Andy) Anderson (8/2)</b>	✓	✓								
Vickie Black (10/1)	Excused	Excused								
Kevin Manzke (6/2)	✓									
Kathy Green (2/1)	✓	✓								
James Wetter (5/1)	✓									
<b>Alberto Gonzalez (8/2)</b>										
<b>Genevieve Dell, Parent, Fulmore MS (2/2)</b>	✓	✓								
<b>STUDENT REPRESENTATIVES</b>										
<b>Connor Fierro, Student, LASA (1/2)</b>	✓									
Sophie Ryland, Student, McCallum HS (1/1)		Excused								
<b>BOARD OF TRUSTEES LIAISON*</b>										
Alternating ( <i>See List of Others in Attendance</i> )	✓	✓								
<b>SUPERINTENDENT*</b>										
Dr. Paul Cruz										

(#/#) = Total number of terms appointed/Year of current term

★ = Co-Chair

**Bold = Executive Committee Member**

\* = Non-Voting