

SANTA CRUZ CITY SCHOOLS
BUDGET ADVISORY COMMITTEE MEETING
Branciforte Middle School Library
Tuesday, November 12, 2019
Minutes

Attendance at Meeting

BAC Members:

Casey Carlson, GSCFT
Casey O'Brien, Middle Schools
Crystal Williams McNish, Small Schools parent
Gail Atlansky, Student Services
Greg O'Meara, High Schools
Jeanie Brown, SCCCE
Jim Monreal, Business Services
Matt Farrell, Santa Cruz Education Foundation
Michelle McKinney, Small Schools
Octavio Jimenez Garcia, Middle School parent
Olwen Skogerson, High School parent
Rebecca Olker, SC COE
Tim Madsen, Elementary School parent

Absent:

Amy Spiers, Middle Schools Alternate
Brent Kline, AMA
Clyde Curley, Elementary Schools
Deedee Perez-Granados, Board Trustee
Dorothy Coito, Educational Services
Jeremy Shonick, Board Trustee
Molly Parks/Desiree Dominguez, Human Resources

I. Call to Order

Supt. Kris Munro called the meeting to order in the library at Branciforte Middle Schools at 6:05 pm. She welcomed the grade span parent representatives, who have joined the BAC this year. Kris invited all to introduce themselves.

II. Agenda

Kris previewed the agenda. The purpose of the Budget Advisory Committee is to make recommendations to the Superintendent regarding fiscal resources and related topics. A new component this year is monitoring enrollment.

III. Enrollment

Enrollment impacts the District's budget. SCCS is actually two districts, the elementary and the high school district, under one Board of Trustees. The Elementary District is a "basic aid" district; revenue is a flat amount which does not vary with enrollment. The Secondary District receives revenue based on revenue limit, calculated by ADA (average daily attendance). The two districts' funds are blended together in one budget.

The District's vision is "We create and support a learning environment that challenges and enables students to achieve their highest potentials." The District goals aim to attract the best possible team to collaborate for our students. The cost of living is quite a challenge for teachers. The District is working on this.

IV. Small Groups Activity re Enrollment

Kris asked small groups to study the grade span enrollment charts. She explained that in 2004-05 the District had closed two schools and consolidated all alternative schools on the Branciforte Elementary campus. She invited the groups to first record their observations regarding their group's chart, and then to take a look at what other groups had observed.

Kris spoke on how staff have attempted to tell the District story. The annual State of Our Schools was mailed out to the community, including thanks for the Measures A and B bonds and the four parcel taxes, which contribute 8% of the District's revenue. Without the parcel taxes, the schools would be very different. Principals are invited to contribute a story about their schools every month. Other outreach methods include quarterly newsletters, site newsletters, and connecting to local media. The Sentinel has a small staff. We need to build our relationship with the Good times. There is to be a story broadcast on KSBW regarding Career Technical Ed. Kris invited BAC members to brainstorm in small groups for ideas to attract families to our District.

Elementary

Observations:

- Delaveaga and Westlake did not decline as much as Gault and Bay View
- Since 1998-99, we have declined by 1/3, more than 1,000 students
- Westlake has had the most stable enrollment
- Decline from 1998-99 to 2005-06
Increase from 2006-07 to 2013-14
Decline from 2013-14 to 2019-20

Ideas:

- Display Student Art shows in public (vacant storefronts downtown)
- CTE presentations
- Promote music/drama, get more people to attend
- Promote "Magnet" programs
- Homecoming parades bring the community into the campus, kinetic, great visuals
- Highlight grads and their success stories
- School celebrations on new LED signs
- Celebration Dinners for those who are involved /Annual Report
- Alumni Associations at all high schools, not just SCHS. Tout what they do, tap them for ideas and resources
- Student designed apparel?
Sell at Bookshop SC
- "A healthy democracy is born/nurtured in public schools"

Where do you get your news and information?

- Growing Up in Santa Cruz
- Good Times
- Public Radio
- Social Media
- Hog Calls to KPIG
- Local TV ads

Middle/Small Schools

Observations:

- 2004-05 elementary went up and middle school enrollment went down.
- Prior to 2004-05 Loma Prieta/Ark were different schools, so line graph for them before that date may not be accurate representation
- 2005-06 Immunization requirements may have decreased enrollment at AFE
- Over entire time span, Mission Hill MS went up approximately 100 students while Branciforte Middle remained constant

Ideas:

- Ensure that sites assign someone to post events already scheduled onto social media (Facebook, Instagram, etc.)
- Have more professional support with school website marketing/updates
- Post student produced work and art
- Improve process for gaining parent permission to post student photos. Many parents opt out. Need to explain this better to parents.
- Los Gatos HS social media driven by community on front of website (e.g. Twitter feed, post photos and comments)
- Cross pollinate good news across schools
- More school apparel and SCCS apparel. Student-designed?

High Schools

Observations:

- Harbor enrollment upswing
- Santa Cruz High enrollment is steady, with a slight decrease
- Soquel High has a downward trend in 19-20

Ideas:

- Performing arts centers in our schools (all high schools – Soquel High needs one. Aptos High's facility draws drama/music students away from Soquel High)
- Coordination of increased marketing, increased "swag"
- Increase advertising during enrollment time (Growing UP, NPR, Free Calendar, Snap Chat)
- Parent outreach! Parent education
- Promote programs – AVID (and AVID-like programs for all students), IB, Culinary Arts, Foreign languages (offer more than Spanish), AP classes, Math Academy. Bring back Humanities Academy, GMEC at Soquel High, which lacks a special program to draw students.
- Promote sports. Kids move for sports. Attract students from outside district.
- Small schools help kids feel connection with friend groups, gives a community feel.
- Website marketing
- Study enrollment graphs for LOSD, SVUSD, SLV, Independent Study schools, Oasis, Charters/Independents

V. Budget Development Calendar

Assistant Superintendent Jim Monreal spoke about the Budget Development Calendar. It is focused on the building of the 2020-21 budget, with attention to spending plans two and three years out. BAC meeting

dates and topics are detailed on the calendar. Members can give input on how to spend the Governor's proposed budget for 20-21. In March, the BAC will consider staff models and the 2nd Interim Report.

Meeting Evaluation

BAC Members liked having parents on the Committee, and felt that the small group discussion generated more ideas. They would like to have follow-up on the ideas discussed, to learn what action has been taken, and to learn if school websites have been updated. Kris shared that a CTE teacher has been assigned to take photos at our schools. It was suggested that swag be given to students who shadow at the high schools.

VI. Next Meeting/Adjournment

The next BAC meeting will be held on December 10, 2019. Location will be announced at a later date.

The meeting was adjourned at 7:15 pm.

Respectfully Submitted,

Catherine Meyer-Johnson
Executive Assistant
Business Services

Jim Monreal
Assistant Superintendent
Business Services