



Tuesday, August 8, 2017
Board of Education Meeting - 7:30 p.m.

District 205 Center
162 S. York
Elmhurst, IL

1. Opening of Meeting (6:00 p.m. closed session)

Subject **A. Call to Order**

Meeting Aug 8, 2017 - Board of Education Meeting - 7:30 p.m.
Category 1. Opening of Meeting (6:00 p.m. closed session)
Type Procedural

Subject **B. Roll Call**

Meeting Aug 8, 2017 - Board of Education Meeting - 7:30 p.m.
Category 1. Opening of Meeting (6:00 p.m. closed session)
Type Procedural

Subject **C. Pledge of Allegiance**

Meeting Aug 8, 2017 - Board of Education Meeting - 7:30 p.m.
Category 1. Opening of Meeting (6:00 p.m. closed session)
Type Procedural

2. Closed Session

Subject **A. Collective negotiating matters between the public body and its employees or their representatives, or deliberations concerning salary schedules for one or more classes of employees (5 ILCS 120/2(c)(2))**

Meeting Aug 8, 2017 - Board of Education Meeting - 7:30 p.m.
Category 2. Closed Session
Type Information

Subject **B. The appointment, employment, compensation, discipline, performance, or dismissal of specific employees of the public body (5 ILCS 120/2(c)(1))**

Meeting Aug 8, 2017 - Board of Education Meeting - 7:30 p.m.
Category 2. Closed Session
Type

3. Public Comments

Subject **A. The Board will receive public comments for up to three minutes concerning items on this agenda, as well as communication, petitions, reports from citizens or representatives of other public agencies.**

Meeting Aug 8, 2017 - Board of Education Meeting - 7:30 p.m.

Category 3. Public Comments

Type Procedural

4. Reports and Presentations

Subject **A. Model Schools (Cabinet and Principals)**

Meeting Aug 8, 2017 - Board of Education Meeting - 7:30 p.m.

Category 4. Reports and Presentations

Type Presentation

File Attachments

[Model Schools.pdf \(2,086 KB\)](#)

Subject **B. American Middle Level Education Leadership Summit (Middle School Principals and Teachers)**

Meeting Aug 8, 2017 - Board of Education Meeting - 7:30 p.m.

Category 4. Reports and Presentations

Type Information

File Attachments

[Middle School BOE Presentation Aug 2017.pdf \(1,226 KB\)](#)

Subject **C. Kagan Cooperative Learning Structures Workshop (Pluskota/Teachers)**

Meeting Aug 8, 2017 - Board of Education Meeting - 7:30 p.m.

Category 4. Reports and Presentations

Type Information

File Attachments

[Engagement Strategies.pdf \(342 KB\)](#)

5. Superintendent's Agenda

Subject **A. Approval of Communications Consultant**

Meeting Aug 8, 2017 - Board of Education Meeting - 7:30 p.m.

Category 5. Superintendent's Agenda

Type Action

Recommended Action That the Board of Education enter into an agreement with Strategies 360 for services related to public opinion research and strategic communications for Phase 2 of the Focus 205 community engagement effort at a cost of \$59,500 (excluding video, print production, travel costs and contract with Minding Your Business at \$100 per hour, not to exceed \$15,000 in 2017-2018).

Rationale

In June, Elmhurst School District 205 issued a Request for Proposals (RFP) for Community Engagement consulting. The District is seeking to secure the services of a communications consultant in order to help

determine the extent to which the community would consider supporting facility upgrades and what it would prioritize as a part of a long-term Master Plan to enhance District facilities. Ultimately, any potential long-term plan will reflect the additional input that is part of Phase II of the Focus 205 Community Engagement Process.

To that end, the consultant must be able to provide public opinion research, message framework, creative design, web and video support, strategic social media help and assistance with facilitating and gathering input from focus groups/community meetings. Three firms responded by the initial deadline. Following that, and due to extenuating circumstances, the District reached out to additional firms in order to perform due diligence.

In all, six firms presented proposals. Interviews were held with two finalists and references were checked. A rubric was used to determine final scoring.

Superintendent Moyer, Assistant Superintendent for Finance Chris Whelton and Executive Director of Communications Melea Smith were all involved in the process and decision. Following careful consideration, it has been determined that the proposal from Strategies 360 (S 360) of Seattle, WA, proved the best combination of value and qualifications.

Strategies 360 is a large, full-service research, public affairs and communications firm with offices in 12 western states and Washington, D.C. The lead on this project would be Lesley Rogers, who brings more than 20 years of communications experience to her role as senior vice president at Strategies 360. She worked for S 360 from 2007-2011, then re-joined the firm in 2014, after serving as the Chief Communications Officer for Seattle Public Schools. With hands-on K-12 district experience, Lesley understands the need for school districts to authentically engage with both internal and external audiences.

For their work with District 205, S 360 will partner with a local firm called *Marcia Sutter is Minding Your Business*. Ms. Sutter provides quantitative research, meeting planning, project management and business solutions for educators, entrepreneurs and non-profits. This work can be capped at a given dollar amount.

S360's depth and reach, in partnership with a local professional who has "boots on the ground" knowledge of and experience with area school districts and communities, will provide the full spectrum of support we seek. Both firms come highly recommended and were very competitively priced.

Recommendation

That the Board of Education enter into an agreement with Strategies 360 for services related to public opinion research and strategic communications for Phase 2 of the Focus 205 community engagement effort at a cost of \$59,500 (excluding video, print production, travel costs and contract with *Minding Your Business* at \$100 per hour, not to exceed \$15,000 in 2017-2018).

Subject B. Approval of All-Day Kindergarten Feasibility Study Consultant

Meeting Aug 8, 2017 - Board of Education Meeting - 7:30 p.m.

Category 5. Superintendent's Agenda

Type Action

Recommended That the Board of Education approve the contract with Dr. Steve Cordogan in an amount not to
Action exceed \$5,000 to conduct an all-day kindergarten feasibility study.

Rationale

Last year All-Day Kindergarten consistently emerged as a community priority throughout the Focus 205 process. It was second only to STEM programming in the ThoughtExchange survey.

The District is launching Phase II of Focus 205, and part of that is an in-depth feasibility study to confirm the community's desire to move in this direction, and, if so, the options for implementation the community would be willing to support. The study will include three parts: a detailed comparison analysis of the highest performing unit school districts in the state, focus group meetings, and a survey. Cost, staffing and facilities implications will be included in the final report with a recommendation on next steps. The attached contract is structured such that the consultant will be paid at an hourly rate with a not to exceed number of \$5,000.

The District administration is recommending Dr. Steve Cordogan to conduct this study. Dr. Cordogan has significant related experiences as his attached resume clearly indicates. His doctorate specialized in statistical research. He is widely respected locally for his 11 years as the Director of Research and Evaluation in District 214. In addition, he has worked as an instructor at the university level and consulted with the state on various assessment-related matters. Dr. Cordogan has earned numerous awards for his work and has been published extensively.

Recommendation

That the Board of Education approve the contract with Dr. Steve Cordogan in an amount not to exceed \$5,000 to conduct an all-day kindergarten feasibility study.

File Attachments

[Elmhurst 205 Proposal for Consulting Services.pdf \(82 KB\)](#)

[Resume 7-2017.pdf \(43 KB\)](#)

6. Action on Closed Session Item

Subject **A. Approval of Settlement Agreement with Elmhurst Teachers' Council**

Meeting Aug 8, 2017 - Board of Education Meeting - 7:30 p.m.

Category 6. Action on Closed Session Item

Type Action

7. Superintendent's Communication

Subject **A. The Superintendent will share outstanding issues with the full Board**

Meeting Aug 8, 2017 - Board of Education Meeting - 7:30 p.m.

Category 7. Superintendent's Communication

Type Information

8. Board Communications

Subject **A. Board of Education Annual Calendar**

Meeting Aug 8, 2017 - Board of Education Meeting - 7:30 p.m.

Category 8. Board Communications

Type Information

9. Upcoming Meetings

Subject **A. Tuesday, August 22, 2017 - Board of Education Meeting - 7:30 p.m. - District 205 Center**

Meeting Aug 8, 2017 - Board of Education Meeting - 7:30 p.m.

Category 9. Upcoming Meetings

Type Information

Subject **B. Tuesday, September 12, 2017 - Board of Education Meeting - 7:30 p.m. - District 205 Center**

Meeting Aug 8, 2017 - Board of Education Meeting - 7:30 p.m.

Category 9. Upcoming Meetings

Type Information

10. End of Meeting

Subject**A. Adjournment**

Meeting

Aug 8, 2017 - Board of Education Meeting - 7:30 p.m.

Category

10. End of Meeting

Type

Action, Procedural