

**Minutes  
Transylvania County Board of Education  
February 1, 2016**

**WORK SESSION**

INVOCATION/PLEDGE OF ALLEGIANCE  
CALL TO ORDER/WELCOME  
TOPICS FOR DISCUSSION:

- Budget - Operational
- Strategic Plan
- Marketing and Community
- Procedures
- Magnet School Update

The Transylvania County Board of Education held a work session/planning retreat at 4:00 p.m. on February 1, 2016 at the Morris Education Center. Chairman McCoy led in a moment of silence and Betty Scruggs led the Pledge of Allegiance. Chairman McCoy welcomed everyone and called the meeting to order. She reported that Cindy Petit was out of town with family. In addition to one guest, the following individuals were in attendance:

*BOARD MEMBERS:*

Tawny McCoy, Chair  
Ron Kiviniemi, Vice Chair  
Marty Griffin  
Betty Scruggs

*STAFF:*

Dr. Jeff McDaris, Superintendent  
Jenny Hunter, Administrative Assistant  
Jeremy Gibbs, Director, Human Resources  
Norris Barger, Director, Business Services  
Audrey Reneau, Director, K-5 Curriculum/Instruction  
Brian Weaver, Director, 6-12 Curriculum/Instruction  
Chris Whitlock, Director, Technology Services  
Leca Chapman, Director, Career/Technical Education  
Kevin Smith, School-Community Relations Coordinator  
Andrew Shook, School Resource Officer

Jeremy Gibbs introduced Cressa Megown, the new Executive Director of the Transylvania County Schools Education Foundation.

**BUDGET - OPERATIONAL**

Norris Barger presented a first look at the local current expense budget for FY17. He projected an estimated \$65,597 deficit in local current expense funding based on the following:

- 3.4% increase in county appropriation/ADM
- ADM decrease of 98 for a net increase of 2.9%
- 5% certified and 2% non-certified pay increase (conjecture only)
- Retirement contribution increase from 15.32% to 15.5%

He reported that these figures do not include an anticipated \$480,000 shortfall in federal funding compared to FY16, any increase in employer health insurance premiums, or state funding cuts from reduced ADM.

Dr. McDaris reported that the county commissioners are looking at a funding formula recommendation from the county manager. A committee of board members, county commissioners, finance officers, superintendent and the county manager is discussing options. Mr. Barger presented data showing the long-term impact of funding formulas in counties that have them and a review of local appropriations from FY10 to FY17. There was considerable discussion about the benefits and drawbacks of funding formulas, what types of data would be included in the formula, and what a fair starting point would be.

The group discussed the potential impact of a shortfall in federal funding. Dr. McDaris reported that some positions could be affected. He reported that the state provides funding for guidance counselors that is based on ADM. Local and federal funds are used to supplant state funding wherever possible. Transylvania ranks seventh highest in the ratio of counselors to children. Leca Chapman discussed how contracting with Meridian Behavioral Health Services (formerly Jackson Psychological) has helped provide additional support to Transylvania County's counselors and social workers.

Dr. McDaris reported that expanding the 1:1 program and other technology has created a need for another IT facilitator position. Chris Whitlock reported that over the past seven years, the technology department has added over 2,000 computers and added only one extra position.

### **STRATEGIC PLAN**

Dr. McDaris reported that the board would be seeing items related to the TCS strategic plan at board meetings later this spring. He provided a list of measurable district data items that can be included in the plan and asked board members to provide feedback as to which items they would consider the most important for the district's main goals. Dr. McDaris stated that he would like to have something in place by May or June.

*The group took a break at 5:10 p.m. and resumed soon after with a working dinner.*

### **MARKETING AND COMMUNITY**

Kevin Smith gave a report on the school system's marketing plan. Expanded newspaper and TV station coverage, billboards, videos, and social media presence are aimed at getting more positive news out and better controlling our message in a competitive market. Audrey Reneau gave a report on the Kindergarten Rally that is scheduled for April 7 at the Transylvania County Recreation Department. The rally is planned as a kick-off event for the spring 2016 kindergarten registration. Mr. Smith stated that the recent multi-media blitz for virtual days is the kind of campaign that TCS should be doing more of in order to promote its position as the premier school system. Mr. Smith reported that TCS will be running the Squirrel Box Derby later this year. This very popular event is an example of a good opportunity to promote the schools with lots of built-in media coverage.

### **PROCEDURES**

Dr. McDaris presented a draft procedure and draft policy for naming facilities. He asked the board to review each option and let him know in which direction they would like to go. He reported that many people in the community feel strongly about this issue.

**MAGNET SCHOOL UPDATE**

Dr. McDaris reported that the magnet school meeting held last week at T. C. Henderson Elementary School for parents and community members was well attended. Audrey Reneau reported that survey results were very positive overall. She reported that a number of respondents would like to see a K-8 magnet program, but the system does not have that capability at this time. Dr. McDaris reported that expanding to a K-8 program at TCH would require renovations to restrooms and a science lab, and that could not be done budget-wise or time-wise before school starts in August. He reported that two main things came out of the January 28 meeting. The first was how strongly protective the TCH community feels about its school. The second is that parents across the district are interested in having magnet programs at their elementary schools as well. The board discussed potential names for the TCH magnet school.

There was no further business, and ON A MOTION BY MR. GRIFFIN, SECONDED BY MRS. SCRUGGS, the meeting was adjourned at 6:20 p.m.

Respectfully submitted,

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Chairman

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Secretary