

**Minutes
Transylvania County Board of Education
February 5, 2018**

WORK SESSION

**CALL TO ORDER/WELCOME
TOPICS FOR DISCUSSION:**

- Budget
- Capital & Master Facilities Plan
- Marketing the Bond
- Teacher Contracts

The Transylvania County Board of Education held a work session/planning retreat at 5:30 p.m. on February 5, 2018 at the Morris Education Center. Chairman McCoy welcomed everyone and called the meeting to order. In addition to one guest, the following board members and staff were in attendance:

BOARD MEMBERS:

Tawny McCoy, Chair
Ron Kiviniemi, Vice Chair
Marty Griffin
Betty Scruggs McGaha
Alice Wellborn

BOARD ATTORNEY:

Chad Donnahoo

MEDIA:

John Lanier, *Transylvania Times*

STAFF:

Dr. Jeff McDaris, Superintendent
Jenny Hunter, Administrative Assistant
Norris Barger, Director, Business Services
Brian Weaver, Senior Director, Human Resources
Chris Whitlock, Director, Technology Services
Carolyn Barton, Director, School Nutrition Services
Arleca Chapman, Director, Career/Technical Education
Kevin Smith, School Community Relations Coordinator
Tonya Treadway, Principal, PFES
Mark Ellenberger, School Resource Officer

BUDGET

Norris Barger gave a status report on capital projects. He reported that most projects are on schedule except for a few weather-delayed items. Mr. Barger gave the board a first look at anticipated Fund 2 budget changes for 2018-2019. He predicted that the state class size legislation, unless fixed, would require 5-6 additional teachers next year. Dr. McDaris reported that legislators are working toward having a fix this spring. Other potential Fund 2 changes include cost of living (COLA) increases, retirement rate and health insurance increases, central office state funding cut, federal funding cuts, PRC 69 carryover reduction, SRO funding adjustment, and teacher supplement increase to cover COLA and class size. These initial estimates total nearly \$900,000. With an appropriation increase of 2.6% based on the current funding formula, the board would have a deficit of \$588,000. Board members agreed that it is time to revisit the local funding formula with the county commissioners.

Mrs. McGaha requested an update on the new state salary schedule for assistant principals. Mr. Donnahoo reported that assistant principal salaries are being held harmless for the current year, and it is hoped the state will extend that for next year as well. The new AP salary plan presents multiple complications.

Mrs. Wellborn stated that she would like to see a breakdown of operational expenditures by program so that the board can evaluate priorities. Mr. Barger reported that 70% of operational

funding goes toward salaries and benefits. He noted that \$890,000 goes to the charter school each year.

Dr. McDaris discussed the positioning of our students ahead of the curve in technology through 1:1 student devices, instructional technology facilitators, and teacher devices. Chris Whitlock discussed technology needs. He reported that the goal is to replace student devices and teacher devices every four years. Some of our equipment is 11 or more years old. Although the number of devices has increased each year, the technology budget line item has not increased significantly in the last 10 years. Robotics as the next big learning wave will also impact the technology budget.

CAPITAL & MASTER FACILITIES PLAN

Mr. Barger reviewed the list of capital needs categorizing FY19 projects, FY20 projects, and projected bond projects. He reported that a chiller at BHS just went out and may require funds from FY19 to make the necessary repairs.

MARKETING THE BOND

Kevin Smith led board members in a strategic planning exercise for the upcoming bond campaign. He emphasized that board members would essentially enter the role of teachers in building constituent support for a bond. He discussed the values that are important to stakeholders and the importance of enlisting the help of other groups and individuals. He reviewed the following elements of successful bond campaigns:

1. Reaching out to those who would support the bond and those who would not.
2. Building community.
3. Inviting people into the schools via in person or via video.
4. Creating a sense of urgency. Many voters have not been inside a school.
5. Leveraging support from local leaders and influencers. Transparency and openness are critical throughout the planning stages.
6. Allow outside organizations to join the campaign (business, nonprofit, and faith sectors).

He reported that a successful marketing plan needs a robust website, skilled speakers (not always central office or board members), marketing collateral (posters and brochures), news media (print, radio, local TV, and online), town meetings, community newsletters, and anything else that will give the average citizen a clear and simple explanation of how schools are funded, what the needs are, and what they would get from the bond.

TEACHER CONTRACTS

Brian Weaver reported that policy 7410, Teacher Contracts, is being rewritten to make the policy consistent with state law regarding the length of contract terms for non-career teachers effective July 1, 2018. Section C of the policy provides four options for boards to consider regarding the length of teacher contracts. The options are:

- Option 1 - Uniform contract length
- Option 2 - Uniform contract length based on years of employment
- Option 3 - Flexible contract length based on policy criteria
- Option 4 - Extended two-year contract

Mr. Weaver reported that a survey of teachers shows the majority favor Options 2 and 4. There was a small amount of support for Option 1 and no support for Option 3. The board discussed the pros and cons for options 1, 2, and 4, including potential impact on teacher recruitment. Mr. Donnahoo reported which options some of the neighboring counties are considering. It was agreed to place policy 7410 on the next board agenda for first-read information and further discussion.

There was no further business, and ON A MOTION BY MR. GRIFFIN, SECONDED BY MRS. MCGAHA, the meeting was adjourned at 8:54 p.m.

Respectfully submitted,

Chairman

Secretary