



**POTTSTOWN SCHOOL DISTRICT
REGULAR BOARD MEETING MINUTES
February 16, 2023**

The Regular Board Meeting of the Board of School Directors of the Pottstown School District was held on Thursday, February 16, 2023 at 6:30 PM in the Conference Room of the Administration Building including virtual platform with President, Ms. Katina Bearden, presiding. Upon roll call, the following members attended via virtual communication: Mr. John Armato, Mr. Kurt Heidel, Mr. Thomas Hylton, Mrs. Laura Johnson, Mr. Steve Kline, Mrs. Phoebe Kancianic, and Mrs. Susan Lawrence. Absent was Ms. Deborah Spence. Also present were Superintendent, Mr. Stephen Rodriguez; Business Administrator, Mrs. Maureen Oakley; Director of Human Resources, Mr. Matthew Boyer; Solicitor, Mr. Stephen Kalis.

PRESENTATIONS

- Superintendent's Award: Mr. Rodriguez presented the award to Isetta Hewlett in recognition for her 23 years of service as a field hockey and soccer coach.
- Student Junior Board Representatives: Elizabeth Adedeji and Tyler Broughton were sworn in as the junior student board representatives on February 13.
- Link Crew HS Program Induction – Mr. Rodriguez shared a PowerPoint presentation and video on the Link Crew program that helps freshmen students transition throughout the first year of their high school experience. Benefits of the program are increased attendance, a decrease in discipline referrals and improved academic performance.

COMMUNICATIONS

- Pottstown Area Economic Development Annual Tree Lighting recognition letter
- Pottstown Are Health & Wellness Foundation advocacy letter for school funding

MINUTES

Mrs. Oakley presented the minutes from the December 1st Reorganization, the December 15th Regular Board, the January 5th Emergency Board Meeting and the January 12th Board Workshop with action item for Board approval.

LIST OF BILLS

Mrs. Johnson presented the list of bills paid from the various funds for the periods of December 2022 and January 2023 to be approved as presented and a copy be filed in the Secretary's office as **Addendum #2022-2023-053**.

TREASURER'S REPORT

Mrs. Johnson presented the Treasurer's Reports for December 2022 and January 2023 to be approved as presented and a copy be filed in the Secretary's office as **Addendum #2022-2023-054**.

COMMITTEE REPORTS

POLICY/PERSONNEL COMMITTEE – MR. KLINE

Policy/Personnel Committee met on February 2. Committee report is attached to the board minutes.

CURRICULUM COMMITTEE – MRS. LAWRENCE

Curriculum Committee met on February 2. Committee report is attached to the board minutes.

FACILITIES/FINANCE COMMITTEE – MR. HYLTON

Facilities/Finance Committee met on February 9. Committee report is attached to the board minutes

PUBLIC RELATIONS/COMMUNITY ENGAGEMENT – MRS. JOHNSON

Public Relations/Community Engagement met on February 9. Committee report is attached to the Board minutes.

MONTGOMERY COUNTY LEGISLATIVE /PSBA REPRESENTATIVE – MRS. JOHNSON

The committee was introduced to new director of governor affairs at PSBA. Legislative breakfast invitation will be going out to all Board members.

Ms. Bearden announced that Mrs. Kancianic will be taking the role of PSBA Representative for the remaining 2023 calendar year.

MCIU REPRESENTATIVE – MRS. LAWRENCE

No meeting.

STUDENT REPRESENTATIVE – MS. ADEDEJI

Ms. Adedeji gave a report on the elementary school spirit events and extended congratulations to the middle school wrestling and high school boys basketball teams. She encouraged everyone to attend the High School Musical (March 4,5,6) and Welcome Home Concert (Feb 17)

APPROVAL OF CONSENT ITEMS

Mr. Rodriguez presented the consent items for Board discussion and approval. Administrators reviewed the consent items presented for Board approval.

HEARINGS FROM PATRONS OF THE SCHOOLS (general and consent items): none

BOARD ACTION: Minutes, List of Bills, and Treasurer's Report

It was moved by Mr. Heidel and seconded by Mr. Hylton that the Board approve the minutes for the December and January meetings as presented, the List of Bills from the various fund for the period of December 2022 and January 2023 and the Treasurer's Report for December 2022 and January 2023. All were in favor. None opposed. Motion carried.

BOARD ACTION: CONSENT

It was moved by Mrs. Johnson and seconded by Mrs. Lawrence that the following consent items approved in accordance with Policy 005, as recommended by the Superintendent of Schools:

PERSONNEL

RESIGNATIONS/TERMINATIONS

Professional

Denise Schleicher, Elementary Teacher, Lincoln Elementary, resignation for the purpose retirement, effective June 8, 2023; hire date April 2, 2001.

Ratify Adam Peters, Long-Term Substitute Teacher, Lincoln/Middle School, resignation due to end of assignment, effective January 13, 2023; hire date August 15, 2022.

Exempt

Kelly Heidler, Pre-K Counts Teacher, North End, resignation for the purpose of retirement, effective March 1, 2023; hire date January 14, 2019.

LEAVES

Professional

Ashley Bellevou, Elementary Teacher, Rupert Elementary, request for leave of absence covered by the Family Medical Leave Act, anticipated effective dated May 20, 2023; end date to be determined.

Kathryn Fretz, Elementary Teacher, Rupert Elementary, request for Professional Development Sabbatical leave of absence, effective 2023/2024 school year.

Nicole Ewing, Elementary Teacher, Franklin Elementary, request for leave of absence covered by the Family Medical Leave Act, effective March 17, 2023; end date tbd.

Elizabeth Pickar, Elementary Teacher, Franklin Elementary, request for leave of absence covered by the Family Medical Leave Act, effective May 1, 2023; end date tbd.

Samantha Hill, Special Education Teacher, LS, Middle School, request for leave of absence covered by the Family Medical Leave Act, effective March 22, 2023; end date tbd.

Classified

Lindsey Wright, Paraprofessional, Franklin Elementary, request for leave of absence covered by the Family Medical Leave Act, anticipated effective date March 23, 2023; end date to be determined.

Ratify Kimberley Gibson, Paraprofessional, Franklin Elementary, request for leave of absence covered by the Family Medical Leave Act, January 9, 2023; end date tbd.

CHANGE IN POSITION/SALARY

Professional

Ratify Beth Mason, Teacher on Special Assignment, Special Education, Admin. Building, effective February 19, 2023, \$55/day stipend (additional responsibilities) in addition to current salary and instructional duties.

Classified

Ratify Mollie Heverly, from Student Proctor to Paraprofessional, Franklin Elementary, effective January 30, 2023, \$14.50/hr.

Salary Increase (equity and added responsibilities), effective July 1, 2022

Ratify Kristina Hjalte, Secretary to CTE Director and Front Desk Secretary, High School, \$2.12/hr. rate increase.

Moriah Hopkins, Attendance Clerk, High School, \$2.12/hr. rate increase.

Diane Marcheskie, Secretary to Assistant Principal and Dean of Students, High School, \$2.12 rate increase.

Ratify Rachel Morrow, Student Services Secretary, \$4.13/hr rate increase (adjustment to compensate additional duties), effective October 7, 2022 to the end of the 2022/2023 school year. (to be re-evaluated for the 2023/2024 school year).

ELECTIONS

Administrative

Ratify LaTanya White-Springfield, Director of Student Services, Admin. Building, \$20.50/day stipend for additional District Head Nurse Management, effective October 7, 2022 until the end of the 2022/2023 school year.(to be re-evaluated for the 2023/2024 school year)

Professional

Meghan Waibel, Special Education Teacher, LS, initial assignment Middle School, effective April 4, 2023, \$78,297/yr + stipends in accordance with Professional Agreement, Step 13 Mast +30

Classified

Ratify Emily Fanelli, Intervention Assistant, Rupert Elementary, effective January 23, 2023, \$14.50/hr (replacing A. Jenkins).

Ratify Debra Bailey, Part-time Student Proctor, Franklin Elementary, effective January 30, 2023, \$13.00/hr

Ratify Terrence Shawell, Part-time Paraprofessional, High School, effective February 6, 2023, \$14.50/hr. This is in addition to his role as Part-time Cafeteria/Proctor Supervisor.

Ratify Joneil Oister, Custodian, High School, effective February 8, 2023, \$16.35/hr. (replacing J. Deboer).

Ratify Keith Knier, Part-time Paraprofessional, Franklin Elementary, effective February 14, 2023 until the end of the 2022/2023 school year, \$14.50/hr. This is in addition to his role as Part-time Student Proctor.

21st Century PRIDE After-School Program

Iris Bucci, Tutor, MS, \$30/hr.

Co-Curricular Assignments: 2022/2023 Winter Sports Update

Nate Parson, HS Asst. Wrestling Coach, (1/2stipend) Level 4, \$2,571.50

2023 Musical Production Team Stipends

<u>Name</u>	<u>Position</u>	<u>Stipend</u>
Christopher Sperat	Theatrical Director	\$3,500
Robert Decker	Producer and Stage Manager	\$4,000
Ben DiPette	Vocal Director	\$2,500
Jenna Endy	Choreographer	\$1,000
Liane Livote	Costume Designer	\$1,000
Albert Garcia*	Sound Designer	\$1,300
Candi Haas-Simmons*	Set Designer & Properties Manager	\$3,000
Jen Mohr	Construction Manager	\$800
Amy K. Anderson*	Orchestra Director & Accompanist	\$2,250
Nick Yashinsky	Lighting Director	\$1,300
Diane Brothers	Hair & Make-up	\$500
Emma Spade	Publicist/House Manager	\$1,300

HORIZONTAL MOVEMENTS

The Superintendent recommends the Board approve the following horizontal movements:

<u>Name</u>	<u>Bldg</u>	<u>From</u>	<u>Step</u>	<u>Salary</u>	<u>SPE</u>	<u>To</u>	<u>Step</u>	<u>Salary</u>	<u>SPE</u>	<u>New Salary</u>
Bellevou, Ashely	Rupert	B+15	6	\$53,341		M	6	\$55,423		\$55,423
Exley, Shirley	HS	M	16.5	\$83,275		M+15	16.5	\$86,350		\$86,350
Hill, Samantha	MS	B	7	\$51,222	\$3,000	B+15	7	\$54,343	\$3,000	\$57,343
Hueber, Sadria	Barth	B+15	2	\$49,259		M	2	\$52,388		\$52,388
Kenney, Amanda	Barth	B	4	\$49,212		B+15	4	\$51,296		\$51,296
Johnston, Meredith	Franklin	B+15	2	\$49,259		M	2	\$52,388	\$3,000	\$55,388
Rothenberger, Krystal	MS	B	5	\$49,709		M	5	\$54,395		\$54,395
Weldon, Kaylee	Rupert	M	7	\$57,464		M+15	7	\$60,585		\$60,585

PROFESSIONAL LEAVES

The Superintendent recommends the Board approve / ratify the following professional leaves:

<u>Bldg.</u>	<u>Name:</u>	<u>Conference</u>	<u>Location</u>	<u>Date</u>	<u>Cost</u>
Admin	Stephen Rodriguez	MC Superintendents Council Workshop	Lahaska, PA	03/22/2023 - 03/24/2023	\$677.00 dept. budget
Admin	Stephen Rodriguez	2023 PASA Leadership Forum	Harrisburg, PA	03/30/2023 - 03/31/2023	\$632.88 dept. budget
Admin	Karen Crable Heather Dailey	2022/2023 ELO Conference	Harrisburg, PA	02/21/2023 - 02/23/2023	@ \$550.00 Grant Funded
Admin	Erin Schwenk	PAFPC 55th Annual Conference	Pocono Manor, PA	04/15/2023 - 04/17/2023	\$1,049.00 Grant Funded
HS	Justin Baker	2023 PSADA Conf.	Hershey, PA	03/22/2023 - 03/24/2023	\$979.32 – dept. budget
HS	Theresa Baller	PACTA Education & Workforce Develop. Symposium	Hershey, PA	02/09/2023 - 02/10/2023	\$382.00 Grant Funded

FIELD TRIPS

The Superintendent recommends the Board approve/ratify the following field trips:

<u># attending</u>	<u>Conference</u>	<u>Destination</u>	<u>Date</u>	<u>Student Cost</u>	<u>District Cost</u>	<u>Chaperone(s)</u>
28 students /3 adults	DECA	Hershey Lodge & Convention Center	2/22/23- 2/24/23	\$350.00	\$	Ronald Davenport Kevin Pascal Teri Baller

CONTRACTS

The Superintendent recommends the Board approve/ratify the contracts as presented and copies be filed in the Secretary's office as **Addendum #2022-2023-055:**

- Lincoln Center GEAR-UP Amendment
- The Devereux Foundation (tuition)
- Pediatric Therapeutic Services (staffing)
- Therapy Source (staffing)
- ProCare Therapy (staffing)
- Lakeside Youth Service (Special Ed)
- Bucks County IU (Special Ed)
- Valley Forge Educ. Services (Special Ed)

REAL ESTATE TAX EXONERATION RESOLUTION

The Superintendent recommends the Board approve the Real Estate Tax Exoneration resolution as presented and a copy be filed in the Secretary's office as **Addendum #2022-2023-056**.

CMD SERVICES TRANSPORTATION DRIVERS

The Superintendent recommends the Board acknowledge the list of CMD Services, Inc.'s bus drivers for the 2022/2023 school year, for the sole purpose of complying with applicable Pennsylvania Department of Education guidelines, and subject to adjustment, from time to time, by CMD Services, Inc. based upon its applicable employment considerations. A copy to be filed in the Secretary's office as **Addendum #2022-2023-057**.

SCHOOL DISTRICT FINANCIAL AUDIT

The Superintendent recommends the Board acknowledge receipt of the of the Pottstown School District audit for the year ending June 30, 2022 as prepared by Herbein + Company, Inc.

Upon roll call vote, all members voted aye for the above consent items: Heidel: aye, Johnson: aye, Hylton: aye, Lawrence: aye, Kline: ae, Kancianic: aye, Bearden: aye, Armato: aye. Ayes: Eight. Nays: None. Absent: One. Motion carried.

NON-CONSENT

Administrators presented the non-consent item MCIU Membership Services Budget 2023/2024 for Board consideration.

HEARINGS FROM PATRONS (limited to non-consent) – None.

NON-CONSENT: MCIU MEMBERSHIP SERVICES BUDGET 2023-2024

The Superintendent recommends the Board approve the MCIU Membership Services Budget for the 2023/2024 school year as presented:

Pottstown School District's contribution to the Montgomery County Intermediate Unit for the 2023-2024 fiscal year shall be as follows:

Office of Professional Learning	= \$ 818.00
Office of Community & Government Relations	= \$ 3,473.00
Office of Technical Services	= <u>\$15,581.00</u>
Total	= \$19,872.00

This would be a decrease/increase in the Pottstown School District's contribution over the amount contributed for the 2022/2023 school year of which represents a 3.3% increase.

It was moved by Mr. Hylton and seconded by Mr. Kline that the Board approve the MCIU Membership Services Budget 2023/2024 as presented and a copy be filed in the Secretary's office as **Addendum #2022-2023-058**.

Upon roll call vote, all members voted aye. Heidel: aye, Armato: aye, Bearden: aye, Lawrence: aye, Johnson: aye, Hylton: aye, Kancianic: aye, Kline: aye. Ayes: Eight. Nays: None. Absent: One. Motion carried.

NEW BUSINESS:

Link Crew HS Program & Professional Development

Motion to approve Link Crew High School Program and professional development as presented.

Discussion: Board Members were supportive of the program and were in favor to move forward with Board action as a non-consent item.

HEARINGS FROM PATRONS – limited to Link Crew High School Program

None.

It was moved by Mr. Armato seconded by Mr. Heidel to take Board action on the Link Crew High School Program Induction and professional development as a Non-Consent item.

Upon roll call, all members present voted aye. Johnson: aye, Lawrence: aye, Kline: aye, Kancianic: aye, Hylton: aye, Bearden: aye, Heidel: aye, Armato: aye. . Ayes: Eight. Nays: None. Absent: One. Motion carried.

INFORMATION

- High School Musical: March 3rd, 4th & 5th
- Boys Basketball PAC Championship Finals: Feb 17th
- Pottstown Pride: Fall
- Acknowledge Technology Update
- Monthly Meeting Notice: March

FEDERATION REMARKS

Ms. Miller stated that the Pottstown Federation of Teachers sent a gift to the Foundation for Pottstown Education in the name of the School Board recognizing PSBA's School Board Appreciation month. She shared with the Board a message from the elementary teachers extending their appreciation to Mr. Oxenford for his quick responses, organizational skills and assistance.

ROUND TABLE

Mr. Armato was pleased to attend the elementary visits that recognize student academic growth in reading and math and experience the enthusiasm of the students.

Mrs. Lawrence welcomed Student Board representative, Elizabeth Adedeji.

Mrs. Johnson was pleased with the outcome of the fair funding lawsuit and thanked the senators and representatives for their efforts.

Mrs. Kancianic thanked the students who escorted her through the Black History Door judgement. Their manners were professional and courteous.

Ms. Adedeji thanked the Board for the opportunity to serve as a Student Board representative.


Mr. Rodriguez is honored to be a presenter at PLUS Caucus Professional Development Day and an thanked the Board for the opportunities to participate in the superintendents workshops and leadership forums.

Ms. Bearden is glad to have the new student board representative joining the Board. She extended her thanks to Mrs. Hewitt and Mrs. Oakley for their hard work. Recognizing Black History month is an opportunity to learn about someone new and share the knowledge with others.

ADJOURNMENT

It was moved by Mr. Heidel and seconded by Mrs. Kancianic that the Board adjourns. All in favor. None opposed. The meeting adjourned at 7:38 pm.

EXECUTIVE SESSION FOR THE PURPOSE OF PERSONNEL AND LITIGATION.


Maureen Jampe
Board Secretary



**Pottstown School District
Personnel/Policy Committee
REPORT
February 2, 2023**

Committee Members: Steve Kline, Chair; John Armato, Susan Lawrence, Deborah Spence, Katina Bearden

POLICY

- Policy 701: Naming Rights Policy Draft for Review/Discussion – purpose to establish criteria in relations to facilities and property. The Committee was in favor of sending the draft policy to the solicitor for legal review.

PERSONNEL

- Salary Adjustments Administrative Support Staff – proposed salary adjustments for secretaries due to equity and added responsibilities. Cost annually is approximately \$14,000. There were no objections from the committee. Salary adjustments would be retroactive to September 1.
- Plan for District Head Nurse Position for the Remainder of the 22-23 School Year and Possibly 23-24 School Year - Director of Student Services: proposed stipend (\$20/\$25 day) for filling the responsibilities of managing the District nurses (supervision, hiring, professional development, etc). Administrative Assistant to Director of Pupil Services: proposed rate adjustment to consume duties to order supplies, etc. The stipend and rate adjustment would be retroactive to October 7, 2022. The Committee supported the proposed increases as presented.
- Professional Development – Cultural Competency, Training - Barbara Moore Williams Contract Administration is looking for feedback on a contract with Dr. Williams to train staff and administrators on cultural proficiency. Dr. Williams gave the administration a presentation on her training model. A three year contract for consultant services is \$30,000 with potential costs for some after school time. Overall projected total cost could be \$50,000 to \$60,000 (breakdown of approximately \$20,000/yr.). The Committee was in agreement to send a contract for review to Mrs. Oakley. The contract and presentation will be shared with the full board for review.

Informational Items

- Unified Sports / Track Field – partnerships with Special Olympics with the High School as a Unified Champion School (UCS). UCS funds hire a coach for the first 2 years and provide uniforms and track supplies needed. The Committee supports moving forward with the partnership
- HS/MS Girls Wrestling Team – an emerging PIAA sport for the 2023-2024 school year. Budget items would be stipends for head and assistant coach, uniforms, officials, transportation.) The Committee was in favor of moving forward with a recommendation for board approval.
- Updated Job Description of MS/HS ISS/TPC and Timeout Positions – previous job titles were “Student Services Coordinator”. The updated job descriptions are making them current.

Next Meeting Date: March 2, 2023



Pottstown School District
CURRICULUM COMMITTEE
REPORT

February 2, 2023

(virtual, immediately following Policy/Personnel Committee meeting)

Committee Members: Susan Lawrence - Chairperson; Steve Kline, Phoebe Kancianic, Thomas Hylton, Katina Bearden

Informational Items

Chromebooks - Shane Lentz, Director of Technology

Mr. Lentz gave an update on Chromebook breakages and the challenges. Challenges range approximately 70 Chromebooks breakages per month, loaner Chromebooks breakage and routine repairs for general maintenance. Costs to repair / replace the Chromebooks is increasing, along with supply shortages causing delays in turnaround. IT is working on ideas for the 2023-2024 school year to bring down the number of breakages, decrease costs, through more funding and work with Administrators to address student behavior that leads to intentional breakage.

Career and Technical Education (CTE) – Theresa Baller, Director of CTE

Ms. Baller shared a PowerPoint Presentation on the history of CTE (previously known a Vo-tech). She gave an overview of what it takes to open a CTE program, funding sources (ex: Perkins, Competitive, Supplemental, District), programs, and teacher requirements (ex: OAC test , certifications). There are currently ten (10) CTE programs at the High School with current total enrollment of 116 students. CTE offers a Work Based Learning program and offers various Industry Certifications approved by PDE. Students are required to take a NOCTI (National Occupational Competency) test. Several co-curricular clubs integrate with CTE students (ex. DECA, HOSA, Skills).

Director of Special Education: Introduction - Stephen Rodriguez, Superintendent

Mr. Rodriguez introduced the District's new Director of Special Education, Mr. William Jeffreys. Mr. Jeffreys served as the District's Special Education Supervisor grades 7 thru 12 several years ago.

Highlights from Special Education Department - William Jeffreys, Director of Special Education

Mr. Jeffreys shared a PowerPoint Presentation on services and programming during the past three years (ex: social workers, home school visitor, psychologists, etc.). He reviewed his transition plan to meet with all the stakeholders (director, administrators and community), do a needs assessment to formulate a plan for the future (ex: Special Education programs/expansion, resources/curriculum, staffing needs, training,).

Next Meeting: March 2, 2023



**POTTSTOWN SCHOOL DISTRICT
Facilities/Finance Committee
REPORT**

February 9, 2023 (virtual)

Members: Thomas Hylton- Chair; John Armato, Steve Kline, Kurt Heidel, Laura Johnson, Katina Bearden

PRESENTATION

- Herbein + Company 2021/2022 Single Audit Review

Mr. Bieber gave an overview of the June 30, 2022 single audit. The audit concluded with no deficiencies in internal controls or on compliance within financial reporting and major federal programs. The complete report will be shared with the Board and posted on the District's website.

FACILITIES – John Connor

- High School Sanitary Sewer Line – bid was deferred from last year; recommendation to move forward with the bid process; Cost \$85,000.
- High School Domestic Hot Water – last year's emergency repair created a reconfiguration in the design plan; the recommendation is to move forward with the bid process for this summer plan; Cost \$175,000.
- Equipment Purchases to replace aged equipment – equipment is subject to the bid process
 - 1) John Deere Gator Utility Vehicle – approximate cost \$28,500 + plow \$5,500
 - 2) John Deere Utility Tractor w/loader for snow removal – approximate cost \$36,000
 - 3) John Deere Zero-Turn Mower – approximate cost: \$12,500The new equipment would supplement the aged equipment; retaining aged equipment for backup.

The Committee was in agreement to move forward with the bid process for the items presented.

- 2023 Building Envelope Repair Breakdown

MS (3 sections) Roof Repairs at \$160,000; MS Entryway Repairs at \$150,000, HS Roof #11 at \$290,000, HS Retaining Wall at \$150,000. 2023 Building Envelope Construction Budget: \$750,000; Design & Oversight O & S fees at \$62,500 for a total 2023 Building Envelope Repair Project of \$830,000. An additional recommendation was proposed for a "Conditions Assessment" for all buildings to put in a comprehensive plan for the next 10 years. Cost: \$17,500.

FINANCE - Maureen Oakley

- 2023-2024 First Look Budget

First Look Revenues and Expenditures are inclusive of ESSR funds and GEAR UP funds. To date the first look budget has a slight shortfall (approximately \$ 592,587). First Look Assumptions include expenditure increases in charter tuition, medical, energy, insurance; revenue funds inclusive of grants and a flat base for State Subsidy. A summary of tax scenarios and tax relief options were presented and an overview of the District's fund (\$25,256,732). Committee members expressed interest in exploring tax relief options in the 2023/2024 budget.

- MCIU Membership Services Budget 2023-2024 – requires Board approval; slight increase 3.3%
- Contracts to date: Lincoln Center GEAR UP Grant Addendum; Special Education: Devereux (tuition), Pediatric Therapeutic and Therapy Source (staffing)

ANNOUNCEMENTS: Next meeting: March 9, 2023



POTTSTOWN SCHOOL DISTRICT
Public Relations & Community Engagement Committee
REPORT
February 9, 2023 (virtual)

Committee Members: Laura Johnson, (Chair); Katina Bearden, Kurt Heidel, Phoebe Kancianic

Presentations and Updates

Website and Social Media Update- Emily Overdorf

Ms. Overdorf presented a one (1) year analytics comparison from 2021 to 2022. Highlights include Facebook Page Visits and Likes with a slight increase from 23k to 29K. ZOOM Board meeting views had a decrease but is reflective of attendees versus views. Other social media platforms (Instagram and Twitter) are consistent.

Pottstown PRIDE- John Armato

A website link to Pottstown Pride was shared with the committee. Pottstown Pride editions share pictures and information on students, staff and alumni. Each edition is archived. Pottstown Pride is expanding to PSBA's "Success Starts Here" program.

Communications Update- Stephen Rodriguez

Weekly Building news letters to parents and Wednesday Superintendent Updates to the Board. Communication methods are always being evaluated to keep relative.

Discussion

School Delay Idea: Super bowl – general consensus of the committee was to have a regular school day.

Advocacy

School Funding Lawsuit Update –

Mrs. Johnson shared highlights of the school funding lawsuit ruling. Advocates are anticipating an appeal and more need for ongoing advocacy.

Connecting with our Elected Leaders- Mrs. Johnson emailed the Board the contact information for state and federal elected leaders.

Advocacy at the Federal Level- Mr. Rodriguez spoke about advocating for change at the federal level to address equality at the local level (unfunded mandates, homelessness vs housing market and PSSA testing law for Special Education students).

Next Meeting Date: March 9, 2023