



## **Temporary Subcommittee to Review Applicants for the Strategic Initiatives and Financial Oversight Committee (SIFOC)**

Conference Room 2, City Hall

Thursday, February 21, 2019

4:30pm

### **Open Meeting Minutes**

#### **1. Call to Order**

- 1.1. Subcommittee members present - Geoffrey Epstein, Richard Finlay, Tiffanie Maskell, Noval Alexander.
- 1.2. Staff present - City CFO, Mary Ellen Kelley, Superintendent Robert Tremblay
- 1.3. Public present - Beverly Hugo
- 1.4. Called to order at 4:44pm
- 1.5. The meeting was recorded

#### **2. Review Subcommittee Scope**

This seemed obvious and was not discussed.

#### **3. Public Comment**

None.

#### **4. Process, Questions to be Asked and Scheduling**

The issue of candidates reading written statements during the interview was raised. The issue of the 3 categories of appointment: Finance, Business, At Large was also raised. The approach the Council used was reviewed, including the questions that were asked. It was also noted that the Council had already identified its set of 3 candidates, which would impact the School Committee selection process.

The issue of questions to be asked was addresses and the notion that if the questions were agreed on in this meeting, the candidates might have access to them through the minutes, so the notion was raised to develop a draft list of questions before the next meeting and finalize them at the start of that meeting. There was agreement that each candidate should be asked the same questions.

It was regarded as important to have each candidate show that they were able to write coherently, as that was regarded as an important skill for the SIFOC to operate well. Following this line of attack, it was agreed that each candidate would be asked to submit a written statement of up to two pages prior to the interview day, so the subcommittee members could assess that.

Each person present was then asked to give their idea of what questions should be asked.

One concern was to establish if each candidate has the time to serve properly.

Another was to be sure that if they were already serving on another city body, they understood that they would have to resign from that to serve on the SIFOC. It was noted that this was covered in the application process.

It seemed pretty important to asked them why they want to serve, given the time commitment and the lack of compensation.

The issue of the scope of SIFOC was raised and the fact that the charter intention seemed to be that it was not comprehensive, intense strategic planning, but higher level, possibly focusing on a small set of big issues. This was clearly an issue which the SIFOC would have to address as part of its initial deliberations. Some suggestions were put forward by the city CFO on topics the SIFOC might address, including what to do with city buildings, how to organize the administration, development e.g. Nobscot, ...

Another relevant question raised was what experience do they have with long term planning.

Also, what is their take on the role of local government? What is their take on investing in community assets?

Further, the issue of ensuring that the chosen candidate have a schools perspective, so they would help address issues like the school buildings management, funding the school system, impacts of residential development.

What is important strategically?

It was pointed out that there is some collateral that the SIFOC can use, such as the master plans for infrastructure: roadways, water & sewer, ... and the long range financial forecast etc.

The further issue of coordinating building projects on the city and schools side was raised, especially from a funding point of view.

The importance of getting some new thinking going in the major areas of capital infrastructure and finance was raised.

Even the frequency of the SIFOC meetings is undefined, so the question of their scope and practical ability to have an impact was raised. The fact that they are planned to have a \$200,000 budget allocation in FY20 was noted.

The question was raised as to how can the city and school administrations support the SIFOC in its efforts. The idea that a city webpage for the SIFCO might be created to help support the effort.

One further question suggested to ask candidates was what do they expect to be the outcome of their efforts? What would they have contributed?

Mike Rossi entered the meeting to request Geoffrey Epstein briefly attend the Marijuana Task Force meeting to approve minutes. That occurred and then Geoffrey Epstein rejoined the temporarily halted meeting.

Another question was how does the candidate work in a committee setting, resolving differences, building consensus etc.? What are their interpersonal skills like?

A request was made that in order to get a draft list of questions, that folks present email Geoffrey three questions they might like asked. Then a draft of the questions would be put in the shared drive for people to read but not edit, to be prepared for the next meeting.

It was decided that all candidates would be interviewed individually from a common set of 5 questions, with 15 minutes allocated to each. In addition to the candidate statements, it was decided to have the candidates note which of the 3 positions: finance, business community, at large they were aiming to fill, or if they thought they may be suited for more than one.

#### 5. Adjournment

Motion to adjourn: Richard Finlay

Second: Tiffanie Maskell

Motion carried: 4-0-0; Richard Finlay, Geoffrey Epstein, Tiffanie Maskell, Noval Alexander

Meeting adjourned at 5:14pm

*These minutes were approved at a meeting of the Temporary Subcommittee To Review Applicants for the Strategic Initiatives and Financial Oversight (SIFOC) on xx xx, 2019*

*These minutes were sent to the City of Framingham for posting on xx xx, 2019.*



## **Temporary Subcommittee to Review Applicants for the Strategic Initiatives and Financial Oversight Committee (SIFOC)**

Conference Room 1, City Hall

Monday, March 4, 2019

5:00pm

### **Open Meeting Minutes**

#### **1. Call to Order**

- 1.1. Subcommittee members present - Geoffrey Epstein, Richard Finlay, Noval Alexander, Tiffanie Maskell\*.
- 1.2. City Officials - Mayor Spicer\*, Council President Giombetti
- 1.3. Staff present - Superintendent Robert Tremblay
- 1.4. Public present - Beverly Hugo
- 1.5. Called to order at 5:00pm
- 1.6. The meeting was recorded

#### **2. Finalization of Interview Questions**

A draft of 6 questions was circulated and it was quickly decided to eliminate the last 2 of the 6 and focus on just 4 questions, so if the candidate used 3 minutes per question, there would be 3 final minutes in the interview for the candidate to add anything they wished.

#### **3. Interviews of Candidates**

The candidates were interviewed individually in the following order:

1. Richard Baritz
2. Jacob Binnall
3. Gerry Bloomfield
4. Joel Francis
5. Michael Gatlin

6. Amanda Shepard
7. Darline Umina
8. Richard Weader
9. David Kiklis
10. Marshall Krashin

Each was asked the 4 questions:

1. Why are you interested in serving on the SIFOC and what do you think you could contribute? [For applicants who currently hold an elected or appointed office: Why would you consider leaving your current elected/appointed post to be part of the SIFOC Committee?]
2. Have you had any experience with strategic planning? If yes, can you describe it with specifics and how it would be applicable to the planning here for the city and schools? If no, what do you think it entails and why is it important for the city and the schools?
3. If you were appointed to the SIFOC, how would you go about deciding with the other members what strategic/financial issues to work on? Include commentary on what you think are some of the problems facing Framingham.
4. In the overall planning for city and schools, finances play a very important role. How do you view the revenue side of that picture: property taxes, levy limit, .. and the spending side of that picture.

and then given time to add anything, up to the 15 minutes allocated.

\*Tiffanie Maskell joined the meeting after the Joel Francis interview, following eye surgery earlier that day.

\*The Mayor left the meeting after the Jacob Binall interview.

#### 4. Discussion and Recommendations

On completion of the interviews, there was a discussion of the candidates with their pros and cons covered systematically. After that a consensus evolved which lead to the following recommendations to be made to the full School Committee at its next meeting.

Joel Francis - Finance

David Kiklis - At Large

Darlene Umina - Business Community

There was some mention of terms for each, but that was left to the School Committee to handle, as there was coordination on that needed with the Council and the Mayor.

Motion: To recommend to the School Committee that the following appointments be made to the SIFOC: Joel Francis - Finance; David Kiklis - At Large; Darlene Umina - Business Community Member.

Moved: Geoffrey Epstein

Second: Richard Finlay

Motion carried: 4-0-0; Geoffrey Epstein, Richard Finlay, Noval Alexander, Tiffanie Maskell

#### 5. Adjournment

Motion: To adjourn

Moved: Richard Finlay

Second: Noval Alexander

Motion carried: 4-0-0; Richard Finlay, Geoffrey Epstein, Tiffanie Maskell, Noval Alexander

Meeting adjourned at 8:15pm

*These minutes were approved at a meeting of the Temporary Subcommittee To Review Applicants for the Strategic Initiatives and Financial Oversight (SIFOC) on xx xx, 2019*

*These minutes were sent to the City of Framingham for posting on xx xx, 2019.*





**FRAMINGHAM SCHOOL COMMITTEE  
COMMUNICATIONS SUBCOMMITTEE  
WALSH MIDDLE SCHOOL, September 23, 2019 6:00 p.m.  
OPEN MEETING MINUTES**

MEETING CALLED BY: Adam Freudberg

MEMBERS PRESENT: Scott Wadland, Adam Freudberg, and Geoff Epstein

MEMBERS ABSENT: Tracey Bryant

ALSO PRESENT:

Dr. Robert Tremblay, Superintendent of Schools, Framingham Public Schools

Mr. Scott Penrod, Director of Safety and Security, Framingham Public Schools

Ms. Rochelle Santos, Media & Communications Manager, Framingham Public Schools

Ms. Beth Adler, Moderator, Open and Honest Discourse

Ms. Jennifer Bellemare, Moderator, Government and Community Chat

Ms. Deb Horowitz, Moderator, Open and Honest Discourse

Ms. Lori Moser, Government and Community Chat

Ms. Jennifer Moshe, Moderator, Framingham Neighbors

Ms. Nicole Siswick, Moderator, Framingham Family Network

**1. Call to Order**

Mr. Freudberg called the meeting to order at 6:08 p.m. and mentioned that the meeting was being audio recorded, per School Committee policy.

**2. Public Comment**

None

**3. Discussion with Social Media Page Moderators on School Topics and Procedures**

Mr. Freudberg reviewed the reason for this agenda item to facilitate conversation between moderators and FPS as part of the continued efforts to improve communications. He mentioned that other groups such as Framingham Families for Racial Equity in Education, Where's the Bus, and Chat About the Schools were also invited and may join in progress.

Ms. Santos begin to recap her role. She said the 2015 Communications Task Force report guided her initial efforts to seek improvements in all areas of communication. Her goals are to have a standard operating procedures document to ensure that FPS is always focused on being proactive, transparent, ensuring translations, focusing on website user experiences, and being consistent. Instagram, YouTube, and video content is a long-term goal to improve and have valuable content.

Dr. Tremblay discussed his vision to be clear and transparent, and reviewed the challenges of communicating out decisions in his role. EEE and the Board of Health's guidance to not send students outside for recess was an example given which he used as a case study. He also discussed relations with the Framingham Teachers Union (FTA), and how he seeks to communicate with staff both during school visits, biweekly FTA meetings, and in public. He also discussed ways to solve problems in the most collaborative way possible. Working with multiple bus vendors was discussed as a way to look at solving the transportation problem.

Ms. Adler and Ms. Horowitz mentioned that tagging Rochelle is very helpful because she is responsive and she can offer official statements from FPS on Facebook. Ms. Santos mentioned there is a list on the FPS website with resources of where do I call. Ms. Adler and Ms. Horowitz suggested that she distribute it to the Facebook groups and PTOs. Ms. Moshe said when Rochelle comments, it typically changes the comment feed and helped calm tensions.

Ms. Hurowitz mentioned that moderators speak up both as moderators, but also as parents to convey their own experiences when chats come up. She said the Open and Honest Discourse page has been in existence for five years now and the amount of chats seems to have ramped up. She added that as moderators they often chat off the comment feeds to learn more context and help provide facts for the community. Ms. Adler added that people are going to Facebook first and are not starting at the teacher and/or principal level first.

Ms. Siswick mentioned that the Framingham Family Network occasionally closes threads when they are so far away from the main post. Additionally, she said they often lose the value if other factually based information is out there, so by closing comments it helps facts get out there in better ways. She said she wants to add to the FPS messaging and said the communications coming from the schools are important and beneficial.

Ms. Moshe suggested that where a situation arises, FPS saying something versus nothing can only help to show that they are on it, and that more information will come when they are able.

Ms. Adler suggested to not go to the media first, use FPS channels to get the message out. Discussion occurred on how Rochelle worked to get the process right and do all possible for the district to get the first message out and not learn from the media on a topic.

\*Dr. Tremblay departed for a family commitment at 6:32 p.m.

Mr. Epstein discussed ways to use facts and post them on the FPS website so they can be linked to on Facebook.

Moderators discussed their goals to have residency requirements, as well as the challenges to confirm that all participants live in Framingham.

Ms. Horowitz discussed how great it is for Framingham Neighbors to have a lot of members from the downtown area. She also commented on how moderators need to encourage respectful and polite dialogues, and will remind people their words are always going to be posted.

Ms. Moshe raised the transportation communications challenge and suggested additional follow up about busing changes.

Ms. Adler suggested that Rochelle look at the Class specific pages for each year across Middle Schools, as well as FHS to ensure there are no missed opportunities to get news out.

#### **4. Promoting School Events**

Back to School Picnic promotion on how to create awareness across the entire city was discussed briefly.

#### **5. Communications Plan/Press Release to Highlight Recent Progress in Student Achievement Across the District**

Ms. Santos mentioned that the MCAS and Accountability press release is actually coming out tomorrow, September 24th. Her analysis was that the data is mixed, yet mostly good around student achievement. Mr. Wadland mentioned the decline in attendance, and was pleased improving this area was on the Superintendent's list of 2019-2020 school year goals. Mr. Epstein asked where on the website will MCAS results live, so in a few months when the press release is no longer featured it can still be found. He suggested an overall FPS FAQ document on the website be considered. Ms. Santos discussed ways the website can be searched and how to keep relevant material easily accessible.

#### **6. Crisis Communication Plan for Schools**

*This item was taken out of order and discussed after the moderator portion concluded to support Mr. Penrod's schedule.*

Mr. Penrod discussed the follow up from the spring incident outside of McAuliffe Charter School with police involvement and what FPS had learned from it. What resulted from that incident was a pre packaged statement/guidance translated to notify stakeholders. Mr. Penrod outlined the chain of command for communications worked out with the police department, and discussed a FPS crisis app for staff to use. Mr. Wadland asked what devices are being used for the crisis app. Mr. Penrod mentioned that the communications go to personal phones, but there is no charge and to date all staff have been pleased. Mr. Wadland praised the proactive communication from FPS last week about the video situation at FHS. Mr. Penrod and Ms.

Santos discussed the ramped up effort with all FPS departments and principals, as well as municipal departments to increase this plan. Mr. Penrod mentioned that state officials will be coming to Walsh in October to promote a grant for security and discuss these type of topics. There is also a parent led meeting planned this fall to discuss crisis communication plans. Mr. Freudberg mentioned it is important for the community to first of all know there is a crisis communications plan. Ms. Santos mentioned a new Blackboard app is being rolled out to offer more specific communication options for stakeholders.

#### **7. Translation Services for the District**

Mr. Freudberg asked how translation services were going, and asked if teachers were getting the right level of support with their requests. Mr. Wadland asked if the quality of the translations through the Smore platform were assessed. Ms. Santos said they were and FPS staff have guidance on how to write for it.

#### **8. Initial Conversation about FY21 Media and Communications Department Budget**

\$54,000 operating budget was added last year, but a new staff member for the department was not included in the FPS budget request. Ms. Santos outlined what she has been using this funding for, which included apps, professional development, and monitoring. Mr. Epstein said that he believes Ms. Santos needs another person and that most of FPS' problems can be solved with improved communications. Mr. Wadland asked how she was handling all of her responsibilities, and noticed she needs some support to respond in a timely manner. Ms. Santos believes that it is a priority, she has provided a job description, and this may come forward in or before the FY21 budget process. Mr. Penrod commented that she supports almost every other department.

#### **9. Approval of Minutes from March 19, 2019**

Motion to Approve: Mr. Epstein

Second: Mr. Wadland

Approved 3-0

#### **10. Adjourn**

Motion to Adjourn: Mr. Wadland

Second: Mr. Epstein

Approved 3-0

The meeting adjourned at 7:35 p.m.

**Meeting Documents:** Draft Minutes from March 19, 2019

*These minutes were approved at a meeting of the Communications Subcommittee on XXX, 2019*

*These minutes were sent to the City of Framingham for posting on XXX, 2019*

DRAFT





City of Framingham School Committee

Digital Infrastructure Subcommittee Meeting **DRAFT** Minutes

Convened: Wednesday November 28th 2018 at 6:30 PM

Where: City Hall Conference Room, Memorial Building

**Present:** Noval Alexander; Chairperson, Scott Wadland; Committee Member, Ricky Finlay; Committee Member, Gloria Pascual; Committee Member

**No absences**

***Chair commences meeting at 6:35pm***

**1) Vote to approve meeting minutes from April, June, Oct 2018 taken separately**

*Motion to approve committee minutes from April 10, 2018*

Discussion: Mr. Finlay asked Chair to make edits to his name

Motion: Mr. Finlay Motion Seconded by:Mr. Wadland

**Minutes approved 3 yeas; Alexander, Wadland and Finlay, 0 nays, 1 abstention; Pascual**

*Motion to approve committee minutes from June 18th 2018*

Discussion: Mr Wadland asks chair to make edits to mark him absent

Motion: Mr.Finlay Motion seconded by Mr. Wadland

**Minutes approved 2 yeas; Alexander and Finlay, 0 nays, 2 abstentions; Pascual and Wadland**

*Motion to approve committee minutes from Oct 15th 2018*

Discussion: None

Motion: Mr. Wadland Motion seconded by Mr.Finlay

**Minutes approved 2 yeas; Alexander and Finlay, 0 nays, 2 abstentions; Pascual and Wadland**

## **2) Discussion on Future plans**

- Enhancing Communication platforms for FY 20; plans to bring in different vendors to present products to improve disseminating information to parents in multiple languages. This would also include working closely with CFO Lincoln Lynch and Transportation department to look at bus tracking phone apps to communicate whereabouts, reduce or eliminate late arrivals.
- In the near future assembling key administration players to create a short/long range technology plan for FPS
- Creating and implementing a data dashboard
- Priority Purchases for FY 20

## **3) Adjournment**

- **Motion to adjourn by Ms.Pascual; seconded by Mr. Wadland**
- **Motion passed unanimously**
- **Meeting adjourned at 6:54pm**





## City of Framingham School Committee

### Digital Infrastructure Subcommittee Meeting **DRAFT** Minutes

Convened: Tuesday February 26th 2019 at 5:30 PM

Where: Executive Conference Room, Memorial Building, 150 Concord St Framingham, MA

Members, attendees and guests present: Noval Alexander, Chair; Ms. Anne Ludes, FPS Assistant Superintendent of Secondary Education; Ms. Amy Bright, FPS Assistant Superintendent of Elementary Education; Mr. George Carpenter, FPS Director of Technology Services; Mr. Matt Torti, FPS Director of Buildings & Grounds; Ms. Rochelle Santos, Director of Media Communications. Representatives from School CNXT; Mr. Matt Hausmann, Chief Marketing Rep and Mr. Dennis Cardiff, Senior VP

Members absent: Gloria Pascual, Ricky Finlay and Scott Wadland

**\*Note this meeting did not have a quorum, however; the chair decided to proceed.**

Chair calls meeting to order at 5:40pm

Introductions followed by a presentation by *School CNXT*; a company which specializes in utilizing a web/mobile phone based applications (app) to foster better communications between schools/classrooms and parents.

- 1) Mr. Hausmann starts his presentation, gives a brief overview of how *SchoolCNXT* works, how many school districts currently use *SchoolCNXT* and Why there's a need for the product. Mr. Hausmann continues to explain how *SchoolCNXT* addresses common contemporary barriers to school-parent communication of access, language and adult literacy.
- 2) *School CNXT* believes in simplified, streamlined engagement which means supporting all levels; parents regardless of native languages, teachers and the school. For example; the teacher or school administrator sends out a text message using *SchoolCNXT* in English then its translated into the native language of the parent. The parent then can reply in their native language and the message is translated back to English for the teacher or school administrator.

- 3) Anne Ludes asks who sets up the students profiles? Mr. Hausmann replies that it will come from the Aspen X2 system which FPS currently uses. In addition parents will be invited via SMS text, there will be an authentication process as well as a privacy policy acceptance.
- 4) Amy Bright asked how many languages can *School CNXT* translate? Mr. Hausmann replies that they use google translate which can do dozens of languages. The only problems were translating local colloquialisms and information from home to the school/teacher.
- 5) Further Discussions centered around concerns about security/hacking info, the costs per pupil and using *google translate* as the primary platform given its mixed results track record. A consensus of attendees recommended bringing in more potential vendors to present and continue to have robust conversations and review before moving forward with any vendor.

Next meeting TBD

Meeting was adjourned approximately 6:55pm