

Chancellor Parent Cabinet Meeting Minutes

Tuesday, April 18, 2015
5:30-8:00 PM
DCPS Central Office

Meeting Objectives

Meeting participants will:

1. Better understand DCPS' approach to career and college readiness
2. Learn more about DCPS' new and current high school initiatives
3. Provide feedback on how DCPS can promote high school career and college programs to the community

Meeting Attendees:

- *DCPS Chancellor's Parent Cabinet Members:* Nazanin Ash, Jessica Bonness, Connie Brown, E. Andre Carter, Olivia Chase, Camille Fair-Bumbray, Laurence Gill, Vivian Guerra, Christena Howell, Helene Klusmann, Michael Koppenheffer, Laura Levine, Corinne McIntosh-Douglas, Matthew O'Hara, Cristóbal Rodríguez, Shanti Sale, Kevin Sampson, Sweta Shah, Shameka Stewart, Tom Strike, and Jerome Young
- *Not in Attendance:* Davena Archie, Tara Brown, and Kimberly Johnson
- Chancellor Kaya Henderson
- *Office of Family and Public Engagement:* Josephine Bias Robinson, Shanita Burney, Brandon Best, Cassandra Sánchez, and Allison D'Aurora
- *Guest Speakers:* Emily Durso, Chief of the Office of Planning and Postsecondary Readiness (OPPR); Erin Ward Bibo, Deputy Chief of College and Career Education, OPPR; John Davis, Chief of Schools

Notes:

Topic	Comments
Welcome	<ul style="list-style-type: none"> ▪ The Chancellor attended the City Council Budget Oversight Hearing today to address Councilmembers' questions on the FY 2016 budget. DCPS received a budget increase because its enrollment has increased from last year. The increase was passed directly to the schools. ▪ The Chancellor recently returned from a trip to Croatia with 10 DCPS students from six different high schools. Students selected for this trip were the first student cultural ambassadors from the U.S. to participate in an International Exchange Program in partnership with Step Afrika!, a professional dance company dedicated to the tradition of stepping and one of the leading African-American dance companies in the U.S. This partnership is part of DCPS' Empowering Males of Color initiative. Students spent part of their time in Croatia planning a group dance with other international students.

**Focus Topic:
Promoting Career and
College Programs in
High School**

- The Office of Planning and Postsecondary Readiness (OPPR) and the Office of Chief of Schools (OCOS) are planning an initiative to promote career and college programs in high schools to the community. These teams will present on the types of career and college programs that high schools implement and then seek input on how to best promote these programs to DCPS families.
- There are eight National Academy Foundation (NAF) Career Academies in DCPS high schools. These academies are career education programs of study within high schools that lead to high-wage, high-demand careers and offer rigorous courses providing an academic foundation and career specific skills. Through NAF Career Academies, students complete competitive internships, hear from industry leaders, visit places of work, and leave the program with industry-recognized certification. There are also dual credit opportunities.
- High schools only have career programs tailored towards high wage, high demand careers. DCPS is choosing to train students in industries where jobs will be available in DC when students graduate high school and college. The goal is for students to be equipped to have careers that can support a family of four.
- This summer, the Chancellor and the Mayor will announce that more than 100 students in NAF Career Academies have internship placements with top employers in the region.
- For School Year 2016-2017, new career education programs will include:
 - Public Safety Academy at Anacostia High School
 - Upon completion of the Academy at Anacostia, students will have the opportunity to enter the MPD Cadet Academy, at which they will earn a salary and earn up to 60 college credits at no cost.
 - The academy offers rigorous coursework in law enforcement.
 - Hospitality NAF Academy at Ballou High School
 - DCPS intentionally placed a NAF Career Academy focused on hospitality at Ballou HS because it is so closely located to National Harbor where there are many hospitality jobs.
 - The hospitality industry is the largest employer in the DC region. For example, MGM Grand at National Harbor is hiring 2,000 employees in career fields including general managers and event planners, among others.
 - Mass Media Program at Coolidge High School
 - This program will gradually phase in. Students will leave the program with a certification in Adobe Final Cut Pro X.
 - Global School at Roosevelt High School
 - This initiative is made possible through a partnership with Georgetown University's Walsh School of Foreign Service.
 - Health Sciences NAF Academies potentially in Anacostia High School and Coolidge High School
- DCPS will spend three years to ramp up college programming. The overall goal is to best prepare DCPS students for college, including having them enter college with credits. Improvements in college programming will

	<p>include:</p> <ul style="list-style-type: none"> ○ Every high school will partner with a college so their students can take college courses by School Year 2016-2017. ○ All high schools will have dual enrollment options for their students. ○ Middle schools and high schools will use Naviance, an online software program designed to allow students to create their own road map to get them to college. All DCPS scholarships are also posted on Naviance. ○ There will be more college visits for students to help familiarize DCPS students with what college feels like and understand what the college experience is like. ○ SAT Test Prep will be an elective at DCPS comprehensive high schools. ○ There will be more opportunities for DCPS high school students to attend summer college programs. ▪ The career and college programs do not replace traditional vocational education. The NAF Career Academies in addition to all of DCPS' vocational programs, which reach 5,000 students in total. The goal is for all participating students to leave these programs with industry certifications. ▪ Phelps Architecture, Construction, and Engineering High School is an example of how these types of programs can work. There is a specific program at Phelps run by crane operators. Students in those programs earn certifications in crane operation, for which job salaries begin over \$100,000. ▪ DCPS also runs a summer program for middle school students called DC Meets Washington. Students in this program meet with industry leaders for a whole week, and then visit DCPS high schools with relevant programs in those fields of study and college campuses.
<p>Group Discussion on Focus Topic</p>	<ul style="list-style-type: none"> ▪ OPPR and OCOS need input on how their teams can best market these programs to the community. From the three marketing options presented below, which one should DCPS use to promote these programs to families? <ul style="list-style-type: none"> ○ Option1: Major School Open House Presentations <ul style="list-style-type: none"> ▪ Focus on select high schools, particularly where we need enrollment and they are running new programs (e.g. Phelps ACE HS, Dunbar HS, Ballou HS, Anacostia HS, and Columbia Heights EC ▪ Invite major speakers of interest related to the program ▪ Meet principals, teachers, current students, and tour the school ○ Option 2: Recurring Community Group Presentation <ul style="list-style-type: none"> ▪ Fixed panel delivering the same messages as in Option 1 to community group meetings ▪ Rotate principals, students, and college and industry partners as guest speakers ▪ Create a video and pass out handouts ○ Option 3: Traditional Marketing Tools <ul style="list-style-type: none"> ▪ Create bus posters and bus shelter ads ▪ Place ads in community newspapers ▪ Send videos that promote DCPS-wide initiatives via e-mail and

	<p style="text-align: center;">DCPS Facebook and Twitter accounts</p> <ul style="list-style-type: none"> ▪ Cabinet members presented the following ideas: <ul style="list-style-type: none"> ○ Combination of all three options. ○ Deputize parents like the Parent Cabinet members to help share the message. ○ Students should also be part of the marketing campaign. ○ School athletic channels are another way to communicate information to a broad audience. ○ Post information on each school’s page on the My School DC lottery website. ○ A lot of parents, especially in the Hispanic community, rely on traditional communication channels, particularly radio. DCPS could place advertisements on radio stations to help deliver this message. ○ While parents still use radio and television, most students are on social media. DCPS could use YouTube to target students and share information on these programs through relatable videos. ○ Consider counting Massive Open Online Courses (MOOCs) as college credits for students. ○ Traditional marketing tools should be adapted to include digital marketing platforms and reframed as a branding initiative. For example, DCPS could create a fall field trip where students pick a career path and then visit the high school with those career options. By doing this, DCPS creates a brand for the larger system and students associate DCPS with providing these career and college readiness programs. ○ Make a public service announcement with athletes from all of the DC professional sports teams and other celebrities from DC. ○ Offer incentives and host a competition for students to create this marketing campaign, particularly those students in school with mass media specialty programs, thinking about using a variety of platforms including Vine. ○ All of the career and college programs should have some type of community engagement component to empower students to be a part of their communities. ○ Strongly consider major open house forums because parents often need to see the proof that a program is working to believe in the program. Visiting a school is the best way to get this proof.
<p>Open Forum</p> <p><i>This portion of the meeting is reserved for the Cabinet to pose questions of any topic to the Chancellor. The questions and the Chancellor’s responses are recorded in this section.</i></p>	<ul style="list-style-type: none"> ▪ Question: Can DCPS consider using practices from <i>A Mind at a Time</i> by Mel Levine, M.D. in their teaching models? ▪ Response: The Chancellor requested the Cabinet member send staff more information about the book. ▪ Question: Can you provide more information about the Capital Improvement Planning (CIP) decisions that were made for Ward 6 schools, specifically Jefferson Middle School and Eliot-Hine Middle School? ▪ Response: There are a series of challenges around the existing CIP process. One challenge this year is that the city has hit a debt ceiling, and it cannot spend as much as it has in years past, which has compromised the number

of projects it can complete in FY 2016. DCPS is working with the Department of General Services (DGS) and other partners like Councilmember David Grosso, who is also chair of the Education Committee, to standardize the school modernization process to establish better criteria that is used to build schools. CM Grosso has published a [public survey](#) on his website to get community input on what these standards should be. Cabinet members are encouraged to complete this survey and give their input.

- Question: Is it true that the principal of a school has the discretion to determine if a school building will be ADA compliant?
- Response: No. Some schools have received a first round of modernizations, called Phase 1, and were not made to be ADA compliant in that process. When they receive their Phase 2 modernizations, those features will be built. DCPS is working with DGS and other partners to ensure that schools that receive Phase 1 modernizations moving forward are built to be ADA compliant.

- Question: In enrolling for my school, the registrar did not have complete enrollment forms. The form did not have the right dates, consent forms, or all of the grade levels the school offers. Forms were also not pre-populated like they were last year. Is this the case for all registrars?
- Response: That is not the case for all registrars. This issue will be forwarded to the Enrollment Team.

- Question: Has DCPS received preliminary results from the Partnership for Assessment of Readiness for College and Careers (PARCC)?
- Response: Not yet. The test is done in two phases. The second phase begins in May, and because the test is new, DCPS is expecting results in late fall.

- Question: Will DCPS be offering American Sign Language as a foreign language?
- Response: DCPS is considering this, yes. Staff are trying to figure out how to offer ASL in addition to other foreign languages, so students still have the opportunity to learn about different cultures through foreign language classes.

- Question: Is there an opportunity to create a new school to train students on government careers?
- Response: Government careers have been incorporated into current NAF Career Academies. Many federal and local government officials sit on the boards for the NAF Career Academies, and these industries are part of the DC Meets Washington program. The NAF Career Academy at Anacostia High School is also working with the U.S. Coast Guard and the U.S. Department of Homeland Security to make them a part of the law enforcement academy.

	<ul style="list-style-type: none"> ▪ Question: Parents often struggle in understanding the difference between the May 1 and June 1 enrollment deadlines. Can there be just one enrollment deadline? ▪ Response: DCPS asks for May 1 enrollment forms because schools need to have enrollment to hire teachers. The two deadlines cannot be consolidated to accommodate the lottery deadlines that fall in between those two dates. ▪ Question: How is DCPS addressing legalization of marijuana with students? ▪ Response: The legalization does not apply to DCPS students because it only applies to those 21-years-old or older.
<p>Closing</p>	<ul style="list-style-type: none"> ▪ Cabinet members will receive a list of responsibilities they will be asked to complete during their terms. These responsibilities were selected based on feedback Cabinet members gave during the March 2015 meeting. ▪ The next Parent Cabinet meeting is May 19, 2015.