

The following items will be discussed at the meeting of the Standing Committee on Governance and Employee Issues to be held Wednesday, February 9, 2011 at 5:45 p.m. in Room 410 at the Durkin Administration Building:

gb #0-53.1 - Administration/Mayor O'Brien/Ms. Novick/Miss Biancheria/Mr. Foley/Mr. Monfredo/Mr. O'Connell (February 26, 2010)

Request that the Administration consider the use of Twitter and Facebook, along with other social media, in communicating with the public.

gb #0-73 - Mr. Monfredo/Miss Biancheria/Ms. Novick/Mr. O'Connell (March 8, 2010)

Request that the Administration include on the Worcester Public Schools' website and in the future Parent Guide:

- information about special programs in our schools
- the policies and procedures for applying to the various elementary and secondary programs and
- options available to enroll in magnet schools

In addition, request that the Administration share this information with all PTOs and parents/guardians who register students at the Parent Information Center.

gb #0-82 - Mr. Monfredo/Miss Biancheria/Mr. Foley/Ms. Novick/Mr. O'Connell/Mayor O'Brien (March 12, 2010)

Request that the Administration discuss ideas with parents on how to best continue to make the Worcester Public Schools schools of choice.

gb #0-262 - Mr. O'Connell/Ms. Novick/Mr. Monfredo (September 23, 2010)

To consider adoption of a policy on Facebook and social networking sites, modeled on the draft policy of the Massachusetts Association of School Committees (File IJNDD).

gb #0-291 - Mr. O'Connell/Miss Biancheria/Mr. Monfredo (October 25, 2010)

To rededicate the James Mooney Memorial Library at Union Hill School.

motion (gb #0-268) - Ms. Novick (October 7, 2010)

To create requirements in the following area for any Innovation School proposed in Worcester, whether by the Administration or any other group:

School governance and contractual items

Committee Members

John F. Monfredo, Chairman  
Dianna L. Biancheria, Vice-Chairman  
John L. Foley

Administrative  
Representative

Helen A. Friel, Ed.D.  
Stacey DeBoise Luster

OFFICE OF THE  
CLERK OF THE SCHOOL COMMITTEE  
WORCESTER PUBLIC SCHOOLS  
20 IRVING STREET  
WORCESTER, MA 01609

AGENDA #1

The Standing Committee on GOVERNANCE AND EMPLOYEE ISSUES  
will hold a meeting:

on: Wednesday, February 9, 2011  
at: 5:45 p.m.  
in: Room 410, Durkin Administration Building

ORDER OF BUSINESS

- I. CALL TO ORDER
- II. ROLL CALL
- III. GENERAL BUSINESS

gb #9-62 - Mr. Monfredo/Mr. O'Connell/Mr. Bogigian (March 9, 2009)

Request that the Administration consider looking into a sponsorship and advertisement arrangement for the athletic programs in the Worcester Public Schools.

gb #9-233 - Mr. O'Connell/Ms. Hargrove/Mr. Monfredo (November 18, 2009)

To review House Bill 347 - an act to allow school committees the option of establishing dress codes for their public schools - and to make recommendations to the legislative delegation regarding it.

gb #0-17 - Mr. O'Connell/Mr. Monfredo/Miss Biancheria (January 5, 2010)

To discuss the voluntary national certification program being developed for principals by the National Board for Professional Teaching Standards, for 2011, and to determine whether the program offers any benefit to the principals and the initiatives of the Worcester Public Schools.

gb #0-53.1 - Administration/Mayor O'Brien/Ms. Novick/Miss Biancheria/Mr. Foley/Mr. Monfredo/Mr. O'Connell (February 26, 2010)

Annex A (1 page)

Request that the Administration consider the use of Twitter and Facebook, along with other social media, in communicating with the public.

gb #0-73 - Mr. Monfredo/Miss Biancheria/Ms. Novick/Mr. O'Connell (March 8, 2010)

Annex A (1 page)

Request that the Administration include on the Worcester Public Schools' website and in the future Parent Guide:

- information about special programs in our schools
- the policies and procedures for applying to the various elementary and secondary programs and
- options available to enroll in magnet schools

In addition, request that the Administration share this information with all PTOs and parents/guardians who register students at the Parent Information Center.

gb #0-82 - Mr. Monfredo/Miss Biancheria/Mr. Foley/Ms. Novick/Mr. O'Connell/Mayor O'Brien (March 12, 2010)

Annex A (1 page)

Request that the Administration discuss ideas with parents on how to best continue to make the Worcester Public Schools schools of choice.

gb #0-262 - Mr. O'Connell/Ms. Novick/Mr. Monfredo (September 23, 2010)

Annex A (1 page)

To consider adoption of a policy on Facebook and social networking sites, modeled on the draft policy of the Massachusetts Association of School Committees (File IJNDD).

gb #0-291 - Mr. O'Connell/Miss Biancheria/Mr. Monfredo (October 25, 2010)

To rededicate the James Mooney Memorial Library at Union Hill School.

gb #1-33 - Mr. O'Connell/Miss Biancheria/Mr. Monfredo (January 14, 2011)

To review the use of the automated telephone call system of the Worcester Public Schools, and to seek the input of parents, students and staff as to the proper frequency, scheduling and purpose of such use.

gb #1-38 - Mayor O'Brien (January 21, 2011)

Request that the Administration consider developing a system for parents to receive text messages for school closings and other important messages.

gb #1-51 - Administration (January 26, 2011)

To develop a policy regarding prevention and management of sports-related head injuries within the school district or school.

motion (gb #0-79) Mr. O'Connell (June 3, 2010)

Request that the following approved amended section entitled "Attendance required to earn credit" on page 58 of the Policies Handbook be referred to the Standing Committee on Governance and Employee Issues for recommendations prior to the Spring of 2011 on the success or lack thereof of the "unexcused" class absence:

A student who has enrolled in a class is expected to be present each time the course is in session. For the 2010-11 school year, high school students will not receive full credit when they exceed the following number of absences:

- fourteen (14) unexcused class absences per one-credit course
- seven (7) unexcused class absences for courses less than one credit
- vacation days taken during regularly scheduled school time are absences

motion (gb #0-268) - Ms. Novick (October 7, 2010)

To create requirements in the following area for any Innovation School proposed in Worcester, whether by the Administration or any other group:

School governance and contractual items

IV. ADJOURNMENT

Helen A. Friel, Ed.D.  
Clerk of the School Committee

ITEM: gb #0-53.1

STANDING COMMITTEE: **GOVERNANCE AND EMPLOYEE ISSUES**

DATE OF MEETING: Wednesday, February 9, 2011

ITEM: Administration/Mayor O'Brien/Ms. Novick/Miss Biancheria/Mr. Foley/  
Mr. Monfredo/Mr. O'Connell (February 26, 2010)

Request that the Administration consider the use of Twitter and Facebook, along with other social media, in communicating with the public.

PRIOR ACTION:

2-25-10 - Held.

3-4-10 - Referred to the Standing Committee on Governance and Employee Issues.

BACKUP:

Annex A (1 page) contains a copy of the Administration's response to the item.

Although this item specifically references Facebook and Twitter, the underlying issue is around modes and content of communicating information regarding the Worcester Public Schools to the general community.

It is also recognized that most districts the size of Worcester have a direct communications support that handles collecting, packaging, and disseminating information to the public through various means, including press releases, website and TV updates, social media tools like Facebook and Twitter, automated telephone messages, and other methods. Without such a position, communication is not centralized and can be inconsistent. Given the current state of the budget, we simply cannot afford to create new positions for this purpose.

In order to address this shortcoming, the Administration has decided to create a communications committee to create procedures to collect information from schools and disseminate that information to the public. In effect, this committee will create a flow chart for schools and administrators to follow that will document and encourage appropriate announcements to the public; in addition, it will indicate the correct medium with which to disseminate the information. Some of these announcements may come directly from the school or administrator; others will be passed onto the Administration to communicate.

This committee is currently being formed and will be headed by the Information Technology Officer and will include the webmaster, Human Resources Manager, the Assistant to the Superintendent/Clerk of the School Committee, and a quadrant manager. Others may be added as necessary. By the end of the school year, the committee will be prepared to implement these procedures throughout the district.

STANDING COMMITTEE: **GOVERNANCE AND EMPLOYEE ISSUES**

DATE OF MEETING: Wednesday, February 9, 2011

ITEM: Mr. Monfredo/Miss Biancheria/Ms. Novick/Mr. O'Connell (March 8, 2010)

Request that the Administration include on the Worcester Public Schools' website and in the future Parent Guide:

- information about special programs in our schools
- the policies and procedures for applying to the various elementary and secondary programs and
- options available to enroll in magnet schools

In addition, request that the Administration share this information with all PTOs and parents/guardians who register students at the Parent Information Center.

PRIOR ACTION:

- 3-18-10 - Referred to the Standing Committee on Governance and Employee Issues.  
Mr. Monfredo made the following motion:  
Request that the Administration update the Parent Guide for the 2010 – 11 academic year.  
On a voice vote, the motion was approved.

BACKUP:

Annex A (1 page) contains a copy of the Administration's response to the item.

Currently, Karen Norton, Mark Berthiaume and Sara Arroyo- O'Brien are finalizing information related to various program offerings and availability at each Worcester Public School. Each school profile will include basic information and specific program offerings such as:

- Special Academic Programs
- Extracurricular Activities
- Professional Development
- Parental Involvement
- Community Partners

All school profiles will be available on the district and school website by January 2011.

In addition, the policies and procedures for applying to the various elementary and secondary programs as well as, magnet school offerings will be outlined in the updated Family Guide and Community Resources Booklet. The Guide will be available to families and the community on the WPS district, School, and Parent Information Center websites by the end of February 2011. Once finalized, school principals will share the updated Family Guide and Community Resources Booklet and School Profiles with their Parent Teacher Organization, School Council and the school community.



STANDING COMMITTEE: **GOVERNANCE AND EMPLOYEE ISSUES**

DATE OF MEETING: Wednesday, February 9, 2011

ITEM: Mr. Monfredo/Miss Biancheria/Mr. Foley/Ms. Novick/Mr. O'Connell/Mayor O'Brien  
(March 12, 2010)

Request that the Administration discuss ideas with parents on how to best continue to make the Worcester Public Schools schools of choice.

PRIOR ACTION:

- 3-18-10 - Referred to the Administration, Standing Committee on Governance and Employee Issues and the CPPAC.  
Mr. Monfredo made the following motion:  
Request that the Administration develop a plan on how best to continue to make the Worcester Public Schools schools of choice.  
On a voice vote, the motion was approved.
- 10-18-10 - **STANDING COMMITTEE ON GOVERNANCE AND EMPLOYEE ISSUES**  
Mr. Monfredo made the following motions:  
Request that the Administration provide feedback on the student exit survey in December 2010.  
Request that the Administration continue its efforts regarding customer service by:
- improving the welcoming of visitors to buildings in the Worcester Public Schools
  - continuing to monitor the schools for cleanliness and safety and
  - communicating to parents/guardians through the use of the web page, Connect-Ed and other possible outlets.
- On a voice vote, the motions were approved.  
Miss Biancheria made the following motion:  
Request that the Administration seek feedback from the Site Councils in order to best continue to make the Worcester Public Schools schools of choice.  
On a voice vote, the motion was approved.

BACKUP:

Annex A (1 page) contains a copy of the Student Exit Survey.

PRIOR ACTION

- 10-18-10 - Mr. Foley made the following motion:  
(continued) Request that the Administration, for marketing purposes, consider:
- involving students from Worcester Polytechnic Institute to conduct an Interactive Qualifying Project (IQP) with students in the Worcester Public Schools
  - providing extensive information on happenings in the Worcester Public Schools on the website
  - meeting with representatives from Channel 3 to seek ways to promote the Worcester Public Schools
  - creating a short video of 3-4 minutes to highlight activities taking place in the Worcester Public Schools and
  - reviewing the timing of Open House events by targeting students in grade 5.

On a voice vote, the motion was approved.

Miss Biancheria made the following motion:

Request that the Administration promote filming of more activities on Channel 11 in both the academic and athletic areas.

On a voice vote, the motion was approved.

Mr. Foley made the following motion:

Request that the Administration prepare a Public Relations Plan.

On a voice vote, the motion was approved.

Miss Biancheria made the following motion:

Request that the Administration take into consideration the limited resources available to create a Public Relations Plan.

On a voice vote, the motion was approved.

- 11-4-10 - SCHOOL COMMITTEE MEETING - The School Committee approved the action of the Standing Committee as amended.

Mr. Monfredo made the following motions:

Request that the Administration provide feedback on the student exit survey in December 2010.

Request that the Administration continue its efforts regarding customer service by:

- improving the welcoming of visitors to buildings in the Worcester Public Schools
- continuing to monitor the schools for cleanliness and safety and
- communicating to parents/guardians through the use of the web page, Connect-Ed and other possible outlets.

On a voice vote, the motions were approved.

Miss Biancheria made the following motion:

Request that the Administration seek feedback from the Site Councils in order to best continue to make the Worcester Public Schools schools of choice.

On a voice vote, the motion was approved.

PRIOR ACTION

- 11-4-10 - Mr. Foley made the following motion:  
(continued) Request that the Administration, for marketing purposes, consider:
- involving students from Worcester Polytechnic Institute to conduct an Interactive Qualifying Project (IQP) with students in the Worcester Public Schools
  - providing extensive information on happenings in the Worcester Public Schools on the website
  - meeting with representatives from Channel 3 to seek ways to promote the Worcester Public Schools
  - creating a short video of 3-4 minutes to highlight activities taking place in the Worcester Public Schools and
  - reviewing the timing of Open House events by targeting students in grade 5.

On a voice vote, the motion was approved.

Miss Biancheria made the following motion:

Request that the Administration promote filming of more activities on Channel 11 in both the academic and athletic areas.

On a voice vote, the motion was approved.

Mr. Foley made the following motion:

Request that the Administration prepare a Public Relations Plan.

On a voice vote, the motion was approved.

Miss Biancheria made the following motion:

Request that the Administration take into consideration the limited resources available to create a Public Relations Plan.

On a voice vote, the motion was approved.

Ms. Novick made the following motion:

Request that the Administration increase its efforts to communicate, at all levels, the good things that are happening in the Worcester Public Schools to teachers, administrators and staff.

On a voice vote, the motion was approved.

## Worcester Public Schools - Student Exit Survey

The survey should be completed for each student who is planning to leave or has left the Worcester Public Schools to attend school elsewhere. The information gathered will be used to help improve services and programs in the Worcester Public Schools. Your input and feedback is highly valued. Thank you!

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1. What is the name of the school last attended by your child? \_\_\_\_\_
2. In what grade was your child most recently enrolled? \_\_\_\_\_
3. How many years was your child enrolled in this school? \_\_\_\_\_
4. How many years has your child been enrolled in the Worcester Public Schools? \_\_\_\_\_
5. Why is your child leaving the Worcester Public Schools? Please choose all that apply.
  - Change of residence
  - Safety concerns  
Please specify: \_\_\_\_\_
  - Transportation concerns  
Please specify: \_\_\_\_\_
  - Lack of extracurricular activities  
Please specify: \_\_\_\_\_
  - Dissatisfaction with extracurricular activities  
Please specify: \_\_\_\_\_
  - Lack of academic offerings  
Please specify: \_\_\_\_\_
  - Dissatisfaction with academic offerings  
Please specify: \_\_\_\_\_
  - Other  
Please specify: \_\_\_\_\_
6. What type of school is your child now planning to attend?
  - Public school (outside of Worcester)
  - Private school
  - Parochial school
  - Charter school
  - Home school
7. Please describe your level of satisfaction with the Worcester Public Schools?
  - Extremely satisfied
  - Very satisfied
  - Somewhat satisfied
  - Somewhat dissatisfied
  - Very dissatisfied
  - Extremely dissatisfied
8. Additional comments (Please use the reverse if more space is needed.)  
\_\_\_\_\_  
\_\_\_\_\_

ITEM: gb #0-262

STANDING COMMITTEE: **GOVERNANCE AND EMPLOYEE ISSUES**

DATE OF MEETING: Wednesday, February 9, 2011

ITEM: Mr. O'Connell/Ms. Novick/Mr. Monfredo (September 23, 2010)

To consider adoption of a policy on Facebook and social networking sites, modeled on the draft policy of the Massachusetts Association of School Committees (File IJNDD).

PRIOR ACTION:

10-7-10 - Referred to the Standing Committee on Governance and Employee Issues.

BACKUP:

Annex A (1 page) contains a copy of a draft policy on Facebook and social networking sites from the Massachusetts Association of School Committees (File IJNDD).



## **POLICY ON FACEBOOK AND SOCIAL NETWORKING WEBSITES**

The Superintendent and the School Principals will annually remind staff members and orient new staff members concerning the importance of maintaining proper decorum in the on-line, digital world as well as in person. Employees must conduct themselves in ways that do not distract from or disrupt the educational process. The orientation and reminders will give special emphasis to:

- 1) Improper fraternization with students using Facebook and similar internet sites or social networks, or via cell phone, texting or telephone
  - a) Teachers may not list current students as “friends” on networking sites.
  - b) All e-contacts with students should be through the district’s computer and telephone system, except emergency situations.
  - c) All contact and messages by coaches with team members shall be sent to all team members, except for messages concerning medical or academic privacy matters, in which case the messages will be copied to the athletic director and the school principal.
  - d) Teachers will not give out private cell phone or home phone numbers without prior approval of the district.
  - e) Inappropriate contact via e-mail or phone is prohibited.
- 2) Inappropriateness of posting items with sexual content
- 3) Inappropriateness of posting items exhibiting or advocating use of drugs and alcohol
- 4) Examples of inappropriate behavior from other districts, as behavior to avoid
- 5) Monitoring and penalties for improper use of district computers and technology
- 6) The possibility of penalties, including dismissal from employment, for failure to exercise good judgment in on-line conduct.

SOURCE: MASC

Adopted on: December 16, 2010

ITEM: gb #0-291

STANDING COMMITTEE: **GOVERNANCE AND EMPLOYEE ISSUES**

DATE OF MEETING: Wednesday, February 9, 2011

ITEM: Mr. O'Connell/Miss Biancheria/Mr. Monfredo (October 25, 2010)

To rededicate the James Mooney Memorial Library at Union Hill School.

PRIOR ACTION:

- 11-4-10 - Referred to the Standing Committee on Governance and Employee Issues.  
Mr. O'Connell made the following motion:  
Request that the Administration forward a copy of the item to the family of Mr. Mooney when the item is discussed at the Standing Committee level.  
On a voice vote, the motion was approved.

BACKUP:

The Administration will be prepared to speak to the item.

ITEM: motion  
gb #0-268

STANDING COMMITTEE: **GOVERNANCE AND EMPLOYEE ISSUES**

DATE OF MEETING: Wednesday, February 9, 2011

ITEM: Ms. Novick (motion – October 7, 2010)

To create requirements in the following area for any Innovation School proposed in Worcester, whether by the Administration or any other group:

School governance and contractual items

PRIOR ACTION:

10-7-10 - Referred a. to the Standing Committee on Governance and Employee Issues, b. to the Standing Committee on Finance and Operations, c. to the Standing Committee on Teaching, Learning and Student Supports and d. to the Standing Committee on Accountability and Student Achievement.

BACKUP:

The Administration will be prepare to speak to the item.