

CAC Minutes-Blanton Elementary

November 14, 2013

The meeting began at 3:15 and ended at 4:10

Members present: Laurel Wilson, Craig Hampton, Alicia Maxwell, Esther Tovar, Selandra Laabs, Sue Ellen Torres, Jennifer Alejo, Sunny Hyde, Maggy McGiffert, Tammy Kiara, Casilda Contreras, Michelle Vancil-Osborne, Esther Cruz, Linda Sullivan, Peter Nunziato, Minnie De La Isla, Suzie Plyler, Linda Sullivan, John Baker

• Student run

- Mr. Baker explain that a PK student had run away from his teacher during a recess transition. The students was quickly found and escorted back to school. Mr. Baker assured that everybody involved in the incident acted quickly and appropriately.
- Mr. Baker has been asking for a fence since July and the fence was put up today. Had the fence be up earlier, the incident would not have occurred. The whole back fence was in bad shape and it will be replaced. There will be access gates in different entry points. They will also close of the end of the fourth and fifth grade wing. Getting a fence around the PK playground is something that the district will be doing for all schools in the district but because of the incident we were moved to the front of the line.
- QUESTION: How will the fence affect dismissal? The gates will be open right before arrival and dismissal. So dismissal will not be affected.

• Tuition PK

- Mr. Baker signed a form that CAC was in agreement for tuition PK, and he turned that form in.

• Community partnerships

- Maggy McGiffert and Craig Hampton have had several conversations with several parents that are interest in community partnerships.
- Two parts of community partnership:
 - **Public Relations:** Parents want to focus on positive branding by sharing with the community what Blanton has to offer by strengthening our publicity. They expressed interest in putting emphasis on disseminating information about the dual language program because of its uniqueness. Parents also asked about the possibility of expanding the dual language program to which Mr. Baker replied that if the school were to expand the program it would have to happen starting with the lower grades because our numbers dwindle as students' progress to fifth grade. He also informed the parents that deadlines and dates for PK orientation flyers had gone home with students today in their Thursday communication folders. Mrs. Cruz explained that last year she had made Dual Language flyers and distributed them at surrounding day cares. Mr. baker said he

would make new flyers this year. Mr. Baker expressed that he would like to have a more holistic way of branding our school rather than just focus on Dual Language it should be more inclusive, parents agreed. Parents recognized that the school staff is putting in some work but they want to organize themselves to alleviate some of the work. Parents want to get a committee in place to address approaching deadlines and reach out to business quickly since our competitors are already getting a hold of those resources. Another parent mention that one form of PR is to spread the word about the events happening at the school (she defined event as any kind of meeting, formal and informal events, zumba, ACE, Golf, Yoga, Winterfest, Boofest, etc.). Parent are happy with all Blanton has accomplished but suggested welcome and departure baskets filled with Blanton branding materials as well has information and applications if applicable.

- **Outreach:** Parents want to actively seek and develop partnerships in the community. Mr. Baker explained that partnerships meant money, parent workshops (ex: do parents know their rights), volunteers, finding help for families. Mrs. Plyler shared that at Matthews all events are sponsored by outside business (ex- Teacher luncheons sponsored by whole foods), but they had a person whose only job was to organize the events and find sponsors. She continued saying that having a bigger PTA this year is helping us move in the right direction. Linda Sullivan shared that she has watched has the PTA in its' stagnant stages but that it has never dropped off, on the contrary she has seen it slowly grow. Alicia Maxwell shared that it is imperative that we have something to offer those business that would like to partner with us such as: some of their flyers to be sent home, advertisement on our website, etc.

- **QUESTIONS:** What re other ways we can help our potential business partners? Will HEB partner with Blanton (they did donate pumpkins for boofest)? What is a way Frost Bank can help us? Be specific!

- **Room Parents**

- Room will be points of contact between PTA and what happens in the school to involve parents. Involvement to be defined very broadly. There was a meeting on Nov. 12 and parents just wanted to have things in both languages. Parents will be a middle person, sort of mediator. One thing that will happen is that a letter went home asking for parent approval to give out numbers to create a directory. Mr. Baker expressed that when parents are involved students do better in school. Teachers mentioned that they see how parents are already so willing to help each other, for example one person will pick up children for other families and Craig said that he heard that Room parents are already recruiting other parents to join. Meeting will continue to be held to figure out how they can better support our school.

- There was a discussion about sending out introductory letters. A letter that will introduce the room parents to the other parents in that classroom. CAC agrees we should have a letter sent out to introduce the specific room parents.

- **Logo/Slogan**

- Craig states that we need to work on our branding. Other schools are working on their branding because they have signs up in various places. Mr. Baker shared that we should come up with a logo and a slogan, so we can put it on bumper stickers and t-shirt. A parents shared a list of a few she had thought about. Some parents expressed interest in involving the students. Maybe the students can come up with the logo and/or slogan. CAC agrees.

- Some slogans mentioned are as follows:
 - Que Blanton
 - Si se puede Blanton
 - Blanton somos iguales
 - Arriba Blanton
 - Juntos = Blanton
 - Blanton hasta la Victoria semper
 - I heart Blanton
 - Viva Blanton
 - There were other
 - A parent suggested having kids come up with slogans
 - Plyer said it has to be something that sells.
 - Mr. Baker said we do not have to decide today.
 - Ms. Contreras talked about PRIDE
 - Blanton Strong

• **NEXT STEPS:**

- Dual language promotion can happen at the potluck
- Having parents come to the tours to speak about what Blanton is about
- Community partnerships. What do we do to move forward? Setting a date to meet. Craig will organize it.
- Parents are free advertisements. And they want to do the work to compliment what we are doing and they are interested in the teachers ideas.
- Pearce principal will come to the next PTA and CAC meeting.
- Logo and Slogan will be revisited at the next CAC meeting.
- Parents: agree we should involve students in the creation of the logo and slogan

