

# METROPOLITAN EDUCATION DISTRICT

Governing Board Meeting Minutes  
October 9, 2013

## I. CALL TO ORDER

The meeting of the Governing Board of the Metropolitan Education District was called to order by President Garcia at 7:05 p.m., in CCOC Room 201, auditorium, San Jose, California.

All Members present, except when noted "absent:

|                   |   |
|-------------------|---|
| Daniel Bobay      | Milpitas Unified School District              |
| Jim Canova        | Santa Clara Unified School District           |
| Cynthia Chang     | Los Gatos-Saratoga Union High School District |
| Matthew Dean      | Campbell Union High School District           |
| Richard Garcia    | San Jose Unified School District              |
| J. Manuel Herrera | East Side Union High School District          |

## II. PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Vice President Bobay.

## III. ADOPT AGENDA

President Garcia: He asked if there were any changes to the agenda.

Superintendent Lynch: She noted there was a revised agenda at the dais which included minor revisions to items #4 and #7.

**MOTION:** It was moved to adopt the agenda. M/Dean, S/Chang; Vote: 6 Ayes, 0 No

## IV. STUDENT REPORTS

- A. CCOC Student – CCOC Director Cartan introduced a graduate of the Video Production and Animation classes at CCOC, Zachery James.

Zachery James: He said he had attended Leigh High School. He shared how he was failing high school when he began at CCOC. He said his teacher, Jeff Schmidt, encouraged him to graduate. He said his prior plan had been to get his GED and then go to a community college. He said at CCOC he learned to be responsible because at CCOC if you miss too many classes you lose credits so you have to show up. He said by his second year at CCOC he was getting good grades at his home high school. He said CCOC prepared him for college and he received two scholarships; one for \$500 from the Rotary Club and another from Adobe for \$80,000. He said he attended Adobe Youth Voices for two years through the assistance of Mr. Schmidt. He is working with CreaTV to do music videos and he was on a professional commercial set with Gorilla Wanderers and the owner is a former student of Mr. Schmidt. He is now attending the Academy of Arts and is interning at Butcher Shop Creative in San Francisco. He said the classes he is currently taking are ones he had learned at CCOC and the classes at CCOC are very advanced for students. He said that the Video Production class did not exist eight years ago and it was developed by Mr. Schmidt and he was seeking this opportunity since middle school.

President Garcia and Governing Board members expressed their admiration for the accomplishments of Mr. James and thanked Mr. Schmidt as well.

- B. MAEP Student – MAEP Principal Glass introduced Luis Calderon who attends the evening Intermediate High/Advanced ESL class taught by Pedro 'Cesar' Romero.

Luis Calderon: He has been a student in MAEP since August 2013. He has been studying English for four years; however, it has all been during his adult life and it has been very tough. He said people need to conquer the world and they do it in many different ways to feel happy in life. He said according to Dr. Viktor Frankl, humans need something to attach them to in life. He said when someone conquers the world around him, he feels attached and happy. He said everyday he is presented with new challenges and everyone takes on these challenges in different ways. He said there are people who feel they are conquering the world when they are interacting with other people. He said he is satisfied with his improvement in reading, speaking, and writing. He said his English skills have improved due to the staff and support he has received at MAEP. He said it didn't matter where you are in society we have to feel happy and alive and enjoy what we are doing. He said he is happy when he makes progress with his English. He said that learning English is an everyday task and he is learning the tools to help him communicate with others. He said MAEP provides many resources to help the students in their ESL classes and special learning techniques to help them to compete successfully in society. He thanked the Governing Board on behalf of all the students for providing them with the opportunity to learn with the dedicated MAEP teachers.

President Garcia thanked Mr. Calderon for his great presentation.

## V. PUBLIC COMMENTS

President Garcia noted that Kathy Jasper requested to speak under public comments.

Kathy Jasper: She introduced herself as the President of the San Jose Federation of Teachers. Member Chang asked if it was related to budget and Ms. Jasper said that Althea Polanski said it was not related to the monthly budget changes reflected in the agenda packet. She said that she could speak under budget changes if you would be pulling it from the consent calendar. She said when you compare the unaudited actuals from last year and compare it with the 2012-2013 budgeted amounts there was \$196,511 less expended than budgeted. She said this does not mean that the adult education budget is rosy as we are still deficit spending. She said when the program was much larger and it was downsized, the reserves are now being spent down and it has been planned until the end of flexibility in 2015. She said adult education had also received \$184,000 more in WIA funds than budgeted. She said the state has said that all districts must have "maintenance of effort" in their adult education program for the next two years. She said the actual wording of the Assembly Bill 97 was included in the handout she presented to the Governing Board. She said we are budgeted to spend \$158,933 less than we did last year. She said she was concerned that we are not maintaining the maintenance of effort and if the program is found to be out of compliance, future funding may be in jeopardy.

## VIII. APPROVAL OF MINUTES

1. Action Item: Approval of Minutes from the Regular Board Meeting of September 11, 2013.

MOTION: It was moved to approve the regular board meeting minutes of September 11, 2013.  
M/Herrera, S/Dean; Vote: 6 Ayes, 0 No

## IX. CONSENT CALENDAR

Member Chang: She requested to remove items 3 and 8 from the consent calendar.

Member Dean: He requested to remove item 4 from the consent calendar.

MOTION: It was moved to approve consent items # 2 through # 12 with the removal of items 3, 4, and 8. M/Chang, S/Dean; Vote: 6 Ayes, 0 No

## **BUSINESS AND FINANCIAL FUNCTIONS**

### **\*2. Action Item: Approve September Warrants Approval List**

The Governing Board approved the September Warrants.

### **3. Action Item: Monthly Budget Update**

Member Chang: She asked CBO Debbie Fry if she could address the questions relative to 'maintenance of effort' (MOE) as outlined in Assembly Bill 97.

CBO Fry: She said prior to Superintendent Paul Hay retiring, the question of the language on the MOE came up and there is a series of e-mail correspondence between Paul Hay and the Legislative Analyst's Office (LAO) in the California Department of Finance that the MOE only applies to the amount of funding that is received from the State of California. She said federal funds and grants are not required to be spent in the same manner as state funds.

Member Chang: She asked what the total deficit spending has been.

CBO Fry: She said it was approximately \$480,000.

Member Chang: She said out of the \$4.2 million for adult education funds, approximately \$480,000 was for deficits and CBO Fry said yes.

Member Herrera: He said it was an interesting exchange of emails that had occurred; however, the legislation in Assembly Bill 97, Chapter 47, Section 42238.03 does not reflect the funding sources for the MOE. He said it simply says "the school district shall expend no less than the amount of funds the school district expended for purposes of regional occupational centers or programs, or adult education, respectively, for the 2012-13 fiscal year. He said it makes no distinction based on the email exchanges and it was not clarified in the legislation.

CBO Fry: She said what the legislation actually says is that it is the funds received and it is referencing state money.

Member Dean: He said the law does not say how federal funds can be expended and CBO Fry said that was right and the only time it is specific is in the special education maintenance of effort.

Member Chang: She said even if we are deficit spending it is not the funds for the current year, it is the funds that had been accumulated and CBO Fry said that was correct.

CBO Fry: She said the state cannot mandate you to deficit spend especially if it is going to cause a district to go under. She said we were not the only district concerned about this language.

Member Chang: She said, for this year, if we look at the budget at a glance, we are planning to spend \$4.2 million and CBO Fry said yes.

Vice President Bobay: He asked CBO Fry to define the term district, he asked if we were the district or are we talking about the contributing school districts.

CBO Fry: She said that has not been defined.

Vice President Bobay: He said this is not a district. He said we use that language but we are not a district.

CBO Fry: She said her initial response for 'maintenance of effort' for both funds is that it is based on your home districts pass through and not on MetroED's expenditures because the pass through isn't mandated any more.

Vice President Bobay: He said we cannot keep the money.

CBO Fry: She said if we were mandated to deficit spend, it would require more funds from the home school districts for adult education.

Member Chang: She said we have been discussing the adult education funds and she said based on the language in the Education Code for CCOC, every home district is obligated to expend no less due to the MOE. She said whatever we spent for 2012-13; we have to spend the same amount.

CBO Fry: She said it would be the amount of funds your home district receives and then it would be passed on to MetroED.

Member Chang: She asked what happens to a basic aid school district like Los Gatos-Saratoga and the other two basic aid districts. She said her home district does not receive any funds for regional occupational centers or programs at all.

CBO Fry: She said there is another whole section on basic aid districts.

Member Chang: She asked if CBO Fry could send this information to the board members, superintendents and CBOs of the basic aid districts and CBO Fry said yes.

Member Dean: He asked for the future if the budget at a glance could be broken out in alignment with the requirements for maintenance of effort and other federal funds or grants. He said the \$4,257,067 is comprised of maintenance of efforts, reserves, and other dollars. He said if it is broken out, it will be easier for the Governing Board to see how the funds are distributed.

CBO Fry: She said she could provide the source of funds as part of the breakdown. She said MetroED has agreements with all of the participating districts for cash flow based on the level of funds passed through for 2012-13 that was agreed to with each of the participating district CBOs which is separate from the Master Business Relationship Agreements.

**MOTION**: It was moved to approve the budget changes included in the Monthly Budget Update for the period ended 9/30/2013. M/Chang, S/Dean; Vote: 6 Ayes, 0 No

4. **Action Item: Ground Lease Amendment #5 with the County of Santa Clara and Capitol Auto Mall, LCC**

Member Dean: He said it was his understanding that this covered the auto mall sitting off of Capitol Expressway and his understanding is that auto sales have picked up significantly and he asked if there were any counter offers as opposed to just keeping it the same.

Superintendent Lynch: She said staff did have a conversation with the Capitol Auto Mall partners as well as Larry Bengiveno with Borelli Investments and we asked them to give us \$5,000 towards a future sign for the front of the campus and they said no not now; however, come back and talk to us on another occasion. She said on the documents it shows there are two tenant vacancies and two tenant renewals and there was a negative cash flow of \$71,020.

CBO Fry: She said this is not for the auto dealerships that the land is about but the strip mall next to McDonald's on Capitol Expressway.

Member Chang: She said auto dealerships are recovering but not the fast food industry.

**MOTION**: It was moved to approve the Ground Lease Amendment #5 with the County of Santa Clara and Capitol Auto Mall, LCC. M/Dean, Chang; Vote: 6 Ayes, 0 No

**\*5. Action Item: Change Order #08, CCOC Building #100, Building Arts Project (Coulter Construction, Inc., -\$44,570**

The Governing Board approved change order #08 in the amount of -\$44,570 between MetroED and Coulter Construction, Inc.

Member Chang: She said there is an error on the cover page in the agenda packet and she asked that this be corrected for the record. She said the contract is correct. She said the adjusted contract amount is the same as the new contract amount and it should be \$2,681,855.06 and not \$2,637,285.05.

CBO Fry: She said she would correct the amounts for the cover page for the official records.

**PERSONNEL FUNCTIONS**

**\*6. Action Item: Classified Personnel**

The Governing Board approved the one out-of-class stipend/additional hours, five professional growth stipends, and one reassignment.

**\*7. Action Item: Administrative Personnel**

The Governing Board approved two new hires, Sharon Brown as CCOC Assistant Principal and Michael 'Jeff' Schmidt as CCOC Program Coordinator, and the reassignment of Peter Vrabel from CCOC Dean to CCOC Assistant Principal.

**8. Action Item: Certificated Personnel**

Member Chang: She wanted to state for the record that the two teacher stipends is for services above and beyond their regular classroom duty including catering events and students earn work experience.

MOTION: It was moved to approve two professional growth stipends and two CCOC teacher stipends for duties outside of the classroom for the 2013-14 school year. M/Chang, S/Dean; Vote: 6 Ayes, 0 No

**INSTRUCTIONAL AND STUDENT FUNCTIONS**

**\*9. Action Item: Fundraising**

The Governing Board approved the 2013-14 fundraising activities for CCOC.

**\*10. Action Item: Medical Apprenticeship Agreement; MAEP**

The Governing Board approved the agreement with Urgent Action Care.

**\*11. Action Item: Williams Uniform Complaint Procedures Report**

The Governing Board approved the quarterly report on the Williams Uniform Complaint Procedures for the period of July 1 through September 30, 2013.

**\*12. Action Item: 2013-14 Memorandum of Understanding (MOU's) with West Valley-Mission Community College District-Silicon Valley Stepping Stones SB70 Grants, \$93,938**

The Governing Board approved the two 2013-14 Memorandum of Understanding (MOU) with West Valley-Mission Community College District-Silicon Valley Stepping Stones SB70 Grants.

## X. INFORMATION ITEMS

### 13. Information Item: First Reading: Board Policies; Tri-Annual Update

President Garcia: He said this is the first reading of the board policies and the policies will be brought back to the November meeting.

Member Chang: She asked if it would be possible for the changes to be highlighted so it would be easier for the board members to know the changes from the existing policies and she asked if this could be done prior to approval at the next meeting.

Member Dean: He said he had a question on page 3 of 4 on the agenda item in the top paragraph regarding AR 3542 on School Bus Drivers regarding the requirement to obtain a medical examination but it doesn't state that they need to pass the medical examination. He asked that it be looked at.

Vice President Bobay: He said he believed the Department of Transportation covers school bus drivers in such a way that it is part of their licensing to pass a medical examination as part of the process.

CBO Fry: She said it is audited by the California Highway Patrol on a regular and random basis.

President Garcia: He said it may just need to be stated that there is a process where the person is healthy and approved.

Member Chang: She said on page 4 of 4, BP/AR 61626 on Use of Copyrighted Materials she just wanted to express a word of caution as her home district has been approached by an attorney saying he is representing some authors where one of their teachers had used their materials and posted it on her own website. She said she didn't think that the teachers understood all of the laws regarding copyrighted materials that could put the district at risk.

Member Dean: He said there is a difference between copyrighted materials and plagiarism. He said there are Botts that are looking for this type of thing on a constant basis and it is a way of trolling to see who is using your material without your permission to get revenue because this is their creative works. He asked if the teachers at MetroED get any training about copyrights, etc.

Jeff Schmidt: He said that this is something that he could do as he teaches this to his students on a regular basis.

Member Dean: He said he thinks that would be useful for everyone.

Member Chang: She said when Mr. Schmidt develops this training if he would pass the information along to all six participating school districts and he said he would be happy to do that.

### 14. Information Item: Name Change Survey Results

President Garcia: He said the Governing Board would review the name change survey results to be presented by Superintendent Lynch.

Superintendent Lynch: She said she had 12 PowerPoint slides on the item. She said the last time this item was brought forward was at the August board meeting. She said the survey was sent out on September 24<sup>th</sup> to approximately 240 stakeholders and 61 responses were received. She said the survey was sent to all MetroED employees, a group list of counselors from the six participating school districts, the Instructional Council leaders from the six districts as well as we spoke to student council representatives. She said the survey contained 15 questions and she shared seven of the responses that were representative of the larger name change questions.

Superintendent Lynch reviewed the questions and the percentages based on the 61 responses. She said Silicon Valley Career Tech Center received the most votes of the center name suggestions.

Member Chang: She said the question of the name Silicon Valley Education District received 58% of the votes.

Superintendent Lynch: She said it is a little confusing as one of the questions refers to a district name and one is a center name. She said we now have the Metropolitan Education District and the Central County Occupational Center (CCOC).

Member Dean: He said why not just ask if you like the name Silicon Valley Education District, yes or no.

Superintendent Lynch: She said staff will go back and do a final survey. She continued with the questions regarding the name for the adult education program.

Member Chang: She said she thought Silicon Valley Education District does not tell you what happens here at the district.

Superintendent Lynch: She said the polling was for a district name.

Member Chang: She said there are several districts represented for the agency and it does not tell you what programs are here. She said she is not sure what the superintendent is referring to when looking at the slides.

Superintendent Lynch: She said after going through the other three slides the alignment of the names will provide more information relative to the survey questions. She said the questions were created by a Marketing Committee consisting of a group of teachers. She said the committee came up with the name and question, do you like the name Central County Career Center? She said the response was overwhelmingly no on this particular name. She said the committee had asked for the name to be included as one of the selections in the survey. She said on the question asked about changing the name of CCOC would it have an effect on the students and the perception and the combination of yes and maybe responses was 73%.

Member Chang: She said this question is vague; make a difference about coming or not coming to CCOC and it doesn't say if this would be a positive or negative effect. She said she is just trying to understand the survey as if she was doing the survey.

Superintendent Lynch: She said the last question she was sharing was 'I like the idea to align the names of our programs with the District name. She said the example given on the survey was district name, Silicon Valley Education District; center name, Silicon Valley Career Technical Education Center; Adult Ed, Silicon Valley Adult Education Program. She said this was just an example and 75.5% of the respondents liked the idea of alignment. She reviewed the alignment name suggestions from the respondents which included changing only 1 name and keeping Metropolitan for the district, adult education program, and career tech center. She said other respondents said they liked the alignment of the names. She said she spoke with President Garcia and he said we are missing all the stakeholders of our six participating districts and people outside of MetroED. She said staff does not know which counselors or others from the districts may have responded as the survey is anonymous and we did not collect that information.

Member Chang: She said on the cover page of the presentation, it states the Silicon Valley Career Tech Center but the slide refers to the Silicon Valley Career Technical Education Center. She asked why the names were different.

Superintendent Lynch: She said the first slide shows how letters could appear on the buildings at the center based on a possible name that was done prior to the survey taken and provided by our architects for location and spacing to see how it would appear.

Member Chang: She said without the word education she was not sure people would know what we were doing here at MetroED.

Superintendent Lynch: She said another similar name suggested from the survey was that they liked Career and College Center but other people said we are not a college so they did not want to use the name college.

Vice President Bobay: He said we are not a district either but we use that all the time.

Superintendent Lynch: She said for the Education Code we are a district but we are not a school district.

Member Herrera: He said he supports the intent here to revision the strategic positioning of this program in the valley and the marketing orientation and if we rebrand ourselves very strategically and very intentionally that we might raise the profile of the program and draw more participation. He said he is supporting that whole approach that it would probably serve us best if we began with a highly focused work group with an internal process that would do the consideration in there and then survey for what is actually being proposed as opposed to opening it wide for whatever way people may react to too many options. He said he didn't know who would be in that work group or focus group process; however, if this was determined and have them put on their creative thinking caps and marketing perspective and orientation and figure it out and come out with a recommendation for board consideration and then see what the reaction is from the stakeholders and community. He said he thinks it makes sense to reposition, rebrand, and market a phenomenal program.

Superintendent Lynch: She said we did create a Marketing Committee who designed the survey. She said as next steps, we would narrow the names down from the feedback received from the committee and then do a second survey where respondents could actually choose from two of the names that were the highest rated. She said one of the main questions she has and the committee probably has is that when this was brought forward the first time the main intent was only to change the name of the center to take the 'o' for occupational out and do Silicon Valley Career Tech Center. She said at that time she said the alignment of the three names made sense to her and a lot of people responding to the survey agree with name alignment.

Member Herrera: He said he didn't totally understand what the superintendent said; however, if you are saying a group did work on it and the superintendent said yes. He said he sees the survey as an element of the data in consideration but he didn't consider it as decisive data and he would not feel too wed to what resulted from this stakeholder representation. He said this is just indicative of those who responded and he would still rely more on the sensibility of leadership to weigh all of this and get on the same page with each other; the board and superintendent and what other key players there are.

Member Canova: He told the superintendent he was very excited about the direction and he said we did need to do something fresh and new. He said the reactions we are getting to these various concepts and alluding to Member Herrera's comments that we need to bring in others that could interject what he thinks would be important, less is more. He said just in the wording of the titles being reviewed, they are very lengthy. He said one example, the Silicon Valley Career Technical Education Center, is very long with six words. He said this doesn't mean that is a drop dead criteria; however, he did think less is more. He said he would like to see something that is less but more impactful that is something people can remember and hang onto. He said he thought any of the suggestions were better than what we have been doing with CCOC, the Metropolitan Education District and so on. He said that is not something that rolls off the tongue and it is not something that people are aware of what we are doing and immediately



identify with so we do need something fresh and new. He said maybe that marketing component is clearly something that you are trying to get that reaction from what is on the table; however, we need to interject more creativity from a lot of different corners to try and come up with something that really hits that sweet spot but not too wordy.

Member Dean: He said he has done a number of surveys and he had a few questions. He asked if staff set Survey Monkey up so you randomize the order of which yes and no are appearing and the superintendent said no. He said staff may want to do that because the first thing is what gets checked. He said the other thing he wanted to point out was that it is far easier for people to say no and the result doesn't look that different but because of a no change box, it puts bias in people and it is actually a stronger indicator than what it shows here in the presentation on first blush. He said he thinks it is a great first step and usually you do two or three surveys with the first one being like a fishing expedition. He said he would like to see what other comments were given by the respondents and the superintendent had mentioned several of the comments. He said the superintendent was providing us with next steps and he said this should be part of those steps because sometimes you get good ideas from people outside the box.

Member Chang: She asked out of the 61 respondents, how many other suggestions were there.

Superintendent Lynch: She said there were several other suggestions for Metropolitan, College and Career Center. She said there is a long list of about 25 other recommendations.

Member Chang: She said she wanted to know how many were initially contacted and only 61 responded.

Superintendent Lynch: She said there were approximately 240 stakeholders that were surveyed.

Member Chang: She said approximately 25% responded.

Superintendent Lynch: She said this was about average for most surveys per those who write surveys.

President Garcia: He said his comment would be that we are putting the cart before the horse. He said he agrees we need to make a change; however, before we try and decide what name we are going to choose and just letting a handful of people tell us what they think is the best name, he thinks we need to be more strategic in trying to decide what it is we are trying to accomplish. He said the superintendent brought up the question about what is the effect. He said his question would be what is the effect that we are looking for in the district? He said are we looking for a district with a snazzy name or are we looking for something that is easier to say or are we looking for something that will increase attendance or are we looking to educate the community? He said dependent upon what our goal will be he said he thinks you could come out with a different outcome for a name. He said he thinks we need to back up a little bit and figure out what is it that we are trying to accomplish with the name change. He said is it just to make it easy for people to remember the name or to change just because people are tired of CCOC. He said if that is the case then he thinks we are wasting money. He said he knows we did this a long time ago and when we did the name change and the colors (orange and purple); we had hours and hours of discussion just on the branding of the district. He said part of the discussions was that they may not remember the name MetroED, but they would remember the colors and associate the colors with the programs. He said it turned out that the marketing people that were talking with us were experts in names, marketing, and branding. He said they were approaching the name change from a marketing perspective. He said it seems to him that by putting out a survey about what name do you like isn't a strategy. He said first, we need to be thinking about what we want to accomplish here if we are going to change the name. He said from that we may come up with some names and then we go out and try these names because they will help us attain this goal.

Superintendent Lynch: She said the goal she was thinking was that it was an image update, it is about the image. She said when she has mentioned the occupational piece is one area and Silicon Valley brings recognition within its name and those were the two factors that she considered. She said she didn't think it was going to increase enrollment because of that but she thinks having the image change with the hard work we are going to do over the next two years by changing our position and partnering with our districts, the combination would work.

Member Canova: He said the goals that President Garcia just outlined are the all of the reasons for looking at a name change. He said he thinks we need to hit on all of those issues and when you think about the incredible story we have in the young man that spoke earlier this evening that is amazing. He said to have that kind of support from Adobe and the name that we currently have to someone who is not familiar with what happens here at MetroED, he didn't think that the average person would have any idea we would have any connection in the world to Adobe. He said to have something as exciting as what happened would occur here. He said we are in Silicon Valley and our name should reflect that we are in one of the most exciting, creative places on the planet and our young people are special because the people that live in this area are special. He said you can look at the number of patents that are produced in this area with people with all different kinds of educational levels. He said not everyone who has been successful in this valley do not put occupational on their resumes and people take many different paths. He said there are many ways to success, we support education; however, education isn't the only way to success. He said we need a name that connects who we are and what we do like the student who spoke this evening that was not very excited about high school found another path through his passion by attending here at MetroED in the Video Production class and who is clearly on a path for success. He said when someone gets it, you can see it in their eyes and you could see it in his eyes when he spoke. He said our name does not reflect any of the wonderful things we do so he said everything that President Garcia should be the goal, not just one. He said as he had noted earlier, he believes that less is more and we do not want to be too wordy. He said when you find the right combination for a name it becomes a way to connect students with the programs and a name that is remembered and shared with others as a place to want to be from and to get others excited to come here.

President Garcia: He said in terms of the committee, he said he hoped there would be people and we do have people on the committee that are able to step back and look at the consequence of name change and what are the issues when going through the process that we need to consider when we are doing a name change. He said cost is still an issue for him, what will a name change cost us and what are the downsides if there are any downsides to a name change, etc. He said some of those questions need to be answered. He said for him the next thing that we should look at is a timeline for how this name change happens. He said he would agree at the end it is to finally come up with three or four names and then we do the survey and then bring it back. He said there is still the concern about the other districts and he still does not know how his home district and the other districts play into the name change if at all. He said we are a JPA and he wants to make sure we are following the terms. He said he wanted to make sure all of those areas are covered.

Vice President Bobay: He said we have some core competencies as well with adult education for San Jose Unified and where there are other districts that do their own adult education programs. He said the majority of students who come here are for occupational center training. He said his home district, Milpitas Unified, has an adult education program they operate.

Member Dean: He said when the board held their retreat onsite in July, he said he thought the board talked about some facets and framework around this issue and the things President Garcia mentioned were some of the things that were discussed. He said he sees this as a multi-faceted process to change the name. He said his home district, Campbell UHSD, changed the name of their adult education program when it came back to Campbell. He said the superintendent could get information from Campbell about how that process went and what some of the costs were for doing the name. He said he didn't think the costs would be much different for any name that is used that would be that different from what Campbell has done.

He said it would be good to know that number because this board will put the brakes on if it is \$1.8 million and if it is far, far less than it would be a different decision that would be made. He said he does believe there is urgency in changing the name quickly. He said if we let this drag a year and a half, part of the purpose behind changing the name, we will lose the awareness going forward before the timer goes off for the maintenance of effort. He said he thinks there is a window to get through it and to the extent that changing the name and help change that dynamic is my input to the board and is something to consider. He said he is used to doing 3, 4, 5, 6 surveys and each time you fine tune it a little bit and narrow it down and get it more precise and then you have the big one that you go out that will really give you your final answer. He said he just wanted everyone to know that there are some guaranteed wrong things to do like naming it NOVA and trying to sell it in South America. He said that is a wrong name. He said a big part of what we do and the success of the programs need to be part of the name change and even with a name change, the fundamental backbone of the success of what you do was expressed by the two young men that spoke this evening and the success they are having.

Member Herrera: He said for those who do not understand the reference to NOVA, if you are from Latin America, NOVA in Spanish means no go that it doesn't work.

Superintendent Lynch: She said she had two additional comments in response to earlier comments regarding the lengthy name. She said most organizations do use acronyms and she was thinking SVCT which would be short like how we refer to CCOC. She said Riverside County Office of Education ROP has a marketing firm and the dollar value for the services is \$30,000 and they have been working on their survey and their strategic plan and that would be an option.

Member Chang: She said she thinks the board needs to be careful before expending \$30,000 at this time.

President Garcia: He said the board has spoken and the superintendent has taken notes. He said one thing the board seems to be excited about a name change and we have some questions that the board would like the superintendent to answer. He said the board has provided some ideas about how to pursue this in the future and we need to have it done tomorrow. He said he knew the superintendent was as excited about the name change as the board and the board would be looking forward to an update at the next board meeting.

## **XI. ACTION ITEMS AND REPORTS**

### **BOARD AND ADMINISTRATIVE FUNCTIONS**

--None--

### **BUSINESS AND FINANCIAL FUNCTIONS**

--None--

### **PERSONNEL FUNCTIONS**

--None--

### **INSTRUCTIONAL AND STUDENT FUNCTIONS**

--None--

## **XII. EXECUTIVE REPORT/ADMINISTRATIVE REPORTS**

### **MAEP Principal Glass**

- The Independent Study Program (ISP) has reported that students have completed between 80 and 100 credits. She said when considering five credits, it is like a student passing 16 semester units and MAEP has just completed the first quarter. She said this assists with students preparing to complete and get their adult high school diploma.

- The first ISP graduate of the school year has completed all her credits, Akia Williams. Ms. Williams will be attending the graduation ceremony in June 2014.
- In the ESL Civics program which is part of the WIA (Workforce investment Act) grant, we are entering another quarter and we split things between the intermediate high and advanced who are studying citizenship preparation. She said this prepares the student to take the oral review and test to get citizenship.
- She said the lower level ESL students are studying education in the United States to explore at the lower levels. She said one teacher has already scheduled a field trip and tour to the best career technical education place in the United States, CCOC.

CCOC Director Cartan

- She thanked the Governing Board for their approvals this evening so CCOC now has a full administrative staff. She said she will bring the entire leadership team to the next board meeting to introduce them.
- She said there is an operational meeting which she has changed to the Counselor's Meeting which was very successful at her previous location. She said the first meeting had a small number of people and the second of monthly meetings was larger by a third. She said participation continues to grow and the idea as she presented at an earlier time was to have a representative from each of the high schools we serve for your districts.
- The first Instructional Council Meeting will be held on Thursday and these are representatives from our participating districts in instruction at the assistant superintendent or director level.
- She said your students attend your high schools and they have an amazing amount of offerings and activities to learn and grow; however, what she has seen in the two months she has been at CCOC, the students get that double opportunity. She said there is a lot going on her in terms of college support and information as well as activities.
- She said the Accounting Class just went to San Francisco to tour the Federal Reserve Bank and it was a very successful trip.
- CCOC hosted 62 superior court judges from Santa Clara County for their Human Resources meeting in The Hub. She said there were 18 staff members as well. She said the Culinary Arts classes, both morning and afternoon, had 120 students working to set-up, do the cooking, and everything that was involved in that catering event. She said it was an amazing opportunity for the students and it wasn't an advertised activity due to the security surrounding the judges being on campus. She said the event was supported with the SB70 grant for outreach and community development.
- She said the blood drive she shared last month was held on Tuesday with 130 people who participated with 30 walk-ins. She commended Health Occupations instructor Collette Betters and her students who stepped forward and put the entire event together. She said this was put on in cooperation with the Blood Centers of the Pacific. She said community service is alive and well here at CCOC.

Member Dean: He asked if our students in the Health Occupations class are able to draw the blood and participate. He said he would be more than willing to volunteer to have the students practice on drawing blood if the students needed the experience.

CCOC Director Cartan: She said they did not get to do the blood draws; however, they were able to experience setting up, registering participants, etc.

Superintendent Lynch:

- She said she attended her first superintendent's retreat in Santa Cruz on September 19<sup>th</sup> and 20<sup>th</sup> and there were about 30 superintendents from Santa Clara County in attendance. She said Polly Bove from Fremont Union High School District was kind to share guidelines for board meetings and board members. She provided the document for using the information.
- She said the first issue of the CTE News and District Spotlight was sent out via Constant Contact. She said it is similar to what she had done when she was at the Santa Clara County Office of Education (SCCOE). She said it goes out to over a 1,000 people and we will be

- spotlighting your home districts and not just CCOC and MAEP. She said there will be another issue going out in the next two weeks.
- She said she will be participating in the 2<sup>nd</sup> Annual Silicon Valley STEM Summit sponsored by the Silicon Valley Education Foundation on October 15 from 2-5:30 PM. She noted that East Side UHSD Superintendent Chris Funk will be there as well. She said the objective is to get our name out in the business and education community that we do have STEM programs and we are cutting edge.
  - She said she attended the Milpitas Unified SD Board Meeting and the Santa Clara Unified SD Board Meeting and she will attend the San Jose USD board meeting on Thursday evening. She said after Thursday, she will have attended all six district's board meetings in six weeks.
  - She said last week MetroED hosted the CTE Steering Committee Meeting which she had done at the SCCOE as well. She said it is the opportunity to bring over 20 school districts into one room with community college representatives and business leaders. She said we will be working together collaboratively to position ourselves to apply for a grant that will be around \$5 million.
  - She said last Friday she attended with MAEP Principal Suzi Glass and AFT President Kathy Jasper the Adult Education Symposium at San Jose City College. She said they are positioning themselves for applying for dollars through Assembly Bill 86 working collaboratively with the community colleges.
  - She welcomed Jeff Schmidt to the leadership team and Sharon Brown who is not here but to thank them for being part of our new team.

### **XIII. BOARD COMMENTS**

#### Member Canova:

- He thanked Superintendent Lynch for the document from Fremont Union High School District.
- He thanked the Superintendent Lynch for the great presentation at his home district board meeting for Santa Clara Unified.
- He said he has been immersed in the property that his home district needs and last week there was a press conference with San Jose City Councilmember Kansen Chu, Assembly Member Wieckowski, and himself with a very good turnout. He said there has been good coverage in the San Jose Mercury News and parents and community members in the district have started a petition and anyone can sign the petition. He said the goal is to get the attention of the Governor who can change the outcome of what has been known as the Agnews property right next to the Cisco campus. He thanked everyone for their assistance.

#### Member Chang:

- She first reminded all the board members that the Tri-Counties Fall Dinner Meeting will be held at CCOC on Wednesday, October 30th with a tour at 6:00 PM and the dinner meeting at 7:00 PM. She said if you want to attend the tour, please RSVP to Althea Polanski. She said it would be great if all of the board members and superintendents can attend this event and tour the facilities.
- She said on September 25th, she attended the Santa Clara County School Boards Association monthly meeting along with President Garcia. She said they had invited David Foster to speak on Common Core State Standards for Math. She said the previous week he had talked at a middle school and she has been reading information and found out the state and Santa Clara County have the highest current standards in the state.

#### Member Dean:

- He said he would bring some articles related to the research that doesn't necessarily say Common Core.

#### Vice President Bobay:

- He said Wilcox High School lost the football game to Milpitas High School last week.

President Garcia:

- He said he was looking forward to the meeting here at CCOC on October 30<sup>th</sup> and he is very excited about all of the energy he is getting from here at the campus with all the new ideas and the name change that will take us to the next level.

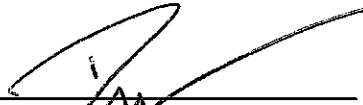
**XIV. OTHER MEETINGS**

President Garcia: He noted the next regular meeting will be November 13, 2013 at 7:00 PM with closed session at 6:00 PM if necessary.

**XV. ADJOURNMENT**

**MOTION:** It was moved to adjourn the meeting. M/Chang, S/Dean; Votes: 6 Ayes, 0 No

President Garcia adjourned the meeting at 8:26 PM.



Rich Garcia, Board President