



Florida School for the Deaf & the Blind

Enrollment/Outreach Committee - MEETING MINUTES

February 28, 2020 at 8:00 a.m.

Moore Hall – Room 215, FSDB Campus, St. Augustine, Florida

Call to Order

Dr. Tom Zavelson, Chair, convened the meeting of the FSDB Enrollment/Outreach Committee Meeting at 8:00 a.m.

Attendance

Present: Dr. Tom Zavelson, Chair; Mrs. Christine Chapman, Vice-Chair; Mrs. Pam Siguler.

Non-committee Board Members: Mr. Matthew Kramer, Mr. Terry Hadley, Mr. Owen McCaul.

FSDB Staff Attendance:

Administration: Dr. Jeanne Prickett, President; Ms. Shelley Ardis, Administrator of Outreach and Technology Services; Ms. Tracie Snow, Administrator of Instructional Services; Ms. Angela Saunders, Principal Deaf Department; Ms. Carol Bogue, Principal Blind Department.

Staff: Ms. Cindy Day, Executive Director of Parent-Infant Program and Early Learning Center; Ms. Carmelina Hollingsworth, Director of Resource Material Training Center for the Deaf; Ms. Christy Slater, Director of Training and Quality Assurance; Mr. Scott Trejbal, Assessment & Accountability Coordinator; Ms. Nancy Bloch, Executive Director of Communication and Public Relations; Ms. Rena Hurley, Ms. Danielle Alexander, Ms. Katie Bechtold, Staff Interpreters; Ms. Cindy Brueckner, Recording Secretary.

Approval of Meeting, January 24, 2020

Mrs. Chapman moved to approve the Board Meeting Minutes of January 24, 2020. The motion was seconded by Mr. Kramer (acting as an alternate Committee member appointed by the Dr. Zavelson, Chair, when Mrs. Siguler was slightly delayed arriving) and was carried unanimously by the Committee.

Public Comment

There were no public comments during this meeting.

New Business

Admissions and Enrollment Report

Ms. Tracie Snow, Administrator of Instructional Services, provided each member an updated Enrollment report with the additional withdrawal data the Committee had asked for at the January meeting. The current enrollment is 553 students with 22 applicants pending and six applicants scheduled for admission meetings. Of the 22 pending, 14 are on hold for additional medical information that would affect the students' acuity status. Discussion followed.

Admissions Process Roles and Responsibilities Presentation

Ms. Snow apologized for not having printed copies of her presentation available. She presented and explained each slide.

The admissions process determines if students who are Deaf/Hard of Hearing, Blind/Visually Impaired, or Deaf-Blind are eligible to enroll at FSDB as is stipulated in Rule 6D-3.002, F.A.C. When the eligibility criteria cannot be answered by the Admissions Eligibility Team, the applicant may be considered for temporary assignment for up to 90 school days while more information is collected. At the end of the 90 days, the team reviews the information to determine if eligibility criteria have been met.

Applications:

- Can be completed online or by paper application.
- Records and documents can be uploaded and submitted with application or sent to FSDB as part of the application.

Required documents:

- Birth certificate
- Custody documentation as applicable
- Home Language Survey
- Current IEP and initial or reevaluation records
- Assessment records
- Discipline records
- Mental health records
- Transcripts, report cards, progress monitoring reports
- Standardized test records

The Registrar:

Ms. Donna Knowles, Registrar, reports to Ms. Tracie Snow, Administrator of Instructional Services.

- The Registrar contacts each family to help with the online application process, and she ensures that FSDB has signed permission for release of records and documents forms. She explains the application process and answers any questions and she maintains contact with the family throughout the process.

Health Care Center:

Ms. Camille Morgan, Registered Nurse Specialist, reports to Dr. Stan Gustetic, Administrator of Allied Health Services.

- The RN Specialist contacts the family to request health care records while maintaining HIPAA compliance. She also maintains contact with the family throughout the process.

File Review:

Mr. Michael Nease, Coordinator of Admissions, reports to Ms. Tracie Snow, Administrator of Instructional Services.

- The Coordinator of Admissions notifies the File Review Team when a file is ready for review.
- The Team reviews the complete file to learn about the student and plan what evaluations are needed for admissions.
 - The Team may request additional information, such as:
 - Assessments

- Teacher recommendations
- Evidence of the applicant's physical and emotional health
- Indicators of the applicant's level of functioning – including adaptive behavior skills.
- The Courtesy Letter
 - If there are concerns related to FSDB eligibility criteria, the family will be sent a courtesy letter identifying the criteria in question. The letter clearly states that no predetermination of eligibility has been made, and the parent(s)/guardian(s) have the right to submit additional data and request an eligibility meeting.

Ready to Schedule:

- After the thorough file review and contact with the family regarding any eligibility concerns, Mr. Nease completes the following:
 - An Agenda is developed for the admissions meeting
 - Invites Admission Eligibility Team Members
 - Sends invitation letter, agenda, and procedural safeguards to the parent(s)/guardian(s).

Day of Admission/Eligibility Meeting:

Ms. Knowles meets the family at their car and walks them to the Admissions Department. This helps the family feel welcomed on the campus.

Mr. Nease starts the meeting and reviews the day's agenda, shares procedural safeguards, introduces the family to the evaluation team, explains evaluations listed on the agenda, and requests consent for the evaluations.

- The child then accompanies evaluators (Educational Diagnostician, Psychologist, Speech Language Pathologist, etc.) to the testing rooms for evaluations.
- Parents(s)/guardian(s) meet with a Social Worker for a review of social history.
- After the evaluations, the child and family go down to the Health Care Center for review of medical records and health status with the RN Specialist, Ms. Morgan.
- At the conclusion of all evaluation, the family and evaluation team meet and share the summary of evaluation results.
- At this time the President's Designee (Principals, Assistant Principals, Executive Director of Parent Services) reviews eligibility criteria. The Admissions Eligibility team, which includes the parent(s)/guardian(s)/adult student, determines the child's eligibility.

Possible outcomes:

- **Eligible** – student meets all eligibility criteria for enrollment at FSDB.
 - The IEP Coordinator will conduct a meeting to develop an IEP for the newly enrolled student. This takes place the same day as the eligibility meeting when possible.
- **Not Eligible** – student does not meet one or more of the eligibility criteria for enrollment at FSDB
 - Students who are not eligible to attend FSDB can re-apply when there is new information to consider.
- **Temporary Assignment** – the Team needs more information to determine the student's eligibility for enrollment at FSDB.
 - If a temporary assignment is offered and accepted a case manager will be assigned to the student. Data will be collected and discussed at the weekly MTSS meetings, and

the case manager contacts and updates the family weekly. Maximum length of a TA is 90-school days.

The last three slides of the Ms. Snow's presentation listed everyone involved with the admissions process and their supervisors. At the conclusion, Ms. Snow answered questions from the Board members.

Outreach Overview

Ms. Shelley Ardis, Administrator of Outreach and Technology Services reviewed her Outreach presentation. She explained the Outreach Pyramid and the significance of each department within the pyramid. The presentation continued with outreach-related work led by each group with Ms. Ardis explaining in detail each department and how they each work with the same goal of reaching prospective students and other stakeholders.

Outreach Functions & Support Capabilities

Outreach Department

The Outreach Department has two full-time staff members and is led by Elizabeth Wilcox, Director of Outreach. She reports to Shelley Ardis, Administrator of Outreach and Technology Services.

- Ambassador Program
- Exhibits/Presentations
- Technical Assistance/Referral
- Collaborative Events & Expos
- Assessments & Observations
- ASL Online

Parent Infant Programs (PIP)

The Parent Infant Programs-Deaf (PIP-D) are led by Jennifer Cato. The Parent Infant Programs-Blind (PIP-B) are led by Kim Carr. Both directors report to Cindy Day, Executive Director of Parent Services. PIP-D has four full-time staff members and 46 part-time. PIP-B has six full-time staff members and 27 part-time.

- Deaf babies
- Deaf mentors (FDOH funded)
- Blind babies (DBS Funded)
- Toddler programs *Collaboration with ELC PreK (On- and off-campus activities)*

Resource Materials & Technology Center for the Deaf/Hard of Hearing (RMTC-D/HH) RMTC-D/HH has seven full-time staff members and one part-time staff member. The team is led by Carmelina Hollingsworth, Director of RMTC-D/HH, who reports to Shelley Ardis, Administrator of Outreach and Technology Services.

- Statewide professional development & capacity building (FDOE BEESS Funded)

Parent Support and Admissions

Parent Services

On campus, there are four full-time staff members and some part-time staff members in Parent Services. The department is led by Cindy Day, who reports to Shelley Ardis. Included activities are:

- Tours

- Open houses
- Technical assistance
- Family engagement (*On-Campus: support for currently enrolled families*)

Admissions Department

There are three full-time staff members in the Admission Department. The department is led by Tracie Snow, Administrator of Instructional Services.

- Applications
- Technical assistance
- Follow-up calls (WD)
- Outreach evaluations
- Meeting scheduling

Allied Health Department

The Allied Health Department is led by Dr. Stan Gustetic, Administrator of Allied Health Services.

The staff members participating in outreach activities listed below do so as part of their positions at FSDB.

- Outreach Evaluations
- Summer Camp Support

Leadership, Development & Communications

Instructional & Academic Department

Instructional Services is led by Tracie Snow and the school programs are led by the Principals, Angela Saunders (Deaf Department) and Carol Bogue (Blind Department). The staff members responsible for outreach activities present and represent FSDB statewide.

- ECC Academies
- Professional development
 - Online
 - Collaborative
- State committee roles

Communications and Public Relations

Three full-time staff members led by Nancy Bloch, Executive Director of Communications and Public Relations.

- Brand and reputation management
- Website
- Social media
- Media relations
- Collateral, photography, videography
- Sponsorships & advertising
- Crisis and issue management

Advancement Department

Three full-time staff members led by Tanya Rhodes, Executive Director

- Donors
- Volunteers
- Business Partners

Following the presentation Ms. Ardis answered several questions from the Committee and the other Board members.

Dr. Zavelson thanked Ms. Snow and Ms. Ardis for the presentations. He suggested to the Committee that they table further discussions about bringing in an outside group to evaluate the marketing efforts and wait until after the two accreditations are done, which will happen fall 2020 and possibly holding out until after internal stakeholder surveys are completed spring 2021. This will give the Board more data to review before bringing in an outside group. There was general agreement among the Board members.

The meeting was adjourned at 9:07 a.m.