



**Central Carolina  
Regional Educational Service Alliance**  
Serving School Districts in the Heart of North Carolina

**Meeting:** PIO Council  
**Date:** September 19, 2017  
**Time:** 9:00 am – 11:00 am  
**Location:** CCRESA Conference Room

### Agenda

Time	Agenda Item	Presenter(s)/ Facilitator(s)	Notes/Links
9:00	Welcome and Introductions	Stan Winborne & Amber Lynch	Stan Winborne was unable to attend due to a pressing commitment in his district.
9:10	Discussion of Current Issues <ol style="list-style-type: none"> <li>1. Release of last year’s test results and school performance grades</li> <li>2. Strategies for competing more effectively for “market share” with charter schools</li> <li>3. Issues related to confederacy, hate groups, race, etc.</li> <li>4. Communicating problems associated with pending class size reductions</li> <li>5. Strategies for recruiting and retaining teachers, particularly in rural and/or low wealth districts</li> </ol>	All	<ul style="list-style-type: none"> <li>• Edgecombe – now on low performing district list. Partnering with Public Impact.</li> <li>• Innovative School District: Durham has been granted Re-start authority for their 4 eligible schools. Durham, Johnston, and Edgecombe have indicated that they do not want to participate. Management firm would receive funding like a charter school, but district must provide transportation, child nutrition, and operation services. Wilson has moved out of low performing district status.</li> <li>• Reporters, generally, are new and, consequently, rely much on press releases. So, preparing these press releases is important.</li> <li>• Competing with charter schools: Public perception is that charter schools are better even though analyses may not support this conclusion. Parents are often looking for homogeneity. Edgecombe created a charter-like school that has drawn students away from charter schools. Some districts do direct mailings to current charter school families. Districts have to publicize their benefits and be innovative in their approaches. What exactly does “marketing” really mean in public schools? LAUSD has a marketing plan that members may want to take a look at – very scientifically oriented. CHCCS is creating a competition among</li> </ul>

			students to create promotional videos. Videos are effective and are being used more and more by school districts.
10:15	Break	All	
10:20	Continued discussion of current issues and open discussion	All	<ul style="list-style-type: none"> <li>• Orange is collaborating with local newspapers to generate stories. OCS has thousands of followers that benefit them. Durham issued controversial DACA letter. Not too much controversy in districts about naming of schools, etc.</li> <li>• Teacher recruitment: How can low wealth, rural school districts compete? They lose many veteran teachers to districts with higher supplements.</li> <li>• Reduced classroom size: Neil shared concerns about the negative impact on schools that the class size legislation will have on school districts. He suggested that while school districts should develop contingency plans, they should publicize the consequences to the public. Hopefully, the legislation can be amended during the short sessions or, at least, funding can be provided for the cultural arts and pe teachers.</li> </ul>
11:00	Adjourn	Neil Pedersen	

**Next Meeting:** December 5, 2017



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**ATTENDEES**

**Member Districts**

CHCCS: Jeff Nash

Durham: Chip Sudderth

Edgecombe: Susan Hoke

Franklin: Michelle Fiscus

Granville: \_\_\_\_\_

Greene: \_\_\_\_\_

Halifax: \_\_\_\_\_

Johnston: \_\_\_\_\_

Nash-Rocky Mount: Patricia Hollingsworth

Northampton: \_\_\_\_\_

Orange: Seth Stephens

Person: \_\_\_\_\_

Pitt: \_\_\_\_\_

Roanoke Rapids: \_\_\_\_\_

Vance: Terri Hedrick

Warren: Jamica Whitaker

Wake: \_\_\_\_\_

Wilson: Amber Lynch

**Presenters & Guests**

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