

**AISD DISTRICT ADVISORY COUNCIL
Summary of Regular Meeting
September 18, 2018**

ATTENDANCE

Member Attendance

(See attached list)

Others in Attendance

Samantha Alexander, Communications and Community Engagement

Celso Baez, Communications and Community Engagement

Joey Crumley, AICP, Innovation and Development

Victoria Hall, Communications and Community Engagement

Carrie Schreiber, Austin Classroom Teachers Association

Nikole Sturm, Community Member

Ann Teich, Board of Trustees

Reyne Telles, Communications and Community Engagement

Michelle Wallis, Innovation and Development

PROCEEDINGS

Preliminaries

The meeting was called to order by Dr. Jane Ross at 4:34 p.m. in the Board Auditorium of the Carruth Administration Center.

Under public comments, Nikole Sturm supported the inclusion of LGBTQ concerns in sexual education, and encouraged the district to discontinue allowing Celebration Church to utilize the Performing Arts Center due to its non-inclusive messages.

There were no items from members.

Update

Dr. Cruz was unable to attend the meeting. PrelimTfsf-5.04 -9p mTfsfruet.04 Tf0 -Tfsfruee4 e t Dr.

Executive Committee Election

Andy Anderson asked all of the Executive Committee candidates to identify themselves (written statements were previously provided by the candidates).

Joey Crumley distributed ballots for DAC members to mark, and said that results of the election would be announced the next day.

Update on Communications and Community Development

Reyne Telles, Executive Director of the Department of Communications and Community Engagement (DCCE), provided an update that included the following points:

New staff resource groups have been recently formed, including Hispanic, African American, Asian American, and LGBTQ.

budgetary reductions.

We were meeting our enrollment increase projections, but we were a little off last year. Current year enrollment data are not yet available.

There were some targeted populations in the marketing campaign.

Most of the schools that were focused on were among the hardest to market. The only increase in the number of focus schools has been to add TUP schools.

Discussion points included:

Please provide the list of focus schools.

The only increase in the number of focus schools has been to add a few of the Target Utilization Plan (TUP) schools.

We do work with individual focus schools on their messaging.

schools.

For the schools not in the marketing campaign, we have been working with ACPTA on messaging and an online toolkit.

Most of the focus schools are in parts of the city losing population in general.

The aesthetic appearance of our schools needs to be better to compete with charters; we also need to build more pride in our schools.

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issue.

We need to continually communicate all the things we have to offer.

expressed dissatisfaction with AISD.

A lot of parents are hesitant to send their kids to AISD middle schools they continue to have a lot of problems.

Conclusion

The meeting was adjourned by Andy Anderson at 6:11 p.m.

District Advisory Council Membership and Attendance Record	2018				2019					
	8/21	9/18	10/16	11/27	1/15	2/19	3/26	4/16	5/14	
AKINS VERTICAL TEAM										
Heather Shaw, Parent, Perez ES (3/2)										
Lance Lunsford, Parent, Menchaca ES (1/2)										
Mario Piña, Teacher, Paredes MS (2/1)										
Wayne Lopes, Teacher, Menchaca ES (1/2)										
ANDERSON VERTICAL TEAM										
Stacey Thompson, Parent, Anderson HS (1/2)										

(#/#) = Total number of terms appointed/Year of current term

æ = Co-Chair

Bold = Executive Committee Member

* = Non-Voting

District Advisory Council

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