

**MINUTES OF THE SPECIAL MEETING OF THE BOARD OF EDUCATION
OF THE ELK GROVE UNIFIED SCHOOL DISTRICT, October 16, 2019**

Adopted

Members Present: Chet Madison, Sr., President; Beth Albiani, Clerk; Carmine Forcina, Crystal Martinez-Alire, Anthony Perez and Bobbie Singh-Allen; Absent: Nancy Chaires Espinoza

Others Present: Christopher R. Hoffman, Superintendent; Robert Pierce and Mark Cerutti, Deputy Superintendents; David Reilly, Associate Superintendent; Bindy Grewal and Craig Murray, Assistant Superintendents; Shannon Hayes, Chief Financial Officer; Susan Larson, Executive Director

Open Session: The meeting was called to order by Mr. Madison at 8:30 a.m. in the Board Room of the Education Center.

- I. Pledge of Allegiance** – Martin Fine, Director of PreK-6 Education led the pledge of allegiance.
- II. Opening & Review of the Day** - Superintendent Hoffman thanked everyone for taking the time to be in attendance and provided an overview of the day.
- III. Public Comment/Bargaining Units** - None
- IV. Regional Feeder Pattern Board Presentation – Valley Region** - Site administrators from schools in the Valley region provided an update on the work surrounding positive culture and climate at their school sites.

Mr. Madison called for a break at 10:25 a.m. and called the meeting back to order at 10:40 a.m.

- V. Regional Feeder Pattern Board Presentation – Laguna Creek Region** – Site administrators from schools in the Laguna Creek Region provided an updated on the work surrounding positive culture and climate at their school sites.
- VI. Regional Marketing & Branding Update** – Xanthi Pinkerton provided the Board with an update about the regional marketing and re-branding. The update included information about the 2019-20 advertising and marketing approach, monitoring marketing industry standards, monitoring district goals and objectives, information about brand promise, BrandTrek process review and the branding timeline. For additional information, refer to Attachment A.

Mr. Madison called for a lunch break at 12:15 p.m. and called the meeting back to order at 12:45 p.m.

- VII. Multi-Tiered System of Supports: Where We’ve Been, Where We Are and Planning For the Future** – Mark Cerutti presented and reviewed with the Board a report on the history and current progress of, and future plans, for the district’s MTSS program. For additional information, refer to Attachment B.

CLOSED SESSION - Mr. Madison announced that the Board would meet in closed session to address the item on the closed session portion of the agenda and called for public comment on this item. There were no public comments on the following closed session item:

**MINUTES OF THE SPECIAL MEETING OF THE BOARD OF EDUCATION
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I. Government Code Section 54957.6: Conference with Labor Negotiators

Agency designated representatives:

David Reilly, Robert Pierce, Karen Rezendes

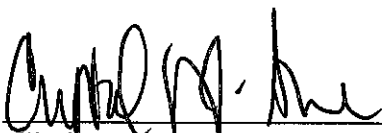
Employee Organizations: All Elk Grove Unified School District
Bargaining Units and Unrepresented Employees

OPEN SESSION - Mr. Madison called the special meeting back to order at 2:30 pm and announced that the Board met in closed session and that no action was taken.

VIII. Adjournment – 2:30 p.m.

Submitted by: Christopher R. Hoffman, Superintendent

Approved by: _____


Clerk, Board of Education



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Regional Marketing and Re-Branding Update

EGUSD Communications – Xanthi Pinkerton

OVERVIEW

- Regional Marketing Update
 - 2019-2020 Advertising and Marketing Approach
 - Branded Messages and Creative
 - Regional Messages and Creative
 - Monitoring
 - Marketing Industry Standards
 - District Goals and Objectives
- Brand Promise Update
 - BrandTrek Process Review
 - Branding Timeline



Attachment A

EGUSD Enrollment Brand Marketing Campaign 2019-2020

September

October

November

December

January

February

March

April

Landing Page

- District/Brand
- Florin High School
- Laguna Creek High School
- Valley High School



Brand/District-Top



Brand/District-Bottom



Florin High School



Laguna Creek High School



Valley High School

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Attachment A

Display Ads

- District/Brand



E G U S D

Our Pre-K and Kindergarten Educators are Dedicated to your Child's Growth

[Discover More](#)



E G U S D

Athletics, Visual & Performing Arts and Extracurricular Activities Available

[Discover More](#)



E G U S D

Leading the Way in Modeling Acceptance and Inclusion

[Discover More](#)



E G U S D

Preparing Our Students to be College, Career and Life Ready Graduates

[Discover More](#)

- Florin Region



E G U S D

FLORIN HIGH SCHOOL

Amazing Music Opportunities in Band, Choir and Drumline

[Discover More](#)



E G U S D

FLORIN HIGH SCHOOL

New Culinary, Agriculture, and Project Lead the Way Facilities Coming Soon

[Discover More](#)

- Laguna Creek Region



E G U S D

LAGUNA CREEK HIGH SCHOOL

Making Great Things Possible With Incredible Staff and Students

[Discover More](#)



E G U S D

LAGUNA CREEK HIGH SCHOOL

New Pathways like Fashion Design, Graphic Design and Computer Programming

[Discover More](#)

- Valley Region



E G U S D

VALLEY HIGH SCHOOL

Viking STRONG: Scholarly, Trustworthy, Respectful, Open-Minded, Noble and Generous

[Discover More](#)



VALLEY HIGH SCHOOL

Join and Feel the Pride of Valley Region Schools

[Discover More](#)



Facebook Impression Ads

- District/Brand

Attachment A

- Florin Region

- Laguna Creek Region

- Valley Region



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Instagram Ads
• District/Brand



• Florin Region



• Laguna Creek Region



• Valley Region



Attachment A

Attachment A

Facebook Lead Ads
• District/Brand

The image displays a grid of 48 Facebook Lead Ad screenshots, organized into four rows corresponding to different regions: District/Brand, Florin Region, Laguna Creek Region, and Valley Region. Each ad is a vertical card with a header, main text, an image, a 'Learn More' button, and engagement icons (like, comment, share).

- Row 1: District/Brand**
 - Ad 1: Elk Grove Unified School District. Text: "With 42 elementary schools providing a safe and inspiring school for 60,000+ K-5 students." Image: Two girls hugging. Button: "Learn More".
 - Ad 2: Elk Grove Unified School District. Text: "Get the most out of your child's education." Image: Two girls. Button: "Learn More".
 - Ad 3: Elk Grove Unified School District. Text: "A new generation of students is coming. Get the most out of your child's education." Image: Two girls. Button: "Learn More".
 - Ad 4: Elk Grove Unified School District. Text: "Get the most out of your child's education." Image: Two girls. Button: "Learn More".
 - Ad 5: Elk Grove Unified School District. Text: "Get the most out of your child's education." Image: Two girls. Button: "Learn More".
 - Ad 6: Elk Grove Unified School District. Text: "Get the most out of your child's education." Image: Two girls. Button: "Learn More".
- Row 2: Florin Region**
 - Ad 7: Florin High School. Text: "We're looking for students who are ready to take the next step in their education." Image: Students in a classroom. Button: "Learn More".
 - Ad 8: Florin High School. Text: "We're looking for students who are ready to take the next step in their education." Image: Students in a classroom. Button: "Learn More".
 - Ad 9: Florin High School. Text: "We're looking for students who are ready to take the next step in their education." Image: Students in a classroom. Button: "Learn More".
 - Ad 10: Florin High School. Text: "We're looking for students who are ready to take the next step in their education." Image: Students in a classroom. Button: "Learn More".
 - Ad 11: Florin High School. Text: "We're looking for students who are ready to take the next step in their education." Image: Students in a classroom. Button: "Learn More".
 - Ad 12: Florin High School. Text: "We're looking for students who are ready to take the next step in their education." Image: Students in a classroom. Button: "Learn More".
- Row 3: Laguna Creek Region**
 - Ad 13: Laguna Creek High School. Text: "We're looking for students who are ready to take the next step in their education." Image: Students in a classroom. Button: "Learn More".
 - Ad 14: Laguna Creek High School. Text: "We're looking for students who are ready to take the next step in their education." Image: Students in a classroom. Button: "Learn More".
 - Ad 15: Laguna Creek High School. Text: "We're looking for students who are ready to take the next step in their education." Image: Students in a classroom. Button: "Learn More".
 - Ad 16: Laguna Creek High School. Text: "We're looking for students who are ready to take the next step in their education." Image: Students in a classroom. Button: "Learn More".
 - Ad 17: Laguna Creek High School. Text: "We're looking for students who are ready to take the next step in their education." Image: Students in a classroom. Button: "Learn More".
 - Ad 18: Laguna Creek High School. Text: "We're looking for students who are ready to take the next step in their education." Image: Students in a classroom. Button: "Learn More".
- Row 4: Valley Region**
 - Ad 19: Valley High School. Text: "We're looking for students who are ready to take the next step in their education." Image: Two girls. Button: "Learn More".
 - Ad 20: Valley High School. Text: "We're looking for students who are ready to take the next step in their education." Image: Two girls. Button: "Learn More".
 - Ad 21: Valley High School. Text: "We're looking for students who are ready to take the next step in their education." Image: Two girls. Button: "Learn More".
 - Ad 22: Valley High School. Text: "We're looking for students who are ready to take the next step in their education." Image: Two girls. Button: "Learn More".
 - Ad 23: Valley High School. Text: "We're looking for students who are ready to take the next step in their education." Image: Two girls. Button: "Learn More".
 - Ad 24: Valley High School. Text: "We're looking for students who are ready to take the next step in their education." Image: Two girls. Button: "Learn More".

miro



Growing better together. 	Healthy kids, healthy future. 	Measuring our impact. 	Helping students and families grow. 	Inspiring creativity. 
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Attachment A

Retargeting Ads
• District/Brand



 **EGUSD**

Enhance Your Child's Knowledge By Enrolling Today

[Learn More](#)



 **EGUSD**

Diversity, Future-Driven and Supportive

[Learn More](#)



 **EGUSD**

We Focus On Helping Every Child Reach Their Potential and Go Further

[Learn More](#)

Early Education Video



Join EGUSD Video



Secondary Education Video



Regional Marketing Monitoring

- Marketing Industry Standard Delivery Expectations
 - Display Ad Impressions
 - Social Media Engagement
 - Call/Email Conversion Response
 - Search Engine Optimization
- EGUSD Success Indicators
 - Continued reduction in number of Open Enrollment requests in the Florin, Valley and Laguna Creek Regions
 - 90%+ 8th Grade Transition to Residing/Home High School
 - Overall enrollment growth from TK – 12 within each region
 - Meet or exceed high school enrollment goal



BRANDTREK PROCESS

- BENCHMARK
- DEFINE
- PROMISE
- ARCHITECTURE
- WALK & TALK
- TRAIN
- LEVERAGE
- RETURN



BRANDING TIMELINE



• BENCHMARK & DEFINE

- April – July 2019
 - Discuss the creation of the Brand Team
 - Develop SWOT Analysis
- August – November 2019
 - Finalize SWOT Analysis
 - Distribute SWOT Analysis
 - Employees
 - Parents
 - Students
 - Community Members
 - Collect Brand Team Recommendations

• DEFINE CONSTITUENTS

- December – February 2020
 - Invite and Confirm Brand Team Members

• PROMISE DEVELOPMENT

- March – June 2020
 - Brand Strategy Overview
 - SWOT and Competitive Review
 - Brand Promise Session
 - Architecture Session

• ARCHITECTURE DEVELOPMENT

- July – August 2020
 - Finalize Brand Promise and Architecture

• WALK & TALK IMPLEMENTATION

- September – May 2021
 - Internal Systems and Brand Strategy
 - Establish Benchmarks
 - Implementation



What is a BRAND PROMISE?

Attachment A

Internal statement of
external purpose.

What is the purpose of a **BRAND PROMISE?**

Create and communicate
a long-term value
proposition from the
customer's perspective.

THE BRAND TEAM DEVELOPMENT FEEDBACK



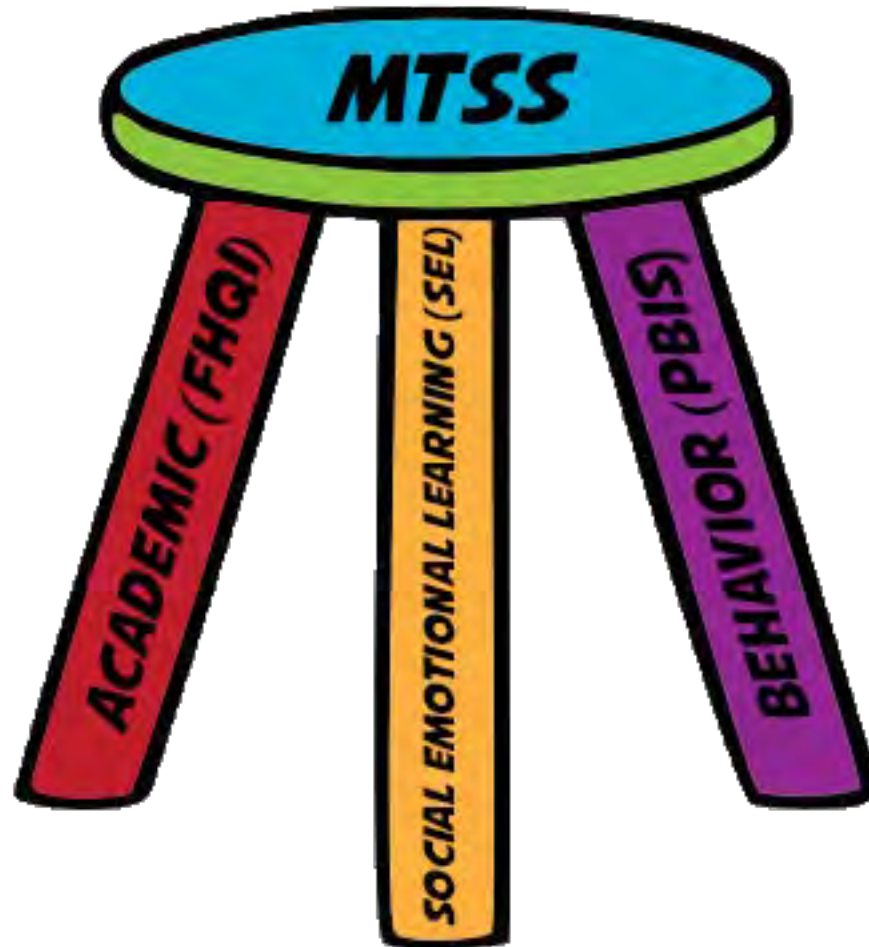
Multi-Tiered System of Supports

Where we've been, where we are, and planning for the
future, to best support students' academic, behavioral,
and social-emotional needs

EGUSD Board of Education Workshop

10.16.19

Before we begin . . . Let's ensure we have a common language



Key Terms

- Multi-Tiered System of Supports (MTSS)
- Positive Behavioral Systems and Supports (PBIS)
- Social Emotional Learning (SEL)
- Framework for High Quality Instruction (FHQI)
- Tier I Support (Universal School Wide Support)
- Tier II Support (Strategic Support)
- Tier III Support (Intensive Support)
- Behavioral Health (Integrated system of care that supports students with mental health, substance abuse, and associated behavioral disorders)
- Emotional Disability

Notable Events In EGUSD's MTSS History

- Educationally Related Mental Health Services (ERMHS) shifts from County Mental Health to LEAs - 2011-12
- EGUSD utilizes State Special Education Monies to support mental health services - 2011-12
- EGUSD is required to provide Coordinated Early Intervening Services - 2013-14
- 11 FTE Mental Health Therapists added through the budget priority process - 2018-19
- 9 social workers added through the Low Performing Student Block Grant - 2019-20

MTSS Funding Sources

- Funding for the Behavioral Health Model has evolved overtime
- Funding for Educationally Related Mental Health Services (EHRMS) began in fiscal year 2011-12, formerly county funding
- Currently the district receives the following funding to support MTSS services:
 - \$4.5M Federal & State Mental Health funds specific to supporting students on an IEP and for pre-referral services
 - \$2.0M State Low Performing Schools Block Grant supporting both general ed and special ed students
 - \$2.6M Special Education funds supporting students on an IEP and for pre-referral
 - \$2.5M from the unrestricted general fund supporting all students

Where We've Been

- Implementation of ERMHS 2011-12: Alignment of Special Education and IEP-based needs with ERMHS
- Integrating CEIS, one-time resources with ERMHS resources
- Determining optimal staffing model
- Defining MTSS
 - Academic – A construct was needed
 - Social – A construct was needed
 - Behavioral – Decision was made to use PBIS as the behavioral construct (3 year training rollout)

Where We Are

- Academic Construct
 - Framework for High Quality Instruction
 - Training began in 2017
 - Expanded rollout
- Behavior Construct
 - PBIS – All schools trained at Tier 1; 43 Tier 2
 - PIC – measuring implementation – 98% Elementary and 61% Secondary

SEL Construct

- Academic Enablers
- A framework is being researched

Using the DMM, continuing to analyze student needs, related services and optimal staffing levels

Planning For The Future

- MTSS Development
 - Structure
 - Process
 - Supports
- Behavioral Health Model Development
 - Identifying needs at all 3 tiers
 - Align staffing to meet the needs of students