



Farragut/Knox County Schools Joint Education Relations Committee Meeting

June 5, 2012

4:00 PM

Town Hall Main Floor, Board Room

Meeting Agenda

1. Call To Order (Chairman)
2. Approval Of Minutes
 - a. May 1, 2012
3. Public Forum
4. Discussion on Adopt a School Program- Michael Singletary
5. Schools Needs List
 - a. Update
6. Report From Individual Schools
7. Any Other Business
8. Adjournment

ERC Notes from 5/01/2012 meeting

Committee members attending: M. Singletary, R. Barber, N. Wentz, M. Littleton.

Town staff: G. Palmer and V. Millsapps.

Public: Farragut Shopper News S. Neal.

1 & 2. Full attendance w/approval of prior meeting minutes, noting the correction to a typographical error ("West Side Shopper News" should have been "Farragut Shopper News.")

3. No public forum topic.

4. Recommendation on "Be an Admiral" Program

FMS prefers technology subsidies.

HVA is open to the idea, but M. Singletary prefers other incentives.

Agreed: No up or down vote on this item. Mark will ask Mr. Honken if he might be inclined to tweak or adjust his proposal based on new information, ie. our Needs List, which was shared with the BOMA after Mr. Honken expressed his "Be an Admiral" program.

5.a. August meeting with FBA

We have a 7/20/12 deadline for an article if we desire to publish something in the FBA newsletter.

Group agreed to have a June review of the article at our next meeting.

5.b. Discussion of ERC meeting w/Economic Development Council. They meet the 1st Wednesday of each month, next opportunity will be 6/06/12 at 8:00 a.m. (Resolution of this topic not clear.)

6.a. Farragut Intermediate School looking for volunteers for school project and activities like the car pick-up line, library, tutoring, small group facilitator, copying, class room assistants, etc. Need to post on the Needs List.

8.a. "Adopt a School" topic. M. Singletary proposed that we encourage the mayor at his various venues and opportunities to encourage businesses to "adopt a school." ERC discussion resulted in request that M. Singletary and R. Barber pursue more details about how to implement the objective.

8.b. N. Wentz moved to have ERC acknowledge support of Knox County Schools' \$35MM budget request for additional school funding, seconded by R. Barber. Vote stalled for lack of majority but not for lack of interest in the topic. One topic of discussion was that some members wanted more information to understand and/or reconcile the Knox county mayor's apparent (published) concerns.

End of meeting.

May 2012

Informal report on Adopt-a-School

Mark:

Per our discussion of school funding on May 2, here is an informal report on some things to discuss regarding the concept of "Adopt-a-School." Maybe we could report on the success of the county's Partners in Education (P.I.E) program, and propose Adopt-a-School as a kind of extension of P.I.E. We could provide the Mayor a bank of data with which to "sell" the Farragut schools to prospective adopters.

Here are some things to consider:

-- knox co schls has a VERY detailed "Partners in Education" program.

- google Knox Co. schools for details.

- each of the farragut schools has P.I.E. supporters.

- is P.I.E. doing all it could? is it raising meaningful money?

- How have F'gut schools benefitted?

- F'gut Rotary Club has a P.I.E., Ball Camp Elem; gave them \$5,000 last week.

- Tom King, Rotary V.P., said Ball Camp was a "needy" school, lower income.

- Don't know yet if F'gut Rotary supports any F'gut schools.

- Web site says the P.I.E. program is supported by a grant from Knox Realtors.

- Supv is Scott Bacon; we could ask for his report on activities/success.

-- below are F'gut businesses supporting P.I.Es. -- H.V.A. is not on the P.I.E. site. Some of these affiliations could be outdated.

FARRAGUT INTERMEDIATE

Aubrey's Restaurant

Pimento's Cafe & Market

Putt-Putt Golf & Games in Farragut

Red Robin Gourmet Burgers

TDS Telecom

Vulcan Materials

Wendy's

Zuma Fun Center

FARRAGUT PRIMARY

CBBC Bank

Kroger (Farragut)

McDonald's (Farragut)
Putt-Putt Golf & Games in Farragut
Red Robin Gourmet Burgers
Starbucks Coffee
Target (Turkey Creek)

FARRAGUT MIDDLE
Menchie's
ORNL Federal Credit Union
Red Robin Gourmet Burgers

FARRAGUT HIGH
BB&T Bank
Community Tectonics
Home Federal
NHC Place Cavett Hill
O'Charley's
Parkwest Medical Center

Possible Action:

-- ERC could survey the principals and ask their experience with P.I.E.s; is the PIE beneficial for F'gut? ERC could report the findings to the School Board and the BOMA.

Note that Tuscaloosa, AL., has a very elaborate "Adopt-a-School" program, established in 1985. Both P.I.E. and Adopt-a-Sch emphasize non-monetary as well as monetary contributions. Google "Adopt a School".

Farragut Mayor McGill could include Adoption pitches for the F'gut schools when he talks to business and civic groups. His word could give weight to the belief that the schools have needs that are not being met. Here are some possible threads:

call it: "The Mayor's Initiative on Education."

or, "The Mayor's Initiative to Support Farragut Schools."

possible slogan: "Farragut Schools: A Family Destination."

(capitalize on the idea that families want the best schools for their children.)

Here is the logic and rhetoric of why we promote F'gut schools:

- contrary to opinion, F'gut schools are not flush with money.

- F'gut schls have needs that the County is not funding; e.g., see ERC list.
 - private funds are needed to help achieve/maintain school greatness.
 - this is especially so in regard to technology.
 - F'gut schls are becoming a destination for families; we can build on that!
 - this is a fabulous quality for a community.
 - F'gut schls are possibly the most admired in the knox co. system.
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- educ can be the central identifying characteristic of our community.
 - but also, families bring money and contribute to quality of life.
 - F'gut schools can do more for the community than any other investment.
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- bus/industry can and should "give back" to their community.
 - and they can specify where/how they want their contribution spent.
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- Mayor can encourage non-monetary gifts too, as P.I.E. does.
 - but money works best, giving principals options without a bureaucratic filter.
 - encourage gifts to a school in amount of \$1k, \$2---\$25K or any amount.
 - encourage businesses to "adopt" a F'gut school of their choice.
 - adoption could be a generous one-time gift, or annual support..
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- and when businesses give, Farragut should publicize the benevolence:
 - announce the gifts at BOMA mtgs, which will encourage publication.
 - encourage schools to erect signs to recognize selected donors.
 - other rewards for contributions? City recognition for extra-generous givers?
 - gifts will help a school reach its goals.
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- F'gut has a highly profil'zd population; parents support childrens' education.
 - good support at home means good student performance in class.

- if a bus. becomes a supporter, it will help F'gut schls achieve even more.

- In a recent nspr story, F'GUT LED THE REGION in outstanding students!

- F'gut is gaining fame for its SCHOOLS instead of its rules on signage!

The above are bullets that the mayor could use in a meeting or speech situation, any place where business people and leaders gather. This assumes there will be numerous opportunities in any year. The Adopt-a-School initiative should be a personal communication by our leaders, not a bureaucratized process. The concept is: "A leader, leading."

POSSIBLE ERC ACTION:

1. Since the mission of ERC is to identify and convey educational issues and recommendations to the BOMA, ERC could convey to the Mayor the depth and significance of the educational funding situation and ask him to personally lead an effort to secure voluntary financial support.
2. ERC could survey F'gut schools on the P.I.E. program and advise the BOMA on its effectiveness.