

**SANTEE SCHOOL DISTRICT  
REGULAR MEETING  
OF THE BOARD OF EDUCATION**

**MINUTES  
October 5 2010**

Douglas E. Giles  
Educational Resource Center  
9619 Cuyamaca Street  
Santee, California

**A. OPENING PROCEDURES**

1. President Burns called the meeting to order at 7:00 p.m. and read the District Mission Statement.

Members present:

Dustin Burns, President  
Barbara Ryan, Vice President  
Allen Carlisle, Clerk  
Dan Bartholomew, Member  
Dianne El-Hajj, Member

Administration present:

Dr. Patrick Shaw, Superintendent and Secretary to the Board  
Karl Christensen, Assistant Superintendent, Business Services  
Minnie Malin, Assistant Superintendent, Human Resources/Pupil Services  
Kristin Baranski, Director, Educational Services  
Linda Vail, Executive Assistant and Recording Secretary

President Burns expressed appreciation to the audience for attending. He also thanked Executive Council members for their hard work and their commitment to the students of Santee.

President Burns introduced the candidates for Board seats: Barbara Ryan, running unopposed for seat # 1, Dustin Burns, running unopposed for seat # 3, and Gabriel Piña and Ken Fox running for seat #5.

2. President Burns invited Mr. Piña, to lead the members, staff and audience in the Pledge of Allegiance.
3. Approval of Agenda

It was moved and seconded to approve the agenda.

**Motion: El-Hajj      Second Carlisle      Vote: 5-0**  
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**B. REPORTS AND PRESENTATIONS**

1. **Superintendent's Report**

- 1.1. Developer Fees Collection Report
- 1.2. Use of Facilities Report
- 1.3. Enrollment Report
- 1.4. Schedule of Upcoming Events

2. **Spotlight on Education: Principal Report from Sycamore Canyon School**

Dr. Shaw reported that during the year, each school will be coming with a presentation to the Board. Mrs. Debra Simpson, Principal at Sycamore Canyon School, began the school reports by sharing that on August 21<sup>st</sup>, a group of more than 60 volunteers worked at Sycamore Canyon to get the campus ready for school to begin and assist in preparation for the reconfiguration of the parking lot. The volunteers were from Grossmont Union High School District and members of the Santee community.

Mrs. Simpson reported on the California State Test (CST) student data in ELA and Math. The data shows an increase in students achieving proficient and advanced in 2<sup>nd</sup> and 5<sup>th</sup> grades. A decrease is seen in grades 3, 4, and 6. The strands that affected these scores will be a focus for staff this year. In Math, there is not much variance in grade 2, 3, and 4. Grade level focuses this year will be in writing, writing strategies, conversation, word analysis, vocabulary, comprehension. The overall goal is to get the students who



vote. If Prop 98 is suspended, it will have to be paid back in the future, which is better than the May revise's manipulation of the funding.

Member Ryan said the plan should become public when it goes before the appropriations committee. Member Ryan moved to approve the Monthly Financial Report.

**Motion: Ryan                      Second Carlisle                      Vote: 5-0**  
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**1.2. Paid Advertising on District-Owned Property and Websites**

Karl Christensen shared that with State revenues declining; school districts are seeking ways to acquire more revenue. Stakeholders continue to mention the possibility of providing advertising opportunities on buildings, on buses, and on the website.

Santee School District already receives considerable donations from many businesses. These donations are provided without the expectation of any consideration or preference in return.

Administration was seeking direction from the Board whether or not they would like Administration to pursue corporate sponsorships and/or advertising. Seeking and accepting corporate sponsorships and/or advertising would require a considerable amount of effort establishing new Board policies and procedures. There are also many philosophical differences of opinion about having advertising in educational spaces. Pursuing advertising would require a great deal of effort and the benefit may not outweigh the cost.

Dr. Shaw said at this time he knows of no elementary district in the State that has advertising of this type. Sweetwater High School District has moved forward with this idea. They have formed a committee to screen what is acceptable advertising, but at this time they have not had a lot of success finding takers.

Dr. Shaw said Administration wished to know if the Board has interest in staff continuing to put time and effort seeking this source of revenue.

President Burns said the teachers have mentioned this a number of times as a suggestion to seek additional revenue.

Member Bartholomew said he believes the potential for revenue is small. He would prefer to see the pursuit of corporate partnerships who will provide time, equipment, and resources. Naming buildings for corporations who would pay a fee came before the Board previously. Our buildings represent who we are and if we would want to name a building it should be after someone who has done something great for students. He would rather have Administration focus on partnerships and be able to get the message out about what they do for students.

Member El-Hajj believes the facilities belong to the Santee community and should not be sold to the highest bidder. She understands associations' concerns that we are not exploring every revenue avenue. Member El-Hajj believes the revenue would not be great and District staff should not spend their time on this.

Member Carlisle agrees with Members Bartholomew and El-Hajj and that the revenue would not be sustainable or reliable from year to year for the operating budget. A lot of staff time would be involved and he doubts it would be very profitable.

Member Ryan said she could not support seeking advertising. It would take a lot of staff time and probably a dedicated employee for this task. This is already being done through the Foundation. Santee is not a community of large businesses or exceptionally wealthy people. This would also pull the focus away from instruction. The Foundation continues to find creative ways to raise money to support the schools and pursuing this would be competing within our community. She hopes the associations understand this is already being done through the Foundation.

President Burns said the buildings are the community. Staff does not have the time to chase down advertisers. This type of advertising could also hurt the District by possibly deterring others from doing business or developing a partnership with Santee School District after seeing other businesses advertised, such as on the website. Partnerships we currently have are benefitting students and these types of business partnerships will make the difference at our schools.

The Board members all agreed that this is an area they are not interested in pursuing and Administration should continue seeking revenue from other sources.

#### **F. BOARD COMMUNICATION**

Dr. Shaw shared the current issue of the special edition ECHO. The School District received a lot of coverage in addition to the advertising on the back page as a result of our partnership with the Chamber.

Dr. Shaw reported Congressman Duncan D. Hunter will visit on October 13. Board members provided some recommendations for highlights to share with Congressman Hunter. President Burns and Member El-Hajj will attend to represent the Board. Member Bartholomew said Sycamore Canyon demonstrates that you can meet the specific needs of children with tailored delivery and a small school. Member Ryan wants to show that Santee School District is on top of instruction. President Burns suggested consideration of Rio Seco and Hill Creek Schools, demonstrating a modernized school and one that is waiting for funding to be modernized.

Dr. Shaw reminded the Board that a CIP workshop will be held on October 26<sup>th</sup> beginning at 6:00 p.m.

Member Burns visited PRIDE Academy and was very impressed with the instruction occurring there. He saw the responders in action and how excited students are to use them in the classroom.

#### **G. CLOSED SESSION**

President Burns announced that the Board would meet in closed session for:

- 1. Conference with Labor Negotiator (Govt. Code § 54956.8)**  
*Purpose: Negotiations*  
*Agency Negotiator: Karl Christensen, Asst. Superintendent*  
*Employee Organizations: Santee Teachers Association*  
*Classified School Employees Association*

The Board entered closed session at 7:55 p.m.

#### **H. RECONVENE TO PUBLIC SESSION**

The Board reconvened to public session at 8:45 p.m. No action was reported.

#### **I. ADJOURNMENT**

The October 5, 2010 regular meeting adjourned at 8:45 p.m.