



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Draft EDUCATION COMMITTEE

Wednesday, July 10, 2013

5:00 PM

215 Martin Luther King, Jr. Blvd.
Room LL-120 (Madison Municipal Building)

CALL TO ORDER / ROLL CALL

Present: 5 -

Shiva Bidar-Sielaff; Matthew J. Phair; Dean Loumos; T.J. Mertz and Jenni Dye

Absent: 3 -

Astra Iheukumere; Steve Hartley and Carousel Andrea S. Bayrd

CITY STAFF: Anne Kenny, Jennifer Lord, Mary O'Donnell, Tariq Saqqaf
MMSD STAFF: Marcia Standiford

Ald. Phair called the meeting to order at 5:00 p.m.

APPROVAL OF MINUTES

Ald. Bidar-Sielaff moved and Loumos seconded approval of the June 12, 2013 minutes. Mertz requested a friendly amendment to include the fact that he was present at the June meeting, not absent as noted in the minutes. Ald. Bidar-Sielaff and Loumos accepted the friendly amendment. The motion passed unanimously.

PUBLIC COMMENT

There was no public comment.

DISCLOSURES AND RECUSALS

There were no disclosures or recusals.

DISCUSSION ITEMS

1. [30467](#) Potential 2014 Budget Recommendations

Ald. Phair said that the Committee tabled this item at the last meeting and asked for ideas.

MOST Position:

Loumos asked what the City has put in place for the Madison Out-of-School Time (MOST) position and how much of Jennifer Lord's 60% position is dedicated to MOST. Ald. Bidar-Sielaff said that eventually all of it would be dedicated to MOST, but it needs yearly approval by the Common Council. Mertz said the superintendent's budget will include 40% toward making the position a full-time position, subject to approval by the school board. O'Donnell said that the Community Development Division has had discussions about the position, as has the Mayor's Office, but she's not sure how it would

be structured between the City and the School District. Ald. Bidar-Sielaff thought there might be a memorandum of understanding between the two entities.

Mertz said that the superintendent would like to have mayoral staff reach out to her budget staff regarding the position. He said there's also discussion of the County putting in for 15-20% for the position, whether it's a 1.2 or 1.4 position. Saqqaf said that the mayor talked about wanting to create two positions for the program. Ald. Bidar-Sielaff said she is reticent to create too many coordination positions because coordination usually creates the need for services. She said one position is plenty enough for one year and then see where that gets us. She's more interested in gaps in services.

Supv. Dye said that she has concerns about funding a program funded just on Madison as opposed to something broader. She also had concerns about having three chiefs over one position and whether the person would be able to coordinate with all three entities.

Ald. Bidar-Sielaff asked what the work plan is for the position and what the role of this Committee is in the work plan. She also noted that different sides of budgetary commitments will come to bear on the funding. Mertz said that the Committee will need to keep its eye on the budgets for all three entities.

Reach Out and Read:

Supv. Dye said she wanted to find a way to provide funding for Reach Out and Read, which is a program that is done currently at Access Community Health Center for the UW Health Pediatric Clinics and two Family Madison clinics. Currently, GHC and Wildwood are funding the program through their own budgets. The program is used to address early childhood brain development. Early childhood brain development is almost complete by age 3 or 4, according to many studies. Reading is a huge part of the process. The program would cost essentially \$10 per child served.

Ald. Bidar-Sielaff said that the Committee should reach out to private partners for funding. She said \$10 per child is not an impediment to the program.

Mertz said the Committee should put Reach Out and Read on a future agenda.

Ald. Phair asked how funding for the program would be written into a budget. Ald. Bidar-Sielaff said that it could be for training and evaluation for the program.

Education Committee Interaction with Each Entities Budget Process:

Loumos said he would go to the Common Council or the County Board as a representative of this Committee to speak in favor of a proposal if the Committee comes to an agreement on a proposal. Mertz suggested the Committee have staff or elected officials walk the Committee through the various budgets as they come out.

Programming Targeted Toward Teenage Girls of Color:

Ald. Bidar-Sielaff said she would like the Committee to consider programming

targeted specifically to teenage girls of color. This means identifying a need and asking service provider agencies how they can assist.

O'Donnell said that there are currently three Girls, Inc. sites that serve middle and high school girls. They are at Kennedy Heights, Goodman Community Center, and the Wisconsin Youth Center. She said that Vera Court and Bridge Lake Point Centers have the Girl Neighborhood Power program.

School Attendance Issue:

Ald. Phair asked the Committee to consider its role in promoting school attendance. Standiford said that the School District has a person assigned to work on the issue. United Way is also working on the issue, but is still in the information gathering stage. Ald. Phair said that perhaps a media campaign could be established. The Committee discussed the cost of such a program, and Ald. Bidar-Sielaff said that it would be good to involve private partners.

Loumos said the School District is changing its suspension and expulsion policies, as well as its code of conduct.

O'Donnell said that a media campaign focusing on out-of-school time, particularly in the summer, would fit well with a campaign on school attendance.

Standiford said part of the difficulty is that the School District doesn't really know the root causes of truancy in Madison. There could be a lot more research done on the topic.

Allocation of Community Services/Human Services Dollars Annually:

Ald. Bidar-Sielaff said there's a need to have community services and human services funds allocated on an annual basis. The City does a two-year funding cycle, and Supv. Dye said their contracts vary, but their POS contracts are usually three or five years. Ald. Bidar-Sielaff said there needs to be more flexible allocation of funds because needs surface and ideas come up. The City's funding process makes it difficult for new programs to get funded because of the categories of funding in the process. The Common Council and the Mayor's Office have discussed creating a process that allocates funds twice a year in March and September. They have discussed allocating perhaps \$200,000 total.

Equity Audits:

Mertz said he would like to see the Committee support equity audits in the budget process.

2. [30650](#)

Community-based Case Management Potential Next Steps

Ald. Phair said the Committee had a report last month from Heather Allen on community-based case management (CBCM). He asked the Committee to continue discussion of the issue. Ald. Bidar-Sielaff said that the model is a County program, whether we're talking about Joining Forces for Families (JFF) or Early Childhood Initiatives (ECIs). She had a conversation with Lynn Green and County Executive Parisi about it, and they both had read the memo from Allen. County Executive Parisi is very interested in expanding the ECI to

another school zone besides Leopold. He was highly encouraging the Education Committee to identify that school zone and identify resources for that school zone. Ald. Bidar-Sielaff would like to put that on the next agenda.

Supv. Dye clarified that Sun Prairie, Allied Drive, Leopold and Russett Road areas all have ECIs. Her impression is that the County Executive's Office is really interested in doing this. She said that JFF needs to evaluate the way it prioritizes things because right now it's been sort of a crisis intervention model rather than an early intervention model, which was its initial intent.

Ald. Bidar-Sielaff expressed interest in growing the ECI model but prefers a case management model that has more impact on all families not just those with young children. The broader focus has more impact on stabilizing neighborhoods

Ald. Phair suggested one next step might be that Supv. Dye and Supv. Bayrd discuss this with their colleagues and the County Executive. He asked for other suggestions on how to move forward. Saqqaf said separating out strategies might help clarify the process. Ald. Bidar-Sielaff said she thinks we should keep item this on the agenda.

Supv. Dye said the County recently convened the Education Task Force with the intent of having a summit in the fall to talk about what the County services are now and how they're interfacing with the districts on the task force. They will focus on questions about gaps in interfacing. Ald. Phair said the Committee should hear from that task force after its summit.

3. [30652](#)

Update of MOST Efforts

Attachments: [MOST Coalition Meeting Agenda 9-19-13](#)

Lord said that the Education Committee was tasked with deciding the boundaries for the MOST project. The action team had a discussion about it and decided to use the Madison Metropolitan School District as the boundary for MOST. She said there are 23,442 students in the School District with only 3,466 who live outside city boundaries. This will be taken to the July 19 MOST Coalition meeting where everyone will be brought to the table. There's an open invitation for everyone who's interested to come to that meeting.

Lord said that she has been trying to create a map of funded city services based on a list that O'Donnell put together in 2012. Planning is going to overlay the service sites on a map of neighborhood centers, a map of accredited childcare sites, a map of census data of youth, and a map of schools.

Mertz asked who would be invited to the meeting. He said a number of non-profits who are doing out-of-school programming but do not receive public funding ought to get invited as well. He asked if invitations have gone out to groups like the Monroe Street Art Center, and if not, he asked if it was possible to send those groups invitations. Ald. Phair asked if it was open-ended in general to include private groups, such as martial arts centers. Lord said at this point, they're opening the invitation but not inviting groups specifically, but they would want them to participate in the mapping. O'Donnell said that if there were specific organizations the Committee wanted to invite, they could be added to the email list.

Ald. Bidar-Sielaff said that what we need at a very basic level is something like an app that can show what programs are offered where. Lord said that Parks has a website where an address or zip code can be typed in for a list of parks and all their amenities nearby. Ald. Phair said one thing to think about is what incentives can be used to get groups to be included.

ADJOURNMENT

Mertz moved to adjourn at 6:25 p.m. Loumos seconded. The motion passed unanimously.

Anne Kenny, recorder