



# City of Madison

City of Madison  
Madison, WI 53703  
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## Meeting Minutes - Approved EDUCATION COMMITTEE

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Wednesday, February 12, 2014

5:00 PM

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

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### CALL TO ORDER / ROLL CALL

**Present:** 8 - Astra Iheukumere; Shiva Bidar-Sielaff; Matthew J. Phair; Jessica Hankey; Dean Loumos; T.J. Mertz; Carousel Andrea S. Bayrd and Jenni Dye

**Staff Present:** Mary O'Donnell, Tariq Saqqaf, Jennifer Lord

Kelly Ruppel is taking the place of Jessica Hankey for this meeting.

Phair called the meeting to order at 5:05 pm.

### APPROVAL OF MINUTES

Motion by Mertz, seconded by Loumos to approve the January 8, 2014 minutes.  
Motion passed by voice vote.

### PUBLIC COMMENT

None.

### DISCLOSURES AND RECUSALS

None.

### DISCUSSION ITEMS

1. [33001](#) Madison Out of School Time (MOST) Update

**Attachments:** [Approved Data Charge 1-31-2014.pdf](#)  
[Approved FAYE Charge 1-31-2014.pdf](#)

Jennifer Lord informed the group of the January 31st MOST Coalition meeting. Lord discussed the updated approved charges for the Data and Management Information System Workgroup and Family and Youth Engagement Workgroup. Mertz asked about overlap in the Data group charge 1 developing a database and map of existing programs. What will be internal vs. shared with the public

such as mapping? Lord discussed process of collecting data, creating the map then analyzing before some of the items become public. All the information probably will not be shared with the public. Looking at what it could be as a finished product. Some cities tie information to the mapping data and others do not.

Loumos asked if there were any highlights or contentions Lord would like to share. Lord responded that the progress makes sense. Some coalition members want to focus first such as on middle school programs or programs that meet 3 times a week. Others want to do mapping first and then choose the focus. Many Wallace Foundation funded cities do the asset map first.

Mertz commented on the large interest in the Family and Youth Engagement Group. Mertz inquired about charge 1 item 3 identifying existing groups of families and youth that might have interest in influencing the development of MOST. Lord explained they would look at networks available vs. establishing their own.

Phair asked about how to find and recruit a racially diverse participation. Lord discussed her meeting with Dave Smith from the African American Church Council and how to tap into their afterschool groups along with other church groups. Bidar-Sielaff added that faith based groups are a good place to start and Bethel has a Spanish program. There are also Latino Ministry groups. Mertz encouraged talking to unaffiliated families that are not connected to current resources. They are the ones with the highest need. Iheukumere asked if David was interested in participating with MOST. Lord explained that while he is not the current president of the African American Church Council he is interested and shared names of those involved.

Lord discussed 61 people attended the January 31st MOST Coalition meeting. There were 3 data group meetings and 2 family and youth engagement group meetings. New people will need to have an orientation to get up to speed with the information and background of the program.

Saqqaf commented that MOST is moving well, participation is at a good level. Trust is still a big item. Questions and concerns have not cropped up. He is optimistic the process will be successful.

O'Donnell added that Lord had made the decision to have someone else facilitate the group meetings with another person as the note taker. That allows for a greater sense of ownership and empowerment for participants. Spreading the power and control around is helpful in building and strengthening relationships and trust among the group.

Loumos thanked Lord and encouraged her to share things even if it is something that isn't working well and the committee can assist in figuring out solutions. O'Donnell added that currently the only issue is that some members are do-ers and others are processors.

Iheukumere asked about the larger timeline and milestones if it was still on track. Lord explained the MOST initiative is a little behind. Coalition would like data, but what came back was inconsistent. Need to have the actual attendance numbers vs. enrollment numbers. George Hagenauer from 4C is helping to gather the data and hopes to have it by June. He currently collects

data for accredited centers.

Bidar-Sielaff discussed the timeline and the consultant report regarding the Community Resources funding process. Make sure that the results of the study do not go against trust that has already been established. O'Donnell explained they receive updates at coordinator meetings and will keep an eye on the study progress.

Phair asked about potential costs for the data group, web tools and management systems. Does the Education Committee need to recommend funding? Lord stated that they can review the top 3-5 management systems available or build their own. She is looking to engage the business community. No funding work group has been established.

2. [33002](#)

Discussion of Next Steps for Increased Communication and Collaborative Funding Amongst City of Madison, Dane County and Madison Metropolitan School District

Phair recalled discussion from the last meeting and committee decided to bring issue back up. Lynn Green, Kelley Ruppel and Jim O'Keefe were here for discussion in December. It would be helpful to do what they do in Chicago by having big players meet on a quarterly basis.

Loumos stressed the importance of collaboration. The need for collaboration increased as the funds available decreased. Look at how to merge and reengage the push for collaboration. A recent presentation at Sandburg Elementary addressed the issue of being over capacity yet having plenty of land. The school needs a new library. This could be an opportunity for have City put library on property so kids could use during the day and be open for the public as well. Here we have an obvious solution. Look for opportunities to identify areas we can collaborate and make real proposals.

Mertz discussed facility issues as the City expands Neighborhood Centers which need day availability and staffing while some schools have extra space. Phair suggested having community discussions on how to get collaboration and continue discussions.

Bidar-Sielaff stated there are different levels of collaboration. The joint application with United Way, City and County was one aspect. Time to revisit to see what pieces are being taken care of. City, County they could decide to do a joint process. Even collaborating a piece of it could be the start. Need to formalize communication and meeting process between stakeholders as there is no formal structure now. Could use structure of the Health Council as an example. Health issues go through the Health Council. Are there programs we have already decided to fund? Programs such as ECI are a successful program and there is interest in funding.

Ruppel reiterated that ECI is a good example. Make sure everyone is involved to ensure success. Mental Health and clinics in school will also need collaboration. There are a handful of items that would be good places to begin collaboration.

Bayrd added that it is possible to be both big and small, to have some small successes. We know some things that work. Years ago when funding wasn't as tight as it is now we funded programs that work. We should be careful to avoid

the death by a thousand cuts. It is better to choose what works and fund those versus funding everyone a small amount. Rapid response mental health is an example. It is possible to support each other without everyone needing to be in the same pot. We can cheer people on with their projects. Whether it's a City or County initiative we can all support items. Projects get messy when there are a lot of different funders involved. If we do this as a package we could cover all the needs.

Phair added that other entities could compliment programs already in place.

Mertz stressed the importance of press releases to build on collaboration and to show and highlight the areas where collaboration has been successful.

Iheukumere added that scarcity provides incentive for collaboration. There is a blessing in being lean. Innovation with all partners leads to engagement. Both formal and informal processes are happening.

Phair suggested having people attend the Education Committee to discuss what they are doing and what the committee can do to help. Bidar-Sielaff discussed community based case management as a place for collaboration along with ECI to define gaps, costs, geographic area and to fund gaps and collaborate with other agencies.

Mertz mentioned United Way as being a player but not at the table. Could we have them come to a meeting? Phair suggested possibly staff could be a non-voting committee member. Could also have them come every 2 months.

Iheukumere discussed large nonprofits vs. small nonprofits. United Way is a large funder. They are players.

Phair discussed identifying items to collaborate on such as ECI to review and discuss overlaps. Bayrd mentioned mental health is a County item to include. She also mentioned the former Dan Wood position as a social worker for schools that worked in the community.

Phair stated that next month JFF will come back. Food Policy Council and food within schools crosses over. MMSD wants to put money in food and school gardens. Mertz discussed MMSD exploring several federally funded programs. If school meets the thresholds all students qualify for free-reduced lunch. They are also reviewing opportunities to do dinners and other events. There are 27,000 students and 3,000 staff in MMSD. Looking at exploring school by school levels to qualify versus on a district level.

3. [33003](#)

City of Madison Municipal Government Youth Internship Program

Mary O'Donnell discussed the Mayor's employment plan to work with businesses in the community regarding youth internships. Current program being rolled out involves City departments hosting high school interns for 8 weeks for 20 hours a week during the summer. City departments need to find the money to fund the interns and nonprofit that will coordinate the initiative. Currently there are 20 spots in 17 different departments. A RFP will go out in the next few weeks for the nonprofit to recruit interns and work with the whole group on financial literacy and college readiness. Hope to work with County or

MMSD in the future. The internship will cost departments around \$2,500 per intern. Hopefully that will get dialed down to \$2,000. Contact with youth in community and get new perspectives for City departments. Also expose to careers in world of work. Nonprofit will be used as they have close relationships to kids who need it, especially those who are low-income and struggling.

With the open RFP they expect to receive 3-8 applications. Bidar-Sielaff added that it is important for the kids who need it to be the target as well as those who are not currently connect to programs. Partners have to demonstrate expertise. African American, Latino, Hmong groups have different needs. Be careful in choosing partners.

O'Donnell discussed the need for 20 youth to fill the positions and talks with neighborhood centers that are currently funded. Pushing the partnership idea to partner for a more diverse pool. Unfortunately no one entity serves everyone well.

Iheukumere added that the concerns are well taken and is a reason not to go through HR. The AASPIRE internship has turned into grad student/entry level experience. The Mayor's Office is happy with the response as they were hoping to get 10. Departments will supply funds and supervision for the interns.

Ruppel asked about how much of the \$2,500 would go to the nonprofit vs. the students. O'Donnell speculated it would be about 50/50 depending on the RFP. Looking to pay interns more than \$10 an hour and may do a stipend as part of payment.

Mertz discussed possibility of working with the summer learning academy, could be done as a scholarship. Possible opportunity for future collaboration. They have access to student and may want to look at MMSD as a community partner.

O'Donnell added that YSOSW and CWD have kids in programs already and are familiar with them. They are hoping for a quick turnaround on the RFPs. Ruppel could help O'Donnell coordinate with MMSD key people like Scott, Miles and others. This program is in line with Pathways Work.

O'Donnell discussed press releases and the City starting the program could help the business community to do it in the future. The Chamber of Commerce will be included in this. Bidar-Sielaff suggested private partners to help with hundreds of kids to set it up to connect kids and build structure.

Want it to be successful, support to agencies that support supervisors. Business community is excited about creating jobs, but jobs come from the need for jobs. However internships for small periods, if they work out will lead to networking. Create something to head towards. Youth employment is so important.

Iheukumere asked about the timeline. O'Donnell hopes to complete RFP within 2 weeks to go to Council for approval on April 29th.

4. [32670](#)

SUBSTITUTE - Accepting the Interim Report: "Demographic Change and the City of Madison: Findings of the Common Council Legislative Agenda Work Group on Demographic Change and Recommendations for Action" and approving a plan for

implementing recommendations therein.

**Attachments:** [June Interim Demographic Change Report and Recommendations.pdf](#)  
[Original Resolution 32670.pdf](#)

Alder Scott Resnick, the chair of Demographic Change Work Group was present to discuss the report and process completed by the work group. Phair explained to the committee that they will need to accept the report and forward any recommendations to the lead committee. Resnick discussed the PowerPoint and gave a brief history of the work group and the 2 areas they would be focused on would be attracting young families to Madison and improving the quality of life for seniors.

Phair discussed the research and questions the work group addressed. He briefly mentioned the memo from Heather Allen discussing the recommendations from the CDBG Committee. The Education Committee will decide if they want to accept the report as it is or with recommendations. The CDBG committee added stronger wording.

The Demographic Change Work Group consists of 4 alders. The beginning questions focused around connecting with Youth, especially of color, to education and economic opportunities. They would like to build pathways and involve the public to attract young families to Madison.

Resnick discussed families aged 30-45 with college degrees are leaving Madison, not the region, but the City of Madison. Schools, housing, racial undertones, economic issues are some of the reasons. Some prefer the suburban atmosphere. Mertz added that middle class families are becoming smaller with 2 kids versus 4 in the past while lower income families tend to have more children.

Bidar-Sielaff added that Madison needs young families. Bayrd stated in the big picture racism and xenophobia play a part in families leaving.

Phair discussed improving life for seniors. The methodology of gathering feedback from community and engaging the community.

Poverty has increased in the area since 2000. Housing and transportation are also a factor. At 80% AMI there are only a few areas of the city where housing and transportation are affordable. They have met with Aaron Oliver from the City Economic Development Division to discuss the trend of increased higher income jobs and increased low income jobs (minimum wage) but no increase in middle income jobs.

Resnick added that the raw number of manufacturing jobs lost has increased. For non-professional workers we have lost more jobs than Janesville per capita. Many manufacturers are leaving town, small manufacturers stay in County or in surrounding counties.

The Race To Equity report has also been a part of the demographic change discussion. Bayrd inquired about MPD arrests and incarceration levels that could be reviewed. Iheukumere cautioned against placing all the blame on the MPD as the Sherriff's Office and other factors play a role. Bayrd agreed there are many pieces to the puzzle.

Phair discussed the barriers to opportunity which listed education, children, vehicle, single parent and income as barriers. There are also areas of disconnected youth.

Chattanooga TN is doing a great job of bringing seniors to their community. That could be used as an example for future Madison initiatives.

The goals and strategies include reducing families' expenses, increasing access to employment and helping families grow assets.

The recommendations of the work group are:

1. Develop housing project for seniors designed for public transit and pedestrian access with a portion of affordable units.
2. Conduct a livability assessment in partnership with neighborhood communities for each Aldermanic district in support of the ongoing effort to assess equity.
3. Strengthen career opportunities for disadvantaged Madison youth ages 16-24 through both City of Madison internship programs and community partnerships, with a special focus on youth of color with low-income youth.

Bayrd added that they should look into affordable housing for non-seniors as well. Phair explained that the Housing Strategies Committee is working on affordable housing issues.

As this is an interim report please forward any future comments or questions to Matt Phair.

Motion by Iheukumere, seconded by Loumos to approve the report and return to Lead with the recommendation for approval. Motion passed by voice vote.

5. [33004](#) Update on the Work of the Dane County Education Committee

No Report.

## ADJOURNMENT

Motion by Iheukumere, seconded by Bidar-Sielaff to adjourn the meeting at 6:48 pm. Motion passed by voice vote.