Berea City School District
Business Advisory Council
Minutes, November 11, 2011 meeting; Baldwin-Wallace

Present: Phil Bessler, Nancy Braford, Rick Baker, Diane Calire, Shari Cloud, Cori Farris, Ryan Gorzyca, Annie Heidersbach, Pam Jankowski, Lucy Kaber, Linda Kinsey, Paul Kish, Toni Knotek, Linda Kramer, Rachel Lambert, Doug Miller, Vincenzo Ruggiero, Mike Sheppard, Bryan Sima, Brandon Soeder-Penner, Beth Spinks, Rosalind Strickland, Fred Szabo, Tara Vozar, Sheri Williams, Joe Zumpano

Mike welcomed everyone to the meeting and reminded them that Wendy was not able to join us for the meeting (as she was still on her honeymoon). He provided an update on the district's operating levy that was on the November 8 ballot, which lost by about 700 votes out of more than 17,000. He noted that this was certainly a disappointment, and that we will be determining our next steps over the next few weeks. Mike noted that the first quarter of school has been very exciting and great things are happening in the district every day.

Rachel Lambert gave an overview of her Creative Learning internship this summer with the Cleveland Clinic. She and her partner Abby Richard worked on a number of projects, including developing a brand for the redesigned SIBS program with Mrs. Anne Cole and developing an online program as part of the Explorers' Program to teach students in grades K – 8 about a health-related topic through a social media-type online program, "In-Site." The topic they chose was anti-bullying and how to help students to recognize bullying and develop strategies to deal with it. Mike Sheppard noted that he was fortunate enough to have seen Rachel and Abby's presentation in August, and it had been very powerful and impressive. It really is powerful to have students connecting with each other to deal with such issues. Rosalind Strickland added that the anti-bullying project also involved a graduate learning fellow who is now working with the Office of Civic Education Initiatives, Kelly Krause, and she developed the curriculum. The Clinic plans to roll out the full project in January.

Rachel and Abby also worked with Beth Spinks and the district's Nutrition Services on a series of videos around healthy lifestyle choices. Mike Sheppard remarked that this project has also started to take off, as Marty Cool, who is working with the First Ring Superintendent's Association, presented segments of the videos during the Cleveland Clinic's Obesity Conference recently. Rachel shared one of the videos – School Food vs. Fast Food – with Council members. It was designed for middle school students, and will be a resource for our middle school teachers to use with students. Vincenzo Ruggiero praised the Clinic's eXpressions and Explorers programs, noting that they offer wonderful opportunities for our students.

Mike Sheppard then introduced Beth Spinks, the Nutrition Services Supervisor for our district, noting that she is the "talk of the town" right now! Beth is working with the First Ring groups and also with the Cleveland Clinic. Beth reported that she is definitely
very busy right now, and one of the pieces of legislation that will have a significant impact on school lunch programs is SB210 in Ohio. This will require some changes in snacks and beverages (the district is 80% compliant already). This summer she worked with the Cleveland Clinic to create a model menu, and The Berea City School District is the first school district the Clinic has endorsed for the elementary menu. We had a Food Day this fall, with Dr. Ellen Rome from the Clinic, who spoke with students. Beth also worked with a local farmer to taste-test a number of fresh vegetables with fourth grade students from Grindstone this fall. The kids voted their favorite choices as carrots (#1), followed by green peppers and tomatoes. She is working on a public-private partnership project to have a farmer lease land from the Cuyahoga County Fairgrounds for $1/year, in collaboration with the Olmsted Falls school district. Both districts would commit to buying the locally-grown vegetables and would involve students by having them visit the garden and learn more about the process. The County Board of Health will inspect the garden at no charge, and she is hoping to finalize the project with the Fair Board soon. Beth was invited to the Governor's Mansion in Columbus, where she met the Governor's wife, who is also very interested in promoting Ohio products.

Another area Beth has been exploring through a professor at Cornell is how to encourage kids to eat health food. Dr. Brian Wonsink has a grant to study how to make food more appealing to students, and she is hoping he will take us on as a pilot for this project.

Lucy and Annie reported on behalf of the Mock Interview Team that they are going to move away from the Mock Interview, in favor of a different approach. Vincenzo and Paul are interested in having speakers brought in for different departments at the time they are working on specific topics, so that will be their approach. They would like to try to become more diffused in their focus and allow for the needs of individual classes. We will remove this committee from future agendas.

Vincenzo reported that Berea High had an engineer come into a math classroom to provide real-world examples to those students, which is the direction they're moving. He also talked about “Imagine Your Future – Think Cleveland,” which students at Berea High have been actively participating in, thanks to two parent volunteers: Jack Thomason and Jim Rogerson, entrepreneurs in their own right. This is one way to approach the “brain drain” we hear so much about in our area. It exposes students to what current opportunities are available in Cleveland and what kinds of things are happening. What they've been doing is having a speaker come in and then having the students visit local companies. In the most recent visit, students traveled to Shaker Heights Launch House and Positively Cleveland, the Cleveland Clinic Medical Mart, and Astro Manufacturing (which manufactures a range of products, from torpedoes to simulators with the Clinic and University Hospitals). Launch House is a business incubator, and students engaged in a competition of creative ideas, with the top 10 ideas being presented by the student, and the top two actually offering the students internships at Launch House. This has been a tremendous experience for the Berea High students, and Vincenzo expressed his pride in their accomplishments.

Rick Baker reported that he had participated in the most recent field trip and had found Astro Manufacturing to be the most interesting, because he had done machining
at Polaris. The whole program was very interesting all around. He noted that the wind turbine project was actually involved in designing the turbine that will be at Progressive Field.

Nancy gave a J.A. report in Wendy's absence and encouraged anyone who hasn't yet volunteered to contact her if he or she was willing to teach one of the available classes. Mike reminded everyone that today was Veteran's Day, and noted that there are many programs designed to commemorate it across the district.

**Go Around:** Rosalind Strickland reminded everyone that the summer internship program applications will be accepted from December 1 – February 3. New this year is a partnership with Youth Opportunities Unlimited, which opens opportunities for students who have at least a 3.0 GPA and be interested in health careers. Another new area is the Young Business Leaders internship, which will provide opportunities for students to explore the business side of health care. The Clinic is working with colleges to recruit under-represented minorities to the internship program, in addition to the other applicants. Last summer they had over 300 students on campus at various hospitals. Roz also noted that they have made a number of changes in the nursing internship program, including lowering the age requirement from 18 to 16, and they continue to look at how they can get more students interested in these areas.

Joe Zumpano reported that the school year is going well at Ford. Students have finished their MAP testing (Measures of Academic Progress), and teachers are using their scores to "map" their learning for the rest of the school year. The teaching stations are allowing students to be more active in the classroom and teachers to use more technology. Fred Szabo reported that the Board of Education will be meeting next Monday, and one of the things they will be looking at will be the next steps for the district following the defeat of the operating levy. Phil Bessler reported that two Berea High graduates were in the first graduating class of Minds Matter, and 100% of the students of that first graduating class got into a four-year college with significant scholarship help. Linda Kramer noted that she is wearing many hats these days. She does the newsletter for the Berea High Alumni, and she wanted to thank Vincenzo for giving her a recap of what the students are doing. She is also going to be revamping and writing the Education Foundation newsletter, along with a new logo, etc. The good news is that the Foundation awarded $24,000 in grants; the bad news is that there were requests for more than $200,000 in projects.

Doug Miller reported that Polaris is recruiting now for next year's sophomores. They are changing the application process somewhat, as it will now be available outside the building as well as inside. Mike Sheppard congratulated Polaris on its Project Lead the Way, which was recently recognized for national accreditation. Doug also reported that Polaris was 3rd in the United States in Energy Star's National Building Competition, reducing energy usage by $220,000 in the Battle of the Buildings. Cori Farris reported that she was terribly impressed by what she had heard this morning! She didn't realize there were so many things going on in the district, including the collaborations with businesses. She encouraged staff members to reach out to her (for her News Sun column) to let her know about students and programs that should be recognized. She
writes the column about what is happening in Middleburg Heights, and her email is middleburgheights@roadrunner.com

Pam Jankowski, who is with the Middleburg Heights Library, reported that the Berea City School District is the only district that has three public libraries within its borders. The libraries are really proud of the amount of time and training they provide to children, including staff training on child development. She encouraged staff members to contact her if there is any way they can help the schools develop additional projects. Vincenzo Ruggiero reported that Berea High was very proud of the fact that a number of their current students and recent graduates have been nationally recognized by the College Board organization for their achievements on the Preliminary SAT/National Merit Scholarship Qualifying Test and Advanced Placement Exams. They had one National Merit Semifinalist (in top 1% of over 1.5 million participating students); six Commended Students (scoring among the top 5%); 1 National Hispanic Recognition Program Scholar (scoring among the top 2% of Hispanic/Latino participating students); two National Achievement Scholarship Program Outstanding Participants (scoring among the top 3% of Black American participating students); ten Advanced Placement Scholars; seven Advanced Placement Scholars with Honor; and nine Advanced Placement Scholars with Distinction. He also reported that two Berea High students had recently presented, as a model school for the Developing Global Citizens of Northeast Ohio group. They continue to explore more ways they can better integrate global awareness into the curriculum. Vincenzo also noted that, thanks to the great leadership of our local clergy, Berea High has now established a "Realizing Your Potential" mentoring program. There are a number of volunteers, including the Baldwin-Wallace "Men in Action" group. He is very, very proud of the work they are accomplishing with our African-American students, but this is something ALL students can benefit from, so if anyone is interested in being a mentor, please contact Susan Malone or Vincenzo at Berea High.

Ryan Gorzyca announced that Huntington Bank is now the third largest small business lender in the U.S. He also noted that there is no charge for debit cards at Huntington, and mortgage rates are at 50-year lows. Huntington is also the sole sponsor of Winter Fest in Cleveland, which includes a lot of family fun activity at Public Square. Rick Baker mentioned that the OWE program students need more hands-on work experience, if anyone has any opportunities. Bryan Sima, who is a junior, reported that the AP Environmental Science Club at Berea High is busy planting rain gardens at Grindstone Elementary School. Brandon Soeder-Penner, also a junior, is also in the Environmental Science Club, announced that Berea High is presenting "Noises Off," this Friday at 7:30 p.m. and Saturday at 2 & 7 p.m., and it's a great show. He's also begun practice with the Academic Challenge Team and glad to be back on the BAC this year. Toni Knotek reported that her students are really enjoying the Digiteen project, which provides global exposure to students and teaches digital citizenship and the impact of cyber bullying. She noted that it's Robotics time again, and passed out a "wish list" of items both the Berea High and Midpark teams could use. She will email the list to Nancy, who will forward it to all BAC members. Both Robotics teams have former students coming back to help - it's a life-changing experience for everyone. The
competition is extremely expensive. The Start-Up kits are $5,000 each, plus each team is allowed to spend another $2,000 in parts. They've already been discussing how the two teams will come together when the high schools merge.

Sheri Williams noted that Midpark students are working on the Digiteen Global Project, which started last year. She is collaborating with Midpark teacher, Amy Jambor, to combine world studies with technology. Both Sheri and Amy are now certified to teach as part of the Flat Classroom Global Project, and five students have presented so far. They have started their own global project, student to student, involving a classroom from Lebanon and a classroom from Brazil. Rachel Lambert announced that the Midpark Key Club is having a Movie Night, from 6-10 p.m. on November 18 (two movies), and all the money raised will go to a project to eliminate maternal and neonatal tetanus. Nationally they want to raise $110 million - $2,400 per Key Club over the next four years. The Midpark National Honor Society inductions will be in December.

Paul Kish reported that Midpark had a community event on October 25, with an excellent speaker, an undercover policeman, who talked about the consequences of teenage alcohol and drug use. Students from across the district were invited, and they had a big turnout. There was so much interest, in fact, that the speaker has agreed to come back to Midpark and speak to smaller groups of seniors. Next week is Anti-Bullying Week at Midpark, and they have planned several events to raise awareness, including the Malz Museum and Mix-It-Up Day, which involves students from Berea and Midpark. Last year students developed an Anti-Bullying Pledge that they are continuing to promote. The 4th Annual Midpark Turkey Trot is coming up on November 22, with all profits going to the Adopt-A-Family program. Berea High will bring their Student Transition group over to participate as well. Students from the new screen printing program will make T-shirts for the event, and the first 500 students to sign up will receive them. The Midpark Marching Band, directed by Hillary Patriok, received a $2,000 award from the Grammy Foundation recently. Two Midpark cross-country runners qualified to go to the State meet. Rachel Theriot, who is a member of the Midpark Girls Basketball team, signed for a full scholarship at Nebraska next year. He is very proud of the way she represents her school and her district. As always, the Midpark Magic has a very heavy concert schedule during the holiday season.

Diane Calire reported that the Crowne Plaza recently won an award for Meeting Excellence in North America. Tara Vozar reported that Kelly Services received the "Best in Staffing Award 2011." Today (11-11-11) the new American Greetings cardstore.com, 100% staffed by Kelly Services, is offering cards for 11 cents. Tara also reported that the Education Foundation awarded nine enrichment grants, which is really exciting. However there are many more requests than they were able to fund, so expect to see more requests for financial support in the future! The Tressel event has been rescheduled for February 2, and tickets are still available. The annual Foundation auction will be on March 15, and donations of gift cards or other items are welcome! Shari Cloud, who is new to the Cleveland Airport Systems Community Relations department, reported that the Airport will have a special exhibit November 21 through February, featuring work from the Cleveland Clinic's eXpressions and Explorers
Programs: "Our Students Are Going Places." The exhibit will be right as you walk into the airport – please stop in and visit! They are also developing a Youth Art Competition, which would be held quarterly. The call for artists should go out in December. The FAA broke ground in October for an Air Traffic Central Tower. The Airport is creating a brochure to describe the Form 74-60 FAA process, which details how buildings constructed need to comply in the airport area. There will be a Cargo Summit on December 8, as the airport is looking to increase their cargo.

Beth Spinks thanked the Council for the opportunity to share her information, and Annie Heidersbach, our host for the meeting, thanked everyone for coming. She mentioned that the Baldwin-Wallace Welcome Center in under construction, which you probably noticed as you came in. Titanic, the Musical will be presented at B-W, and she invited everyone to attend. The college received a grant to convert old Hansen Hall into a house for sustainable living. It will open in the fall of 2012 as a residence hall, and they are working towards Platinum LEEDS certification.

**Our next meeting is on Friday, January 13, from 8 – 9:30 a.m. at Polaris.**