

The Board of School Trustees of Madison Consolidated Schools conducted a Regular Meeting on Wednesday, April 13, 2016, at the Administration Building, 2421 Wilson Avenue, Madison, Indiana, at 6:30 p.m.

The following members of the Board of School Trustees were present:

Mrs. Joyce Imel, President  
Mr. Carl Glesing, Vice-President  
Mrs. Lee Ann Imel, Secretary  
Mrs. Linda laCour, Member

The following Central Office Administrators were present:

Dr. Ginger Studebaker-Bolinger, Superintendent  
Dr. Katie Jenner, Senior Director of Learning and Title Program  
Mr. Mike Frazier, Director of Systems, Operations, and Auxiliary Services  
Mrs. Bonnie Hensler, Director of Finance and Human Resources  
Mrs. Angela Vaughn, Director of Special Education and Student Services  
Mr. Jason Pattison, Corporation Attorney

Mrs. J. Imel asked for a Moment of Silence in memory of the loss of a student this week.

## **STUDENT RECOGNITION**

### **ELEMENTARY MATH BOWL TEAM WINNERS**

#### **E.O. Muncie Math Bowl Team**

1<sup>st</sup> in Class at Regional Math Competition

Mitchell Adams  
Anneliese Crumley  
Troy Davis  
Erick Delgado  
Sophia Glasgow  
Harrison Hall  
Preston Kuppler  
Gavin McMahan  
Bryce Miller  
Carter Morris  
Iyana Phelps  
Natalie Powell  
Chloe Preocanin  
Airi Saito  
Jackson Schwartz  
Tucker Whitaker  
Annie Zhang

Coaches: Debbie Bennett and Kim Mahoney

#### **Lydia Middleton Math Bowl Team**

1<sup>st</sup> Place in Red Class at Regional Math Competition

11<sup>th</sup> in Class at State

Callie Anderson  
Aiden Binzer  
Natali Faulkner  
Jack Heckler  
Colton Humphreys  
Sonny Koren  
Payton Lock  
Mia Mires  
Liam Murphy  
Emerson Nehring  
Owen Schmidt  
Van Skinner  
Braedon Spears  
Cadence Traylor  
Charlie Vaughn  
Nathan Wu  
Coach: Susan Thevenow

**Opening Statement by Board President:**

“All school board meetings are open to the public and all discussions will be held in the open, with the exception of executive sessions. There is time on the meeting agenda for public comments. If you have questions about specific procedures, please check with us prior to the meeting. Involved and informed parents and citizens are our best guarantee of excellence in our public schools.

School board members receive a full agenda several days prior to the board meeting. The agenda may deal with curriculum, budget, hiring of personnel, facilities, school transportation, or long-range planning. The agenda usually includes written support material that helps us with our decision making. If it appears that we take quick action on an item, it may be because we have been studying the topic for several weeks or that we have had our questions answered in advance of the meeting.”

**CONSENT AGENDA**

Upon the recommendation of Dr. Studebaker-Bolinger and a motion by Mrs. laCour, seconded by Mr. Glesing, the Board voted, 4-0, and the motion carried to approve the consent agenda.

**APPROVAL OF AGENDA – APRIL 13, 2016, REGULAR MEETING**

**APPROVAL OF MINUTES OF THE MARCH 9, 2016, REGULAR MEETING AND EXECUTIVE SESSION**

**APPROVAL OF CLAIMS**

**APPROVAL OF PERSONNEL REPORT**

**Employment(s)**

Madison Junior High School

Jack Taylor – Boys Track Coach - effective March 10, 2016

Madison Consolidated High School

Scott Holcroft – Head Boys Track Coach – effective March 10, 2016  
Tim Palmer – Pole Vault Coach (Boys/Girls) – ½ stipend – effective March 10, 2016  
Al Wilcox – Head Boys Golf Coach – effective March 10, 2016  
Mike Henthorne – JV Softball Coach – ½ stipend – effective March 10, 2016  
Mike Peak - JV Softball Coach – ½ stipend – effective March 10, 2016  
Phil Whelan – Assistant to Athletic Director (Spring) – effective March 14, 2016

**Change of Position(s)**

Madison Consolidated Early Development Center

Kim Gifford – from Instructional Support to Early Childhood Specialist and from 27 ½ hours per week to 37 ½ hours per week – effective April 18, 2016  
Katherine Harden - from Instructional Support to Early Childhood Specialist and from 28 hours per week to 37 ½ hours per week – effective April 18, 2016  
Kate Ison - from Instructional Support to Early Childhood Specialist and from 28 hours per week to 37 ½ hours per week – effective April 18, 2016  
Karen Lowry - from Instructional Support to Early Childhood Specialist and from 27 ½ hours per week to 37 ½ hours per week – effective April 18, 2016  
Carol Sue Roberts - - from Instructional Support to Early Childhood Specialist and from 28 hours per week to 37 ½ hours per week – effective April 18, 2016

**Resignation(s)**

Administration

Brandy Conte – Accounting Specialist – effective March 10, 2016  
Billie Jo Fields – Bus Driver – effective April 8, 2016  
Sandy Turner – School Nurse – effective June 1, 2016

E.O. Muncie Elementary School

Regina Weber – Custodian – effective April 15, 2016

Madison Junior High School

Vicki Wehner – Bookkeeper – effective March 23, 2016  
Patricia Shepherd – Assistant Cafeteria Supervisor – effective April 11, 2016

**Retirement(s)**

Deputy Elementary School

Carol Stephens – Instructional Support – effective May 27, 2016

E.O. Muncie Elementary School

Cindy Royalty – Classroom Teacher – effective May 31, 2016  
Martha Gayle – Speech/Language Pathologist – effective May 31, 2016

**Termination**

Lydia Middleton Elementary School

Traci Turner – Custodian – effective March 31, 2016

**APPROVAL OF TRAVEL REQUESTS AND REIMBURSEMENT FORMS**

<u>Date</u>	<u>Name</u>	<u>Day</u>	<u>Grant</u>	<u>Sub Needed</u>	<u>Place</u>	<u>Reason</u>
Feb/ 4-6, 2016	Angela Vaughn	Full	Yes	No	Indianapolis	ICARE Meeting
March 4, 2016	Ryan Lamb	Full	Yes	Yes	Columbus, IN	EcO Meeting
March 8, 2016	Carla Cheatham	Full	No	Yes	Indianapolis	MTA Lobbying at State House
March 10, 2016	Jody Stevenson	Full	N/A	No	Marion, OH	LEGO Education Robotics
March 10-11, 2016	Jennifer Watson	Full	Yes	Yes	Marion, OH	LEGO Education Robotics
March 11, 2016	Charlotte Gibson	Full (To be paid by Community Foundation)	No	Yes	Wilson Center	Personal Finance Workshop
March 12, 2016	Angela Russell	Full	Yes	No	Versailles	Preschool Curriculum Training
	Rebekah Canida	Full	Yes	No		
	Sue Roberts	Full	Yes	No		
	Katherine Harden	Full	Yes	No		
	Haley Nighbert	Full	Yes	No		
	Kate Ison	Full	Yes	No		
	Kim Gifford	Full	Yes	No		
	Karen Lowry	Full	Yes	No		
	Donna White	Full	Yes	No		
Tara McKay	Full	Yes	No			
March 16, 2016	Karen Lowry	½	N/A	No	Jeffersonville	Visit PTQ Level Three Classroom
	Katherine Harden	½	N/A	No		
	Sue Roberts	½	N/A	No		
	Tara McKay	½	N/A	No		
	Rebekah Canida	½	N/A	No		
March 29, 2016	Amanda Briggs	Full	No	Yes	Trafalgar	Grading State Awards
April 1, 2016	Kenton Mahoney	½	No	Yes	Madison Railroad	Academic Team Field Trip
April 4, 2016	Bryan DeWitt	Full	No	Yes	Cincinnati	Chaperone Band Trip
	Emily Cotner	Full	No	Yes		
April 4-5, 2016	Meghan Welty	Full	No	No	Plainfield	IASBO Certification Course
April 5-6, 2016	Kristen Kozenski	Full	Yes	Yes	Indianapolis	Assist Students in Promoting Independence Workshop
April 5-6, 2016	Katie Jenner	Full	Yes	No	Fort Wayne	Visit Garrett-Keyser Schools
	Jennifer Watson	Full	Yes	No		

	Angie Vaughn	Full	Yes	No		
	Stephanie Shaw	Full	Yes	No		
	Ronnie Lawhead	Full	Yes	No		
	Kevin Yancey	Full	Yes	No		
	Kenton Mahoney	Full	Yes	No		
	Jill Mires	Full	Yes	No		
	Ruthie McGarry	Full	Yes	No		
	Janelle O'Brien	Full	Yes	No		
	Sarah Bowyer	Full	Yes	No		
	Matt Reynolds	Full	Yes	No		
	Jennifer Hensler	Full	Yes	No		
	Darla Mahoney	Full	Yes	No		
April 9, 2016	Tara McKay	Full	Yes	No	Indianapolis	IAEYC Conference
	Haley Nighbert	Full	Yes	No		(Early Childhood
	Angela Russell	Full	Yes	No		Conference)
	Karen Lowry	Full	Yes	No		
	Katherine Harden	Full	Yes	No		
	Sue Roberts	Full	Yes	No		
	Rebekah Canida	Full	Yes	No		
	Kim Gifford	Full	Yes	No		
	Kate Ison	Full	Yes	No		
	Emily Schafer	Full	Yes	No		
April 11, 2016	Bonnie Hensler	Full	No	No	Indianapolis	QZAB Bond Seminar
April 12-13, 2016	Ronnie Lawhead	Full	No	Yes	Bloomington	IDOE Workshop
	Kerri Bedingham	Full	No	Yes		Digital Curriculum
			(Paid by IDOE)			
April 12-13, 2016	Missy Perry	Full	Yes	Yes	Lydia Middleton	Grade Level Mapping
	Jennifer Colen	Full	Yes	Yes		
	Amanda Asher	Full	Yes	Yes		
	Julie Kiefer	Full	Yes	Yes		
	Jennifer Amburgey	Full	Yes	Yes		
April 14, 2016	Kim Mahoney	Full	Yes	Yes	Conner Prairie	Exploring STEM
April 14-15, 2016	Kande McKay	Full	N/A	No	San Diego, CA	AVID Staff Development
April 16-17, 2016	Jennifer Watson	Full	Yes	No	Franklin	Google Education
	Melissa Mathews	Full	Yes	No		Summit
	Lee Ann Hall	Full	Yes	No		
	Kenton Mahoney	Full	Yes	No		
	Kerri Bedingham	Full	Yes	No		
	Heather Vaughn	Full	Yes	No		
	Julie Kiefer	Full	Yes	No		
April 19-20, 2016	Melissa Ommen	Full	Yes	Yes	Lydia Middleton	Grade Level Mapping
	Carla Cheatham	Full	Yes	Yes		
	Kathy Stoner	Full	Yes	Yes		
	Amanda Laufer	Full	Yes	Yes		

April 20, 2016	Tony Schroeder	Full	No	No	Sellersburg	Childhood Trauma Workshop
April 21-22, 2016	Sunshine Hartwell	Full	Yes	Yes	Indianapolis	Conference and School Visit
April 21, 2016	Jennifer Colen	Full	Yes	Yes	Wilson Center	Star Lab Training
April 21, 2016	Miranda Adams	½	No	No	Ivy Tech	Work One Job Fair
	Meghan Welty	½	No	No		
April 26, 2016	Meghan Welty	Full	No	No	Plainfield	IASBO Certification Course
April 26-27, 2016	Jodi Denton	Full	Yes	Yes	Lydia Middleton	Grade Level Mapping
	Lisa Reverman	Full	Yes	Yes		
	Trina Hanson	Full	Yes	Yes		
	Cherese Manns	Full	Yes	Yes		
May 2 & 10, 2016	Kim Mahoney	Full	Yes	Yes	Lydia Middleton	Grade Level Mapping
	Kelli Schmidt	Full	Yes	Yes		
	Lindsey Goodknight	Full	Yes	Yes		
	Ann Motenko	Full	Yes	Yes		
May 4-5, 2016	Kim Mahoney	Full	Yes	Yes	Lydia Middleton	Grade Level Mapping
	Addie Hall	Full	Yes	Yes		
	Sharon Sullivan	Full	Yes	Yes		
	Nanci Liles	Full	Yes	Yes		
	Erin Thomas	Full	Yes	Yes		
May 9-10, 2016	Tim Whitaker	Full	No	Yes	Indianapolis	School Safety Conference
May 9 & 11, 2016	Susan Thevenow	Full	Yes	Yes	Lydia Middleton	Grade Level Mapping
	Jennifer Hartman	Full	Yes	Yes		
	Debbie Bennett	Full	Yes	Yes		
	Scott Holcroft	Full	Yes	Yes		
May 14-18, 2016	Katie Jenner	Full	Yes	No	Boston	Institute for Superintendents and District Leaders
June 17-18, 2016	Ginger Bolinger	Full	N/A	No	Bloomington	Southeastern Indiana Study Council Retreat

### **APPROVAL OF DONATIONS**

#### **Deputy Elementary School**

1. Mr. and Mrs. Jamie Laufer donated a hot dog roaster and cart at the approximate value of \$500.00
2. Terry's Heating and Cooling donated \$350.00 to assist 5<sup>th</sup> grade students who need assistance with payment for the Chicago trip.

3. Annie's Fund donated \$500.00 to assist 5<sup>th</sup> grade students who need assistance with payment for the Chicago trip.

E.O. Muncie Elementary School

1. Annie's Fund donated \$500.00 to be applied to the 5<sup>th</sup> grade field trip to Chicago for students with financial hardships.

Madison Consolidated High School

1. The Community Foundation Anonymous Fund donated \$2,000.00 to be used to provide support for special education services at Madison Consolidated High School.
2. Visit Madison, Inc. donated \$100.00 to the Nation Honor Society for induction expenses.

**APPROVAL OF OVERNIGHT FIELD TRIP REQUEST(S)**

1. We have a request from High School Band Director Ryan Day to take approximately 90-100 band and guard members to Disney World in Orlando, Florida on March 27-31, 2017 to perform on "Main Street" and to work with a Disney Clinician.
2. We have a request from Junior High School Principal Jill Mires to take approximately 140 6<sup>th</sup> graders to Camp Livingston on May 11-12, 2016.

**PUBLIC COMMENTS (ALL COMMENTS MUST ADDRESS LISTED ACTION ITEMS)**

There were no public comments.

**ACTION**

**SECOND READING AND APPROVAL OF REVISED MCS POLICIES:**

Upon the recommendation of Dr. Studebaker-Bolinger and a motion by Mrs. L. Imel, seconded by Mrs. laCour, the Board voted, 4-0, and the motion carried to approve the revised MCS Policies.

The following Policies are the same but located in different sections of the policy book. For example:

Administration, Program, Professional Staff and Support Staff

Nondiscrimination and Equal Employment Opportunity: 1422, 2260, 3122, 4122

Personal Background Checks: 1521, 3121, 4121, 8121

Anti-Harassment: 1661, 3362, 4362, 5517

Whistle Blowers: 1411, 3211, 4211

0100 – Bylaws

1411 – Required Reports and Protection of Whistleblowers

1422 – Nondiscrimination and Equal Employment Opportunity

1521 – Personal Background Checks and Mandatory Reporting of Convictions and Arrests

1543 – Non-Renewal of Administrative Contracts

1662 – Anti-Harassment

2221 – Mandatory Curriculum

2260 – Nondiscrimination and Access to Equal Educational Opportunity

2411 – Guidance and Counseling

2700 – Annual Performance Report

3120.06 – Selecting Student Teachers/Administrative Interns

3121 – Personal Background Checks and Mandatory Reporting of Convictions and Arrests

3122 – Nondiscrimination and Equal Employment Opportunity

- 3124 – Employment Contracts with Professional Employees
- 3140 – Resignation
- 3141 – Suspension of Teachers
- 3142 – Cancellation of a Teaching Contract
- 3211 – Required Reports and Protection of Whistleblowers
- 3362 – Anti-Harassment
- 4121 – Personal Background Checks and Mandatory Reporting of Convictions and Arrests
- 4122 – Nondiscrimination and Equal Employment Opportunity
- 4211 – Required Reports and Protection of Whistleblowers
- 4362 – Anti-Harassment
- 5111 – Determination of Legal Settlement and Eligibility for Enrollment of Students Without  
Legal Settlement in the Corporation
- 5112 – Entrance Requirements
- 5130 – Withdrawal from School
- 5200 – Attendance
- 5320 – Immunization
- 5460 – Graduation Requirements
- 5517 – Anti-Harassment
- 5530 – Drug Prevention
- 6152 – Student Fees and Charges
- 6520 – Payroll Deductions
- 7300 – Disposition of Real Property
- 7310 – Disposition of Surplus Property
- 7510.01 – Use of Corporation Physical Fitness Facilities
- 8121 – Personal Background Check – Contracted Services
- 8330 – Student Records
- 8400 – School Safety
- 8420 – Emergency Preparedness Plans and Drills
- 8455 – Coach Training
- 8470 – Registered Sex or Violent Offenders
- 8500 – Food Services
- 8600 – Transportation
- 9160 – Public Attendance at School Events

Mrs. J. Imel thanked Mr. Glesing and Mrs. laCour for reviewing the policies.

**APPROVAL OF SECONDED AMENDED AND RESTATED OPERATION AGREEMENT WITH  
SOUTHEASTERN CAREER CENTER**

Upon the recommendation of Dr. Stuebaker-Bolinger and a motion by Mr. Glesing, seconded by Mrs. L. Imel, the Board voted, 4-0, and the motion carried to approve the seconded amended and restated operation agreement with Southeastern Career Center.

**APPROVAL TO INCREASE MEAL PRICES 2016-2017 SCHOOL YEAR**

Upon the recommendation of Dr. Stuebaker-Bolinger and a motion by Mrs. laCour, seconded by Mr. Glesing, the Board voted, 4-0, and the motion carried to approve to increase meal prices for the 2016-2017 school year as follows:

Elementary student lunch	from \$1.95 to \$2.00
Secondary student lunch	from \$2.15 to \$2.20
Adult lunch	from \$2.75 to \$3.30

Adult breakfast from \$1.50 to \$2.10

Mr. Glesing said we serve nutritious meals. Mrs. J. Imel said she had heard compliments regarding the food.

#### **APPROVAL OF IDOE GRANT**

Upon the recommendation of Dr. Stuebaker-Bolinger and a motion by Mrs. L. Imel, seconded by Mr. Glesing, the Board voted, 4-0, and the motion carried to approve the IDOE Grant in the amount of \$75,000.00.

Mrs. laCour read a letter from Candice Dodson which stated: "Congratulations! MCS has been selected by the Office of eLearning as one of the 21 recipients of the 2016 Digital Learning grant. MCS presented a proposal that evidences strong leadership, a focused vision for digital learning, a sound plan for implementation, and the support, resources, and capacity to make it happen. As a Digital Learning grant awardee MCS will provide a model for others around the state in regard to digital age teaching and learning."

Mrs. J. Imel thanked all who lead efforts in grant writing.

#### **APPROVAL OF WOMEN'S GIVING CIRCLE GRANT TO MCEDC**

Upon the recommendation of Dr. Stuebaker-Bolinger and a motion by Mr. Glesing, seconded by Mrs. laCour, the Board voted, 4-0, and the motion carried to approve the Women's Giving Circle Grant to Madison Consolidated Early Development Center in the amount of \$5,085.00 to be used towards tuition assistance for families that financially qualify.

Mrs. J. Imel thanked the Women's Giving Circle and Mrs. Tara McKay for writing the grant.

#### **APPROVAL OF SKILL UP GRANT**

Upon the recommendation of Dr. Stuebaker-Bolinger and a motion by Mrs. L. Imel, seconded by Mr. Glesing, the Board voted, 4-0, and the motion carried to approve the Skill-Up Grant in the amount of \$92,000.00.

#### **APPROVAL OF EMPLOYEE HANDBOOK**

Upon the recommendation of Dr. Stuebaker-Bolinger and a motion by Mr. Glesing, seconded by Mrs. laCour, the Board voted, 4-0, and the motion carried to approve the Employee Handbook.

#### **APPROVAL OF REVISED STATEMENT OF BENEFITS AND COMPENSATION FOR NON-CERTIFIED PERSONNEL**

Upon the recommendation of Dr. Stuebaker-Bolinger and a motion by Mrs. L. Imel, seconded by Mr. Glesing, the Board voted, 4-0, and the motion carried to approve the revised Statement of Benefits and Compensation for non-certified personnel.

#### **APPROVAL OF FOLDING & SEALING MACHINE SERVICE AGREEMENT**

Upon the recommendation of Dr. Stuebaker-Bolinger and a motion by Mrs. L. Imel, seconded by Mr. Glesing, the Board voted, 4-0, and the motion carried to approve the folding and sealing machine service agreement with Hiram J. Hash and Sons, Inc. in the amount of \$1,195.00.

**APPROVAL OF LEASE FOR CHROMEBOOKS, IPADS, AND CASES**

Upon the recommendation of Dr. Studebaker-Bolinger and a motion by Mrs. laCour, seconded by Mrs. L. Imel, the Board voted, 4-0, and the motion carried to approve the lease for Chromebooks, iPads, and cases with Providence Capital.

**APPROVAL OF REQUESTS FOR PROPOSALS FOR DISTRICT COPIERS**

Upon the recommendation of Dr. Studebaker-Bolinger and a motion by Mrs. L. Imel, seconded by Mrs. laCour, the Board voted, 4-0, and the motion carried to approve the request for proposals for district copiers.

**APPROVAL OF METRONET AGREEMENT**

Upon the recommendation of Dr. Studebaker-Bolinger and a motion by Mrs. L. Imel, seconded by Mrs. laCour, the Board voted, 4-0, and the motion carried to approve the Metronet Agreement in the amount of \$500.00 per month. This agreement will provide internet bandwidth for MCEDC.

**APPROVAL OF H.J. UMBAUGH & ASSOCIATES ENGAGEMENT LETTER**

Upon the recommendation of Dr. Studebaker-Bolinger and a motion by Mrs. laCour, seconded by Mr. Glesing, the Board voted, 4-0, and the motion carried to approve the Engagement Letter with H.J. Umbaugh and Associates.

**APPROVAL OF MCS SUMMER SCHOOL PROGRAM AND INDIANA VIRTUAL ACADEMY**

Upon the recommendation of Dr. Studebaker-Bolinger and a motion by Mr. Glesing, seconded by Mrs. laCour, the Board voted, 4-0, and the motion carried to approve the MCS Summer School program and Indiana Virtual Academy.

**APPROVAL OF MEMORANDUMS OF UNDERSTANDING FOR SCHOOL RESOURCE OFFICER PROGRAM:**

- 1) JEFFERSON COUNTY
- 2) CITY OF MADISON

Upon the recommendation of Dr. Studebaker-Bolinger and a motion by Mrs. laCour, seconded by Mr. Glesing, the Board voted, 4-0, and the motion carried to approve the Memorandums of Understanding for School Resource Officer Program.

Mrs. laCour commended the resource officers. She said they are engaged with students. Mrs. J. Imel said the resource officers are a valuable asset to our corporation. Mrs. L. Imel said the resource officers help teachers and parents too. Mr. Glesing aired frustration with the County Council not supporting the county resource officer with funding.

**APPROVAL OF STUDENT ACCIDENT INSURANCE RENEWAL FOR THE 2016-2017 SCHOOL YEAR**

Upon the recommendation of Dr. Studebaker-Bolinger and a motion by Mrs. L. Imel, seconded by Mr. Glesing, the Board voted, 4-0, and the motion carried to renew the student accident insurance with Markel Insurance through RLS Insurance Agency.

**DISCUSSION**

## LOGO AND WEBSITE REVEAL AND FUNDRAISING UPDATE – MRS. ASHLEY SCHUTTE

Mrs. Schutte reported on the following:

### Marketing & Communications Update

#### Items

Branding Update  
Website Update  
Alumni Association Update  
Fundraising Process Update

#### Branding Update

- Branding strategy
- Structured campaigns
- Complete website audit
- Structural re-build

#### Partnership

- Over a year ago, we partnered with Quantum Communications, a small firm in Louisville, to embark on a marketing strategy for Madison Consolidated Schools.
- This included branding philosophy and strategy, creative marketing pieces and structured campaigns, a complete website audit, and guidance on the structural re-build from our existing site.

#### Purpose

- Our goal is a progressive, focused, unified district identity creating a professional brand image which captures the essence of Madison Consolidated Schools in order to create proactive marketing campaigns within our community.
- Time and Team
- Heart of Madison
- Voice of Madison
- Identity of Madison

#### Process

##### Time and Team

- Approximately nine months ago, a seven person committee was formed to begin discussion of the scope and importance of this project, not only for today – but for many years to come.
- Team:
  - Mrs. Imel (Board representative, historical aspects of community & district, elementary experience as a teacher, Principal, etc.)
  - Katie Jenner (outside area perspective, middle and high school experience, vast number of relationships)
  - Carri Dirksen (parent, middle and high school PTO experiences, lots of time in buildings, vast marketing experience, valued, honest feedback)
  - Patric Morrison (age demographic, coach, student perspective, alumni, HC experience with logo change/rollout)
  - Coach Hawkins (AD, outside community/school perspective, legacy philosophy)
  - Dr. Bolinger (guidance, feedback, insight, but also kept distance so group could work openly)

- Myself (alumni, parent, coach, desire to progress and help create an identity our community can be proud of, support, and encourage.
- Scope
  - How could we incorporate all schools in branding?
  - What were we open to?
  - What were the sensitive areas we needed to be aware of?
  - How can we honor history, but yet update and be relevant?
  - Are all voices at the table, how can we make sure everyone is heard?

### **Heart of Madison**

- Our team was asked to think about Madison Schools, here is what came to mind?
  - Striving to move forward
  - Caring group in a wide geographic area
  - Highly competitive course work
  - Humble approach that appeals to people's spirit
  - Striving to be #2
- What is our target audience?
  - Students, Teachers, Parents, but also
  - Business community
  - Alumni/Donors/Grants – prospective students
  - All community members
    - city & rural
    - with and without students in district
    - ethnic, education, and income diversity

### **Voice of Madison**

- We was asked to give one word to describe what we each wanted our brand to convey about Madison?
  - Some of the descriptors from our meeting included:
    - Deliberate
    - Focused
    - Personalized
    - Purposeful
    - Simplistic
    - Humble
    - Potential
    - Differentiated

### **Identity of Madison**

- How can we incorporate all of this visually and through written communication to capture the essence of Madison?
  - Through a tone which is Professional, yet warm and 'folksy' – something everyone can relate to
  - Conveying a sense of trust and humility, through positive, intentional communication which provides accurate information

Mrs. Schutte discussed the proposed logos which have since been discontinued.

### **Website**

The site conversion has been in process since February 9.

We have provided Mambo with all of the site maps, 90% of the new content, and a multi-page punch list from the initial conversion of original content.

I would estimate we are 70%, as Mambo is working through the additions we have requested to the new sites.

They are a very small team and working on the changes as they can, but have all they need. I feel confident this will be ready to roll for the new school year, if not well before – but we want to be sure we are happy before we roll it out.

### **Fundraising Project**

What started as a centralization project turned into a much larger opportunity to understand how we can better align resources and create revenue/investment opportunities into our schools.

Funding Pathways:

Development of formal Alumni Association and engage those resources to align with passions.

Corporate offering – what is our value offering to our community business partners and how can we enrich this opportunity to be a win win for our students and partners.

Narrow down ‘need’ for historical ‘fundraising’ across the board – the goal is it will not be necessary, and would be a one-time, supplemental income opportunity for the organization.

Meeting with the PTO Presidents on April 25 to discuss ideas and process opportunities.

Thank you for the opportunity to serve on this project, with a great team of individuals who take great pride in Madison!

Dr. Studebaker-Bolinger said we have been working on the website for almost a year. She thanked Mrs. Schutte for her work.

## **REPORTS**

### **STUDENT REPRESENTATIVE**

Miss Bennett gave the following report:

- I hope everyone had a great Spring Break
- Final term has begun and students are focusing on upcoming big tests
- Many sporting events have been rained out but we are into boys golf, softball, baseball girls tennis and track
- Coming up we have *Beauty and the Beast* on April 14-17. Everyone has worked extremely hard and it should be great
- The Custer Contest will be held on Sunday, April 24<sup>th</sup> at 5:00 p.m. As a contestant, I would love as few people as possible, seeing that I hate speeches, but it’s a fun event for the community to see!

### **SUPERINTENDENT**

Dr. Studebaker-Bolinger said the end of the school year is right around the corner and would keep the board informed of the end of year events.

Dr. Studebaker-Bolinger thanked Mr. Frazier for making sure the athletic facilities are in good shape.

#### **LEGISLATIVE UPDATE – MR. GLESING**

Mr. Glesing said the National is pushing to move back to the local and state level.

Mr. Glesing reported not much is going on.

Mr. Glesing said there is legislation for unisex bathrooms in the schools. Dr. Studebaker-Bolinger said there would be one in the high school. Mr. Glesing said unisex bathrooms would eventually be in the elementary schools.

#### **BOARD MEMBER COMMENTS**

Mrs. laCour said she was happy with all donation but particularly the ones helping students with field trip costs.

Mrs. laCour said she is not a fan of change. She said she would have liked students and the art teachers input on the logo. (Which has been discontinued).

Mrs. L. Imel thanked the donators.

Mrs. L. Imel thanked those responsible for the grants.

Mrs. L. Imel said the logo is a big deal to her. She said she is having a tough time with the logo. Mrs. L. Imel said she has been told the logo isn't a board issue but the board gets blamed. She said she is okay with one M and understands the need for a trademark. She said she isn't sure of the elementary – 'Future Cub'. She said there are a lot of opinions on the logo. Mrs. L. Imel said she knows the board has more important issues before them. (Logo has been discontinued).

Mrs. L. Imel said this is her fourth year on the board and hopes to see the website updated before her term is up. Dr. Studebaker-Bolinger said we need to identify who in each building will be responsible for updating the website. She said we need more support in the technology area.

Mr. Glesing said the website is unfriendly as is. He said the new site will need to be kept updated. He said other schools websites are user friendly. Dr. Studebaker-Bolinger said it is our goal to make it happen.

Mr. Glesing said our corporation has received close to ½ million dollars in grant money this year. He thanked the staffs for creating grants.

Mrs. J. Imel encouraged all to attend *Beauty and the Beast*.

Mrs. J. Imel reported she had met individually with each board member on facilities. She said work sessions would be scheduled to discuss options.

#### **ADJOURNMENT**

Mrs. L. Imel moved the meeting be adjourned, seconded by Mr. Glesing, the Board voted, 4-0, and the meeting was adjourned.

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Secretary  
By: ps

ATTEST:

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The Board met in Executive Session prior to the meeting to discuss the following topic(s):

Pursuant to Indiana Code 5-14-1.5-6:

- (1) Where authorized by federal or state statute
- (2) For discussion of strategy with respect to any of the following:
  - (B) Initiation of litigation or litigation that is either pending or has been threatened specifically in writing

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Secretary  
By: ps

ATTEST:

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