



Minutes City Council Education and Technology Advancement Committee September 4, 2007

Minutes of the Council Education and Technology Advancement Committee held on September 4, 2007, 2:30 p.m., in the Third Floor Conference Room, Tempe, Arizona.

Committee Members Present:

Councilmember Onnie Shekerjian, Chair
Councilmember Barb Carter

City Staff Present:

Jennifer Adams, Deputy PW Mgr	Gene Obis, IT Mgr
Tom Canasi, Comm Services Mgr	Sheri Partridge, Council Aide
Michelle Gurrieri, Comm Coordinator	Mark Richwine, Parks & Rec Mgr
Shelley Hearn, Comm Relations Mgr	Nikki Ripley, Comm & Media Relations Dir
Dave Heck, Deputy IT Mgr	Chris Salomone, Comm Dev Mgr
Kate Hanley, TCC Exec Dir	Alex Smith, Technology Dev Specialist
Jan Hort, City Clerk	Lynette Stonefeld, Communities in Schools, TCC
Jayson Matthews, Mgmt Asst, TCC	Judy Tapscott, Deputy Comm Svcs Mgr
Janae Naumann, Asst City Atty	Sheri Wakefield-Saenz, Econ Dev Mgr

Guests Present:

Steve Adolph, Superintendent, TUHSD
Kelly Alexander, Kyrene School District
Chris Bustamante, VP, Rio Salado College
Lawn Griffiths, citizen
Zita Johnson, TUHSD Governing Board
Barbara Khalsa, Rio Salado Community College
Jerrod Longoria, ASU, Undergraduate Student Govt
Stephanie Salazar, ASU
Dr. David Schauer, Superintendent, Kyrene Elementary School District
Elaine Stover, ASU, Career Services
Dr. Arthur Tate, Superintendent, Tempe Elementary School District
Rhett Wilson, Community & Entrepreneurial Liaison, ASU

Technology Advancement

Councilmember Shekerjian called the Technology Advancement portion of the meeting to order at 2:32 p.m.

Agenda Item #1 – Public Appearances

None.

Agenda Item #2 –WIFI Update

Dave Heck summarized that Kite Network representatives will provide an update to Council at the IRS on Thursday, September 6.

- The network is complete in Tempe.
- Because this is a lease agreement, there is no customer satisfaction stipulation built in. They don't have to have a license to provide internet service in Tempe. The network is in lieu of rent.
- Complaints are received via email or voice mail. Since January of 2006, only 23 unique complaints have been logged. Six of those continue to complain.
- City has the authority to regulate Cox cable TV video service, so a complaint line is set up. There are 4 to 5 complaints per month or approximately 80 calls since January 2006. Many of those complaints are not related to video, but to internet service.

Councilmember Shekerjian stated that she may ask Kite to explain the relationship they have with the City, because the City's reputation is on the line. People think the City is providing the service and it is very important to communicate clearly to residents that the City does not provide the service.

Mr. Heck stated that the information is on the website and it points to the KITE site and it indicates that the City does not provide the service.

Councilmember Shekerjian suggested an FAQ on the website to educate, as well as a water bill insert.

Agenda Item #3 – Evaluation plan for web site

Councilmember Shekerjian summarized that one of this committee's goals involved the redesign of the website.

Michelle Gurrieri summarized that this is a continuing process of evaluation.

- Site Assistance – a link to "Did you find what you are looking for?" Webmasters respond to all inquiries within 1 – 4 hours of posting.
- A Focus Group will be formed from general population, DTC, Chamber of Commerce, TCVB, residents, business owners and students to see if they can use the website.
- A webmaster/contact is assigned at the bottom of each page. Navigation concerns/comments can be emailed to the webmaster. Dave Kelley has tracked the progress and made changes based on inquiries.

Councilmember Shekerjian noted that the site does not acknowledge acceptance of input given.

Shelley Hearn added that it would be important to have accountability to respond in a reasonable time.

Agenda Item #4 –Internship Website Update

Alex Smith summarized that the internship website is up. So far, it has generated only a small amount of traffic, but that is primarily due to the summer break. He will be working with the Chamber of Commerce and Tempe Union High School District to help generate activity in the next several weeks.

Councilmember Shekerjian noted that Jerrod Longoria, representative of ASU's Undergraduate Student Government, was present, and suggested he work with Alex to use the student government group to get the word out and suggested having a few students test it. She added that the website works both for businesses and students. This committee's goal is simply to pair up groups.

Agenda Item #5 – Future Agenda Items

None.

**The Technology Advancement portion of the meeting was adjourned at 3:00 p.m.
Councilmember Shekerjian called the Education portion of the meeting to order at 3:00 p.m.**

EDUCATION

Agenda Item #1 – Public Appearances

None.

Agenda Item #2 – Introductions

Councilmember Shekerjian had everyone introduce themselves. She showed a video entitled "Did You Know" which was developed by an educator in Colorado for staff development.

Agenda Item #3 – Recycling Program

Lawn Griffiths, representing University Presbyterian Church, summarized that the church has collected batteries to be turned in for recycling. The batteries were not accepted, however, because the church was not classified as a "household." The City ultimately changed the policy and the Church would like to expand the program. He urged the City to enlist other organizations to collect batteries, particularly at schools, if the City provided boxes and pick-up.

The group agreed that this would be a good idea.

Shelley Hearn was directed to work with the schools and ASU and she asked Stephanie Salazar to let her know the number of boxes needed. Including information in school newsletters would also be helpful.

Details of pick-up would be developed later.

Nikki Ripley will issue a press release.

Chris Bustamante will check into this on behalf of Rio Salado Community College.

Agenda Item #4 – Recap of Education discussion at League

Shelley Hearn summarized that since the National League of Cities and Towns promotes cities being involved with schools, staff met with the Arizona League of Cities and Towns and discussed setting up a separate focus group discussion prior to the annual meeting. Staff was allowed to include flyers in the meeting bags and the daily breakdown of activities included this focus group meeting. Tom Horne led the discussion and was well received. Councilmembers Shekerjian and Mitchell each facilitated a discussion asking the cities what they have done to participate with schools in the past and what they plan to do. Mr. Horne read this committee's scope of work as well as the scope of work from the City of Phoenix. People were excited about the opportunities to engage with the schools. Staff will see if the League will agree to facilitate a full panel discussion at the next meeting.

Councilmember Shekerjian added that we are fortunate to have a relationship with the schools. A report will be going to attendees. The National League has a website for how others work with cities.

Agenda Item #5 – ASU Entrepreneurial Program

Rhett Wilson, representative of the ASU Entrepreneurial Program, summarized that entrepreneurship is the process and spirit of creative risk-taking. ASU desires to facilitate further activity in non-profit entrepreneurship (social) and for-profit entrepreneurship. This is a \$25M effort spurred by a \$5M gift from the Koppen Foundation. In addition, there were University resources in the amount of \$20M which were dedicated as matching funds.

- Entrepreneurship at ASU touches the area of faculty, students, the University, and the community.
- The program is a collection of programs, resources and classes aimed at promoting entrepreneurship, including experiential learning, promotion of participation in all academic disciplines, provision of resources to community, and development of key partnerships with entrepreneurship leaders.
- Experiential education includes: Edson Student Entrepreneur Initiative to provide funding, office space and training, and Entrepreneur Advantage Program to provide students an opportunity to turn great ideas into action.
- Entrepreneurship across the University includes:
 - The ASU School of Theatre and Film has created p.a.v.e. (performing arts venture experience) to focus on principles to support development of creative opportunities.
 - Walter Cronkite School of Journalism created Knight Center for Digital Media Entrepreneurship to develop innovative products to meet the news needs of the future.
 - College of Nursing and Healthcare Innovation launched Center for Healthcare Innovation and Clinical Trials to attract scientists and practitioners with innovative ideas for healthcare products.

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- Center for Nonprofit Leadership and Management advances nonprofit leadership practice.
 - Leadership for Educational Entrepreneurs Program is federally funded national model Master's program for charter school teachers.
 - InnovationSpace is a joint venture among the College of Design, Ira A. Fulton School of Engineering and W.P. Carey School of Business.
 - Provides resources to the community through Arizona Technology Enterprises (AZTE), Technopolis, SkySong.
 - Strategic Partnerships include My Life Venture and Phoenix Innovation Study.

Councilmember Shekerjian asked if there are any activities to showcase this program for high schools and middle schools.

Mr. Wilson responded that there is a permanent display at SkySong in Scottsdale.

Councilmember Shekerjian asked about recruitment efforts for high school students.

Mr. Wilson responded that this initiative touches every school in the University. Their goal is to train ASU staff doing recruitment to explain the program to high school students. The long term goal is for ASU to be the place to go for entrepreneurship. At the moment, it is a difficult endeavor to make this a recruitment tool, although by the end of the five-year grant, we want to have the recruitment tool established.

Councilmember Shekerjian asked if there is anything to help school districts interested in bringing in more capital.

Mr. Wilson responded that there is nothing available at this time.

Jerrold Longoria asked where students can go for answers.

Mr. Wilson responded that students can access the website which has a directory of all the ASU entrepreneurial programs. A student engagement coordinator has been hired and he will be working with student organizations. A club is being organized.

Agenda Item #6 – Bus Driver needs

David Schauer stated that it has been very difficult for Kyrene to struggle to get bus drivers. They have buses but no drivers.

Steve Adolph added that Tempe Union School District has increased pay but have had very few takers. There are currently twelve vacancies and also needs six aides for the buses.

Jerrold Longoria stated that ASU has too many applicants to use.

David Schauer asked whether college students would be interested in working with the child care programs because they have difficulty finding those workers, as well. Kyrene and Tempe provide complete paid training. The desire to learn and a valid drivers license is all that is required.

Councilmember Carter asked if the free bus pass is working.

Mr. Adolph responded that they are working and the passes enable them to double up on routes.

Jason Matthews stated that the bus pass program, as well as the ASU bus card program, have been very successful. The unintended consequence is that it is causing a shortage of drivers even on the City buses.

Councilmember Shekerjian asked who from ASU could be a contact for Kyrene and Tempe Union to work on bus driver applications.

Mr. Longoria responded that he still has the applications and will check to see if the names can be used. The ASU job website is also free to post for part time jobs.

Mr. Bustamante stated that the community college district might have resources and he will check.

Councilmember Shekerjian asked for a report on progress at the next meeting.

Agenda Item #7 – Kyrene District Update

Dave Schauer summarized that the Kyrene District's major issue is declining enrollment and that creates an era of budgetary shortfall. Interesting programming is helping keep some enrollments.

- The Kyrene Preparatory Program is for grades 6, 7 and 8. This is a rigorous program working in a two-teacher environment with advanced coursework. There has been high interest, with half coming from outside the Kyrene district. They have had to close off the program because of high enrollment, but it will be expanding to other schools.
- The ASU String Project with ASU and the Herberger Theatre. This entry-string experience for grades 4, 5 and 6 provides 19 instructions and a concert for \$130. There are scholarships available.
- Self-contained gifted program for grades 3 and 4.
- Dr. William Harris from Science Foundation Arizona to speak with the community on September 17th about the vision for Arizona.
- Think Tank II will invite community leaders to speak about what they feel a school district should be looking at. They will be sending electronic invitations. The event will be on September 28th from 8:30 to 11:30.

Councilmember Carter added that with the opening of the Tempe Center for the Arts, a "Friends of TCA" group has been formed and the primary mission is to raise money for arts programming. Trick's restaurant is hosting a fundraiser and proceeds are for youth arts programs. That might be a possibility for the Kyrene District to pursue.

Councilmember Shekerjian suggested that Sheri Wakefield could speak regarding business and they may want to also include community colleges.

Agenda Item #8 – IB Update

Steve Adolph summarized that the International Baccalaureate (IB) program has started. This is a two-year program designed for juniors and seniors, but Tempe High School has 23 students in pre-IB program and they will apply next spring.

- An informational meeting is scheduled tonight with Kyrene parents.
- There will be another meeting at Tempe High on October 16th at 6:30 p.m.
- A community is invited to a meeting at Tempe High School on November 14th at 6:30 p.m.
- They received a matching grant from the City of Tempe, as well as a grant from the Diablos.
- A grant proposal is being considered by the Gila River Indian Community for just under \$400K over four years.
- Paperwork has been submitted for five additional teachers to receive the IB training.

Councilmember Shekerjian stated that an IB Middle School is being considered. The City is committed to try to find private dollars. She asked David Schauer to investigate how the Kyrene Preparatory Academy could be part of IB.

Agenda Item #9 – Announcements

Jerrod Longoria announced that a Business Skills day is scheduled for December 14th and they are seeking judges. Over 800 high school business students will participate.

Lynette Stonefeld announced that Tempe was named one of the “100 best communities.” On October 10th, they have been asked to make a presentation on the Family Resource Center at the national celebration in Washington.

Agenda Item #11 –Future Agenda Items

Change location of meetings. Maybe Library for easier access.

Meeting adjourned at 3:16 p.m.

Prepared by: Connie Krosschell
Reviewed by: Shelley Hearn

Jan Hort
City Clerk