South Middle School Steering Committee
Meeting #3 – Table Discussions & Requests for Additional Info
March 4, 2017

Table Discussions:

Q1: Members of the committee expressed a desire for a middle school with student diversity. What does this mean to you?

Group 1
- Nobody knows difference
- 50% black, 30% white, 20% other
- Within 10% of SOBC demographic
- Must be diverse at the start
- Diversity goal needs to be public and intentional
- Teaching staff and leadership racially diverse

Group 2
- Ethnicity/Race
- Programs/services available for the different types of students. Teachers are educated enough to help diverse students
- Financial diversity – economics
- All types of families LGBTQ more than just student diversity

Group 3
- No response

Group 4
- No Response

Group 5
- Child interaction outside of school
  - Interpersonal relationships
- Family Advocacy – Ambassadors
- Economics diversity
- Learning capacity
- Reflect the community (all)
Q2. Looking at the demographics of our students SOBC, how could we achieve this?

Group 1
- quality, equity, diversity
- Acquire faculty that are excellent
- Have founding principal and teaching staff a year or two out of opening
- Provide more transparency and better vision for schools quality to stop the Black flight
- Messaging is not excuses, but how we will and are improving
- Word of mouth is how perception of new school is formed
- Have school messengers in all neighborhood and SOBC schools to change perceptions of middle school

Group 2
- If you create an excellent educational experience the population will be attracted to it
- Border Star is on 63rd Street. It is on the bus line easy for AA families to get to. It is also easy to see on a busy thoroughfare
- Communication is a big factor. To let people know where it is and what is going on [marketing]
- Must also begin with excellent leadership

Group 3
- No Response

Group 4
- No Response

Group 5
- Signature type of school
  - Marketing
  - What attracts
  - Personalized learning
    - Personal pace
    - Integrated learning
    - Project – based learning
- Direct connection to real life/career/future education
- Academic resume building
  - Partnerships
  - College connections
- Fresh start

Requests for Additional Information/Other Comments:
- We also need to talk about a high school, not just middle school
- What’s available? What’s the pathway?
- Need to know where the charter kids live
- Why do we have so many high schools? How do we ensure robust offerings?
• Need a product that retains and attracts families – long-term growth strategy, well-rounded education
• External forces (vouchers), we need to think about what we’re competing against
• Transparency is an issue (RSIT, Title I meetings not on the website, need to increase communications to parents, community)
• What are the demographics of the teaching staff SOBC?
• Who is getting their diversity demographics right? (Group discussed that Border Star has had a track record of strong racial/economic diversity of its student body. How are they achieving this?)
• Black and white folks are leaving for the same reason, we need to give them a reason to stay
• Build trust
• Canvassing and marketing is a huge – starts with leadership
• Don’t underestimate the word of mouth
• What if we had KCPS ambassadors who go to community meetings and events to get one on one with current and future parents to spark interest in school events/programs?