



City of Jacksonville – The Jacksonville Journey

Public Relations

MINUTES

OF

PUBLIC RELATIONS

SUB-COMMITTEE

March 6, 2008

The Jacksonville Journey – Public Relations

Sub-Committee

March 6, 2008

4:00 p.m.

PROCEEDINGS before the Jacksonville Journey - Public Relations Sub-Committee taken on Thursday, March 6 2008, Edward Ball Building, 8th Floor - 214 N. Hogan Street, Jacksonville, Duval County, Florida commencing at approximately 4:20 p.m.

Public Relations Sub-Committee

Will Ketchum, Chair
Diane Brunet, Member
Hazel Campbell, Member
Maria Coppola, Member
Hester Clark, Member
Ben Frazier, Member
Reggie Fullwood, Member
Clara McLaughlin, Member
Paul McCormick, Member
Bryant Rollins, Member
Melissa Ross, Member
Neill Vining, Member

APPEARANCES

COMMITTEE CHAIRS & MEMBERS:

WILL KETCHUM, Chair

REGGIE FULLWOOD, Member

STAFF:

RACHEL DAVIS

RENEE BRUST

PROCEEDINGS

March 6, 2008

Public Relations Sub-Committee

4 p.m.

Call to Order and Comments. Chairman Ketchum called the meeting to order at approximately 4:20 p.m.

Purpose of Meeting. Discuss the marketing plan for specific asks from Jacksonville Journey Education Committee: career academies and co-teaching.

Chairman Ketchum welcomed the group and asked Renee Brust to provide any information she had about career academies and co-teaching.

Mrs. Brust explained the need for career academies and the marketing campaign needed to focus on dispelling the notion of "vo-tech." Many parents and students are turned off by career academies because their perception of the program. They need to see it as an alternative to the magnet schools and college prep courses.

The career academies prepare children for careers in nursing, teaching, IT, and firefighting; but most of all, they engage children in something they perceive as practical, thereby keeping them in school. Many career academies partner with local schools like FCCJ and high-school students graduate with college credit hours under their belt.

Mrs. Brust said the Schultz Center was working to help get all career academies accredited to make the transition from high-school to college easier for students who wish to do so.

Chairman Ketchum asked if the career academies were basically feeder programs for kids to get their AA degree, go to a four year college and/or go straight into a career. Mrs. Brust said it could be any of the above depending on the desired area of study. Nurses and teachers, of course, need additional training to become certified. But in many cases the high school students were spending time with professionals in their desired fields.

Reggie Fullwood said his sister, who is in the nursing program at one career academy, has actually gotten to spend time shadowing nurses in local hospitals.

Mrs. Brust also said the Education Committee has discussed possible business partnerships with career academies. For example Miller Electric has agreed to partner with the school system to set up an electrical program. The point being, many businesses are hiring students from outside the area because the local school system is not graduating enough skilled students. Partnerships like Miller Electric would provide the training to sustain a superior workforce.

Chairman Ketchum asked when "the pitch" to parents and/or students would come. Mrs. Brust said many of the career academies are four

year, so they would need to get the word out in middle school either through an expo (similar to Magnet Mania).

The group decided the primary audience would be parents and the secondary audience would be students.

Chairman Ketchum and Mr. Fullwood asked for a complete list of career academies and areas of study so they could begin their work.

The group also took up the topic of co-teaching. Mrs. Brust explained the new program that Duval County Schools just adopted. Two teachers can share a classroom and both work part-time. Many teachers leave the classroom within their first through fifth years teaching. Many want to start families and would rather stay home with their children.

In an effort to retain good teachers and entice some to return to teaching, the idea of co-teaching is a good alternative. And they get full benefits. Teachers are responsible for identifying their own co-teacher.

Chairman Ketchum and Mr. Fullwood said the school board or the teachers union should make it easier for teachers to identify co-teachers through a database. One way to reach out to teachers is through the teachers union or through fliers that detail the program.

Mrs. Brust suggested a personal phone call from the union representative may also lend weight to the ask. Thirty-one percent of teachers are hired from outside of Duval County. Mr. Fullwood said he would reach out to Terri Brady of the teachers union for more information.

Chairman Ketchum thanked everyone for attending.

Adjournment Meeting adjourned at 5:20 p.m.