



# Florida School for the Deaf & the Blind

## Enrollment and Outreach Committee MEETING MINUTES

September 24, 2021, at 8:30 a.m.

Moore Hall, Center for Learning and Development (CLD)

### Call to Order

Dr. Tom Zavelson, Chair, called to order the FSDB Enrollment/Outreach Committee Meeting at 8:30 a.m. in Moore Hall's Center for Learning and Development.

### Attendance

Committee Members Present: Dr. Tom Zavelson, Mrs. June Ann LeFors

Committee Member Absent: Mrs. Christine Chapman

Non-Committee Members Present: Mr. Terry Hadley, Mr. Matt Kramer, Mr. Owen McCaul

### FSDB Staff Attendance:

**Administration:** Tracie Snow, President; Shelley Ardis, Administrator of Outreach and Technology Services; Scott Trejbal, Administrator of Instructional Services.

**Staff:** Misty Porter, Parent Liaison, Parent Services; Michael Johnson, Web and Media Specialist; Cindy Brueckner, Recording Secretary.

### Approval of Meeting Minutes

Mrs. LeFors moved to approve the Board Meeting Minutes of April 4, 2021. The motion was seconded by Mr. Kramer and was carried unanimously by the Committee.

### Public Comment

There were no public comments during this meeting.

### New Business

Ms. Ardis reviewed the topics provided to the Committee in their handout.

- Enrollment Review
- Applicants from out of state
- Summer applicants by school
- Enrollment per Florida districts

### Enrollment Strategic Activities

- 2020-21 Outcomes
  - 172 non-enrolled students participated in the 2020-21 Expanded core Curriculum (ECC) Interactive Learning Series.
- 2021-22 Strategic Activities
  - ECC Interactive Learning Series will be virtual workshops in winter, spring and summer.
- Online ASL Interactive classes.
- Statewide Online Braille Course has been developed and will launch in October.
- Ambassador Program has been re-launched after being suspended during 2020-21.

- Campus Tour program now has a web-based request form and a follow-up survey for every tour participant.
- School-age Mentor and School-age Advisor Programs will launch next year, 2021-22.
- FSDB Outreach Newsletter will be scheduled to launch this fall.
- FSDB representation at conferences, meetings, and other events are now being tracked.

Misty Porter, Parent Liaison

Ms. Porter introduced herself as a parent of two students enrolled in the Blind Department. She explained that as a parent liaison, she provides opportunities for parents to engage in their child(ren)'s education through:

- The Parent University
- ASL Classes on campus
- Travel reimbursement for parents to attend conferences within the State of Florida
- Parent Engagement Workshops (PEW)
- Assistive Technology Fairs
- Parent Orientation and Mobility classes
- Partnering with Pineapple PD

Michael Johnson, Web and Media Specialist

Mr. Johnson explained FSDB's social media presence and traffic from users on these platforms.

Social Media Campaigns

- Facebook
- Instagram
- Top Post

Enrollment Committee meetings dates were set for February 25, 2022, and April 8, 2022. Dr. Zavelson requested that the Board continue to receive updates to Enrollment and Outreach activities in the Board reports. He thanked everyone and adjourned the meeting.

The meeting adjourned at 9:26 a.m.