ORDER OF BUSINESS

1. Call to Order; Pledge of Allegiance

President Charles H. Ballard called the regular meeting of the East Penn Board of School Directors to order at 7:30 p.m. in the Board Room located at 800 Pine Street, Emmaus, PA, followed by the Pledge of Allegiance.


Solicitor: Marc S. Fisher, Esq., Worth, Magee, & Fisher

Treasurer: Lynn Glancy

Board Secretary: Cecilia R. Birdsell

Superintendent of Schools: Dr. Thomas L. Seidenberger

Press Present: Sarah Fulton, Morning Call Reporter

Glenn Nelson, East Penn Press Reporter

Jennifer Margolas, EmmausPatch.com Reporter

2. Student Recognition: Semifinalists in the 2012 National Merit Scholarship Competition

President Ballard, Superintendent Dr. Thomas L. Seidenberger, and Vice President Elaine Gannon distributed Certificates of Recognition to the following students:

Jessica L. Ackerman
Bryan J. Auvil
Lydia G. Brough
Brittani N. Gilbert
Jason R. Graybill
Michelle A. Lanshe
Andrew J. Licini
Solon C. Mao
Karthik Nataraj
Madeleine C. Smith
Emily A. Webb

Each student received a round of applause from the audience. Dr. Seidenberger said they are an amazing group of young people who have clear cut direction. He asked the parents of the students to stand and be recognized.

3. Requests to Address the Board: None

4. Approval of Minutes

Motion by Fuller, Seconded by Stolz

RESOLVED, That the East Penn Board of School Directors approve the minutes for the October 10, 2011 meeting.

This resolution was unanimously adopted by voice vote.


6. Report of the Superintendent of Schools - Dr. Thomas L. Seidenberger

1. District Update

Dr. Seidenberger removed the action item for the Strategic Plan Midpoint Review and indicated members of the Leadership Team would be doing brief presentations on their assigned areas.

Dr. Torma provided the background for the Strategic Plan, noting that it clearly defines the vision, mission, and values of the local education agency. The Steering Committee consists of administrators, teachers, community members, and business professionals. On September 8, 2008, the Board of School Directors approved the Strategic Plan. The Steering Committee reconvened on October 17, 2011 for the midpoint review and approved the changes. Dr. Seidenberger explained to the Board that the actual Strategic Plan templates are very lengthy and bulky. It is hard to go into the old document and highlight the changes that are being made to the plan.

Supervisor of Secondary Education Dr. Linda Delvernois addressed the Academic Standards and Assessment area of the Strategic Plan. She noted there were language changes because PA adopted the Common Core Standards in July 2010. These standards were developed to equalize education across the country so students are college ready. Since the adoption of the plan in 2008, the Keystone Exams have been added. These are end of course exams that are now part of the PA graduation requirements. These exams must be fully implemented by 2015. Language was added to
the 21st Century Skills area that went more into depth and detail. She used STEM, project-based learning, and ongoing integration of technology in all curriculum areas as examples of this area. She explained that online/hybrid learning is a current term being used by the state as a new initiative of including traditional education and technology. East Penn’s cyber program was developed in partnership with other school district in the Lehigh Valley. Currently, there are 20 students enrolled.

Elementary Coordinator Susan Noack indicated that the district is moving away from the PDI (Professional Development Institute) to school-based professional development. It helps staff to focus on not only district initiatives but also what is needed in each building. She explained the Standards Assessment Inventory Survey from Learning Forward that measures how an institution is aligned to the national professional learning standards. Using all the goals and initiatives that have been developed; principals can use this instrument to customize their building professional development program. To evaluate the building professional development program, teachers will complete an evaluation form and then after 30 days will go back into the system and share how they implemented the new learning. This is currently in the development stage. The language in the New Teacher Induction portion was updated. The first year of the program will continue as before; however, a second year has been added to the program. The mentor training has been updated to reflect what is being taught in the New Teacher Induction Program. Teachers who completed the initial program will meet two times during the year and there will also be on line training.

Director of Technology Michael Mohn talked about the additional technology that has been supplied to classrooms throughout the district. As a safety factor, all projectors have been mounted in instructional areas to keep the wires off the floor. The district is completely wireless. Moodle is being used in over 900 classes from Grades 1-12. He talked about the web-based collaborative tools, Google Docs, Google Sites, and ePals. These are all available 24/7 and are free.

Director of Special Education Linda Pekarik explained that the Special Education Plan had been approved in 2008; however, it is a three year plan that must be submitted to the state so it was updated in 2011. She said the purpose of the plan is to afford the same educational benefits through a specialized program that is offered to regular students. The goal is to improve each student’s ability to function in the four areas of need: Academics, Communication, Social Skills, and Behavior. She described the RtII Process that includes universal screening, research-based interventions, and progress monitoring. It is not used for some eligibility categories (autism, deaf-blindness, emotional disturbance, etc.) because those areas are not an IQ discrepancy and they come to the district from early intervention programs. Since 2008, the autistic population has increased by 93%. The school district must also provide related services if they are included in the student’s IEP. Students must be educated in the least restrictive environment. The district was able to acquire SRA at the elementary level for reading, math, and writing and at the middle and high school level, Read 180 is being used. This has been successful with students increasing their reading level. Mrs. Pekarik explained that the professionals must look at the information and see how the students can be integrated into the regular education program and provide meaningful educational benefit. When they look at the Least Restrictive Environment, they look at students who are in residential placements. The state average is 62% and East Penn has 53% of the students. Currently there are 36 students in this category. This is a reduction since some students have come back to the program. There are 28 students in the Intermediate Unit program. She talked about some of the special needs cases that fall into these categories and the supplementary aids and services provided.

Director of Student Services Dr. Thomas Mirabella reported on the following areas:

- ASCA Model – American School Counselors Association – used as framework to create the Comprehensive School Counseling & Guidance program completed in August 2010. Consultant – Dr. Deb Barlieb & 22 counselors worked on plan.
- Crisis Management Techniques – continue to be sharpened – looking to train additional Flight Team Members. CMI (Crisis Management Institute) & NOVA, CLIU 21 designing our own training. Dr. Mirabella met with a group that would create our own response for all of the districts in the Lehigh Valley. There would be a web based program that would allow districts to take modules that are about 4-6 hours and after completion of the modules, there would be hands on training at the IU.
- SAP Maintenance Day – district in-service held in July 2011 using funds from the Stabler Foundation Grant. Caron Foundation provided an all day in-service and also provided team building opportunities for certain building locations that were interested.
- Home and School Visitor role defined a little more closely. Time accounting and case logs. Follow students, foresee issues and trouble shoot. He noted there were four families displaced by the flooding this year.
- Creation of partnership with L.V. Hospital to offer Play All Seasons Program to counter effects of childhood obesity epidemic. Nutrition and exercise program components are included.

Dr. Seidenberger indicated that the Steering Committee unanimously endorsed the changes. Ms. Fuller, a member of the Committee, indicated that this was a condensed version from what was described in the actual Steering Committee Meeting. She noted that the Steering Committee is comprised of people from the community and is really a cross-section. She said it was exciting to see how far the district had come over the last three years thanks to the administration and staff. She emphasized that as a person active in the business community she understands the importance of integrating technology with education because this is the way business is done today. If we overlook this...
component because it is perceived as being frivolous or expensive, then we are doing a disservice to the students. Again, she thanked the staff for their work. Mr. Earnshaw thanked the team for a succinct presentation and a good overview. He concurred with Ms. Fuller and shared that in his company virtually everyone uses a computer on a daily basis. He was supportive of the 30 day survey for imbedded learning and critical thinking skills, specifically persuasion. He talked about special education and educating students to the best of their ability. This is not something nice to do but the right thing to do and it is required by law. He again thanked the staff for the wonderful presentation. Mr. Ballard noted that there are 14 classrooms with a maximum of 8 students (by law); and 51 classrooms with 20 students.

Dr. Seidenberger announced that he had received a letter from the College Board thanking Mr. Steve Kutz, Spanish Teacher at Emmaus HS, for his work in rating Spanish AP exams.

East Penn received an Honorable Mention for the 2010-2011 calendar from the PSBA Educational Publications Contest. He thanked Community Liaison Nicole Bloise for her efforts.

On the legislative front, the Senate Education Committee will be voting on SB 1, regarding vouchers. Dr. Seidenberger said that no matter how you stand on this issue the public should contact their local legislators.

The Annual Report is available on the web site. This is the second year for this publication.

He encouraged parents to sign up for Home Access. If they miss one of the district Home Access Sign Up Evenings then parents can come to the individual school and sign up.

Dr. Seidenberger called attention to Item 10.2, Authorization for User Agreement for RefPay. It is an option program for referees and is similar to a direct deposit. Currently, the district writes 600 checks for referees. The cost for this service is $6.67 per transaction. This would save employee time as well as materials (checks, envelopes, postage). Referees will receive a 1099 Form at the end of the year. Several districts have moved in this direction.

Dr. Denise Torma and Mr. David Piperato have been invited to the Amherst (MA) High School to actually participate in their Instructional Rounds. They will be involved in the observation and analysis.

Referring to the PIMS Report, Dr. Seidenberger commented that this showed that East Penn has 157 more students identified as low income as compared to last year. There are an additional 15 students who are Limited English Proficient. As of July 1, there are 93 new special needs students in the district. There are 16 students in the autistic category; 13 new students who are classified as other health impaired; and a variety of students in other special needs classes.

Referring to a PSBA report that was distributed last year, Dr. Seidenberger reported that East Penn was shown as below average in ratio of student to teacher. He noted that the index for this year will be 1.7, representing 1.8 million dollars. There may be an increase in state subsidy around 2% or $206,000.

Using the attached enrollment comparisons, Dr. Seidenberger said over the last three years the most significant growth was at the middle school level. The high school lost 76 students and elementary has remained consistent with a differential of 4 students over three years. In comparing Kindergarten from June 1, 2010 to October 3, 2011, the district is down 71 students. In grade 1, there is a difference of 34 students; in grade 2, the district is down 63 students. It is not consistent across the district. When comparing the total elementary enrollment from June 1, 2010 to October 3, 2011, the district is down 33 students. Referring to the comparison for the promoted grade levels, specifically Kindergarten to Grade 1, there is a difference of 83 students. Willow Lane in Grade 1 has increased 27 students; Shoemaker has increased 25 students. The administration is well aware of the fact that there are many Kindergarten students who are educated in other schools. He noted that the differential between who is registered for Kindergarten now and students in Grade 1 is a differential of 154 students. He said the data will have to be analyzed. When the data is reviewed, they cannot just look at the numbers but they must look for the pattern. He said the District PAC is fully aware that redistricting may only last for two years and they acknowledged that at the October meeting. The grades and schools that have shown a consistent growth pattern over a three year period are: Grade 3 in Alburts; Grades 1 and 3 in Macungie; Grades 2 and 4 in Shoemaker; and Kindergarten, Grade 1, Grade 3, and Grade 5 in Willow Lane. In reviewing the information, he felt it was not pervasive. The administration will be looking at historical data over the next few months. Mr. Ballard asked if there was a possibility that he was looking at redistricting. Dr. Seidenberger responded that one of the possibilities is look and see where we are in neighborhoods. Ms. Fuller pointed out that in 2009 the district was operating the Kindergarten Center at Lower Macungie Elementary School and Willow Lane did not open until 2010. Mr. Ballard asked if they had done any statistical analysis in class size. Dr. Seidenberger said this is a compilation but they have not had the opportunity to look into it as deeply as possible.

Referring to the Emmaus HS data, Dr. Seidenberger said that these are just the core courses (English, social students, math, science) that were used. These are basically the courses that are required for graduation. Referring to the English courses, he noted the following courses show consistent growth over three years: Ninth Grade EnglishHonors; Ninth Grade English CP; and Ninth Grade English Honors. Dr. Seidenberger acknowledged that some of this growth can be attributed to staff not being replaced. In social studies there are 18 courses and 5 show a consistent pattern: American Studies II CP (10); World Studies CP (11); Government and Economics CP (12); U. S. History AP (12); and American Government and Politics AP (12). He said the two AP areas will need to be analyzed. In mathematics,
there are 18 courses and 3 show a consistent growth pattern: Applications of Mathematics II (10-12); Algebra I CP; and Analytical Calculus (BC) AP. In science, there are 26 courses and 4 of those areas show a consistent growth pattern: Biology Honors (9); Oceanography (9-12); Physics BAP (12) 8 periods; and Physics CAP (12) 8 periods. Mr. Earnshaw said this is one of those subjects where you can get lost in the data. He said he was really pleased to see the growth in AP classes where more and more students are taking the courses and then the AP exams. Students can acquire college credits for these courses. He shared a story that a teacher told him about students literally reaching senior status in college because they acquired so many AP credits. He talked about the economic benefit for parents. He concluded that the district is doing a great service for both the students and the community.

Referring to the middle school, Dr. Seidenberger noted that at this level there is teaming. He talked about redistricting but it was not implemented because of the cost. He said that Lower Macungie MS has reduced the enrollment. He pointed out the challenging offerings that are available for middle school students.

In conclusion, he said there is a perception that the district is going through another growth spurt but that would be a wrong conclusion. Until the administration takes a look at the neighborhoods, they will not know that until the data has been analyzed. He said on the average the numbers have been fairly consistent over the three year period. Last year, he mentioned the increases from Kindergarten to Grade 1 and they did show up this year. He also noted the increase in special education which is not as predictable from one year to another. He said the administration will be analyzing all the data. Mr. Ballard observed that there may be some pockets where the numbers appear high but the numbers that are there from year-to-year do not seem to be that different. Dr. Seidenberger said he has tried to be practical at budget time. Mr. Ballard indicated that he had attended a session at the PASA/PSBA Conference where districts were finding that there are quite a number of students within the district who are receiving services for which they are not eligible and he asked when was the last time the district did this kind of review. Dr. Seidenberger said the district does not have the dedicated personnel to follow up on these students. Mr. Ballard asked if the administration could get back to the Board on this topic. Dr. Seidenberger indicated that they are looking at the 1302 students who are here under a guardianship arrangement.

2. Personnel

Motion by Rhodes, Seconded by Gannon
RESOLVED, That the East Penn Board of School Directors approve the following personnel items:

Resignations

- Ann Marie Martin, School Nurse, Wescosville School, effective October 17, 2011 (Exhibit 1)
- Ashley Frontino, Wescosville Remedial Assistant, effective October 12, 2011 (Exhibit 2)

2011-2012 Tenure List

That, in accordance with Section 1121 of the PA School Code, the following temporary professional employees based upon satisfactory service be awarded tenure:

Rebecca Beitler Speech, Shoemaker School
Payal Bhowmick English, LMMS
Cheryl Borysowski Grade 1, Willow Lane
David Budinas Special Education, Eyer MS
Ross Cooper Grade 4, Willow Lane
Kathryn Heffelfinger Davenport Psychologist, EHS
Danna Feigenbaum Kindergarten, Willow Lane
Shannon Fraser French, Eyer/EHS
Jennifer Glendenmeyer Special Education, Wescosville
Marie Larson Hartmann Grade 3, Willow Lane
Daniel Kukitz English, Eyer MS
Kelly Lesko Mathematics, EHS
Kelly McDonough Music, LMMS
Melissa Moxley Social Studies, EHS
Allison Brooks Shimon Spanish, LMMS
Douglas Spadt Special Education, LMMS
Jasmyn Kandel Tanner Grade 2, Alburtis School
Stephen Toth Technology Education, Eyer MS
Megan Tucker Music, LMMS
Adriane Barton Ulicny Special Education, Shoemaker School
Tracy Urban Special Education, Eyer
Emily Vernon Grade 2, Willow Lane
Lisa Wells Wellness/Fitness, EHS
Heather Wilson Speech, Wescosville
Appointment of Remedial Assistant

Name/Address: Pamela L. Cantone
809 Meadowview Terrace, Zionsville
Assignment: Wescosville School
Effective: October 25, 2011
Salary: $13.50/hr., 25 hrs./wk.

Appointment of PT Food Service Assistants

<table>
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<th>Name/Address</th>
<th>Assignment</th>
<th>Salary</th>
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<tr>
<td>Nidia Marrero</td>
<td>Eyer MS</td>
<td>$12.96/hr., 4.5 hrs./day</td>
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<td>177 E. Second Street, Alburtis</td>
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<tr>
<td>Paula Hamershock</td>
<td>LMMS</td>
<td>$12.96/hr., 3.75 hrs./day</td>
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<td>2441 S. Albert Street, Allentown 18103</td>
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<tr>
<td>Renee Holmes</td>
<td>EHS</td>
<td>$12.96/hr., 5.75 hrs./day</td>
</tr>
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<td>136 Fredericksville Rd., Mertztown 19539</td>
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</tbody>
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Leave as per Collective Bargaining Unit

Employee: Kelly Faisetty
Grade 2, Shoemaker School
Effective: Extension of Leave to 1/26/12

Change in Employment Status

Employee: Blake Boyer
From: Temporary Professional Employee
To: Professional Employee

Additions to the 2011-12 List of Per Diem Substitutes

See Exhibit 3

Co-Curricular Advisors

See Exhibit 4

Educational Conferences - Exhibit 5

That the East Penn Board of School Directors approve the estimated expenses for the individuals attending the educational conferences listed on Exhibit 5.

These resolutions were duly adopted by the following roll call vote:
Aye: Ballard, Earnshaw, Fuller, Gannon, Heid, Policano, Rhodes, Richwine, Stolz------------------------9

7. Facilities

1. Addendum to Lease with Cambridge Day Schools (Exhibit 6)

Motion by Stolz, Seconded by Rhodes
RESOLVED, That the East Penn Board of School Directors approve the Addendum to the Lease with Cambridge Day Schools as described in Exhibit 6.

Note: This Agreement has been reviewed by the solicitor.

The transportation service to Alburtis has been excluded.

This resolution was duly adopted by the following roll call vote:
Aye: Ballard, Earnshaw, Fuller, Gannon, Heid, Policano, Rhodes, Richwine, Stolz------------------------9

October 24, 2011
8. Legislative C. Ballard

Mr. Ballard reported that suddenly SB-1 has been brought back to the Senate Education Committee and supposedly will be voted on tomorrow (Tuesday, October 25). He said this is less than 24 hour notice for a piece of legislation that could change the way education is funded. Mr. Ballard indicated that polls have shown that between 61% and 62% of the public do not want vouchers to fund private education. These bills have been crafted as not having any regulations by the state over the private and parochial schools’ operations. He said this would eliminate the opportunity for the public to question how the funds were being used. Mr. Ballard talked about legislators pushing the responsibility on local Boards because the State Legislature does not want to take the necessary measures to fund public education. He told a little story about moving raccoons as a comparison for not solving the root cause of the problem. He urged people to contact their state legislators and ask the tough questions about what will it solve and how.

9. Carbon Lehigh Intermediate Unit

1. Nominee for IU Board of Directors

Motion by Richwine. Seconded by Rhodes
RESOLVED, That the East Penn Board of School Directors appoint Francie Fuller to represent the Board on the Carbon Lehigh Intermediate Unit Board of Directors, effective December 1, 2011 through June 30, 2012.

Note: Ms. Fuller’s name will be placed on the CLIU spring ballot to be elected to a three-year term from July 1, 2012 through June 30, 2015. She will be filling the unexpired term of Terry Richwine.

Mr. Earnshaw thanked her for stepping forward, adding that after serving with her on the LCTI JOC he knows she will do a good job.

This resolution was duly adopted by the following roll call vote:
Aye: Ballard, Earnshaw, Fuller, Gannon, Heid, Policano, Rhodes, Richwine, Stolz------------------9

Mr. Ballard noted that there will be an LCTI vacancy to fill as well. He said one person has expressed an interest and asked if anyone else was interested they should contact him.

10. Business Operations

1. Approval of Bill List

Motion by Earnshaw, Seconded by Rhodes
RESOLVED, That the East Penn Board of School Directors approve the attached bill list, including the addenda, and that the Treasurer be authorized to issue checks and vouchers in the amounts indicated.

Disbursement of Funds (Exhibit 8)

RESOLVED, That the East Penn Board of School authorize the disbursement of funds from the 33-2010 Series A GOB as described in Exhibit 8.

Facility Rental Request

RESOLVED, That the East Penn Board of School Directors grant permission for Coral’s Academy of Dance, 1107 S. Tenth Street, Emmaus to rent Eyer Middle School Auditorium for a dance recital on December 10. This is a Group V organization and will be charged the following fees:

- Custodial Fee $40.10/hour
- Security Fee $16.00/hour
- Technician Fee $40.10/hour

This resolution was duly adopted by the following roll call vote:
Aye: Ballard, Earnshaw, Fuller, Gannon, Heid, Policano, Rhodes, Richwine, Stolz------------------9

2. Authorization for User Agreement for RefPay Payors (Exhibit 7)
Motion by Gannon, Seconded by Rhodes

RESOLVED, That the East Penn Board of School Directors authorize entering into a User Agreement for RefPay Payors Services to establish an Account with RefPay and to deposit funds into the Trust Account to use the RefPay Services to automate payments as described in Exhibit 7.

Note: This Agreement has been reviewed by the solicitor.

Mr. Earnshaw expressed concerns about this contract, specifically the fees sections and questioned if there has been research into this company. Dr. Seidenberger responded that there has not been exhaustive research. Mr. Earnshaw further questioned Section 33, Indemnification. Solicitor Fisher agreed that it is a very broad process. Dr. Seidenberger said it is a new process and it is coming from the Athletic Directors in the Lehigh Valley group. Mr. Earnshaw said he understood that it will save staff time, processing fees, and some of the other hassles involved. He was afraid that if the fee structure can change at any time it may not be as economical. Mr. Glancy said that Whitehall, Northern Lehigh, and Northwestern Lehigh School Districts are currently using this process and they have had no problems. Solicitor Fisher pointed out that the contract is legal and the school district can close out the account at any time without any penalty. Mr. Polican said it appears that they are getting paid out of interest on the funds that would be in the account. Ms. Fuller commented that, understanding that the district can terminate the arrangement at any time, she would feel comfortable supporting the resolution. Ms. Gannon asked how much money this involves. Mr. Glancy responded that it is between $14,000-$15,000 per sports season. Ms. Gannon asked who would have oversight on our part of the transactions. Dr. Seidenberger responded that Mr. Shaun Murray the Assistant Activities Director would be the person to approve the referees to be paid. Also, the referees would have to sign up to be paid by this system, such as direct deposit. Mr. Richwine said the district has the control because referees cannot take the funds out of the account. Also, as long as the person in charge would be aware of any changes that would be detrimental to the district then we could make the decision as to whether or not we continue with this process. Mr. Earnshaw felt the monitoring of this account would be up to district personnel. He felt the district would lose some of the efficiency gained because the account would have to be monitored. He said that as long as the administration feels that there is the staff time available to make regular reviews of this account, he would support the motion. He said if it becomes the regular part of someone’s duties and the administration is willing to make the staff commitment, he would support it. Dr. Seidenberger said it would fall under the auspices of the Athletic Office. Mr. Richwine noted that the bill list contains the checks that are drawn for the Athletic Fund. After further discussion, Mr. Earnshaw introduced the following motion:

Motion by Earnshaw, Seconded by Policanot

RESOLVED, That the East Penn Board of School Directors table the Authorization for the User Agreement for RefPay Payors Services until the first meeting in November (14).

This resolution was duly adopted by the following roll call vote;
Aye: Ballard, Earnshaw, Fuller, Gannon, Heid, Polican, Rhodes, Richwine, Stolz-----------------------------9

11. Announcements

Mr. Richwine noted that he was able to get a list of the Merit SemiFinalists in Lehigh and Northampton Counties. East Penn had 11 out of 22 in Lehigh County and, adding the 8 for Northampton County then East Penn had 11 out of 30. The highest number of students come from Emmaus High School. He said based on the average being the top .5% who qualify as semifinalists that would mean Emmaus High School should have 3 students. He said that it speaks volumes about the students, parents, and staff.

Mr. Earnshaw thanked the Board for sending three of them to the Legislative Policy Council and they adopted a good platform.

Monday, October 24 7:00 p.m.-CLEAR Session (Real Estate; Litigation; and Confidentiality)
October 27, 28, 29 7:00 p.m.-EHS Drama Department presents “The Crucible”
EHS Auditorium
Friday, November 11 9:30 a.m. & 1:00 p.m.-Veterans Day Program, LMMS Auditorium
Week of November 14 Elementary Parent Teacher Conferences; 1:30 p.m. Early Dismissal for Elementary Students
Monday, November 14 7:30 p.m.-Board Meeting, Board Room

12. Adjourn

There being no further business to come before the Board, the meeting was adjourned, upon motion at 9:37 p.m.

Cecilia R. Birdsell, Board Secretary

October 24, 2011