

WEST CHESTER AREA SCHOOL DISTRICT  
**Personnel Committee**  
Monday, September 21, 2020  
*6:30 pm*  
Livestream

**AGENDA**

- Approval of Personnel Committee Meeting Minutes from October 28, 2019 Combined Personnel and Property & Finance Committee Meeting Dr. Herrmann
- Approval of revised Policy 323 Smoking, Tobacco, and Vaping Products – Employees (formerly known as Tobacco/Nicotine) Dr. Ulmer
- Approval of 2020-21 Board Goals Dr. Scanlon
- Approval of Technology Department Reorganization Dr. Ulmer/Mr. Wagman
- Approval of job description and new position: Director of Equity and Assessment Dr. Scanlon

**West Chester Area School District**  
**Combined Personnel and Property and Finance Committee –October 28, 2019**  
**Personnel Meeting Minutes**

---

Committee Members: Dr. Kate Shaw-Chair, Mr. Gary Bevilacqua, Mr. Brian Gallen, Dr. Karen Herrmann

Other Board Members: Ms. Joyce Chester, Mr. Chris McCune, Mr. Randell Spackman, Ms. Sue Tiernan

Administration: Dr. Jim Scanlon, Dr. Jeffrey Ulmer

Personnel Committee Agenda items:

- Approval of Personnel Committee Meeting Minutes from August 26, 2019 Combined Personnel and Property & Finance Meeting - VOTE: 4-0
  
- Approval of revised Board Policy 333-Professional Development- VOTE: 4-0
  
- Approval of Job Description for Behavior Support Specialist- VOTE: 4-0



Book	Policy Manual
Section	300 Employees
Title	Smoking, Tobacco, and Vaping Products - Employees (formerly known as Tobacco/Nicotine)
Code	323
Status	Review
Adopted	August 1, 2015
Last Revised	March 25, 2019

### **Purpose**

The Board recognizes that tobacco, ~~nicotine~~ and **vaping products, including the product marketed as Juul and other electronic cigarettes,** ~~nicotine delivery products~~ present a health and safety hazard that can have serious consequences for both users and the nonusers and the safety and environment of the schools. **The purpose of this policy is to regulate use of tobacco and vaping products, including use of tobacco and vaping products, including Juuls and other electronic cigarettes, by district employees and contracted personnel.**

### **Definitions**

For purposes of this policy, ~~tobacco~~ includes a lighted or unlighted cigarette, cigar, cigarillo, little cigar, pipe, or other smoking product or material and smokeless tobacco in any form including chewing tobacco, snuff, dip or dissolvable tobacco pieces.[\[1\]](#)

For purposes of this policy, ~~nicotine~~ shall mean a product that contains or consists of nicotine in a form that can be ingested by chewing, smoking, inhaling or through other means.

For purposes of this policy, a ~~nicotine delivery product~~ shall mean a product or device used, intended for use or designed for the purpose of ingesting nicotine or another substance. This definition includes, but is not limited to, any device or associated product used for what is commonly referred to as vaping or juuling.

**State law defines the term tobacco product to broadly encompass not only tobacco but also vaping products including Juuls and other electronic cigarettes (e-cigarettes). Tobacco products, for purposes of this policy and in accordance with state law, shall be defined to include the following:[1][2]**

**Any product containing, made or derived from tobacco or nicotine that is intended for human consumption, whether smoked, heated, chewed, absorbed, dissolved, inhaled, snorted, sniffed or ingested by any other means, including, but not limited to, a cigarette, cigar, little cigar, chewing tobacco, pipe tobacco, snuff and snus.**

**Any electronic device that delivers nicotine or another substance to a person inhaling from the device, including, but not limited to, electronic nicotine delivery systems, an electronic**

**cigarette, a cigar, a pipe and a hookah.**

**Any product containing, made or derived from either:**

**Tobacco, whether in its natural or synthetic form; or**

**Nicotine, whether in its natural or synthetic form, which is regulated by the United States Food and Drug Administration as a deemed tobacco product.**

**Any component, part or accessory of the product or electronic device listed in this definition, whether or not sold separately.**

### **Authority**

The Board prohibits use of tobacco **and vaping** nicotine and nicotine delivery products **including the product marketed as Juul and other e-cigarettes, by district** ~~by administrative, professional, and support employees~~ **and contracted personnel at any time** in a school building and on any property, buses, vans, and vehicles that are owned, leased, or controlled by the school district.[\[1\]](#)[\[2\]](#)

The Board also prohibits use of tobacco **and vaping products including the product marketed as Juul and other e-cigarettes**, ~~nicotine and nicotine delivery products~~ by district employees at school-sponsored activities that are held off school property.[\[1\]](#)

**The Board deems it to be a violation of this policy for any district employee or contracted personnel to furnish a tobacco or vaping product, including the product marketed as Juul or any other e-cigarette, to a student.**[\[1\]](#)

### **Delegation of Responsibility**

The Superintendent or designee shall notify employees **and contracted personnel** about the Board's **smoking, tobacco and vaping products** ~~nicotine~~ policy by publishing information in handbooks, newsletters, posters, and other efficient methods such as posted notices, signs and on the district website.[\[1\]](#)

### **Guidelines**

~~Employees found in violation of this policy will be subject to appropriate disciplinary action.~~[\[3\]](#)

~~This policy does not prohibit the use of a patch, gum or lozenge as a smoking cessation product by any employee who has a written order by a physician.~~

### **Reporting**

#### ***Office of Safe Schools Report -***

The Superintendent shall annually, by July 31, report incidents of **prohibited** possession, use or sale of tobacco, ~~nicotine and nicotine delivery~~ **and vaping** products **including the product marketed as Juul and other e-cigarettes, to minors by employees** on school property to the Office for Safe Schools on the required form.[\[4\]](#)[\[5\]](#)

#### **Additional Provisions—Tobacco Only**

#### ***Law Enforcement Incident Report -***

The Superintendent or designee may report incidents involving the sale of tobacco **and vaping products, including Juuls or e-cigarettes**, to minors by employees on school property, at any

school-sponsored activity or on a conveyance providing transportation to or from a school or school-sponsored activity to the school police, school resource officer (SRO) or to the local police department that has jurisdiction over the school's property, in accordance with state law and regulations, the procedures set forth in the memorandum of understanding with local law enforcement and Board policies. [\[4\]](#)[\[5\]](#)[\[6\]](#)[\[7\]](#)[\[8\]](#)[\[9\]](#).

Legal

1. 35 P.S. 1223.5
2. 20 U.S.C. 7183
3. Pol. 317
4. 24 P.S. 1303-A
5. Pol. 805.1
6. 24 P.S. 1302.1-A
7. 22 PA Code 10.2
8. 22 PA Code 10.22
9. 18 Pa. C.S.A. 6305
- 20 U.S.C. 7181 et seq

## 2020-21 School Board Goals

**Comprehensive Plan Goals-Gol One: Access to District Programming, Goal Two: Innovative Teaching and Learning, Goal Three: Secondary Master Scheduling, Goal Four: Fiscal and Capital Planning**

<b>Student Achievement - The Board will support local effectiveness measures to improve student achievement.</b>				
<b>GOALS</b>		<b>ASSESSMENT</b>	<b>Progress</b>	<b>Comp Plan Goal</b>
1.	The board will monitor online learning to determine how much learning loss took place during the pandemic shutdown at the end of the 2019-20 school year.	Assessments will be developed and implemented to determine instructional levels for all students.  All teachers will provide meaningful feedback for asynchronous sessions.		<b>1</b>
2.	The Board will monitor multiple measures of student progress in addition to Keystone Exams, and PSSA (e.g. SAT, AP, ACT, etc.) to improve overall school and student performance.	AP and ACT exams will remain at current levels.  The school district will remain in the top 5% to 7% in Niche, and School Digger ratings.		<b>1,2</b>
3.	The Board will monitor professional development designed to meet the individual needs of staff, including instructional technology training, assessing in a virtual model, block scheduling, and engaging students in virtual discussions.	Staff survey of professional development will indicate an 85% satisfaction rate.  Student survey data will indicate a 50% increase in satisfaction rate from spring remote learning for instruction and engagement.  Principal and supervisor observations will show an increase in use of instructional strategies.		<b>1,2</b>
4.	The Board will monitor required training in trauma informed decisions.	All staff will complete trauma informed training.		<b>1</b>

## 2020-21 School Board Goals

**Comprehensive Plan Goals-Goal One: Access to District Programming, Goal Two: Innovative Teaching and Learning, Goal Three: Secondary Master Scheduling, Goal Four: Fiscal and Capital Planning**

<b>Student Achievement - The Board will support local effectiveness measures to improve student achievement.</b>				
	<b>GOALS</b>	<b>ASSESSMENT</b>	<b>Progress</b>	<b>Comp Plan Goal</b>
5.	The Board will monitor the fourth year of full day kindergarten to support the program for students and parents.	Assessments of current third grade students will be as high or higher compared to current fourth grade students.		<b>1,2</b>

<b>Equity - The Board will support programs that promote and ensure equity for all students.</b>				
	<b>GOALS</b>	<b>ASSESSMENT</b>	<b>PROGRESS</b>	<b>Comp Plan Goal</b>
1.	Create a position of Director of Equity and Assessment.	Director job description is approved and director hired. Director to summarize a multi-year plan based on Equity Review findings.		<b>1,2</b>
2.	The Board will support and prioritize the findings in the Equity Review conducted in 2019-20 school year.	<p>Continue with aggressive efforts to recruit and retain staff of color. The goal is to match teacher demographics to student demographics.</p> <p>Create specific measurements of the equity work. Make assessment of achievement gap information more readily available.</p> <p>More student involvement in conversations – Equity Director will work with principals and equity teams to define and develop initiative.</p>		<b>1,2</b>
3.	Continue to review curriculum for culturally relevant materials to be	Analysis to be conducted by Director of Equity to determine needs and path forward to increase		<b>1,2</b>

## 2020-21 School Board Goals

**Comprehensive Plan Goals-Goal One: Access to District Programming, Goal Two: Innovative Teaching and Learning, Goal Three: Secondary Master Scheduling, Goal Four: Fiscal and Capital Planning**

<b>Equity - The Board will support programs that promote and ensure equity for all students.</b>				
	<b>GOALS</b>	<b>ASSESSMENT</b>	<b>PROGRESS</b>	<b>Comp Plan Goal</b>
	incorporated into our curriculum. Equity Review.	materials.		
4	Leadership development for our principals and Equity Team members.	Contract with Tyrone Howard, UCLA Multicultural Educator and coordinate training sessions with Director of Equity/Assessment.  Two training sessions are scheduled to help develop equity goals for the principals and Equity Teams.		<b>1</b>

<b>Board Engagement - The Board will be actively engaged with improving communications internally and externally.</b>				
	<b>GOALS</b>	<b>ASSESSMENT</b>	<b>PROGRESS</b>	<b>Comp Plan Goal</b>
1.	The Board will engage parents, staff, and students in the areas of safety initiatives, reopening of schools from the pandemic closure, and instructional technology initiatives.	Parents, staff, and student satisfaction surveys will indicate an 80% satisfaction rate on the implementation of the Phased reopening of Schools Plan.		<b>3,4</b>
2.	The Board will support legislation to provide funding, protections, and flexibility to address needs during the pandemic closure.	The board will approve resolutions to support funding of public education.		<b>4</b>
3.	The Board will monitor the use of student survey data for developing strategies to improve instruction.	Student survey data will show an 80% satisfaction rate in the areas of making connections, meaningful online instruction, and addressing mental health needs during the pandemic closure.		<b>1,2</b>
4.	Every Board member will be educated in critical aspects of the Safe Schools	The school board will attend all sessions, and/or analyze any reports related to the phased		<b>1</b>



## 2020-21 School Board Goals

**Comprehensive Plan Goals-Gol One: Access to District Programming, Goal Two: Innovative Teaching and Learning, Goal Three: Secondary Master Scheduling, Goal Four: Fiscal and Capital Planning**

<b>Board Engagement - The Board will be actively engaged with improving communications internally and externally.</b>				
	<b>GOALS</b>	<b>ASSESSMENT</b>	<b>PROGRESS</b>	<b>Comp Plan Goal</b>
	Reopening Plan.	reopening updates.		
5.	The Board will respond to all reasonable parent and community questions related to the Phased Reopening of schools.	100% of parent,or community requests will be responded to by the school board or superintendent.		1,2,3,4

<b>Accountability - The Board will hold itself accountable for its role as a school board official by acting in an ethical and responsible manner.</b>				
	<b>GOALS</b>	<b>ASSESSMENT</b>	<b>PROGRESS</b>	<b>Comp Plan Goal</b>
1.	The Board will continue to review Board Policies through respective committees to maintain an up-to-date policy manual.	Policies will be updated monthly at respective committee meetings.		1,2
2.	The Board will monitor progress of its Phased Reopening Plan.	An assessment of progress will be completed monthly in terms of safety protocol being followed and implemented.		1
3.	The Board will support plans to open the new Greystone Elementary School.	Staffing, supplies, transportation schedules and all relevant aspects of the opening will be completed by July 2021.		4
4.	The Board will support initiatives in the comprehensive plan including innovative teaching, secondary scheduling, access to programs, and fiscal and capital planning.	The parent satisfaction rate for online teaching will improve by 50% over the spring results where 61% of parents wanted to see more synchronous teaching sessions. Parent survey results will show 75% of parents recognize that online teaching was more robust than the spring program implemented due to the pandemic closures of schools.		1,2,3,4
5.	The Board will support communication of Equity initiatives.	Parent, staff and student surveys will indicate an 80% satisfaction rate of demonstrating progress		1,4

## 2020-21 School Board Goals

**Comprehensive Plan Goals-Gol One: Access to District Programming, Goal Two: Innovative Teaching and Learning, Goal Three: Secondary Master Scheduling, Goal Four: Fiscal and Capital Planning**

<b>Accountability - The Board will hold itself accountable for its role as a school board official by acting in an ethical and responsible manner.</b>				
<b>GOALS</b>		<b>ASSESSMENT</b>	<b>PROGRESS</b>	<b>Comp Plan Goal</b>
		with Equity goals as recommended in the Equity Quality Review report conducted by Delaware Valley Consortium for Excellence in Equity.  Board will provide quarterly reports at board meetings on the topic of equity.		
6.	The Board will support a communication plan for critical goal areas, including a review of the safe schools plan.	Parent, staff and student satisfaction of the way the Phased Reopening of schools plan was implemented will be at 75% or better.		<b>1,4</b>

<b>Innovation - The Board will support innovative programs to foster student achievement.</b>				
<b>GOALS</b>		<b>ASSESSMENT</b>	<b>PROGRESS</b>	<b>Comp Plan Goal</b>
1.	The Board will review and monitor the use of technology to provide alternative ways to improve student learning, including the implementation of Remote Learning 2.0.	Parent, staff and student surveys will show an 75% satisfaction rate with implementation of Remote Learning 2.0.		<b>1,2</b>
2.	The Board will review and monitor dual enrollment opportunities for students.	There will be a 5% increase in the number of students taking a dual enrollment course with West Chester University.		<b>1,2</b>
3.	The Board will review and monitor the use of technology for professional development.	Staff surveys will show an 80% satisfaction rate with professional development implemented to prepare for the start of school in a remote format.		<b>1,2</b>

## 2020-21 School Board Goals

**Comprehensive Plan Goals-Goal One: Access to District Programming, Goal Two: Innovative Teaching and Learning, Goal Three: Secondary Master Scheduling, Goal Four: Fiscal and Capital Planning**

<b>Innovation - The Board will support innovative programs to foster student achievement.</b>				
	<b>GOALS</b>	<b>ASSESSMENT</b>	<b>PROGRESS</b>	<b>Comp Plan Goal</b>
4.	The Board will support the design of a cyber-school program to attract cyber charter school students back from charter schools.	Staff and parents will demonstrate an 80% satisfaction rate with the cyber learning program. Charter school enrollments will show a decrease of students enrolled in cyber charter schools.		<b>1,2,4</b>

  

<b>Fiscal Responsibility - The Board will pass a balanced budget without compromising the quality of education for students.</b>				
	<b>GOALS</b>	<b>ASSESSMENT</b>	<b>PROGRESS</b>	<b>Comp Plan Goal</b>
1.	The Board will pass a balanced budget without adversely impacting the quality of education.	The board will pass a budget under the Act 1 guidelines.		<b>4</b>
2.	The Board will prioritize goals and funding for areas in the comprehensive plan.	The board and administration will prioritize any expenditure reductions to protect the integrity of classroom instruction.		<b>4</b>
3.	The Board will support the development of a short-term and long-term plan to address enrollment growth in the district.	Capital projects to be completed to address enrollment increases include: <ul style="list-style-type: none"> <li>• The opening of Greystone Elementary School in fall, 2021</li> <li>• Complete design phase for Glen Aces renovation</li> <li>• Complete design phase and bid process for an addition to Westtown-Thornbury</li> </ul>		<b>4</b>
4.	The Board will support the administration seeking alternative funding sources to offset expenses.	In addition to the state grants for coronavirus, the school district will seek funding from at least three other sources.		<b>4</b>



## WEST CHESTER AREA SCHOOL DISTRICT

### POSITION DESCRIPTION

---

**POSITION TITLE:** Director of Equity and Assessment **DATE:** August 25, 2020

**DEPARTMENT:** Management Team **LOCATION:** Administration Building

**FLSA:** Exempt

#### **SUMMARY:**

The Director of Equity and Assessment is responsible for planning and promoting the District's efforts to sustain equity for all students, families and employees. The director is responsible for developing and sustaining District relationships with community groups, colleges and universities, and business organizations. The Director of Equity and Assessment provides supervision and leadership for the facilitation of national and state testing as well as local assessments throughout the District. The Director will analyze all assessment data to identify equity gaps, propose, and guide strategies for closing these gaps. Additionally, the Director of Equity and Assessment will be responsible for shaping strategies and guiding district efforts to improve access to district programming for all students and families.

#### **REPORTING RELATIONSHIPS:**

The Director of Equity and Assessment reports directly to the Superintendent.

#### **TERMS OF EMPLOYMENT:**

- 12 month position
- Salary and benefits are as described in the Administrative Compensation Plan of the West Chester Area School District.

#### **QUALIFICATIONS & PHYSICAL REQUIREMENTS:**

To successfully perform this position, a person must be able to perform each essential duty satisfactorily. The qualification requirements listed below represent minimum levels of educational achievement, training, skill and/or ability necessary.

- Graduate degree in Education or related field preferred.
- Proven track record of successfully developing and implementing strategies that have reduced equity gaps.
- Knowledge of assessment of common core standards, K-12.
- Proven Leadership abilities.
- A passion for educational excellence, data-driven instruction, and a personal commitment to accountability for results.
- Excellent integrity and demonstration of good moral character and initiative.
- Ability to thrive in a fast-paced and rapidly changing environment.
- Ability to read, analyze and interpret general periodicals, professional journals, technical procedures or governmental regulations.
- Ability to write reports, business correspondence and procedure manuals



**QUALIFICATIONS & PHYSICAL REQUIREMENTS:** (cont'd)

- Possess effective interpersonal skills with the ability to interface diplomatically with other administrators, teachers, parents, students, Board members, support staff, colleagues, and outside professional contacts.
- Ability to work with and apply mathematical concepts; ability to define problems, collect data, establish facts, and draw valid conclusions; proficiency in the use of technology for individual and system management, communication, and research; proficiency in presentation technology to enhance small and large group information and demonstration sessions.
- Advanced skills in current technology, including the ability to coordinate presentations using various types of multimedia.

Qualified candidate will be required to: use hands to finger, handle or feel objects, tools or controls, and to talk and hear; sit and occasionally be required to stand, walk, stoop, kneel and crouch; have specific vision abilities, to include close vision, color vision, and the ability to adjust focus; have the ability to lift and/or move up to 25 pounds; and possess effective communication, judgmental, planning and human relations skills, and will be required to work under periods of stress due to the level of the position responsibility.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

This list is intended to be illustrative rather than complete and serves to show major duties and responsibilities and does not express or imply that these are the only duties to be performed by the incumbent in this position. The employee will be required to perform any other position-related duties requested by the superintendent.

- Plans, guides, and advises superintendent on diversity, equity and affirmative action matters.
- Assesses and reports on district progress toward meeting diversity and equity goals.
- Develops and implements district-wide training to promote cultural understanding and competency and a climate of equity and inclusion.
- Leads and coordinates equity training across the school district.
- Coordinates and approves equity goals for each building principal and building equity team.
- Leads and facilitates the District Equity Leadership Team (DELT) meetings.



- Works with Human Resources Department to develop recruitment strategies to attract under represented candidates.
- Maintains metrics and prepares periodic reports for the superintendent and the school board for measuring diversity and cross-cultural resource initiatives for improving student achievement, access to district advanced programming, and advancing equity goals.
- Works closely with the curriculum department to identify areas of need for curriculum, staff development and assessment of student progress to close the academic achievement gap between white students and students of color.
- Seeks grant opportunities in support of district efforts the District's efforts to sustain diversity, equity for all students, families and employees.
- Assists in the screening process for potential candidates in their specific content areas.
- Works collaboratively with all district administrators to develop, implement and support all district content area initiatives.
- Works closely and collaboratively with independent consultants and program experts who have been hired by the district.
- Works with the other consultants in planning and providing specific content area and district-wide professional development and technical assistance.
- Participates in monthly Professional Development Advisory Council (PDAC) meetings.
- Participates in district, regional and statewide training opportunities for continued professional development.
- Facilitates state and national testing (SAT, ACT, PSAT, AP Exams, PSSA, Keystone Exams, PASA, CDT) enrollment, material ordering, and administration for the school district.
- Provides training to building administration and school assessment coordinators regarding state testing.
- Coordinates with district data processing team to analyze assessment results and produce reports/presentations for the district, school board, and individual schools.



## Job Description- Director of Equity and Assessment (cont'd.)

---

- Works with curriculum supervisors and building principals to establish a state testing calendar for all schools.
- Serves as the District's Title IX Coordinator
- Provides updates to superintendent and the school board on assessment data used to measure achievement gap between white students and other disaggregated sub groups of students
- Performs other duties as directed by Superintendent and Assistant Superintendent

---

The West Chester Area School District is an equal opportunity employment, educational and service organization.