



JOINT MEETING OF THE  
COUNCIL SUBCOMMITTEE ON EDUCATION, JOINT  
ADVISORY COMMITTEE OF THE SCOTTSDALE  
UNIFIED SCHOOL DISTRICT, AND JOINT ADVISORY  
COMMITTEE ON EDUCATION OF SCOTTSDALE  
COMMUNITY COLLEGE MINUTES

Wednesday, February 2<sup>nd</sup>, 2022

Coronado High School, Lecture Hall  
7501 E. Virginia Ave.  
Scottsdale, Arizona 85257

**PRESENT:**

**City Council Subcommittee on Education:**

Mayor David D. Ortega  
Councilwoman Tammy Caputi  
Councilwoman Solange Whitehead

**Scottsdale Unified School District Joint Advisory Committee on Education**

Dr. Scott Menzel, SUSD Superintendent  
Julie Cieniawski, SUSD Board Vice President  
Patty Beckman, SUSD Board Member

**Scottsdale Community College Joint Advisory Committee on Education**

Katherine Sisulak, SCC, Manager, Early College Programs

**ABSENT:**

**Joint Advisory Committee on Education of the Scottsdale Community College:**

Dr. Eddie Lamperez, SCC Interim Vice President of Academic Affairs  
Melanie Burm, SCC Director of External Affairs

**STAFF:**

Brent Stockwell  
Bethany Schilling  
Rachel Smetana  
Kira Peters  
Adam Yaron  
Stefanie Zamora  
Bill Hylan

**GUESTS:**

Randy Miller, CEO, WHEN  
Shelly Ryan, Chief Career and Training Officer, WHEN

### **Call to Order**

Mayor Ortega called the meeting to order at 5:00 p.m.

### **Roll Call**

Members present as noted above.

1. **Approval of November 11, 2021 Meeting Minutes**  
- **SUSD Board Member Patty Beckman made a motion to approve the Meeting Minutes of November 11, 2021. Councilwoman Tammy Caputi seconded the motion. City Council Subcommittee on Education members Mayor David D. Ortega, Councilwoman Tammy Caputi, and Councilwoman Solange Whitehead voted in the affirmative. There were no dissenting votes. Scottsdale Unified School District Joint Advisory Committee on Education and Scottsdale Community College Joint Advisory Committee on Education also voted to approve the minutes.**

2. **Accomplishments and Updates**

Rachel Smetana, Mayor's Chief of Staff presented

3. **Scottsdale Community College Promise Program**

Brent Stockwell, Assistant City Manager, discussed establishing a Scottsdale Community College Promise Program.

The City of Mesa College Promise Program Agreement was reviewed pulling out key pieces that will be helpful in moving forward with the Scottsdale program.

With help from the District and Scottsdale Community College the number of students who will be interested and eligible to participate in the program will need to be determined. This is somewhat of a complicated effort with the number of districts and charter schools with students who might be eligible. Information from the community college about previous applications from students who started the process but never attended would be a starting point.

The next step is to determine the funding level. The population of Scottsdale is half that of Mesa. If all things were considered equal to Mesa, the funding would likely be \$30,000 - \$50,000. However, the only census that has been released is that used for Federal

redistricting. It is anticipated that the number of students will be higher, especially in the low to moderate income level.

Funding sources for this new initiative within the City of Scottsdale could be Federal funding, tribal gaming grants, or using General Funds. The concept would be to have in the budget an annual contract amount dedicated to the exclusive purpose of providing scholarship money to participants. It would also be possible to reach out to the larger Scottsdale community to ask for additional support.

Mayor Ortega noted ethnicity and other demographic data might be retrieved from the school districts.

Councilwoman Whitehead stated a considerable amount of demographic data on students is available through the Department of Education and National Clearing House. Possibly a subcommittee could be formed to discuss details of the promise scholarship including that it would be for any graduate who is interviewed, and to work with additional resources to provide students with the most opportunities to attend post-secondary education.

Mr. Stockwell stated all information would be pulled together to determine eligibility criteria. Although they have started by looking at Mesa, there are different ways to develop the program. The hope was to use the Mesa program as a starting point to determine what this community wants to do. One challenge with using city funds is that they have to be accessible to anyone in the community and the goal is to come up with something that is complementary to other efforts.

Board Member Patty Beckman stated it would be helpful to understand how many of the high school graduates would be eligible. Mr. Stockwell noted just under 20% or 500 students would qualify. There is a need to work together to figure out demand and funding.

The purpose of the program is to allow eligible Scottsdale residents to attend SCC for two years with the Arizona resident tuition fees fully funded through the Last Dollar needs-based program that would provide financial support to eligible students after all other grants and scholarships are awarded. The program is designed for low to moderate income students who do not qualify for a full Pell grant and demonstrate financial need. The annual contract amount would be based on a first come, first served basis.

The criteria would include the student must be a current resident at the time of application and qualify for the AZ tuition registration fees, and plan to attend SCC full-time in the coming academic year. If a student does not qualify for the AZ Maricopa County residential tuition, they will be funded at that level and required to pay full tuition based on residency status.

The student must have graduated from a public, private, or online high school, been homeschooled, or earn an equivalency diploma by a date certain and have a 2.0 GPA. This matches SCC admission requirements. A similar agreement was approved by the district and foundation for Mesa in November 2021.

A prospective student of SCC demonstrates financial need per the FAFSA application and required supporting documentation.

The prioritization goes to those attending SCC within one year of graduation or earning a GED within two years of the original high school graduation date. Enrollment may be deferred for one year for an internship or religious obligation.

The question is: are the criteria good or should there be other criteria? To encourage students to stay in school, other programs offer scholarships to freshmen to be received upon graduation.

Another concern is if a student did not want to attend SCC or the program, they were interested in was not offered by SCC, would other colleges in the Maricopa County Community College District be integrated into the program.

Councilwoman Whitehead suggested considering adding the trade schools into the agreement as well.

Ms. Katherine Sisulak, Manager of Early College Programs at SCC noted each community college has a specialty, so more flexibility would be better.

Scottsdale may want to develop a program that has different nuances than others, including flexibility. If the agreement is not with Maricopa Community College District and becomes a group agreement it will have to go through another foundation, which adds cost and complexity.

Mayor Ortega noted some parents who live outside Scottsdale send their children to attend Scottsdale schools. Mr. Stockwell noted that open enrollment is another nuance; the criteria could be changed to a Scottsdale resident or enrolled in school within the city limits of Scottsdale.

In response to a question whether this would mean the City of Scottsdale would fund a nonresident with City money, Mr. Stockwell explained there is a difference between the school District and City as a large portion of sales tax supports education, but this is something to think about.

Ms. Sisulak clarified that administrative programs would be administered by the community college district through SCC staff. The foundation would fundraise through private sources to add funding for the program, which will be received and managed by the college foundation.

Mr. Stockwell added that the gift subsidy amendment allows the City to provide direct assistance to those in need. They need to make sure this program is designed well and meets the legal tests. In situations where a student needs additional funds to cover other cost such as books, transportation, meals, etc. or if a student does not use all the funds, the program may need to have more flexibility. The funds would be awarded on a semester basis over six semesters.

He discussed the criteria used by Mesa to test the program's success, including the total

number of participants in the program by term and year, and the total amount of matched funds.

The College District would be responsible for program marketing, administration, funding, and advocacy for raising private match funds. The City would advocate and promote the program for private match funds and support marketing efforts. There are goals in the city economic strategic plan that would be advanced by this.

Mayor Ortega asked where Mesa was in terms of executing their program. Mr. Stockwell advised that Mesa had a program in place prior to the recently approved agreement, so they have had success.

The plan is to continue to work with the school district and community college staff, other stakeholders, and other districts to flesh out details and present a program that is approved. Additionally, it will be important to look at the deadlines for funding, as it takes time when working with government entities. The intent at this time is to have a refined plan proposal before the next meeting.

Councilwoman Whitehead questioned if the funding would be consecutive and suggested the language be clear on how the funds will be paid.

**4. General Plan Education Element**

Adam Yaron, Principal Planner Long Range Planning Services, discussed the Education Element in General Plan 2035.

The goal is to recommend measures to put the plan into effect, promote public interest and understanding, communicate with other public officials and agencies, and develop further plans. Program initiatives are to culminate in implementation through partnerships.

Much time and effort within the community went into this plan and the full plan can be viewed at [scottsdaleaz.gov](http://scottsdaleaz.gov)

**5. Find Your WHEN**

Randy Miller, CEO of WHEN Enterprise Corp. provided information on methods and programs to support the well-being and mental health of employees.

Shelly Ryan, Chief Career and Training Officer introduced herself and provided her background, noting she has been working as a life coach helping people find their WHEN so they can live the life they love.

Mr. Miller's presentation focused on employee well-being and mental health, particularly for teachers. He wrote a book on distance counseling which was created before online coaching came about. Although only 12 percent of employers offer a wide range of well-being programs it is important to think about what teachers need to be more productive.

Approaches to wellness in the workplace is not one size fits all; rather working with the individual to make life better. Teachers are vulnerable, need to feel comfortable, private

and confidential. Mr. Miller gave kudos to the committee for researching and exploring wellness, because the need is out there.

Committee members asked questions.

Mr. Miller noted that COVID increased the number of people who left their job. The Gallup Healthways Well-Being Index numbers will show changes in productivity and personal well-being in companies that are promoting personal well-being.

Even prior to COVID, there was much burnout in higher education. Schools well advised to be proactive, take care of the teachers and minimize the number of deficiencies. The key word is retention, which alleviates cost associated with hiring and training new teachers.

Mr. Miller commented that current programming is not working as it lacks attention to general well-being. The metrics being used are not defined and outdated. Accountability goes both ways, meaning both the one delivering the service and the one receiving it are held accountable. Services must be recorded and see where that individual is afterwards.

Some insurance providers are now open to well-being programs as a preventative measure leading to fewer medical and mental health claims. The “new normal” is unknown as people are envisioning and developing their own normal. Over the next three to five years he predicted a focus of time and energy on mental health.

He summarized that overall health is how you feel, and the best approach is to evaluate and improve the whole person. This is a unique model, but well-being involves mental health, career, productivity, communication, and confidence. The value of well-being is to improve career satisfaction by giving guidance related to targeted goals and making a detailed action plan. This will create increased employee engagement, retention, and decreased medical costs. Offering a well-being program will help teachers and staff to be healthier and more productive.

In further discussion Mr. Miller agreed that it is often difficult to get teachers to work on self-care as they are “busy”. They can’t be forced to participate; however, they need to be told the details involved in the work, that it is private and confidential, with accountability. It is important to customize and focus it to the individual. He added that a focus on well-being is also important for recruitment as a new employee will know that the school cares about them.

## **6. Scottsdale Internship Program Update**

Stephanie Zamora, Marvin Andrews Fellow for the City Manager, discussed updates from staff regarding the development of additional City internships for high school and community college students.

To recap from the November meeting discussion on expanding internships to high school and community college students. A list of positions within the city was provided that require specialized training of a level of education. There is also a list of positions that only require a diploma or GED. The plan is to push further to add service learning

to these existing opportunities and invite high school or community college students who do not have their degree yet to apply.

In speaking with the Budget Office, internship requests have been submitted to assist with events, programs/ case management and other necessary tasks. Interns may also be provided with professional development for specialized areas of service delivery. Additional areas within the City that would benefit from an intern will be looked at, as well as targeting opportunities that fit the curriculum of the high school or community college.

To model this vision, Katelyn, who brings knowledge, experience, and professionalism, will be working to coordinate these opportunities to meet the experience and educational needs of high school and community college students. To expand on this opportunity, a survey will be conducted of a department's ability to have meaningful work and the ability to mentor in professional workforce development.

Recommendations regarding job descriptions and marketing the internship opportunities will be submitted to Human Resources and related departments to advance efforts forward. Additionally, cohorts will be created for cohesion and a feeling of belonging to the organization.

Board Member Patty Beckman inquired about the status of the database that was suggested at the last meeting, as it is a challenge providing students with available opportunities. Mr. Stockwell stated it is still early in the process, but they are still working on a way to connect the School District and Community College with the City. An update will be presented to City Council when the work is completed.

Councilwoman Whitehead agreed with developing additional internship opportunities and suggested including the apprenticeship program at the Railroad Park. Mr. Stockwell noted that railroad mechanics could be an opportunity for mechanically inclined students to participate in.

Vice President Cieniawski suggested the power and water departments as another internship opportunity that could provide students with a glimpse of opportunities prior to graduation. Mr. Stockwell stated they will continue to explore the city departments for increasing opportunities. This is one of the areas where the job description would be broken down to allow students to provide value to the City and student for a win-win situation.

Mayor Ortega suggested looking into and remedying gaps as well, such as geographical locations and lack of transportation, to make sure the internship opportunities are accessible for all. Ms. Zamora stated they will work to identify barriers to participation and include it in the recommendation report.

## **7. Future Agenda Items and Meeting Dates**

- a. Discussion on how to communicate clarification of misinformation using a PSA.

- b. How is the information on the promise program being shared with students and what are the goals?
- c. A presentation discussing what the Scottsdale Mayor's Youth Council does, how they go about getting the word out to students, what their goals are, and what the impact to the community is.
- d. Discussion about transportation and safety around the schools. How to get community input to make the process better.

**8. Adjournment – 6:48PM**

**- Patty Beckman motioned; Julie Cieniawski seconded the motion. City Council Subcommittee on Education members Mayor David D. Ortega, Councilwoman Tammy Caputi, and Councilwoman Solange Whitehead voted in the affirmative. There were no dissenting votes. Scottsdale Unified School District Joint Advisory Committee on Education and Scottsdale Community College Joint Advisory Committee on Education also voted to adjourn.**

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