

Board Forum 12/6/10

Lead: Ann Stark, Bob Gilchrist

Dave Nicholson

Group Members: Ivan Gentry, Amy Collison, Tina Monroe, Sue Atwater

Any questions or comments about the survey?

- No recognition on voluntary for sports.
- Any concerns about moving away from class rank? Students think that class rank is not fair. They like the idea of certificate of accomplishments. Students might not be willing to take tough classes because of the impact it might have on their class rank.
- Wish there were more participants. Should a survey been done every year? It was suggested that staff survey be given on a tech/ staff development day.
- The survey was not what they expected. They felt it was more directed at the high school level.

1. How should social networking be used?

- Defining social networking is important.
- How do you protect the staff? Some teachers are not setting up a facebook account because of the fear that somebody will portray that they are them in a negative fashion.
- social network.
- It cuts off a lot of avenues of communications for not being a part of a One of the staff members only puts on positive things on their facebook.
- One friend students after they graduate.
- Never ask a former student to be a friend only accept them if they
- Communicating to students does not have to include facebook, there are other more appropriate forms like blogging etc.
- Twittering is a becoming a bigger concern than facebook.
- For the most part HS students are not abusing their smart phones. But it is tempting to misuse the smart phones.
- Smart phones are also used in a positive way too, like googling a fact, using the phone as a calculator, or using a dictionary app.
- There is a concern that Twitter can and is being used for harassing other students.
- The HS band is using facebook to communicate to the students, but it is very controlled with parents being involved.
- Does the school have the right to govern what staff do on their own time on facebook?
- The school should get involved if the comments made takes away from the student learning environment.

2. Trademarking the Linn-Mar name, LM logo, and mascot image: what are the positives and negatives?

- What would be the cost of trademarking? TM is not real costly but to register the trademark is where the real expense occurs.
- Regain our own identification and keep the integrity with the Linn-Mar name.
- Is it an issue to have the elementary mascots separate from the Linn-Mar Lions.
- We should have our students and community choose the mascot.
- Trademarking our name would allow the district to assure people using the Linn-Mar name in a positive fashion.
- What do we do with a mascot when we have a second HS some day?
- How about the feeder teams using the Linn-Mar logo? Do we require them to modify our TM logo or can they use the actual TM logo?
- Using the LM logo they should be required to use the Linn-Mar code of ethics.

- Allowing feeder teams to use the Linn-Mar logo helps build school pride.
- Have different lions base of levels, a milder one for the elementary one, different from the HS Lion.
- Enforce the logo at 7th grade, because this is when the competition starts.
- There was some talk about changing the names of the Middle schools to incorporate the Linn-Mar name, like Linn-Mar East and Linn-Mar West.

Board Forum 12/6/10

Lead: Barry Buchholz

Dirk Halupnik

Group Members: Mark Hutcheson, Trudy Stenersen, Bret Van Hove, Brenda Long

1. How should social networking be used?

- Coaches use to communicate to kids
- Elementary schools using blogs and wikis
- Can use blogs etc..
- Twitter for info to community
- Concern= access to technology for all outside of school
- Band facebook page – kids get info from this page
- Daily emails to update parents at elem
- Blogs at elem – pictures to help people see what is happening
- Wikis between teachers as PD
- Downside – adds a lot of time to job, more questions from parents
- School website can't do what is needed ex.) no pics
- Parents may not know what to do with a blog etc.. need to teach
- Students can be overwhelmed with so many things from many different teachers – would be nice to have a central space to do everything that we want/need
- Parents appreciate the daily emails etc...
- Facebook as a homework help tool? When does the day end for the teacher? Is this OK?
- Does school have responsibility of monitoring the relationship of school/staff and students?
- Can get us in a lot of trouble
- Staff/student relationships is a big issue
- Babysitters, friends of family blurs the line
- Use one way to communicate as a district
- Career terminating incidents
- Who is talking to the kids about this? What do they want?

2. Trademarking the LM logo?

- Trademark – then what would we do?
- Lion for elem and for HS?
- Unless we are prepared to do something about it- then why?
- Do we risk alienating businesses that use already?
- Will it cost us money to defend this?
- Trademark and enforce if we need to
- Walmart ex.
- Voluntary compliance - we would probably get this because of the community
- Over time it will take care of itself
- Can't set a line in the sand – evolve over time
- Want some control – possibilities for revenue for district
- Do any area schools already do this?
- Could we have 3 lions – for different uses?
- Ex for academics, athletics, elem
- Can you require a cut if you allow someone to use image?

- Do you allow trademark or do people have to ask for permission – how does this work?
- Name in business- we endorse by implication
- What is stopping someone else from doing this?
- What will this money go to? For what?

Board Forum 12/6/10

Lead: Tina Patterson

Julie Jensen

Group Members: John Christian, Carol O'Donnell, Marilee McConnell, Sue Pillard, Laura Mallicoat,

1. How should social networking be used?

- Elementary appears to be more limited.
- Potential seen if it can be managed...some presentation at SAI to help support the instructional technology area
- Hard to give up the control or do we need to control the interactions...such as cell phone usage. Texting with cell phones may work because then cell phones could be on the desks.
- There may be challenges with each student having a cell phone and unlimited texting available.
- Challenges with Facebook tend to occur tending to lose that control
- Reality is that students are using Facebook....if we try to set up a policy what will change tomorrow?
- Students may be more on Twitter than Facebook can we keep up with the new technologies
- One notify is very helpful and getting the text helps with communication
- Challenges with technology communication between students coming into the classroom.
- Interesting that students listed writing as a priority..is this a sign of limited writing because of technology?
- Interesting that students are sharing documents via Facebook to help with getting feedback from peers, editing suggestions, etc...can be a positive technique.
- Some times there are topics that may not be discussed in school such as involving religions, politics, etc...
- Equity issue occurs...if we would require a certain technique that may not be able to access
- Are there any similar challenges that have been worked through in the past....for example cyber bullying is not occurring as much because individuals realized there is a printed follow up.
- Spanish class is setting up a blog (Excelsior) as a time for student responses to be viewed by all...can be used as an assignment and students can access at school if no computer at home..students are learning that the blog is a public document.
- Using blogs, etc. can allow for students to become critical readers and editors.
- We know that school groups have Facebook sites and are used for the communication. Is this appropriate for the adults to have set up and the private settings. The training for setting up privacy settings on Facebook may be beneficial.

2. Trademarking the Linn-Mar name, LM logo, and mascot image: what are the positives and negatives?

- Who would each group answer to...would that need to be through the Linn Mar district?
- How do we know how to enforce if all the various groups in the community are following the rules?
- Can this truly be monitored?
- Can we police websites/Facebook with various Linn Mar lions?
- Important to protect the Linn Mar reputation to make sure groups are following the fair and supporting healthy activities
- Do we need to change to one logo, register, and then every one needs to contact the district. Determine the Linn Mar logo, and set a date that this is the logo and therefore all organizations would need to contact the district prior to using.
- Many different lions are used throughout the district.
- Single lion would allow for standard suits to be used throughout the district. Font, color, branding and choose the option. Perhaps various options determined by the levels. Options need to be flexible to allow for affordability.
- Agree that it would be good if a high school student were in two groups the same warm up uniform can be used.

- Can tuxedos be the same for all groups?
- The name Linn-Mar Lion would be trademarked as well.....so that all the different areas/stores would need to ask permission.
- Timeline of communication and implementation will need to be clear and communicated through out the community. It will take some time to implement.
- The LM on the athletic field will more than likely be the LM to use...
- Colors and logo will be predetermined not specifying companies to print.
- Aware that the PTOs will need to be involved in the conversation.
- Review of current practices and how to grandfather in the procedures and plans.
- Aware that the one logo would really promote unity throughout the district
- It would be positive to get more “control” on the purchasing/graphics that are available across the district.
- There could be a challenge with other groups that want to use the Linn Mar name but not use the red/black colors. Will the color be required if using the name Linn Mar?
- Determine possibilities through a survey should we use the Linn Mar name with only having a lion and red/black colors.

Board Forum 12/6/10

Lead: Bob Crawford

Karla Christian

Group Members: Joe North, Joy Oldfield, John Hanson, Laura Estrem

1. How should social networking be used?

- I think it can be a good tool but is unregulated. They are all blocked here.
- Having faculty social networking with students at co-curricular level (Tweet) show up to this, I understand it but I don't do it. I don't know about classroom. Teacher websites already – don't think it's necessary. Difference between activity and classroom trying to separate in a policy is hard.
- Most students driven by social media. Steve Starkey had an application had this discussion during a meeting and he had a direct and he separated himself from it. I don't want kids to find me so I use my maiden name.
- I don't use it so I only see the downside. I'd like to see the application.
- It's hard to compartmentalize. They aren't designed by that.
- My age is hard to relate to this stuff
- Digital shift – how technology has a poverty element to it. IT is a marker of status. Is it divisive? I don't want the school to have liability.
- They should all have iPads
- I'm for an e-reader (dead) address controlled by school
- Flip cameras and upload – it's easier with social media
- What if I don't want to be on it
- No report shows better learning with technology
- I don't think kids will prefer the e-readers, etc.
- This is stretched for social media – I look at my son's twitter account if I click on someone else as a follower then whoa! Everything changes. Same concern with teacher facebook.
- Not closed, totally open
- Poverty is a good point – access to fb on their phones
- In the future all be on one thing
- A part of what the policy is – it will be reviewed every year.
- What's the policy now?
- None right now.
- Young teachers are the ones more inclined to use it – what is protecting them?
- Elementary teachers will link their parents to it.
- You have to do it outside the schools
- Parent saw a picture of me for my birthday on someone else's facebook – don't want that image out there.
- It's out there do we teach kids to use appropriately?
- I feel the world will continue to change and us setting up rules is useless – look at kids, they are going to operate with technology way different than what we think.
- Do we have access to utube?
- Yes
- Kahn academy? It is 18,000 videos on how to solve math problems.
- Utube is social networking
- It can be useful
- I use it for the classroom – I don't assign searching utube
- It's more important to teach safety, etc. as to what they will be dealing with
- I need to teach them how to use legitimate sources and how to find them
- I do use Wiki – but not for research – teach them how to narrow the web
- At SAI – easy read book – tech for educators, helps you know what the domain names mean, etc.

- We do teach them where to go – 9th grade English only
- Do we teach them how to use it vs. say NO USE
- Teaching and putting guidelines as to what is ok – we need some sort of control over it
- What are other schools doing?
- Policy committee is wanting to say something like FB cant’ be used as a communication tool between them and students. Coach says it’s the best way to communicate if no practice but where does it stop?
- 60 minutes – the new FB. E-mail is going away.
- 40% drop in e-mail
- Where will people be? How will we speak to them?
- If no one is listening to e-mails – they need some responsibility of their own to read it. WE should decide what medium to use and they should be responsible
- Like teaching the kids appropriate and not – and then setting guidelines
- Need to sit down and talk to the kids if there is a policy
- Technological issue with bandwidth if we opened it up

2. Trade marking the LM name, LM logo and mascot image - positives and negatives:

- We need to re-establish the LM name (brand). There are as many lions as organizations. Part of it is economics ex. Travel jerseys w/ LM on it. I see signs that say LM 8th grade Washington DC trip – it is not LM. If something goes south, now our name is tied to it. Many club programs terrorize a hotel and we get a phone call – your 6th grade bb team trashed the hotel. WE don’t have a 6th grade bb team. We would like to control access. Moving toward fewer “lions”, LM, etc.
- If LM Poms having a car wash at drug town, has to have logo on it?
- Already LM
- AAU teams saying LM
- In my neighborhood fundraising – how do they curtail that?
- Anyone who wants to use the name LM, must get approved and sign the code of conduct – if mess up lose the name
- Do we have it registered as a trademark ex. At Hy-Vee?
- Very expensive process w/ lots of lawyers – article in paper then one business calls and says they will give us 8% of sales. We are not trying to make money.
- Fundraisers are so diverse, it’s hard to regulate. Adding so many layers.
- Need legitimate oversight. Give the public confidence.
- Fundraising is different than trade marking
- they are welcome to use the name – do we need to regulate the fundraising part of LM. We’d have to work on educating the public
- that would clear things up – when we moved here asked if kids played for LM prep teams but they weren’t associated with the schools.
- AAU club sport coached by father who is a LM parent. When something goes wrong are the parents mad at the school, the dad?
- people are confused – sports, fundraising, etc.
- interesting how it is used with fundraising. Does the LM name help with fundraising?
- if we let them is it a downside?
- Brand loyalty to LM HS, if it starts at 3rd grade it would be fun, but it is also a fundraising issue

Board Forum 12/6/10

Lead: Todd Hutcheson

Rick Ironside

Group Members: Jackie Wellborn, Dawn Young, Ed Rogers

1. Social Media Networking

- Teachers have used Facebook has been utilized to communicate with parents.
- Age related issues
- Protection by open page
- Friend of a page – viewable materials and teacher conduct governed by Ed. Examiners
- Restrictions –
 - Already spelled out by Ed. Examiners
 - How to control behaviors – police
 - Make people accountable, treat people/teachers as professionals
 - Communicate restriction and IA Code, 279 regulations
 - Punishments would need to be communicated as part of the police function
 - Across the nation schools are hiring staff to police and administer the educational use of social media
 - How would teachers/educators use a social network?
 - One method to readily contact the public but management would be difficult!
 - East Marshall example – virtual classroom and it's spin off to other social media
 - *Kids know how to use social networks – teachers in general do not have the technology background and would need staff development and support to understand the current use and application for instruction. All issues that arise from inappropriate use of a social network would be covered by the State of Iowa's professional standards.
 - NEXT ISSUE: Band width – to better use technology the District needs to address more band width. This issue is more of a limiting factor that impairs learning through technology and other issues.
 - Texting – as a common social media is a bigger challenge.
 - A high school teacher was named that used a social network for sharing of information with the students. Foreign Language department was mentioned of their use of blogs for instructional purposes.
 - Google can create restricted access media.
- Concerns – any access to social media will need to address appropriateness of friending and the policing or supervision of the interactions.
- Does – No! NO! No! control anyone? Or, will people just continue to communicate using social media? Resources maybe better utilized to find ways to use social media in the classroom than to control or restrict the use.

2. Logo – Mascot – Trademark

- Several angles to these issues:
 - Protect brand
 - Revenue
 - Repetition of school logo
 - Liability
 - Identify – image
- How can public school systems control the use of their Logo, Mascot, or Identify?
- Raise the issue with the community.
- Parents and the community would need to communicate why the District would proceed with this issue.
- What is the current status of other public schools in the area, state or nation?
- Is the District ready to litigate misuse? Example: Would Linn-Mar Community Schools litigate a 5 year old soccer team that uses the same colors, mascot and the name Linn Mar?

- Another issues: Alignment of the District (elementary, middle school and high school) as lions. Example was shared that Cedar Rapids Community Schools does not have a similar feeder system (Cougars, J-Hawks or Warriors). What will happen when the day comes that Linn-Mar CSD has a second high school? Alignment!
- What is creating this push? Consistency of trademark! Why? One consistent image!
- What is the revenue amount that can be made by trademarking?
- What would be the next steps in this process? Develop guidelines for the use of the Linn Mar name, developed rules of conduct for youth programs to follow.
- Policing of the trademark will be a challenge! How will this be enforced?
- Rules will need penalties for miss use. Who will manage and investigate? We need to establish agreements with our local print shops on the use of the word - Linn Mar.
- What would the District plan to do with the business that have the word Linn Mar has it's business name? Linn Mar Dentistry
- How does this process benefit learning?
- Branding is the current hot topic. We need to protect the image!
- Would time be better served to address the consistency of the Logo, letter head and school colors?
- How can the District flow the mascot down to the Middle Schools and the Elementary schools?