



School Improvement Advisory Committee (SIAC)

MINUTES

Monday, September 12, 2022

Welcome Dr. Michelle Morse, Superintendent

I. Introduction to Meeting & Meeting Norms (5 minutes)

Sarah Harris	Rhonda Nelson	Jayne Olson
Ron Peterson	Susan Krieg	Michelle Tabares
Melissa Hart	Owen Hubbard	Brie Collier
Maile Mejia	Cassie Kimler	Emily Henneman
Erin Bannerman	Sharon Sanyi	Analicia Gomes
Kait Burke	Amy Swearingen	Bill Hitching
Kim Hoffman	Cassandra Powell	Mary Wendel
Noe Mau	Karen Allison	Michelle Morse
Vickie Pyevich	Juan Camacho	Celeste Miller
Beth Waller	Cyndi Diercks	Cathy Weis

II. Introductions (30 minutes)

III. District Update (15 minutes)

- Strategic plan - 5 year plan approved - 4 priority areas, developing action plans to measure identified goals
- Vision & Mission statements have been updated and approved
- 4 new core values have been adopted - community, lifelong learning, integrity, empowerment
- PPEL vote tomorrow for renewal
- Facility Master Planning - Physical Assessment completed over the summer of 2022. Developing a district advisory committee. 1st meeting in October. OPN coming to work with principals. Sept 26th board workshop.

IV. District Branding/Identity (1 hour)

- Build our branding around our mission and values

- Bring in core values
- What does a brand mean for a school district? What is the passion of the district or the characteristics?
 - Identify top 4
 - Developing consistent mascots, graphics
 - What should the BHS mascot communicate?
 - Develop one common image across sports, fine arts, etc.
 - What 3 qualities do you want in a bulldog image?
 - Exit ticket - what went well, suggestions

V. Meeting Wrap-Up (10 minutes)

- What we did well
- How can we improve our meetings

Future Meetings

- Nov. 7 - Websites & Parent Engagement
- Feb. 13 - Facility Master Planning
- Apr. 17 - TBD

Community | Lifelong Learning | Integrity | Empowerment

Better Together

School Improvement Advisory Committee

Sept. 12, 2022

Branding & Identity Table Work

Table Group	District Brand/Identity		BHS Identity	Mascot
	Is Now	Want it to Be		
Grant Wood Cassandra Powell Juan Camacho Karen Allison	<ul style="list-style-type: none"> Empowering Pride Force that moves forward Leads the way - trailblazers 	<ul style="list-style-type: none"> Integrity Community Lifelong Learners Empowerment 	<ul style="list-style-type: none"> Elite Confident Empowered Authentic 	<ul style="list-style-type: none"> Shows movement Down to business Confident Clean, not messy (to the point) Tongue contained Use collar to fit each school color
Herbert Hoover Kim Hoffman Kait Burke Erin Bannerman Noe Mau	<ul style="list-style-type: none"> Meet student needs (Something for all) Communication with parents Inclusiveness (Students accepting others) Pride of the district - community support 	<ul style="list-style-type: none"> Information more easily accessible Trust the teachers to teach their subjects Accepting of ALL students and staff 	<ul style="list-style-type: none"> Future Ready Inclusiveness Diversity Opportunity 	<ul style="list-style-type: none"> Simplicity Flexibility Poise Strength Modern not cartoonish
Mark Twain Owen Hubbard Rhonda Nelson Susan Krieg Mary Wendel	<ul style="list-style-type: none"> History of good athletics Strong academics Diversity Top Facilities/Technology High graduation rates 	<ul style="list-style-type: none"> Strong community support Positive reputation Inclusive Relationship driven 	<ul style="list-style-type: none"> Academics <ul style="list-style-type: none"> College Path Trade School Work path Athletics <ul style="list-style-type: none"> Intramurals Whatever success means to the student 	<ul style="list-style-type: none"> Tweak current logo - close mouth or less tongue All teams/clubs use same logo Seams costly to make a change - use money elsewhere We like tenacious, hardworking mascot

<p>Paul Norton</p> <p>Amy Swearingen Cynthia Diericks Emily Henneman Brie Collier</p>	<ul style="list-style-type: none"> ● Football ● Facilities ● Community - Approachably, Communicatively Aligned ● Pride ● Trusted 	<ul style="list-style-type: none"> ● Athletics ● Excellence ● Safety ● Inclusive 	<ul style="list-style-type: none"> ● Opportunities in Athletics, Academics, Fine Arts and the Community ● Excellence 	<ul style="list-style-type: none"> ● Simple ● Fierce ● Not realistic <p><u>We were</u></p> <ul style="list-style-type: none"> ● Little Dogs (Elem.) ● Terriers (Middle) ● Bulldogs (High) ● We like the concept of little dogs
<p>Neil Armstrong</p> <p>Maile Mejia Melissa Hart Ron Peterson Sarah Harris</p>	<ul style="list-style-type: none"> ● Academics (Purpose) ● Excellence for All ● Sense of belonging (Pride) ● Bettendorf gear (Passion) ● Why do people choose BCSD - Opportunity - Sports, Clubs, Career, College 	<ul style="list-style-type: none"> ● Ditto 	<ul style="list-style-type: none"> ● Opportunities for all ● Excellence in academics ● Foundation for “Future Ready” ● A place for all 	<ul style="list-style-type: none"> ● We love change/fall ● Belong, Tough but approachable ● Color, full body bulldog, change for sports or activities ● Bett collar on dog ● Picture on BHS wall - Bulldog is happy - white, black and gold
<p>Middle School</p> <p>Cassie Kimler Beth Waller Sharon Sanyi Vickie Pyevich</p>	<ul style="list-style-type: none"> ● Neighborhood/Community Schools ● Career Preparedness & Opportunities ● Access to Technology ● Excellent facilities and educators 	<ul style="list-style-type: none"> ● Continued diversity and inclusiveness ● Trust ● Equity 	<ul style="list-style-type: none"> ● Prepared ● Well-rounded ● Resiliency ● Life-long Learners 	<ul style="list-style-type: none"> ● Bulldog Confident not aggressive ● Strong, protective, strength in stance ● Would love student involvement to create this (involve students for ownership) ● Keep the Bett logo on everything as the central theme, not necessarily the bulldog. This has always been synonymous with Bettendorf. ● We feel we don't need to reinvent the wheel. If you use the bulldog, it should all be the same, but it doesn't necessarily have to change it completely.
<p>High School</p>	<ul style="list-style-type: none"> ● State Championships ● Tradition 	<ul style="list-style-type: none"> ● Athletics ● Academics 	<ul style="list-style-type: none"> ● Community ● Academics 	<ul style="list-style-type: none"> ● Bulldog symbol with Bett Arch over top ● Two canine teeth (underbite)

Jayne Olson Analia Gomes Bill Hitchings Michele Tabares		<ul style="list-style-type: none">• Fine Arts	<ul style="list-style-type: none">• Athletics• Fine Arts	
--	--	---	---	--