

**Benson Polytechnic High School Alumni Association
Board of Directors Meeting – Official Minutes - Final**



Date: March 12, 2013

Starting Time: 5:40 pm Ending Time: 7:52 pm

Benson Polytechnic High School – Band Room

ATTENDEES:

Josh Piper (JP), Ken Bakke (KB), Neal Galash (NG), Joanne Stainbrook (JS), Chuck Heil (CH), Rob Johns (RJ), Don Wear (DW), Dale Bajema (DB), Max Baker (MB), Dick Spies (DS), guests: Carol Campbell, Benson principal; Ken Lance, 1983 Benson graduate: Columbia Pacific Brokerage, Inc. (Foodservice Sales and Marketing), klance@cpbrokerage.com; Lainie Block, Benson advocate, Attorney at Law, lainie.block.wilker@comcast.net; Kevin Truong, Student body president; John Slaughter, 1994 graduate, current Benson teacher/coach.

MINUTES:

- Guest speakers
 - Carol Campbell:
 - Just finished Site Council meeting - working on five year plan for Benson - the major project this year. With limiting funding, how can we continue to build the school?
 - Instruction, community, growth.
 - partnerships, community, students and family growth
 - Growing numbers, growing programs.
 - Making the connection between career and college.
 - Growing in the relevancy, changing instruction to fit industry.
 - Trying to bring drafting back. Next year we hope to add the CAD class back in.
 - President, Governor mentions of CTE, but fighting against lack of resources and attention.
 - Excited about the 5 year plan. Our time to speak to school board is April 1st. 30 minutes total. She will highlight successes and good things going on; Dale will talk about the 5 year plan. They will be the first group to see the 5 year plan, hoping to be invited back.
 - Kathy Skatch took 2 students to film making institute in San Francisco a few days ago. USEducationTV.com helps them create lessons/tutorials that are posted on the website. Using it for all students. Received \$5000 award for best use of website.
 - ESL student just won \$100 for essay at International Leaders convention. She came to the US when she was 10 and she didn't speak English. She is here for the dental program and will go to college next year. She shared that she would like to provide services for immigrant families in the US. Noticed that health care isn't the best, and would like to return to Sierra Leon and help people there.

- Featuring snippets about Benson on OPB. Walked around with Rob and interviewed people. Aired this week. Oregonian article on skills coming out. May be an article soon about the enrollment cap. Nicole Dunka.
- 2 finalists for Gates Scholarship. (Maybe 4?) Kevin Truong is one of them.
- The entire school is walking over to career expo on Tuesday.
- There were 425 applications to Benson this year. Letters will go out during spring break to students selected in the lottery.
- Tech Show was a huge success. Several emails from alumni indicated they were impressed. Advertising from Drew Carney was helpful.
- Matt Pelico is a physics teacher here, and advisor for the Robotics program. We were invited to participate in an engineering competition at PSU with other high schools. Students are working with teams of students from all the schools. Students are planning schools for the future. Very open ended. We got two teams and Matt Pelico is working with them. Submitted abstracts and one of the instructors sent an email and said his son is a 1st grader and he hopes he will be able to go to Benson, if that's the caliber of work that goes on there.
- School budget might be better than in the past. Encourage people to go to the talking sessions to listen to our priorities. Monday the 18th 6PM. at Madison, and Wednesday 7PM at Lincoln. 6PM Thursday March 21st at Grant. Taking feedback about what the priorities should be if there is a surplus. There is also an online survey. The superintendent seems to listen - she just changed her mind on the Jefferson cluster based on the feedback.
- Benson's success is not only hinged on enrollment, but it's hinged on funding. We could be a great school at 850 if we had enough funding, but when funding is tied to enrollment, then we need the enrollment cap lifted.
- Conversation has to center around adequate funding for classes. They seem to be starting to have the conversation: Benson has high graduation rate and high minority rate. Concern is that by the time we get a turn around, there won't be enough programming left.
- Carol thanked the alumni for all their work. Your help, and your stories, impact the students.
- The alumni thanked Carol for her enthusiasm and advocacy for the school.
- Lainie Block:
 - Rob introduced Lainie: She is very connected politically. Helping us make connections to Blount, Freightliner, Oregon Ironworks, etc. These industry people seem to be waiting for something to happen - ready to help. They are trying to work with middle and high schools to talk about manufacturing as a career choice. There is a misconception that Benson produces workers only - but there is 80% graduation and 70% go on to college. They are willing to fund education and internships. Oregon Sheet Metal council, etc.
 - Thanked the board for inviting her to speak. She has two girls, 6th grader at Access Academy. 3rd grader at Laurelhurst, and is an education advocate. She's worked on campaigns for funding. She's here to advise us

on the political landscape. It's all about politics. Unless you tell everyone about your great program, nothing is going to happen. She's written op-eds - Tribune and Business Journal. Her theory is to take the programs that are working and double-down. Take the programs that are working that are turning away kids and put more funding into them. We're turning away kids from the schools that work and forcing them into schools that do not work. She's gone through the data with economists and put together a plan for the city. She was a leader concerned about the first bond that was poorly planned. She knows how to do media outreach with no money.

- Met with school board after the failed bond, and said let's make a strategic plan for the city. You can have kids with issues that are brilliant and CTE works for kids.
- You are stuck in a numbers game. Carole Smith's heart is in North Portland. - Jefferson and Roosevelt. Her background is in kids at risk. Franklin and Roosevelt are getting twice the funding, but they are cold and hungry and not ready to learn. Money is being spent on outside contracts (Self-enhancement, Inc.) The kids have to stay at Jefferson for Tony to make money. Multi-million contracts. He's on all the committees. Special interest groups are making a lot of money off the kids.
- Friends who teach and are principals will tell you they have to close two more high schools. There is declining enrollment - spending too much money on administration. If you look at the patterns: it's Jefferson. But it's going to come down to Jefferson and Benson.
- Carol will not agree to lift transfers to Benson. You need four votes on the school board to lift the cap on Benson. Benson has race, poverty, and working class jobs. This is cradle to career, part of the Portland Plan for job creation. This is leverage we need. It is only going to happen from Portland Business Alliance, Governor, Mayor, media to get four votes on the school board. The most likely are:
 - Pam Knowles
 - Trudy Sargent
 - Greg Belisle
 - Bobby Regan
- If there is enough pressure - if you show up to town halls. Has to be open meeting, people in front of city hall, mayor, etc. Benson = middle class jobs. Benson = skills training. Benson = Portland.
- If there is enough pressure - if you show up to town halls. Has to be open meeting, people in front of city hall, mayor, etc. Benson = middle class jobs. Benson = skills training. Benson = Portland. She drafted information to put on social media. Send a press release, get camera crews out there, Get the press out there.
- She met Rudy Crew in the hall - people in Salem do not know what is happening with Portland high schools. They all send their kids to private schools. If Salem feels the pressure about jobs, they will care. It's getting on talk radio, Willamette Week, etc. You have two weeks - you need to make a huge push.

- Jefferson only has about 200 kids in it on any given day. They have 3 hour study halls - not enough teachers.
- Write letters to the editor: Tribune and Oregonian. Journalism is dying - you have to write it. You have to get someone out here to take pics of the kids and their robots, etc.
- STEM is hot - heart of every business plan. And Benson IS STEM. If in phase 2 they want to rebuild STEM schools - they need to concentrate on STEM. Benson, Creative Science. Winterhaven, etc. Denying kids entry into Benson and middle class jobs, to force them to stay at Jefferson and 3 hour study halls.
- You need to get your letter on the record at city hall.
- Portland Business Alliance does not want to talk with the district, but they would listen to Benson and rally to them.
- She handed a school plan to Charlie Hales 6 months ago - he won't do anything without media pressure.
- DW mentioned his connection with Brad Avakian and will be at the meeting on Monday.
- She responded: Talking to politicians in closed-door meetings won't work - have to do it in front of the legislature. Kate Brown, Secretary of State, confirmed they can't do anything without pressure. You must be there at Town Hall - City Council meeting, Legislature.
- DB: Education is all political is the statement you made today. I don't disagree with using forums to get the message across. But it sounds like you are saying the issue is that if we don't get the school district to open the enrollment in the next two weeks, then all is lost.
- Lainie: With the enrollment cap, it will be a slow death. I've spent 8 years on this.
- RJ: If you don't get political about it, nothing is going to happen. Even in the last few weeks, it's forced new connections with business. Discussion around getting teachers behind the five that will be retiring.
- Lainie: Precision Cast Parts has been trying to be in the school for 10 years. They are so frustrated with the school district.
- We need someone to run against Pam Knowles and Gonzales. Someone good at Grant and Roosevelt. Deadline to file is March 21st. We need people planning the district that have strong financial, strategic planning backgrounds.
- DS: Only concerned about 10% of what you are saying. We need to make a pitch for the need to career education. We can't advocate for closing Jefferson.
- Lainie: Don't go there now - lift the cap. How can you deny kids the opportunity to go to Benson?
- Kevin Truong:
 - He's the student body president and alternate student body rep on the school board. Benson has a partnership with OIT, also the bond campaign passed, so he's working on making sure that Benson students get the internships for construction work that was promised. He was on the

Superintendent advisory council last year. Last June, president student body. Also served on Facilities Long Range planning committee, bond development committee. Helped with Our Portland, Our Schools. Middle school in Vancouver. He had been training to be in pre-law at that time.

- If you are in any field that relates to what the students are doing right now, we'd love to have students come talk to you about jobs. Many students have potential but don't have the resources to get out and be seen. 26 kids trying for 6-8 apprenticeship spots.
- It would help for alumni to come to counseling center to have the kids practice talking about the jobs that they want.
- Students are inventive, know how to budget, assisting with surgeries, designing computer games, etc. There is a lot of potential - they just need opportunities.
- JS: We have questions about how we might connect with the student body to get the seniors to sign up as alumni. Awards ceremony?
 - DW: We are interested in building relationships. They will want to be involved seeing we are involved.
 - Kevin: he can make an announcement, and if they have a senior assembly, we could have a rep there.
 - CH: students may not realize how interested the PTSA and alumni are in their participation. It would be great to get students in to PTSA meetings - perhaps the student body council would cycle through? Last year only students that had a school assignment or were looking for money for the prom. Would be great to get students at the once a month meeting.
- Leadership meets every other day during 6th period. 12:10PM. Rob will set a time to meet with them.
- Kevin: We would like some help with Prom - it's a huge location. He'll send an email to Rob about what they need.
- JS: From the student's point of view, why don't parents join PTSA?
 - Kevin: Parents are so busy- working, out of town, etc.
- Friday is the talent show - Z man grant. Winner competes in April for \$5000 scholarship. Auditorium 10:55AM.
- May diversity assembly, showcases the diversity at Benson. Ask that students perform cultural talent driven performance.
- New technology is great - gives students a leg up and is exciting. They ask themselves: Can we try something new?
- Ken Lance:
 - He's a 1983 graduate. Wanted to come by and see what we were up to and if we needed some help. Background: owns a Milwaukie company - manufacture reps, sell food processing, and builds houses. Has done a lot of sales.
- John Slaughter:
 - He is a 1994 graduate, wife is a math teacher. Two young daughters. He coaches football, basketball and softball (new). Die hard tech proponent

and wanted to come by our meeting. Good contact with Dale, and helped with high school redesign. Wants to be helpful.

- Motion to postpone the reading of the minutes was passed.
- Membership: JP:
 - There are 76 paid members. Doesn't include what came in over Tech Show. Rob handed in four more from tech show. 11 new members over the past month, three of which came in over the last week online.
- Scholarship: JP:
 - Report from Oregon Community foundation has arrived, with donors over the last year. Account statement should be here next meeting.
- Finance: KB:
 - Ken accepted the receipt for the donation of the \$500 to KBPS.
 - Current balance: \$3244.65 not including PayPal: 79.45, and anything that just came in.
 - Receipts from Tech Show still to be turned in.
- Website: JP:
 - RJ: Letter from Dale Lawrence Jensen that came to principal. 1945 graduate. He was ok with us posting on the internet. He gave it to Josh.
 - DB: It would be good to have website updates: successive articles. Identifying who should write what? CH: can you ask Connie to see if she'll spearhead.
MB: I will check with her.
- PTSA update: CH:
 - Kerns Neighborhood Cleanup: Planning meeting Monday April 1st here. They will talk about what worked and what might work better.
 - Must identifying jobs and forepersons for the jobs so students can be supervised. etc. Before the cleanup, we'll do a walk around with Carol to see what she wants to get done. The bark dust has held up, so we might not need the bark dust this year - still TBD.
 - The cleanup is 4/20 in the AM. We'll be done at noon this year, so everyone can go to the BBQ gathering.
 - DW: He has a trailer and a truck. CH: we will need some people, and that will work well.
 - It would be great to get sports teams of Benson kids out in their uniforms – good publicity.
 - DB: Would it be of value to enlist the PTSA to have a task at the picnic this summer? CH: They will put it on their agenda.
- Discussion about Alumni activities:
 - RJ: We need an Alumni response to what PPS wants to see in a modern school.
 - DB: Notice from school district that they want public input for what people want to see at a modern public High School, as the bond moves forward. Many people on the alumni board have ideas, perhaps we need to consolidate and have a statement as an association.
 - DS: What is the best forum to get the responses back?
 - DB: They are looking for written responses. Address an email directly to CJ.

- DS: I would like to paraphrase the response in the presentation to the governor when he's at Madison high school on the 25th.
- RJ: Is the thought process that there's thinking for more CTE in the other high schools?
- DS: That will be a theme moving forward. What portion of the bond measure is allocated for the planning for Phase II? There's a lot of discussion on Benson, Lincoln, Cleveland in the next round – inner city schools with unified curriculum?
- CH: Generic high school or will it allow us to speak to the distinction we're making at Benson?
- DB: Think this will be generic.
- DS: My response will be similar to responses to the facilities planning: CTE has to be part of a broad based education, but at Benson there's a unique opportunity to form connections with industry. We spent 16 months developed sustainability curriculum and it's just sitting on a shelf now. **DS will draft a letter, others send input, email us draft, and Association will endorse it.**
- Update on opportunities to help Benson:
 - Amy at the counselling center reported that there is now an Alumni signup - two women in Laurelhurst are rallying about 40 people to rotate through the center. RJ said they should come and talk to us so we can align with them.
- Memorabilia committee: CH:
 - Josh put together a subgroup on yahoo.
 - Carol gave Lisa a laptop today; they will download the archiving software and will start playing with it. Kudos to Carol for the laptop.
 - Doing research on archiving materials and starting to put together a budget.
 - Still looking at what belongs to Benson, what might come in from the family and who will own it.
- Tech Show – MB:
 - We did have some people fill out postcards. **Max will meet with Josh and Joanne about the postcards.** What we have, what to do, when where to hand them in.
 - JS and CH remarked they heard positive feedback.
 - DW, RJ: forged coasters were nice. CH: Have about 50 of them left. Nice swag for industry folks.
 - T-shirt sold nicely. Class reunion wanted some alumni T-shirts, will pay. John Slaughter: there is a Benson alum that does the T-Shirts. Triumph is the name of the business. Talked about having a guy print shirts in the alumni room at Tech Show. That would be great!
 - Newsletter was awesome. Kudos to all that contributed and to Connie for putting it all together.
 - Banners were awesome. RJ donated the banners to the school, with the agreement that we could have them in the old gym at Tech Show and use them periodically.
 - The board thanked Max for her hard work.

- Foundation 501C-3 update: no word yet. Past the 90 days, so RJ is contacting an attorney to see what we can do, if anything.
- More discussion on the school board:
 - DB: Carol would like as many people to go and testify or email thoughts on school budget as possible. I'd like to come back to point about resource issue at Benson: CTE costs more. She is getting some traction. Might get extra dollars this year. Concerned about alienating the board pushing to lift cap, when they might be on the verge of understanding proper standing for CTE.
 - RJ: Bobby was clear in his response: there is no money for CTE. It is political. They are supporting things that get Federal dollars for failing schools. They put kids in failing schools because they get money. We are appealing to the governor because he's put himself out as the education governor. Kids are willing to give up going to a high school with friends to go to Benson where they don't know anyone, in order to get a good education. But they are forced to go to failing schools instead. Very passionate about it. RJ presented 3 minutes to the board yesterday.
 - John Slaughter:
 - Oregonian article: Benson High supporters push to increase enrollment cap.
 - I see where Dale is coming from - I see both opinions. There are many efforts that need to be pushed.
 - Admissions process and enrollment. The lottery system can't be in place - it has to be scored applications. We need to go to board and say - you said we could have our application process back and we still are using lottery.
 - RJ: We need to prioritize how we are going to approach the board. Legacy kids make a difference.
 - DB: That's an issue that the board is willing to negotiate on.
 - RJ: But they haven't given us anything. We need to push.
 - DW: Right now we have enrollment cap. If we get it great, if we don't, what next - quality education.
 - MB: Enrollment is in the spotlight right now - it's getting traction.
 - CH: Watching the gun debate - last meeting in Salem, they had guys in the rotunda with rifles. I'm for their rights, but he's in an argument with OFF, because they were intimidating people. We want to make our point but not intimidate.
 - DB: Will not pursue lifting cap while alienating the board.
 - CH: We need to find a way to do this without making new enemies.
 - DS: We can be civil but we're not going to get anything if we don't ask.
 - CH: having people with signs, talking about:
 - enrollment cap
 - CTE funding
 - application process
 - DB: In my mind, it has more value to talk about CTE funding increase.
- JP: KBPS 90th anniversary party. March 23rd 5-7PM in the building. Please come and let everyone know.
- Benson House: no update

- Boosters: no update
- No band update
- The meeting concluded with a brief, lively discussion involving DB, RJ, DS, and CH as to whether the association should focus its efforts on trying to remove the cap on Benson's enrollment or to continue to build Benson gradually "brick by brick", and whether the former may jeopardize the latter.

OLD BUSINESS

- KB: Benson house - There isn't a sign up. RJ will send a note to DS and Toni Francesconi. We could do a vinyl sign up very soon!
- Committee for lawn mowing? Schedule and duties.
- Can we get a video for PR for the new construction design class?
- Formalize Benson tours for industry and others. Each room to have a student ambassador? RJ to talk to Carol. Kathy Skatch is the communications teacher.
- RJ to follow up with Carol about \$250 matching travel funds for kids to take the train to Kfalls for OIT open house.
- RJ to set up a meeting with the Labor Commissioner and DW about rules that would apply to Benson students trying to get internships.
- Interview Miranda Ryan, jobs coordinator, and put it up on the website? Video? Student project? CH will talk to Kathy Skatch about having students do that kind of thing, getting us the video to post on the website.
- Connie is working on marketing materials for the Foundation.
 - Who are we and what are our intentions? Trifold.
 - Carol can have it on her desk - we can all have it to carry it around and hand out.
 - We need to put some things on the website also.
- We need two "Stay tuned for opportunities to participate." letters:
 - Portland Business community - businesses that have indicated interest in Benson.
 - Alumni.
 - We might be able to use some senior students in English or Communications to try and create the documents. A senior project?
- Can we pursue more one on one meetings with school board members?
 - CTE programs require more staffing - if you want us to be 850 kids, that's fine but we need more staff - not staffing at a conventional high school level. 5-18 students in a class for CTE is what is needed. Now it's 25-30.
 - Carol is also going to push for nationwide searches for CTE staff"
 - We need to write the basic requirements for getting TSPC licensure. Basically about 18 hours schooling, and probably some hours of on the job training. You have 3 years to do it, and get funds to cover 6 hours per year.
 - CTE enhances and promotes academic the core: student see algebra, pre-calculus, writing and reading being used in CTE classes.
- 100 year celebration: September 2017:
 - What is the district doing? What is the school doing? What are we doing?

- Good opportunity for publicity - community, Simon Benson etc. CH: There aren't many other HS that have the community connection.
- Get the grandkids involved: Chet and Darcy.
- JS: Can we cast a new bubbler? Original molds somewhere? RJ will send a note to Carol.
- CH: The College I went to just celebrated their 100 year anniversary. DVD narrative. (Reed) He will try and get ahold of it - very interesting and informative. JS: I think one of my neighbors helped with the research on that.
- Oregonian retrospective?
- Plans to communicate with students:
 - Utilize KBPS.
 - Can we get info into PTSA newsletters to parents? - End of year one would be great: don't lose contact, sign up now.
 - Could we even enter the classrooms in the last month of school? Or pep rally to promote it, even maybe collecting email addresses.
 - Can we get senior class president to come to our meetings?
 - How do we talk to the lower classes?
 - Helping with student registration is a good start.
 - Can we get a few minutes in front of a pep rally?
 - Older generation had more insecurity about our personal information. This generation is more open - Facebook, etc. They will be more likely to provide us their email addresses etc.
 - Make sure the email address and website is at the bottom of the newspaper, principal's letter. etc.
 - Video reader board around the school, where kids could see announcements and information. Carol seems very supportive of that idea. We might be helpful in that area and get some promotion.
- Band ideas:
 - Carol is interested in getting a music program going. Who will meet with her to talk about what they can do to get more student involvement?
 - Band information needs to be in the welcome packet for next year:
 - Should we be a band club? Spanish teacher adviser. This may solve contacting the kids issue for reminders about practices, etc,
 - What information: meeting times and place, possible events
 - JP: also could record practice tapes.
 - JP: would the club status give us access to district instruments or music stands? Should check.
 - Give cheerleaders a tape and words for Benson Fight song, so they can learn a routine.
 - Band needs a base drum.
- We need a plan for collecting info about alumni job skills/employers, as a way to find new business partners for Benson:
 - DB and JP to meet on ideas to build out the alumni DB on skills and employers. DS: try and hook up with advisory boards for the CTE programs, which exist but are ad hoc. Graphics instructor said she had the advisory board

but she was possessive about it. DS: If we go through Carol, then we could act as intermediaries.

- Langley Associates is property management group for properties in the Lloyd district. Dick has convinced them there is a strong relationship between what happens at Benson and their properties. They are excited about being involved, and can be a link to their tenants - other partners.
- PGE is already helping with the technical drawing class curriculum.
- We need a plan for communication to talk with political figures at all levels: mayor, county, state. Lay out our vision of mixed use development and business partnerships.
 - Can we get the new Mayor interested in Benson?
 - Can we get industry to write a letter to the school board campaign?
- How can we make our board more diverse?
- How can we get Benson staff who are also alumni involved with the board?
- Memorabilia: If the bond measure passes, a room or plan for what to do with this stuff should be part of that planning.
 - RJ: Senior projects - building display cases now to peak people's interest for long term plan.
- Need help coordinating PR releases to the Portland Tribune, Willamette Week and the Oregonian about what is currently going on at Benson.
 - JS met with a class of 2012 transfer student, who said he transferred out because they lost the architecture program. Said he would be interested in telling his story of missed opportunities. He was doing an office tour.
- Opportunities for alums to help:
 - Counselling center: volunteer to help kids with scholarship applications and essays, etc.
 - JS – There is a health Corps program funded by Dr. Oz. This is the 2nd year. Coordinator on campus is doing things to keep kids healthy, does classroom stretching, yoga during study hall, etc. She could use more support. Materials, time, garden.
 - JP – does internship framework exist? Dale: PWA does the internships. They present a framework with commitments to businesses, so they can evaluate it annually.
- Ideas of alumni support:
 - Ben Fleske OMSI – Josh to contact
 - OSU Extension – 4H support – Rob to contact
 - NASA space camp scholarship for two students? Max to investigate
- Benson and the State of Oregon received the sustainable program grant and they've been working on the study for two years but haven't finalized it. Dale to contact Tom Thompson with the Oregon State Department of Education and Reese Lord, who was working for the Mayor but is now at Systems, a private group of Educational Consultants.
 - 7/2012: Sustainable program grant: DS says Tom Thompson still working on it. Still needs to be finished.
- We need to formalize the role of PTSA liaison.

- Once the Foundation has 501C3 status:
 - We could ask that it be listed as a flight miles donation option at various airline websites.
 - instrument and cash donations to the band will be tax deductible
 - we can consider going for the Bill and Melinda Gates grants
 - We could consider moving from the district funding the Benson house construction to the Foundation, that way profits from sale would be reinvested in the school itself.
- RJ: thoughts to recruit Alumni association members:
 - Dig deeper into matches of people with majors. Mission based approach to recruiting.
 - Engage with KBPS about getting alumni association information out there.
- Outreach and Partnerships - RJ
 - OSU not reaching back yet.
 - U of O is waiting on the results of their program with Jefferson.

Meetings At Benson library:

- Apr 2nd - TBD
- May 13th
- June 10th

Respectfully Submitted,

Maj Britt (Max) Baker
Secretary
BPHS Alumni Association