January 25, 2022

1. Opening Items

1.01 CALL TO ORDER

The regular meeting of the Board of Trustees was called to order at 2:00 p.m. in the Board Room of the Central Administration Building, located at 425 East Ninth Street in Reno, Nevada.

1.02 ROLL CALL

President Angela Taylor and Board Members Jeff Church, Adam Mayberry, Ellen Minetto, Diane Nicolet, Joe Rodriguez, and Beth Smith were present. Superintendent Kristen McNeill and staff were also present. Student Representative Victoria Gomez was not present at the time of roll call.

1.03 PLEDGE OF ALLEGIANCE

Kristin Oh, Reno Gazette Journal, led the meeting in the Pledge of Allegiance.

2. Consent Agenda Items

Trustee Church requested Consent Agenda Item 2.12, Approval of the agreement with The Children’s Cabinet to implement Signs of Suicide Program at all Washoe County School District middle schools for $249,000, be pulled for additional discussion.

It was moved by Trustee Smith and seconded by Trustee Rodriguez that the Board of Trustees approves Consent Agenda Items 2.02 through 2.11 and 2.13. The result of the vote was Unanimous: (Yea: Jeff Church, Adam Mayberry, Ellen Minetto, Diane Nicolet, Joe Rodriguez, Beth Smith, and Angela Taylor.) Final Resolution: Motion Carries.

2.02 The Board of Trustees approved the minutes of the July 6, 2021 Special Meeting of the Board of Trustees.

2.03 The Board of Trustees approved the minutes of the July 26, 2021 Special Meeting of the Board of Trustees.
2.04 The Board of Trustees approved the minutes of the October 12, 2021 Regular Meeting of the Board of Trustees.

2.05 The Board of Trustees approved the minutes of the November 9, 2021 Special Meeting of the Board of Trustees.

2.06 The Board of Trustees approved the 2nd quarter Fiscal Year 2021-22 average daily attendance and pupil-teacher ratios for grades K-3 report to be filed with the Nevada Department of Education.

2.07 The Board of Trustees accepted the “Budget Transfer Report” and provided authorization to include budget transfers between functions or programs for a total amount of $107,308 for the period January 1, 2022, through January 12, 2022, which includes the transfer of $60,000 from the District’s General Fund Contingency account to Board of Trustees Annual Fees & Services budget for the superintendent search, and approved the transfer of $35,000 from the District’s General Fund Contingency account to the Board of Trustees Annual Fees & Services budget for outside legal counsel for the Board of Trustees, as required by Nevada Revised Statute 354.598005.

2.08 The Board of Trustees awarded Bid #22-41-B-12-AA, Toilet Paper and Soap Dispenser Retrofits at Eight (8) Washoe County School District Schools, to Gary Romero, Inc. for $332,300.

2.09 The Board of Trustees approved the purchase of cafeteria tables in the estimated total amount of $674,460 from School Specialty through a Joinder Contract, OMNIA R191815.

2.10 The Board of Trustees awarded Bid #22-37-B-12-DA, Emergency Responder Radio Upgrades at 5 Washoe County School District Schools, to Nelson Electric Co., Inc. for $805,000.

2.11 The Board of Trustees approved an increase in contract amount for Request for Bid (RFB) 054-04-02-18, Certain Plumbing Repairs, for the current term of the contract ending April 30, 2022, in the estimated additional amount of $100,000 for a revised contract amount of $175,000.

2.13 The Board of Trustees approved the appointment of Rhonda Lawrence as an At-Large Representative on the Safe and Healthy Schools Commission (SHSC) for the term ending June 30, 2023.
2.12 **APPROVAL OF THE AGREEMENT WITH THE CHILDREN’S CABINET TO IMPLEMENT SIGNS OF SUICIDE PROGRAM AT ALL WASHOE COUNTY SCHOOL DISTRICT MIDDLE SCHOOLS FOR $249,000**

Trustee Church requested an overview of the program and how the District ensured any data collected on students was protected. Katherine Loudon, Counseling Coordinator, provided information on the Signs of Suicide program, which the District had used in the schools for 8 years. School counselors and social workers provided the programming in the schools, which required active parent permission. Parents were also offered an opportunity to have a mental screening conducted for adolescent depression through The Children’s Cabinet. The Children’s Cabinet was a Health Insurance Portability and Accountability Act (HIPPA) compliant organization and any student information collected related to the Signs of Suicide program was not stored in Infinite Campus. The provider of Signs of Suicide, Mindwise, did not store data and only sold the licenses for the program.

President Taylor opened the meeting to public comment.

John Eppolito, Protect Nevada Children, thanked staff for the information. He expressed concern over where the data on the children was being stored and if it was actually private. He was also concerned about how the District collected active parent permission for programs because he believed the parents did not read the information or know what they were signing their children up for during the registration process. He wondered if teachers were trained on the program because the website indicated they did not need to be.

Margaret Martini agreed with Mr. Eppolito regarding the training of teachers on the program because she did not believe teachers were qualified to identify mental health challenges in students. She requested information on where the parental opt-in permission forms were stored since she felt the District had not been honest in the past about opting into programs or opting out. She did not feel The Children’s Cabinet was qualified to store any data on the children.

Shannon Coley requested additional information on what the $249,000 would be spent on.

President Taylor requested additional information on the training provided by The Children’s Cabinet. Ms. Loudon stated the Signs of Suicide program was largely conducted by the school counselors and social workers for the prevention portion of the program. The additional screenings parents could choose to have their children participate in were conducted by licensed clinicians. The partnership with The Children’s Cabinet was needed because they were able to provide the licensed clinicians.
Trustee Rodriguez asked what the funding would be used for. Ms. Loudon mentioned the funding was for the licensed clinicians. The reason the program took multiple days in the schools was because more and more parents were opting into having their children screened and participating in some of follow-up visits.

Trustee Church wondered if teachers were trained in spotting concerns and then making referrals to mental health professionals. Ms. Loudon indicated all teachers, across all grade levels were trained in suicide prevention per Board Policy.

It was moved by Trustee Church and seconded by Trustee Rodriguez that the Board of Trustees approves the agreement with The Children’s Cabinet to implement Signs of Suicide Program at all Washoe County School District middle schools for $249,000. The result of the vote was Unanimous: (Yea: Jeff Church, Adam Mayberry, Ellen Minetto, Diane Nicolet, Joe Rodriguez, Beth Smith, and Angela Taylor.) Final Resolution: Motion Carries.

3. Items for Presentation, Discussion, Information and/or Action

3.01 APPROVAL OF THE PLAN TO SPEND THE FINAL ONE-THIRD OF THE AMERICAN RESCUE PLAN ELEMENTARY AND SECONDARY SCHOOL EMERGENCY RELIEF FUND (ESSER) III ALLOCATION TO WASHOE COUNTY SCHOOL DISTRICT FOR $25,798,620

Staff presented an overview of the Elementary and Secondary School Emergency Relief (ESSER) I, II, and III grants funding, including a review of key data, where the funds were being spent, proposed programming for remaining funds, the ESSER page on the District’s website, and the monitoring and evaluation component to determine if the funds were having the expected results. Funds for ESSER I were focused on mitigation efforts related to COVID, while ESSER II and ESSER III funds were focused on recovery from the impact of COVID. The types of programming the District utilized to comply with the focus of each grant were reviewed, especially how they directly tied to Goal 1 of the Strategic Plan to improve student academic success. The total award of ESSER III funds was $77,282,787 and the District had received 2/3 of the allocation in August and the final 1/3, $25,798,620, was recently awarded. The funding categories and the amounts in each category related to ESSER III were highlighted. The request from the Board at the present meeting was to approve the final 1/3 of the ESSER grant, including revisions to the original allocation plan totaling close to $11.5 million due to vacancy savings and funds not previously allocated. The recommendation was to fund programming for a Leadership Pathway, additional Building Learning Facilitators, enhanced summer school opportunities, and increased tutoring and intervention opportunities. The proposed programming was the quickest evidence- and research-based way to improve academic recovery because it would place highly skilled teachers
in front of students daily. Additionally, having a highly effective administrator in a school was also the quickest evidence- and researched-based way to develop highly skilled teachers. The goal was to be intentional and utilize researched-based programming that also allowed the District to be innovative as needed. The ESSER page on the District’s website was highlighted and information on the monitoring of the programming would occur explained.

Mike Gifford, Yvonne Shaw Middle School Principal, provided information on the work of the community stakeholder panel to help identify the needs in the schools. He spoke about the site-specific supports being provided to students at Shaw Middle School and expressed appreciation for the autonomy provided to the schools to focus on their own students.

Trustee Nicolet requested additional information on how Shaw Middle School determined their needs and how it would be determined if the supports were making a positive difference. Mr. Gifford explained he worked with the school leadership team, then the entire school staff, and finally the parents and school community. Assessment scores, attendance rates, and pass/fail rates were reviewed to determine the most appropriate supports needed for the individual students.

President Taylor expressed her appreciation for the targeted approach and the work with community stakeholders, including the Reno/Sparks Indian Colony.

Emily Ellison, Chief Human Resources Officer, presented additional information on the Leadership Pathway Program. The intent of the program was to address both short-term and long-term needs in the District, especially at the elementary school level, for high quality leaders. She reminded the Trustees the District would see an increased level of principal retirement and attrition rates over the next 3 years.

Trustee Church expressed concern over the amount of funding proposed for the Leadership Pathway and the Building Learning Facilitators. He did not understand why the District was recommending over $6.5 million for the programming. Ms. Ellison explained the Building Learning Facilitators were focused on improving teaching, instruction, and building the capacity of classroom teachers through mentoring and developmental supports. The Leadership Pathway Program was intended to increase the number of highly effective administrators in the District to address the anticipated need for new administrators over the next few years. Joe Ernst, Chief Accountability Officer, added the District was looking at filling about 20 administrative positions in the next year alone and then close to 50 positions in the coming years. The pathway to becoming an administrator was long and required multiple steps along the way.

Superintendent McNeill requested additional information on the Building Learning Facilitators and the work they did in the classrooms. Mr. Ernst mentioned the proposed
budget revision would allow the positions to remain in the schools for the 2022-23 School Year. The Building Learning Facilitators not only worked with the individual teachers to build capacity, but they also worked directly with students who required additional supports.

Trustee Church remarked that he was still not convinced the District was spending the money appropriately. He was concerned the Board was not directing how the money was being spent and he could not support the current recommendation because he did not believe it was tied directly to student success.

Trustee Smith indicated she had been able to sit with a Building Learning Facilitator at Veterans’ Memorial Elementary School to talk about their work. She learned there was a direct line between the positions and the quality of education in the schools through their work with the teachers and with individual students.

Trustee Nicolet noted one of the things teachers continued to request from her as a Trustee was time and that they needed more time to not only work with their students but work on their lesson plans and that having the additional positions in the buildings provided some of that time for the teachers. She agreed with the creation of the leadership pipeline because administrators did not become administrators overnight and needed an avenue to learn and grow.

Trustee Mayberry wondered what would happen to the programming when the funds were depleted. Mr. Ernst remarked that it would be dependent on the priorities of the Board and District. For some of the programs, the costs should decrease as the need for intensive programming decreased, such as enhanced summer school. Other programs were in line with Nevada Department of Education (NDE) requirements, so the hope was that, while the programs would still be needed, the level of funding would not be as great so the District would be able to budget for them, if the programs were effective based on analysis.

President Taylor commended the District for acknowledging there were areas the District did not do well in throughout the course of the pandemic and the desire to have an intensive focus on certain staffing positions that directly supported and improved education for students. She emphasized that the single most important aspect for student outcomes was a highly qualified teacher and the single most important thing that produced highly qualified teachers was a highly qualified administrator.

Trustee Church remarked he did not have a concern with the $57.7 million allocated for student learning; however, he did have issues related to allocating funds towards teacher support, student well-being, and other supports. He was directly concerned about the $2.1 million tied to teacher support and the hiring of additional trainers, mental health supports, and specifically another Equity and Diversity Trainer. He would
like to see that position removed because that was where he heard a lot of complaints from conservative voters in the community and he did not believe there was a need for another trainer.

President Taylor mentioned that portion of the ESSER funding related to the Equity and Diversity Trainer had previously been approved by the Board.

Trustee Church believed that was part of the problem with the agenda item because he was unsure what the Board was supposed to be approving at the current meeting. He remarked that Nevada and the Washoe County School District were consistently last or almost last in the nation and were essentially the worst of the worst based on ACT scores and the star rankings. He would prefer money be spent on drug testing because over 50% of staff believed there was a drug problem in the schools and there was over a 30% chronic absentee rate the District needed to address. He felt the teachers had the education and training they needed already and would like to see other issues addressed with the one-time funds.

Trustee Minetto stated, as a former teacher, the Leadership Pathway and Building Learning Facilitators were directly intertwined with providing better educational opportunities to students. If teachers were not properly trained in the curriculum, they could not provide the appropriate instruction to the students and if the administrators were not properly trained, they could not provide the appropriate leadership to their schools. The proposed programs were the evidence- and research-based methods the District was recommending to address the academic challenges the students were facing.

Student Representative Gomez noted the students appreciated the additional supports and personalized instruction they had been receiving. The students knew the teachers were working harder to find the connections with students and get them towards graduation. The long-term substitutes and school specific substitutes were helpful because they allowed the students to see the same people in the classrooms and buildings, which increased the connections between the school and the students.

Trustee Smith stated she did not believe the Washoe County School District was the worst of the worst and had seen the great things happening in the classrooms with teachers and students. She was proud to be a Trustee for the Washoe County School District.

Trustee Nicolet reminded the Trustees that staff developed recommendations based on the policies and priorities set forth by the Board through the Strategic Plan. Staff brought forth programs that were evidence- and research-based to improve student learning and success. While the individual Trustees might have specific ideas they were
interested in seeing funded, it was important to know where those ideas fell into policies and priorities.

President Taylor opened the meeting to public comment.

Roger Edwards agreed with Trustee Church that the Board should use the funds for the Leadership Pathway for tutoring or summer school. He believed the District was not focusing on getting student success right the first time and instead looking for “recovery.”

James Benthin requested actual numbers on what the District wanted to see improved upon when making decisions, instead of just saying they wanted to see improvement in student learning. He felt the academic recovery should not only be for the pandemic but should have been occurring for over 5 years. He would like to see the ESSER funds spent on points spelled out by the Republican Women’s Club in their candidate pledge.

Mike Croghan mentioned he would be interested in seeing a peer tutoring program created in the District. He believed such a program would not only help students academically but would also help with mental health concerns because students would be more willing to speak with their peers than with mental health professionals. He remarked that there was nothing more impactful for a 7th grader than having an 11th grader come in and help them with their work.

John Eppolito agreed that it was critical to have highly effective teachers and administrators in the schools and he would be interested in seeing all the ESSER funds utilized for those purposes because everything else was “fluff.” He expressed his concern with the amount of time students spent on screens.

Shannon Coley mentioned she had spoken with many teachers who said the Building Learning Facilitators did not work directly with students and only worked with data. She did not believe Equity and Diversity Trainers supported teachers and that it would be more impactful to have aides in each classroom. She agreed with the leadership pipeline because that would positively impact students.

Margaret Martini commented that the Board continued to throw more and more money at the District but there were never any positive results shown and the District continued to be dead last in the rankings. She wondered if there was any accountability for the Superintendent and the Board. She stated it was more important to see academic results than spend money on “stupid social programs.”

Mike Gifford remarked the information provided in the presentation showed the greatest impact to improve student performance was having a highly effective teacher and for teachers the greatest impact was a highly effective administrator. He believed the
additional funds would be going to areas that research showed directly mattered to improving student performance. He reminded the Trustees they were elected to be champions of and for the District and urged them to act accordingly because there were a lot of great things happening in the schools. While he believed it was fine to address challenges and call out areas in need of improvement, it was important to remember test scores did not define students.

The Board received emails from the following:
   Mindy Lilyquist
   Riley Gillis

It was moved by Trustee Rodriguez and seconded by Trustee Nicolet that the Board of Trustees approves the plan to spend the final one-third of the American Rescue Plan Elementary and Secondary School Emergency Relief Fund (ESSER III) in the amount of $25,798,620.

President Taylor opened the motion for discussion.

Trustee Nicolet expressed her appreciation to the stakeholder community group for the time and commitment they had made to the District.

Trustee Mayberry thanked staff for the presentation and the transparency of the website.

Trustee Church stated he was frustrated over the motion because he did not believe the Board was voting on $25 million, but $11 million. He indicated the comments from the community spoke to his concerns regarding the quality of education. He felt the data showed the District’s numbers were below those of the state and if the District was in denial of the data then they could not improve.

The result of the vote was 6-1: (Yea: Adam Mayberry, Ellen Minetto, Diane Nicolet, Joe Rodriguez, Beth Smith, and Angela Taylor. Nay: Jeff Church.) Final Resolution: Motion Carries.

President Taylor recessed the meeting for 20 minutes.

3.02 INFORMATION AND DISCUSSION TO UPDATE THE BOARD OF TRUSTEES ON MENTAL WELLNESS SUPPORTS INCLUDING THE USE OF, AND POTENTIAL USE OF, TELEHEALTH IN THE DELIVERY OF MEDICAL AND MENTAL HEALTH SUPPORTS FOR STUDENTS IN THE WASHOE COUNTY SCHOOL DISTRICT
Staff provided an overview of Telehealth as a service delivery model, including expected outcomes and possible implications if the District implemented a Telehealth model. As part of the presentation, a list of potential services and co-located service models was reviewed. Information on past Telehealth pilot programs was included. The programs were fairly successful, and families were highly receptive; however, the programs ended for different reasons, including hesitancy of use prior to the pandemic. Having Telehealth co-located within the schools provide additional access for many students and families, especially in terms of mental health services. The possible next steps would be to issue a Request for Proposal to solicit interest in developing a new pilot program with a single high school vertical. If the pilot program was successful, the program would then be expanded to other verticals until all schools were covered.

President Taylor requested additional information on who would have access to the student data. Dr. Paul LaMarca, Chief Strategies Officer, indicated the District would need to conduct some additional research on the impacts to IT and allowing an outside vendor to have access to the District’s network, as well as ensuring educational and medical privacy were upheld. In terms of medical information, the only information the District would store would be parental permission and appointment dates and times.

President Taylor wondered if the District would be responsible for billing either Medicaid or private insurance. Dr. LaMarca explained the intent would be to have the individual provider conduct the billing process because the District did not have the infrastructure in place to conduct billing.

Trustee Smith thanked staff for the information, including the possible implications because it was important to remember there were other considerations the District had to take into account. She asked if staff had spoken with some of the other school districts in Nevada regarding their experiences with Telehealth. Dr. LaMarca mentioned they were having conversations with some of the school districts, including Churchill County School District.

Trustee Mayberry appreciated the information and indicated he would be interested in learning more; however, he expressed some concern over having a sick student at school so they could participate in a Telehealth doctor’s appointment. Dr. LaMarca noted some school districts had restricted access to some Telehealth services because of the challenges in having a sick student at school. The District did have a self-screener that was used related to COVID that could be used by clinical aides to determine if the student should even be at school. Additionally, there were other appointments that could be scheduled ahead of time, such as a routine eye exam.

Trustee Rodríguez felt the Telehealth model would be ideal for the rural schools in the District, such as Gerlach or Natchez. He wondered why the District needed to conduct an additional pilot program if there had already been pilot programs conducted.
LaMarca provided additional information on the former pilot programs and the length of the programs. In terms of the pilot program with Renown, Renown had determined the model they were utilizing was not sustainable; however, the Hazel pilot program was lauded by staff, but it only lasted a couple of months.

Trustee Minetto asked when a new pilot program could begin if that was the desire of the Board. Superintendent McNeill explained the District still had a lot of questions to be answered before staff would be prepared to move forward with issuing a Request for Proposal or Request for Information. She recommended the Trustees wait until a new superintendent was onboard since that individual may have experience with Telehealth and how it should be implemented.

Student Representative Gomez felt a Telehealth program would be extremely beneficial to students once the District was able to implement the program in multiple schools. She indicated if the program were only in one or two verticals, students might not know about the program and how to access services.

Trustee Nicolet wondered if there would be a cabinet with medication and what the responsibility of staff would be related to the dispensing of medications. Jennifer Crane, Director of Health Services, explained the District would only be able to keep over-the-counter medications and anything would need to have a doctor’s prescription or order to provide anything to a student, so a parent would not be able to call and request their child be provided an aspirin for a headache. Parents were generally included on the Telehealth calls so they would be able to provide permission at that time if medication was recommended.

President Taylor mentioned she would be interested in learning more about a Telehealth program in the schools, especially since during the pandemic Telehealth had become a more popular option. She cautioned that it would be important to ensure staff had the time to work on developing a Request for Information or Request for Proposal because there was a lot already going on for staff. Dr. LaMarca indicated staff could begin working with the Purchasing Department on the creation of a Request for Information, as well as working with other school districts on determining best practices in terms of Telehealth strategies and programs.

3.03 PRESENTATION, DISCUSSION, AND POSSIBLE ACTION TO PROVIDE DIRECTION TO THE SUPERINTENDENT ON HIGH SCHOOL GRADUATION PLANS FOR THE CLASS OF 2022

A presentation was provided on the graduation plans for the Class of 2022. The District was recommending moving graduation ceremonies back to a single location, Lawlor Events Center, and continue the individual school traditions that occurred prior to COVID-19. While the schools had conducted successful graduation ceremonies over the
past 2 years, it was clear the ceremonies were not equitable for all schools since many schools were not able to hold graduations on their own campuses. Additional information on safety considerations, inclement weather, and staffing considerations was provided. It was noted that since the venue was larger than the schools, the families would be provided with more tickets per student and the events would be live streamed so family and friends would be able to watch the ceremonies no matter their location. The proposed graduation schedule was presented.

President Taylor opened the meeting to public comment.

Alexia Carver was a senior at North Valleys High School. She spoke in support of having the graduation ceremonies at a central location because she believed it would bring back the formality of the events, which had been lacking the past couple of years.

The Board received emails from the following:
- Rachelle Davis
- Jaime Winchell
- Daniela Bazzoli-Ferrari
- Karen Gotchy
- Sarah Salcedo
- The O'Connell Family
- Anne Pauly
- Lisa Lindsay
- Lisa Hammargren-Kuykendall
- Stephanie Peterson
- Robin Faller
- Donna Gasparre
- Daniel La Fountain
- Lorie Powers
- Lori Wohletz
- Michelle Larsen
- Leonard Wohletz
- The Childs Family
- Karen McCaskill
- Cheryl Czyz
- Dawn Denton
- Kris Sullivan
- Annan Baumann
- Julie Fontani
- Kristine Kinne
- Yvonne and Ryan Dixon
- Annie Cates
- Happ Higashi
- Amanda Miller
- Michelle Simmons, Galena High School PTO
- Janna Rager
- Melissa Humes
- Claire Sear
- Christine Anderson
- Julie Custer
- Jessica Dunn
- Raquel Abowd
- Methinee Averill
- Kris Williams
- Ali Demosthens
- Jennifer Smith
- Amy Ryan

Student Representative Gomez noted the graduation recommendation was presented to the Superintendent’s Student Advisory Council, where it received glowing accolades because it would bring back many of the school traditions. The seniors were excited about going back to Lawlor Events Center because they would be able to have additional family members present.
Trustee Rodriguez requested information from the principals on what they were hearing from families on returning to Lawlor and the experiences during the past 2 years.

Tiffany McMaster, Academy of Arts, Careers and Technology (AACT) High School Principal, provided her experiences as a new principal with graduation during the pandemic. She noted they conducted a drive-thru graduation for the Class of 2020 and held an in-person ceremony at Damonte Ranch High School for the Class of 2021 since AACT High School did not have a field or area large enough to conduct the ceremony at the school. While they all appreciated the efforts made and assistance provided by the staff at Damonte Ranch High School, there were a variety of challenges associated with conducting the ceremony at another school. Many in her school community were excited to return to Lawlor Events Center because it would be a more formal ceremony.

Desiree Mandeville, North Valleys High School Principal, explained the challenges faced by North Valleys High School for their graduation ceremony for the Class of 2021. While they were able to conduct the ceremony on their football field, it was an extremely hot day and the only shade available was for those guests who sat on stage. The school was forced to limit the number of tickets per student to six, so there were tensions created with families bargaining with others to obtain additional tickets. She would like to see a more formal ceremony and a return to some of the prior traditions the schools were able to hold when the ceremonies were held at Lawlor Events Center. She noted there were some seniors from the Class of 2021 who were unable to attend the graduation ceremony because of the timing of the event and their commitments to post-high school activities, such as boot camp.

Leah Keuscher, Earl Wooster High School Principal, mentioned that planning for graduations at the school sites was challenging for staff because they were working with students through the last day of school to ensure they had the credits needed to graduate. Like AACT High School, Earl Wooster High School was unable to host their ceremony because of the size of their football field. Other benefits of having the ceremonies at Lawlor Events Center included the ability to plug in multiple microphones to allow for the students to perform as part of band, orchestra, and choir. She had spoken with many of her students and they were looking forward to returning to Lawlor.

Trustee Church requested information on the cost of graduations previously held at Lawlor Events Center and then the costs of holding the ceremonies at the schools. Vangie Russell, Project Manager, stated that in 2019 the total cost was about $150,900. Lawlor was working with the District to try to ensure the cost for 2022 was comparable. The hard costs to the District for 2021 was $110,340, which included the rental fees for restrooms, production, and printing. The District also paid $10,000 in overtime for
school site employees. The final costs also did not take into account any additional costs incurred by the individual schools to prepare the site and maintenance of fields.

Trustee Church requested additional clarification on the costs and timing if the ceremonies were held at the schools. Staff indicated there would additional costs to the schools and costs were continuing to increase due to supply chain issues. The District would also be competing with the Reno Rodeo for rental goods, such as chairs, tents, and stages. If the graduation ceremonies were held at the schools, the dates would need to be in the middle of June. For 2021, the ceremonies were not the same week at Reno Rodeo; however, there were staffing challenges with the vendors but the District was able to make everything work for the schools.

Trustee Church remarked that the Reno Rodeo did not begin until June 17, which was after the proposed dates for graduation. Ms. Russell explained the vendors began setting up for the Rodeo weeks in advance and would not have the labor or supplies the District would require to conduct the ceremonies at the school sites.

Trustee Church noted the emails he had received were almost 100% in favor of holding the ceremonies at the schools, especially Galena High School. While weather could be a factor, the schools did have gyms where they could move people. The people who would attend the ceremonies were all closer to the schools than Lawlor and the parking and traffic getting out of Lawlor was not good. He expressed concern over the cost and wondered if the District could shorted the time frame they would need for the facility to 2 days and then allow those schools who wanted to hold the ceremonies at their sites. Ms. Russell stated the District did not have the supplies nor labor to run two concurrent venues for the 14 graduation ceremonies. Lauren Ford, Lead Area Superintendent, added there were equity concerns if the ceremonies were held at the individual schools. While the Board may have heard from numerous families from a single school, she believed there were many more families who supported holding the event at Lawlor Events Center. Ms. Keuscher provided additional information on the outreach she conducted with her families when developing the plans for the 2021 ceremony, which included numerous meetings and walking of the campus to determine if it would be possible to hold a ceremony at Earl Wooster High School.

Student Representative Gomez mentioned there were equity concerns because not all schools were able to hold ceremonies at their sites for various reasons. If all ceremonies were conducted at Lawlor, all schools would be provided with the same opportunities, such as all seniors being provided the same number of tickets because the size of the venue was the same for everyone. The schools were able to bring in their individual traditions, so while the venue would be the same, each ceremony would be different. Students were more interested in being together for graduation and sharing the day with their families.
President Taylor asked if there was a standard time set for the length of the ceremonies. One of the concerns she had heard regarding having the ceremonies return to Lawlor Events Center was that some of the larger schools felt rushed because they had to be out by a certain time. Ms. Russell indicated she worked with the principals to adjust the times and allow for more time for the ceremonies, especially for the larger schools.

Trustee Mayberry remarked that he could understand why some families were advocating strongly to hold the ceremonies at their school sites; however, as a Trustee representing all schools and students, he could not support allowing one school to have a different ceremony. It was also important to remember weather or wildfires could be a factor.

Trustee Minetto believed the Lawlor Events Center provided a special venue for the ceremonies. While having the ceremonies at the schools was special, they were still conducted on the football fields.

Trustee Rodriguez wondered how long the ceremonies had been held at Lawlor Events Center. Ms. Russell noted the District had been conducting the ceremonies at Lawlor for decades and prior to then, the ceremonies were held at the Reno-Sparks Convention Center. She added there was one year when the District was not able to hold the ceremonies at Lawlor due to construction so the ceremonies were moved back to the Convention Center and the families demanded the District return to Lawlor the following year.

President Taylor appreciated the additional information provided by staff and the considerations and changes made. She highlighted that the schools would not really have an indoor option if there were weather concerns because the gymnasiums were not large enough to hold everyone. If there were weather challenges, such as lightening, there would be no options for the schools to move the ceremony indoors and the event would have to be cancelled. She wondered if there was an option to increase the number of tickets students would be provided. Ms. Russell indicated that number of tickets was based on the staffing needed to ensure a safe ceremony and the approved budget for graduations.

President Taylor wondered what the cost would be to open the venue to additional guests. Ms. Russell commented that the venue already allowed for additional guests and if all graduates at Spanish Springs High School used all their tickets the number of guests would be 5,600. If the District were to open the venue even more, based on the configuration, there would be people sitting behind the stage. There would also be concerns related to staffing and having the appropriate number of people available to clean the venue after each ceremony and set up for the next ceremony. The District had not previously limited the number of guests per students prior to COVID; however,
the District was beginning to have conversations regarding limiting the number of guests due to a large number of complaints in 2019 from families who had to sit behind the stage for the ceremony. Ms. Keuscher suggested having the individual school sites handle ticket distribution and check with the students to determine if they would be utilizing all their tickets. She felt that would provide a fair system for everyone and allow the schools to accommodate larger families.

Superintendent McNeill praised the efforts of District staff over the past 2 years and the work they put in to holding different types of graduation ceremonies in the middle of the pandemic. She felt the events over the past 2 years were wonderful and special in their own ways and that moving the ceremonies back to Lawlor Events Center would also be wonderful and special. She knew the individual schools would add their own traditions and each ceremony would be different and specific to the individual school and graduating class.

Trustee Church indicated that he could support the move but stressed he would need some response from Communications he could provide to those in his district because they would be unhappy with him for supporting holding graduations at Lawlor Events Center.

Trustee Rodriguez remarked that it would be important to have a message for all Trustees to provide to families and the community on why the Board approved the recommendation and not just for one Trustee or area.

It was moved by Trustee Mayberry and seconded by Trustee Rodriguez that the Board of Trustees accepts the Superintendent’s recommendation to move forward with the planning and conducting of Graduation ceremonies for the Class of 2022, within the parameters of following all of Governor Sisolak’s directives to include the priorities of safety and health of students, families, and employees; and staying within budgeted amount currently set for Graduation. The result of the vote was Unanimous: (Yea: Jeff Church, Adam Mayberry, Ellen Minetto, Diane Nicolet, Joe Rodriguez, Beth Smith, and Angela Taylor.) Final Resolution: Motion Carries.

President Taylor recessed the meeting for 5 minutes.

3.04 DISCUSSION AND POSSIBLE ACTION TO REVIEW AND PROVIDE DIRECTION ON CURRENT COVID-19 MITIGATION MEASURES IN EFFECT FOR THE 2021-22 SCHOOL YEAR INCLUDING FACILITIES MANAGEMENT, TRANSPORTATION, STAFF AND STUDENT EXCLUSIONS, AND FACE COVERINGS FOR DISTRICT FACILITIES AND SCHOOL SITES BASED ON CURRENT FEDERAL, STATE, AND LOCAL GUIDANCE
Staff provided a presentation on the current COVID-19 data and mitigation measures in the Washoe County School District. The number of cases and test positivity was extremely high; however, fewer students were excluded due to changes in isolation and quarantine rules. The Nevada Association of School Superintendents had sent a letter to the Governor’s Office requesting greater local control over the mandates for schools and school districts. There were no recommended changes to current practices.

President Taylor opened the meeting to public comment.

The Board received an email from Brandon Siri.

President Taylor requested clarification surrounding Pre-K and contact tracing. Superintendent McNeill explained Emergency Directive 048 did not require Pre-K student to wear masks in class; however, they were required to wear them on school buses. Since the students were not required to wear masks, there had been some questions regarding contact tracing and the District’s COVID team would address those questions during their weekly meeting.

Trustee Church commented that he would like to see face shields as an option for everyone instead of the use of masks.

4. Reports

4.01 BOARD REPORTS

Members of the Board of Trustees reported on their activities, meetings, and events.

4.02 STUDENT REPRESENTATIVE REPORT

Student Representative Victoria Gomez reported on activities, meetings, and events of the Superintendent’s Student Advisory Council.

4.03 SUPERINTENDENT’S REPORT

Superintendent Kristen McNeill reported on her activities including meetings with staff, community leaders and the media.

5. Closing Items

5.01 PUBLIC COMMENT

John Eppolito, Protect Nevada Children, spoke against the use of Infinite Campus in the District because of the amount of data they collected and stored on students. He
expressed frustration over the amount of time he had spent advocating for protecting student information and the perceived lack of support from the Board.

Margaret Martini expressed that the District should not be spending money of any kind on Telehealth programming and instead focus on academic programming. She felt that the proposed program was outside of the scope of purpose of the District, which was to provide education, not health care to students or family programs because there were other community organizations that were focused on those types of programs.

The Board received emails from the following:
  Will Harper
  Paul Klein
  Heather Hayes
  Diana Jackin

5.02 NEXT MEETING ANNOUNCEMENT

The next Regular Meeting would take place on Tuesday, February 8, 2022.

5.03 ADJOURN MEETING

There being no further business to come before the members of the Board, President Taylor declared the meeting adjourned at 7:15 p.m.

____________________________   ____________________________
Angela D. Taylor, President    Ellen Minetto, Clerk
BOT and exiting Superintendent McNeill,

Came across this gem below and thought I would share. My hope is you stop saying insulting things like “all hands on deck” because it is the teachers in buildings picking up the slack on a regular basis. At least it is at SSHS.

You know all the reasons prep subbing is bad. This email below captures what all of us should be sending to you. Hope you read it and consider getting your staff and admin to prep sub so your teachers don’t have to. Enjoy!

“Dear Main Office,

While I appreciate your desperate plea for coverage of over fifty substitute teacher spots today alone, I regret to inform you that I will not be able to accommodate your request at this time. I understand that I have been unable to meet any of your requests for internal coverage since the school year began even with the daily opportunity to do so.

I don’t want to come across as someone who isn’t a “team player,” but, you see, my own microcosm of professional learning has reached a state of crisis, and I, too, would appreciate some support. When I’m not—

Ah, I just heard you over the loudspeaker. Please rest assured that I cannot offer assistance fourth or eighth periods due to the fact that I am already teaching and performing my duty which is a combination of monitoring the hallways for vandalism and vaping and tutoring.

As I was saying, when I am not reiterating school policies regarding cell phones, hats and hoods, wearing masks, and gently encouraging students to follow along with the lesson instead of playing snake on their Chromebooks or snapping their friends pictures of my ceiling, I am feverishly grading classwork and assessments, completing virtual trainings, replying to emails from concerned parents and guardians, answering student questions that I have already answered at least three times that period, allowing one student to use the restroom at a time, redoing my seating charts for contact tracing purposes, and planning my lesson for the next day.
I do want to applaud your initiative, however, in sending out preemptive emails the day before, knowing that teachers are increasingly sick and/or having mental breakdowns, pulled from their classes for various meetings, or leaving the profession entirely. I find that in knowing the supervision needs ahead of time, I am more prepared to experience the overall tension in the building the coming day.

Please know I fully understand that without teachers giving up their lunches and prep period our building would not be able to function. Since we can’t seem to hire substitute teachers (yes, I understand that every industry is facing a worker shortage) and us teachers are already worn thin as the underwear I’m wearing today, I’ve come up with a few alternative suggestions for classroom supervision:

- **Children:** We might consider hiring students to govern themselves. I know that your mind went straight to *Lord of the Flies*, but hear me out. When I was remote teaching, several of my students would join in from their place of employment, claiming they could work and learn simultaneously. Well, why not give them opportunity while in school! They can see firsthand what it’s like to manage a classroom and earn minimum wage.

- **Parents:** Given the number of students who claim their mother is texting them during my class, I wonder if we might open up opportunities to parent groups within our community who are concerned about the state of education today. They are, after all, already familiar with teenage behavior and public education since they, too, were once students. Over the years, I have been kindly reminded via email by parents how to run my classroom. Now might be the perfect time to give them that chance!

- **Dogs:** I’m sure you’re familiar with the prowess of canines and their tendency to nurture youths — consider classic representations such as Lassie, Old Yeller, and Dug from Disney’s *Up*. Now that we have one-to-one technology for lessons, might we consider teaming up with a community shelter? A sort of win-win for unhoused dogs and unsupervised children!

Unfortunately, I must cut this email short. I need to pee before next period begins, and I’ve been holding it for three periods straight now. I do sincerely hope that you find bodies to
monitor rooms for the remaining sixteen unfilled coverages today. I look forward to receiving your next email this evening/tomorrow morning.

Cheers!”
1/18/2021

A couple years ago this board allowed private citizens to purchase Naviance for use at Incline High School. At the time Naviance had been controversial in other school districts around the county, and www.ProtectNevadaChildren.org objected to Naviance having access to data in Infinite Campus. Ultimately PNC was ignored by the “old” board, and allowed IHS to be the only high school in the District to use Naviance.

Now that Naviance has been sold to a the private equity firm Vista Equity Partners, and we have a “new” board, please notify parents of IHS students that Vista Equity Partners bought Naviance including data about their children.*

We at Protect Nevada Children also believe that all parents should be provided with the two attached articles; the second article talks about how Naviance participates in racial discrimination.

Please remove Naviance Incline High School.*

Respectfully,

Protect Nevada Children,
John Eppolito
This Private Equity Firm Is Amassing Companies That Collect Data on America's Children

By Todd Feathers
January 11, 2022 08:00 ET

Pipeable online at

Over the past six years, a little-known private equity firm, Vista Equity Partners, has built an educational software empire that wields unseen influence over the educational journeys of tens of millions of children. Along the way, The Markup found, the companies the firm controls have scooped up a massive amount of very personal data on kids, which they use to fuel a suite of predictive analytics products that push the boundaries of technology's role in education and, in some cases, raise discrimination concerns.

One district we examined uses risk-scoring algorithms from a company in the group, PowerSchool, that incorporate indicators of family wealth to predict a student's future success—a controversial practice that parents don’t know about—raising troubling questions.

"I did not even realize there was anybody in this space still doing that [using free and reduced lunch status] in a model being used on real kids," said Ryan Baker, the director of the University of Pennsylvania's Center for Learning Analytics. "I am surprised and really appalled."

Vista Equity Partners, which declined to comment for this story, has acquired controlling ownership stakes in some of the leading names in educational technology, including EAB, which sells a suite of college counseling and recruitment products, and PowerSchool, which dominates the market for K-12 data warehousing and analytics. PowerSchool alone claims to hold data on more than 45 million children, including 75 percent of North American K-12 students. Ellucian, a recent Vista acquisition, says it serves 26 million students. And EAB's products are used by thousands of colleges and universities. But parents of those students say they’ve largely been left in the dark about what data the companies collect and how they use it.
"We are paying these vendors and they are making money on our kids’ data," said Ellen Zavian, whose son was required to use Naviance, college preparation software recently acquired by PowerSchool, at Montgomery Blair High School in Silver Spring, Md.

After growing concerned about the questions her son was being asked to answer on Naviance-administered surveys, Zavian and other members of a local student privacy group requested access in 2019 to the data the company holds on their children from the district under the Federal Educational Rights and Privacy Act (FERPA). But to date, she has received back only usernames and passwords.

“Parents know very little about this process,” she said.

The ed tech companies in Vista’s portfolio appear to operate largely independently, but they have entered into a number of partnerships that deepen the ties of shared ownership. PowerSchool and EAB, for example, have a data integration partnership aimed at “delivering data movement solutions that drive value and save time for Districts.” The two companies also signed another deal last year that made EAB the exclusive reseller of some PowerSchool products.

EAB did not respond to requests for comment.

See the documents here.

To piece together the extent of the companies’ data collection, The Markup reviewed thousands of pages of contracts, user manuals, data sharing agreements, and survey questions obtained through public records requests.

We found that the companies, collectively, gather everything from basic demographic information—entered automatically when a student enrolls in school—to data about students’ citizenship status, religious affiliation, school disciplinary records, medical diagnoses, what speed they read and type at, the full text of answers they give on tests, the pictures they draw for assignments, whether they live in a two-parent household, whether they’ve used drugs, been the victim of a crime, or expressed interest in LGBTQ+ groups, among hundreds of other data points. Each Vista-owned company doesn’t necessarily hold all the data points listed here.

Some of those data fields were recorded in the traffic between students’ computers and PowerSchool servers when students used their accounts. The Markup reviewed the accounts with students’ permission. Other data fields were listed in districts’ data privacy agreements with PowerSchool and the data library—a list of all available data fields—for one district’s PowerSchool database. Our review offers a more detailed picture of the company’s data operations than PowerSchool publicly discloses, but it is likely an incomplete portrait.

According to its contracts with school districts, PowerSchool has the right to de-identify the data it holds on their behalf—by removing fields such as names and social security numbers—and use it in any way it sees fit to improve and build its own products.

In some districts, such as Miami-Dade County Public Schools, recent PowerSchool contracts have exceeded $2.5 million for a single year, according to copies of the deals obtained through public records requests.

“It’s hard for me to understand how PowerSchool would not be paying for the privilege” of extracting so much student data, said Alex Bowers, a professor of educational leadership at Columbia University’s Teachers College. “You don’t pay the oil company to come pump oil off your land; it’s the other way around.”

PowerSchool declined to answer specific questions about the data it collects and how it uses that information.

“At PowerSchool, ensuring student equity, privacy, and access to good quality education is our top priority and is foundational to everything we do,” Darron Flagg, the company’s chief compliance and privacy officer, wrote in a brief statement to The Markup. “PowerSchool strictly and proactively follows legal, regulatory, and voluntary requirements for protecting student privacy including the Family Educational Rights and Privacy Act (FERPA), state regulations, and the Student Privacy Pledge. PowerSchool customers own their student and school data. We do not sell student or school data; we do not collect, maintain, use, or share student personal information beyond what is authorized by the district, parent, or student.”

A Cautionary Tale: Elgin, Illinois

Many of PowerSchool’s newer product lines, including its predictive analytics tools and personalized learning platform, require troves of student data to train the underlying algorithms. But experts who reviewed The Markup’s findings said that some of the data being used for those purposes is bound to lead to discriminatory outcomes.

Consider School District U-46 in Elgin, Ill., which was the only district—out of 27 we submitted public records requests to—that provided a complete list of the data PowerSchool warehouses on its behalf. The district also provided documents detailing how PowerSchool’s predictive analytics algorithms draw on some of that data to influence students’ educational journeys.

U-46’s PowerSchool database contains nearly 7,000 data fields about Elgin students, parents, and staff, according to a copy of the data library The Markup obtained.

As early as first grade, algorithms from the company’s Unified Insights product line start generating predictions about whether students are at low, moderate, or high risk of not graduating high school on time, not meeting certain standards on the SATs, or not completing two years of...
college, among other outcomes. The district’s documents describe dozens of different predictive models available via PowerSchool, although U-46 says it does not use most of them.

The district begins displaying student on-time graduation risk scores to teachers and administrators beginning in seventh grade, according to Matt Raimondi, Elgin’s assessment and accountability coordinator.

Free and reduced lunch status—a proxy for family wealth—and student gender are among the most important factors in determining that risk score, according to the documents. At one point, Elgin’s models—developed by a company called Hoonuit that was acquired by PowerSchool in 2020 and rebranded as Unified Insights—also incorporated student race as a heavily weighted variable.

Flagg, from PowerSchool, said race was removed from the models in 2017 before the company acquired Hoonuit.

The predictive models also draw on data points like attendance, disciplinary history, and test scores.

Learning analytics experts told The Markup that the use of demographic data like gender and free and reduced lunch status—attributes that students and school officials can’t change—to predict student outcomes is bound to encode discrimination into the predictive models.

“I think that having [free and reduced lunch status] as a predictor in the model is indefensible in 2021,” said Baker of the University of Pennsylvania’s Center for Learning Analytics. Baker has consulted with BrightBytes, a competitor of PowerSchool in the K-12 predictive analytics space.

“Unified Insights does provide the option for school districts to include free and reduced lunch status to enable districts to reduce dropout risk associated with economic hardship and identify additional social service supports that may be available to impacted students,” Flagg, from PowerSchool, wrote in an email.

“Including these things that are not within the control of the family or the school is highly problematic,” said Bowers, from Columbia University Teachers College, because even the best-intentioned school cannot change all the systemic gender and wealth disparities that affect a particular student. Basing the risk scores so heavily on those factors therefore obscures the impact of other factors a school may be able to influence, he said.

Raimondi said U-46 has chosen not to use many of the predictive models PowerSchool makes available because of their reliance on immutable student characteristics.

“Especially down at the early grades, we don’t even make it visible to any users besides myself and a programmer,” he said. “The models at the lower grades, they’re not that accurate and they rely a lot more heavily on demographic-type data.”

Each year, Elgin’s dropout risk model misses about 90 students in each grade level, out of 3,000 students per grade, who do not go on to graduate on time, according to a presentation prepared by a PowerSchool data scientist and obtained by The Markup.

“We have no comment on the sensitivity specificity of the models,” U-46 spokesperson Karla Jiménez wrote in an email.

The Markup has previously reported on a similar dropout prediction tool EAB sells to colleges and universities. Some of those schools incorporated race as a “high impact predictor” of success, and their algorithms labeled Black students “high risk” at as much as four times the rate of their White peers, effectively steering students of color away from certain majors. After our reporting, Texas A&M University dropped the use of race as a predictive variable.

The Data Empire Is Growing

Vista Equity Partners has been expanding its reach in the educational software industry for years. Along with that expansion, it’s put together a portfolio of companies that amass data and effectively track kids throughout their educational journeys.

Since 2015, when Vista first purchased PowerSchool from Pearson for $350 million, Vista has been on a spending spree, acquiring other ed tech companies that collect different kinds of student data.

In 2017, PowerSchool bought SunGard K-12, which provided human resources and payroll software for schools. In 2019, it purchased Schoology, a widely used learning management system that served as the digital backbone for many schools’ curriculum and lesson plans. It acquired Hoonuit, which provides the predictive risk scoring used by districts like Elgin, in 2020.

Last March, it completed the purchase of the college preparatory software Naviance, and in November it purchased Kickboard, a company that collects data about students’ behavior and social-emotional skills. In presentations to investors, PowerSchool officials have said more acquisitions are a key part of the company’s growth plan.

EAB has been on a similar purchasing spree, acquiring companies like Wist, YouVisit, Cappex, and Starfish that are used for college recruitment, advertising, and tracking students on campus. It also announced the creation of Edify, a “next-generation data warehouse and analytics hub” designed to “break down data silos.”

Last June, Vista also acquired a co-ownership stake in Ellucian, which sells a variety of educational technology products. The company claims to serve more than 26 million students across 2,700 institutions.

That consolidation of data and power has triggered a backlash from privacy-minded parents, some of whom have been trying, unsuccessfully, to find out what the deals mean for their children's sensitive data.

Piercing the veil of secrecy can be difficult, even when parents turn to privacy laws designed to increase transparency.

Illinois, for example, has a state law that requires school districts to post specific information about the ed tech vendors they use, including all written agreements with vendors and lists of the data elements shared with those vendors.

Despite that, districts like Chicago Public Schools have yet to post any of the required material pertaining to PowerSchool and Naviance. CPS has, however, posted data use disclosures for other vendors. Across Illinois, 5,800 schools use PowerSchool software, according to the company.

FERPA has also proven of little use for some parents.

Cheri Kiesecker, a Colorado parent of two, said that she requested her children's records under the law from PowerSchool earlier this year after it completed the Naviance deal.

"Each school district owns and controls access to its students' data, Flagg, from PowerSchool, wrote in an email to The Markup. "Any requests from parents for access to their children's data must be managed through their respective school districts."

PowerSchool instructed Kiesecker to request the records through the school, which she did. When PowerSchool did not comply with the school's subsequent request by the statutory 45-day deadline, her school's attorneys sent a legal demand to the company, which The Markup reviewed. To date, Kiesecker said, she has still not received her children's complete records, although PowerSchool has provided partial documentation.

Deborah Simmons, a Texas parent, said she began looking into the Vista-owned companies after discovering that her school had automatically uploaded her child's data into Naviance. She filed public records requests and grievances with her school but still doesn't know the full extent of the data the companies hold or who else it's been shared with.

"These tech companies want to eliminate the data silos and merge and streamline all of this stuff, but no, our children aren't products," Simmons said. That's what they do, they treat our children like products. They're human beings and they deserve privacy and freedom."
College Prep Software Naviance Is Selling Advertising Access to Millions of Students

By Todd Feathers
January 13, 2022 08:00 ET

Viewable online at
https://themarkup.org/machine-learning/2022/01/13/college-prep-software-naviance-is-selling-advertising-access-to-millions-of-students

For nearly two-thirds of American high schoolers Naviance software is an integral and nearly unavoidable part of the college research and application process. For colleges and universities, it’s also a targeted advertising platform with a captive audience of millions of students looking to make one of the largest financial investments of their lives.

The Markup examined the Naviance accounts of several students who granted us access and reviewed contracts between 10 universities and Intersect, a sister company to Naviance responsible for selling advertising campaigns on the platform. We uncovered how Naviance gathers data through its college guidance software and then allows colleges and universities to target students with paid advertisements encouraging them to enroll.

The platform allows admissions officials to select what kinds of students will see their recruiting messages based on the students’ location, academic “ability,” the majors they’re interested in, and even their race. In one instance, The Markup found a university that deliberately advertised only to White students through Naviance. Several other schools used the platform to target students of all races in some states but only White students in others.

The software has become ubiquitous in the college search process. More than 10 million students use it to submit their college applications, request teacher recommendations, and submit transcripts. They research colleges and universities using Naviance’s SuperMatch feature, which calculates a “fit score” designed to show students how well aligned they are with a particular school.
They use the software’s scattergram feature to compare their test scores and GPAs to previously admitted students from their own high school. And they receive messages through Naviance about schools that might be good matches for them.

Some of those messages, The Markup found, are actually paid advertisements from the schools.

“There’s some social engineering at play that feels really concerning,” said Cecelia Parnerth, a St. John’s University professor who studies higher education leadership. “I see it being an electronic form of gatekeeping.”

Naviance and Intersect are owned by PowerSchool and are key parts of an ed tech empire—largely owned by the private equity firm Vista Equity Partners—that is exerting significant influence over students from kindergarten through college graduation.

PowerSchool declined to answer many of The Markup’s questions for this story, but in a brief email, Darron Flagg, the company’s chief compliance and privacy officer, wrote that the feature that allows colleges to target students with advertisements based on their race was phased out in 2019—two years before PowerSchool acquired the companies.

“The Intersect product does not allow matching criteria that excludes under-represented student groups,” Flagg wrote in an email.

That statement is directly contradicted by documents The Markup obtained through public records requests.

Students The Markup spoke to for this story said they felt misled and had often been confused about why they were receiving messages through Naviance from schools in which they had expressed no interest.

“I thought the results I was getting were really weird,” said Alexandra Raphling, a senior at Santa Monica High School, in California. “They weren’t consistent with my grades, they weren’t consistent with what I put in [as search criteria].… It kind of just shows that Naviance doesn’t have the best interest of students using the software at heart.”

**Race-Based Advertisements**

In August 2021, the University of California San Diego purchased an advertising campaign through Intersect that allowed it to send targeted messages through Naviance to students who had used the platform to research competitor institutions—as designated by UC San Diego—and to “racial or ethnic minorities,” according to a contract obtained by The Markup.

The $142,000 contract includes a campaign that specifically targets “racial or ethnic minorities” in California who used Naviance to research the University of Southern California, Arizona State University, or UC Irvine.

See the documents here.

UC San Diego declined to comment.

The contract is set to run until 2023. It was signed five months after PowerSchool acquired Naviance and two years after the race-based targeting feature was supposedly phased out.

The Markup obtained contracts showing targeted advertising campaigns from nine other universities.

In addition to their contracts, City Colleges of Chicago and Northern Illinois University provided user manuals, copyrighted 2020, that explain how school officials can pick from “diversity filters” when selecting which students will see their recruiting ads. City Colleges of Chicago also provided an Intersect demonstration video that shows a narrator selecting from a list of racial identities and unclicking a box labeled “American Indian or Alaska Native”—meaning students who identify as members of those groups would not receive recruiting messages from the school.

The Intersect website currently states that clients can use the service to “find students who fit specific demographic variables (race, ethnicity, geography, class year, attendance at an under-represented school) and present messages about your institution to students who possess those characteristics.”

When The Markup presented its findings to PowerSchool and asked about Flagg’s earlier comments, spokesperson Madeline Willman wrote in an email, “PowerSchool stands by what has been provided as factual.”

Contracts from the University of Kansas show how the targeted advertising service the companies market as a means to increase student body diversity can actually be used to do the opposite.

In 2015, for example, the university paid for a year-long Naviance advertising campaign that targeted only White students in Kansas, Texas, and Minnesota.

That purchase occurred before PowerSchool acquired Naviance, but the University of Kansas continued to use Naviance-targeted ads through at least June 2021. The later contracts do not specify whether the school targeted students based on race, and the University of Kansas did not respond to requests for comment.
In 2016, contracts obtained through public records say the University of Southern Maine purchased a Naviance campaign that targeted White, Black, and Hispanic students in Massachusetts. But its ad campaigns in Maine, New Hampshire, and Vermont targeted only White students.

The University of Southern Maine did not immediately respond to requests for comment.

The same year, the University of Massachusetts Boston purchased Naviance advertising aimed at both White and "other" students in New Jersey and New York. But in Connecticut and New Hampshire, it targeted only White students.

"UMass Boston uses many recruiting strategies ... to reach interested high-school-aged students with an aim toward growing diversity in our student body," DeWayne Lehman, a spokesperson for the university, wrote in an email. He did not answer questions about why the university would target only White students in certain states.

"You Can Pretty Much Not Escape"

Many colleges and universities have traditionally directed their advertisements using lists of prospective student names purchased from the ACT and from the College Board, which administers the SAT. But fewer high school students are taking those standardized tests.

In many places, the tests were canceled because of COVID-19. And even before the pandemic, universities were adopting test-optional application policies that did not require students to submit test scores. As a result, schools have been searching for new sources of data to fuel their marketing.

EAB—which is owned by Vista Equity Partners, the same firm that holds a significant stake in Naviance's parent company, PowerSchool—currently the exclusive reseller of Intersect's targeted advertising service. In its marketing material, EAB has presented its access to students through Naviance as a way for colleges and universities to find valuable advertising leads and make up for the loss of data from the ACT and SAT.

"Unrivaled Reach: Influence and Engage Top Prospects via Naviance," reads one recent EAB marketing presentation.

Naviance says that more than 10 million students spread across 40 percent of U.S. high schools use its services. That's about two thirds of the 15.3 million students who were enrolled in high school in 2020, according to the U.S. Department of Education data.

Some districts, like Pittsburgh Public Schools, have made Naviance the mandatory cornerstone of their college and career readiness programs.

Beginning in third grade, Pittsburgh students must complete at least two lessons or surveys tied to their Naviance account each year, according to a curriculum plan obtained through a public records request. In high school, Pittsburgh students are required to use Naviance's SuperMatch college search feature, request materials from schools through the platform, and add at least one school to their "Colleges I'm Applying to" list, according to the document.

Pittsburgh Public Schools did not respond to a request for comment.

The surveys ask students to respond to prompts like "It is very important to me that other people see me as a successful person" and "I like to lead and persuade people and sell things and ideas." In some cases, students take the surveys once in middle school and are not allowed to change their answers at any point in the future. In its user manuals for students, Naviance encourages students to use the survey results to determine their career goals and course plans.

Some districts, like Ann Arbor Public Schools, also use Naviance to administer their own custom surveys about students' post-high-school plans. They ask students to answer questions like "How are you planning on paying for college?"—information that would be valuable to schools considering which prospective recruits to focus their recruiting efforts on.

The Markup did not find any evidence that Naviance was using students' survey answers to help target advertisements.

Kids and parents in several districts told The Markup that their schools required students to use Naviance to take career aptitude surveys, request teacher recommendations, submit applications, and research colleges, even if they had already identified the schools they intended to apply to.

"In order to graduate, you can pretty much not escape the use of Naviance," said Cassie Creswell, a Chicago parent.

That level of reach has made the platform highly attractive for schools like New Jersey City University, one of the institutions that pays Intersect for advertising services, that are competing for a shrinking number of potential students.

Jose Balda, NJCU's director of admissions, said that 382 freshmen—more than a third of the school's incoming class in 2020—connected with NJCU through Naviance (although that may not have been the only way they discovered the university).

"This is essentially giving students the opportunity to add us to their shopping list," Balda said.

A former Naviance account executive, who spoke on the condition of anonymity to protect his current job, put it a different way: "It's a pay to play kind of idea, and I don't think parents know that, but all the universities knew that."

Empowering Students
The former employee said that, despite the disguised advertising, he believes Naviance provides a valuable service to many students, especially those who have fewer resources or less familial experience with the college search process.

PowerSchool says Naviance empowers students with data that helps them make informed decisions about their post-high-school plans and tools to follow through on those plans.

Research into students' use of Naviance suggests that increased use of the software correlates with increases in college application rates, but its ultimate effects are complicated.

In 2020, Christine Mulhern, then a Harvard University education researcher, investigated the scattergram charts that Naviance displays to students as they research colleges. The charts show students how their GPA and test scores compare to peers from their school who were accepted by a particular college.

Mulhern found that students were 20 percent more likely to apply to a college if they first saw a Naviance scattergram depicting the grades and test scores of previously admitted students. Other research has also shown that increased use of Naviance correlates with higher college application rates.

Viewing scattergrams had a particular impact on students of color, correlating with increased four-year-college enrollment rates for students who are Black, Hispanic, or received free or reduced lunch, Mulhern found. But the study also showed that those students who viewed Naviance scattergrams were "less likely to apply to reach colleges and more likely to attend a safety school" and that "it is probably not optimal for students to respond so strongly to admissions signals" like the GPA and test scores that the scattergrams show.

Another study, conducted by University of California Irvine professor Roderic Crooks, examined how students in a Los Angeles high school that was 94 percent Latino and 6 percent Black responded to the introduction of Naviance and a school mandate that they use the platform to apply to at least four colleges.

He found that students rebelled against software-enabled surveillance of the application process, in some cases uploading fake applications to Naviance in order to meet their quotas and avoid expulsion.

"At the level of the school, at the level of the user, I think the benefits are quite limited," Crooks said in an interview. "The benefits accumulate elsewhere... Naviance wound up with this mountain of data through its activities that then became a saleable, actionable asset. Once these channels for aggregating data are created, then you start to see the companies pivot and start to be about something else."

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Correction

A previous version of this story stated that an ad campaign was purchased by the University of Maine. It was purchased by the University of Southern Maine.
Dear WCSD,

Thank you for your again for your work alongside our teachers, administrators and support staff at WCSD.

I would like to make a comment concerning the upcoming agenda item 3.01 for the 1/25/22 Regular Board meeting. I see you are looking for input on the expenditure of nearly $26m of the ESSER funds for WCSD. I would implore you, to allocate the majority of these funds directly to the teachers in the form of a bonus or a raise (your teachers have gone without a sizable raise for years….). I personally know a handful of the district’s BEST teachers who are white knuckling this year and don’t know how much longer they can hang on. They need to be shown they are valued...that the work they do is important. They need more compensation for the super hero performance they are undertaking. If we don’t do this soon, we are going to loose your greatest asset.

I would also encourage you to put the funds to use for teacher recruitment.

Don’t squander away these funds on special interests or special programs. Send the right message to the glue that is holding the entire district together...the teachers. A happy and valued teacher means a happy and valued student.

Kind regards,

Mindy Lilyquist
We would like to keep graduation at Galena high school because it is more personal for the students.

Rachelle Davis
Washoe County Schools,

I am a parent of a senior at Galena High School. I am to petitioning to have graduation held at Galena High School for the class of 2022. The students have had such a crazy 4 years at Galena; having this special event at the school would be so meaningful to the kids and parents.

Please consider this.

Thank you,
Jaime Winchell

Sent from my iPhone
To Whom it may concern:

As a parent of 3 WCSD students - one class of 2020, one class of 2023 and a future class of 2028 Galena HS graduate -, I ask that you keep graduation on our campus. It is so much more personal, sentimental and carries so much school pride. Graduation at Lawlor are far from pleasant. Too big, too crowded, too far from the graduates, always a long wait, and always so hard on the older relatives that end up having to wait in line often in the heat and for a long time. Why use a location that has nothing to do with our HS and all the memories that were made there? Graduation 2021 on our football field was amazing, very covid safe and carried all the school pride that every American HS graduation should.

So please, please, please KEEP GRADUATION AT GALENA HIGH SCHOOL from now on.

Sincerely,
Daniela Bazzoli-Ferrari
proud Grizzly parent
Please consider keeping graduation at Galena High School for the class of 2022. This venue is so much better, not only for public health but for people attending and participating.

Thank you,
Karen Gotchy
Dear WCSD Board of Trustees:

I am a parent of a senior at Galena High School who will be graduating this June 2022. I’m writing to let you know that our family would feel much more comfortable/safer having an outdoor graduation ceremony at Galena High School (as they were allowed to in 2021) instead of the indoor ceremony at Lawlor Events Center at UNR. Please consider our request when hearing the graduation plan presentation at your January 25th meeting. If you have questions, please feel free to reach out to me.

Thank you,

Sarah O. Salcedo, PG | Senior Geologist
Rubik | Environmental Consulting
To Whom It May Concern,

As a parent of a senior graduating from Galena High in 2022, I would like you to know that I think the best option for our seniors and their families is to keep graduation at the high schools. I think having large crowds at Lawlor is a bad idea during this pandemic. I hope you understand that keeping the high school graduations at the individual high schools is the safer, no nonsense option. Please don't change it back.

Best,

The O'Connell Family
I am writing to ask that the WCSD Board of Directors allow high schools to have their graduations at their home football fields.

I have attended 3 graduations 2014, 2016 and 2020 for Galena High School, so have first hand experience with the chaos at Lawlor Events.

In 2014, on the plus side, the stadium was lit up on the inside and you could see where you were walking. Unfortunately, people around us were running around trying to get the closest seats they could to the stage. The sound system was sporadic, at best. The crowds of 2 high schools coming and going into the stadium, made for a chaotic and confusing situation, on what should have been an enjoyable day.

In 2016, there was construction surrounding Lawlor, making an unorganized environment downright dangerous. Then entering Lawlor, the lighting was basically nonexistent. We had 2 sets of grandparents that could not see where they were walking and had crowds of people pushing us forward so they could run and secure seats close to the stage.

We ended up taking the closest seats to get them into a safe location. Because of that, we were not able to sit together as a family. My father actually missed a step and fell down!!

After the graduation, we went outside, where fortunately no crowds awaited, but the dark of night hid the dangers of the construction zone ahead. One family member couldn’t see the curb ahead and twisted their ankle. We were forced to navigate a dark, unfamiliar, construction zone. This was a completely unexceptionable and avoidable situation.

Obviously, the staff at Lawlor is not equipped to handle the back and forth of crowds that attend the back-to-back graduations.

I can honestly say, the drive-thru graduation that my 2020 graduate had at Galena, was a more pleasurable and less stressful event than any of the other graduations at Lawlor.

Please allow each high school to have a graduation at their own school. The Seniors have had too much time away from their high school. They deserve to spend their last moments, in what have been an unprecedented several years, with their classmates at their home football field.

Sincerely,
Anne Pauly
Please keep the graduations at the High Schools. It's more personal for the kids at their own schools. Plus, you're not trying to squeeze several graduations in one day. It's easier for parents and families to get to the high school. Also, many other schools across the country have graduations at their high schools. There are so many benefits to having Graduations at the high schools. The biggest benefit would still be the Covid situation, guests, and graduates would be outside and not stuck indoors.

Thank you!
To Whom It May Concern,

I am a parent of a graduating senior. We were fortunate enough to attend last years graduation at Galena for my stepson and we loved it.
I am hopeful that you will consider allowing our seniors to graduate at their school on their football field as this would become a great tradition and is way more personal for our seniors and their families.

Thank you for your consideration

Sincerely,

Lisa Hammargren-Kuykendall (mother of a graduating Galena senior)

Sent from my iPhone
Hello -

I am a parent at Galena High and would like to advocate for the graduation ceremony to remain on the Galena football field. It’s more intimate and reflective of their high school experience.

Thanks,
Stephanie Peterson
I have boy and girl twins graduating from Galena High School this year. I would like to express my feelings to have graduation be held at Galena High school, where they have studied and created memories at. I had my high school graduation at my high school and have fond memories of having it there.

Kindly,
Robin Faller
Please allow graduation to occur at Galena high school for our students instead of at Lawlor.

Thank you for your consideration,

Donna Gasparre, LMT
To whom ever makes decisions,
I would love to voice my beliefs that all high school graduation should be at the schools. We had a senior last year, we put in a lot of effort and time to plan and see graduation go through. It was the best graduation in the history of Galena high school. These kids have been through enough in the last few years, they deserve to have a home school graduation. We need to stop doing what is convenient for the administration and school board and doing what the kids want.

Sent from my iPhone
As a parent of a future Galena High School Student I would like the Graduation to take place at Galena where my daughter has made memories & not at Lawlor Event Center.

Sincerely,
Lorie Powers
Each High school should be able to decide where they want to hold their own ceremony. Lawlor is giant and impersonal!
Please allow Galena High School to hold their own graduation ceremony at their campus. It is much more personal and a better experience for everyone.

Thank you,

Lori Wohletz
Hello,

As a mother of 4 children, and 2 of which have graduated from Galena Highschool, I wish to share my opinions on having graduation on campus vs the Lawlor Events center. My saw one son had the honor of participating in graduation 2021 on the galena football field. Among his peers, and family and friends on the same turf he put his heart and soul in for 4 years. The ceremony was intimate and personal. The atmosphere was calm and the festivities after were so much fun for the students. In compared to the graduation at the Lawlor Event Center where my oldest graduated.parking was a nightmare and We sat in the hot Sun for hours prior to the ceremony to get a good seat inside, the ceremony was rushed and you could feel it, and then everyone was rushed out so the next school could come in. We were sent out to the ground where we struggled to find our son among multiple schools that were coming and going. We got stuck in the parking garage for another hour trying to get home. Everything about it was stressful and frustrating. At galena we were able to casually mingle among friends and families we have made over the years. The military fly by was amazing, the graduate walk around the track was up close and wonderful. There was a feeling of community and friendship. The way a Highschool graduation should feel. 2021 was proof that a graduation could be successfully pulled off at the school. I don’t have one negative thing to say about 2021 graduation. 2018 graduation is still engrained in us as a frustrating, long and not quite as memorable day. Pictures taken on a campus you never even attended? Everyone just wanted out of there as quick as possible.

Please consider keeping future graduations at Galena. The galena staff did an amazing job and I have no doubt they can continue to do so.

Thank you for your consideration.

Michelle Larsen

Galena graduates 2018, 2021
Future graduates 2024,2025

Sent from my iPhone
January 22, 2022

From: Brandon Siri, Parent of 2 current WCSD children grades K and 3
To: Superintendent McNeill and WCSD Board of Trustees
Subject: Return to normalcy, the time is now

Dear WCSD Leadership,

Thank you again for your time. I am still particularly concerned about the toll that our state’s policies continue to have on children and teens.

Back in July 2021, Sisolak reinstated his mask mandate as a kowtow to the pseudoscience and anxiety appeasement of his base. As you know doubt have witnessed, it has done absolutely nothing to stop the spread of covid, but boy has it burnt everyone out.

Since my letter to you a month ago, more “experts”, like those at CDC, have finally begun to admit what we always knew: masks don’t work.

We are at a point now where too many people have experienced covid, and while unpleasant and annoying, it isn’t a death sentence to us younger generations (and by younger, I mean people under 70). You cannot override someone’s own firsthand experiences with tales of hobgoblins. In my household, we recently had 5 infections with symptoms. Only 1 of us is vaxxed. We all had the same experience – 3 days of cold/flu like symptoms that were easily treated with Ibuprofen. We didn’t even need the Joe Rogan treatment.

It took 2 years of painful government overreach for my family to have an uncomfortable week. Wow, was it all NOT worth it. It was, however, inevitable – and I would rather have done that two years ago and been done with it. (then the govt could have used focused protections on those at risk)

The time to return to normal now! Waiting any longer is unacceptable. We cannot afford any more collateral damage, especially to the kids. Case numbers don’t matter, because again, masks do not work.

“Kids are resilient” until they grow up to be adults. Then it’s a “mental health crisis”. The phrase “kids are resilient” implies that the speaker knows they are harming kids, but hopes somewhere in the future they will recover. It’s never right to hurt a child.

All the problems the district is experiencing right now is a direct effect of top down leadership. Staff shortages, closed schools, bus cancellations. None of these things ever existed before Sisolak.

The problem is: Sisolak is a man who believes the ends justifies the means. That is why he has no qualms abusing kids. Too many school districts in our own country have been mask free for over a year and done equal or better than us with covid rates for this to be a question of whether or not child-masking does anything to control the spread.

Further, we’re two years in, and there is still ~zero evidence of any clinical benefit from child-masking.
Nevadans should be free to wear a mask or get a vaccine, or stay home, or return to normal, but the government should not be mandating or dictating what schools and businesses should be enforcing, especially when it comes to personal health decisions. People do not like being told what to do.

I understand you feel as though we are hostages of Sisolak’s policy. But we don’t have to be. We just have to say no. Many rural counties already took this path. Our own county commission even ended the “emergency”.

Sisolak has chosen the path of dehumanization and submission to the most neurotic as his public health strategy. Then he tied it to the CDC “guidelines” to shield himself. He knows masks are a lie.

And it’s also an election year. Do you really want to put up with this garbage for another 4 years after 2022?

Do school districts/state governments know they don’t have to follow the CDC? That the CDC isn’t a governing body? These are recommendations and guidance, not laws. Zika guidelines are still ACTIVE! Look it up – I kid you not.

Gubernatorial mandates are not laws. The state legislature has met several times since covid and not once did they legislate any covid restrictions. That’s because they know it’s career suicide.

Remember with Sisolak – there are two options: he is extremely dumb or extremely malevolent, for even liars want to know the truth. How else are they going to know what to lie about and how to lie about it? This is called Nelsonian Knowledge... the structure of the lie, betrays a hidden, detailed, and intimate knowledge of the truth.

Thousands of Nevadan kids were *severely* hurt by the many measures and mandates in ways they will never fully recover from. Kids today are going to grow up being resentful of this generation who used them as human shields and political fodder.

Everyone is over it. Any parent who has a kid at school in-person doesn’t care about catching it. If they did, they would have done digital learning at North Star. Just like how everyone in the grocery store doesn’t care – if they did, then they would do ECart.

Drop the mask mandate for schools and all covid restrictions and return to normal for all ages regardless and in direct defiance of Sisolak.

There is a very strong signal in the community that such local bio-tyrannies will no longer be tolerated. Do not go down with the ship. Do not die on mask hill. Be on right side of history.

Last meeting, you eased up on a lot of covid policies. And that was great. Remember, every win makes the next win easier.

The only things that have been closed this month anywhere have been schools. Everything else, businesses, restaurants, sports, etc. are all wide open. Why? It’s time to end the covid mania.

The evidence is overwhelming that the virus spreads via a regional/seasonal pattern, regardless of the draconian measures taken. It is amazing to me that there is anyone left who maintains the kind of illusion of control that Sisolak pretends to have. I could become a billionaire by opening a school for critical thinking.

It is time to return the governance of the government to we the people and restore the notion that its just powers are derived from the consent of those governed, not their submission.

The lunatic leaders like Sisolak behind Covid policy want to harm children. Making childhood and child raising as terrible as possible. It is time to fight back and demand normal.

Kids aren’t resilient, they just can’t explain all the ways they’ve been hurt by our divisive incompetent leader for 3 grades of their time in school.

In my house we believe in:

Natural Immunity
Bodily Autonomy
Freedom to breathe
Exercise
Doctor-Patient relationships
Long term data
Meeting in person
And always putting kids first

Kind Regards,
Brandon Siri
Please explain why High School graduation cannot occur at the high school. I like Lawlor events center and have been through two of my own commencements there. The question is why must commencement occur at Lawlor rather than at the High School that wants to host its own graduation? Is it for security reasons? Does it cost less for the WCSD? Is it the preference of the school, parents, and graduating Seniors? If the answer to those three questions is no - and I suspect it is- why not allow for choice?

I fear the reason is ‘that’s the way we’ve always done it’. Please consider and apply principles of common sense where possible.

Thanks for your consideration,
Leonard Wohletz
Sent from my iPhone
From: Julia Childs  
Sent: Sunday, January 23, 2022 10:53 AM  
To: Public Comments  
Subject: [EXTERNAL] Galena graduation - The Childs family

Dear WCSD Board of Trustees,

We are parents of a senior at Galena High School,

We would appreciate having the graduation again at Galena High School this year. We feel it is a good environment for hosting an event during the coronavirus times. With a lot of grandparents wanting to attend and underage kids without vaccines this seems like a thoughtful consideration this year for graduation to continue to use the football fields.

Families with senior’s last year with older kids said the event last year at the football field was much more relaxed and intimate than at Lawlor.

Thank you listening to our requests/concerns.

The Childs Family

Sent from my iPhone
Please please consider allowing schools to host their own graduations on campus. Kids spend 4 years making memories on campus, they should have their final celebration on the same property. Don’t force the ceremonies into a stuffy events center when their home campuses are an option. Don’t go back to the “way it’s always been” when 2021 opened the door to an entirely new and far more personal and meaningful celebration of their accomplishments! Keep graduation on their home turf.

Thank you,
Karen McCaskill
Galena HS parent

Sent from my iPhone
Dear WCSB,

I would like to send a brief e-mail sharing my thoughts on having graduation at the kids' home schools.

It's been a historic graduation the last 2 years. I have a son that graduated in 2020 & now another one in 2022. I can't tell you, although I'm sure you know, how difficult these years have been on some of these students.

Having graduation at their own school would be a much more memorable event where they have made memories the last 4 years. Lawlor is not the place that is comforting, memorable or even means anything to them. I don’t know one parent or student that thinks graduating at Lawlor would be a good or better experience.

I realize there may be other reasons (security, other schools don’t have the space, etc), but if that is the case maybe those schools could utilize the Lawlor location & not force every other school there. In addition, with COVID on the rise, I have a hard time understanding how putting all of these people, including elderly, in an indoor facility makes a whole lot of sense.

Please consider what would truly be best for the students of 2022.

Thank you!
Cheryl Czyz
It was awesome to have graduation locally at Galena High last year. My son will be graduating this year and it would be so much nicer to have graduation at the high school rather than driving to the event center. It is much more personal at the local school. Please allow us to have the ceremonies at the school.

Kind Regards,
Dawn Detton
Sent from my iPad
Dear Washoe County School District Board of Trustees,

Please keep graduation at the Galena High School campus as opposed to moving it back to Lawlor Auditorium. Graduations at Lawlor are impersonal, stressful with long wait lines. The students’ high school experience has been upended on so many levels the past couple of years due to covid. They deserve to have their ceremony on their home turf and could be a welcome tradition for years to come.

Sincerely,
Kris Sullivan
To whom it may concern:

I have a daughter graduating from Galena High School this year. I would like to express my feelings to have graduation be held at Galena High school, where they have studied and created memories at. I had my high school graduation at my high school and have fond memories of having it there.

Kindly,
Anna Ferrera Baumann
Please consider allowing the schools to host their own respective high school graduation ceremonies. The kids have spent all of their time working hard at their schools and deserve to have a ceremony on their own campus. It is a much more personal experience for the parents and kids. With all that Covid has put them through-they deserve to graduate at their own school.
Thank you
Julie Fontani

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~Julie
Dear Board,

As a parent of a senior and two other kids in the district, I ask that you consider allowing high schools to have graduation on campus as was done last year for the following reasons-

1. Ease of attendance for older family members  
2. Ability for the students to celebrate on campus together afterwards  
3. Ability to make the ceremony more personal

While I understand there are valid reasons to hold each graduation ceremony at Lawlor, it is not the preference of many parents and students.

Thank you for your consideration,
Kristine Kinne
Parent of a Galena High School Senior

Sent from my iPhone
Good Afternoon,

We are the parents of four children in the Washoe County School District, one of which is a senior at Galena High School this year. We are writing to ask that the board allow each individual school to host graduation on their own campus, as opposed to graduation being held at Lawlor Events Center. Last year, Galena hosted a very successful and safe graduation ceremony. Hosting graduation ceremonies on each individual campus is more personalized, there are less parking issues, and it is less crowded with less risk of covid transmission, especially since it is outside. The students, families, and faculty prefer graduation at their home school and we hope the board will make it possible to allow them to do so again this year.

Sincerely,
Yvonne & Ryan Dixon
January 21, 2022

Dear Washoe County School District Board of Trustees,

On behalf of the Community Health Alliance (CHA), I am thrilled to hear the board is considering bringing physical and mental telehealth services to the school district to increase access to care and enhance health equity for our students and families in Washoe County.

To support these services, CHA and Hazel Health have a signed memorandum of understanding (MOU) in place to ensure the highest quality and continuity of care for our mutual patients and to meet the needs of our most vulnerable populations. CHA recognizes and supports the importance of creating an ecosystem of healthcare that works in partnership with school districts and healthcare partners like Hazel to ensure Washoe County is a healthy and thriving community. This represents the shared commitment and vision to serve students and families so they are able to receive needed health care services.

CHA is ready and available to serve all referrals from Hazel’s services at WCSD to demonstrate this shared commitment. I encourage the board to proceed with bringing physical and mental telehealth services through Hazel to students in WCSD.

Thank you for your time and consideration.

Sincerely,

Oscar Delgado, MSW, MUP  
CEO, Community Health Alliance
To Whom it may Concern:

I am the parent of a senior at Galena High School; my daughter is also the Senior Class President. The Class of 2022 and many, many family members prefer the “at school” graduation ceremonies as done successfully last June. The venue offered, Lawlor Event Center on the University of Nevada Campus, is far less appropriate for a HIGH SCHOOL graduation. Some of the graduations I have attended at Lawlor reflect so little about the students and their high school experience: Cumbersome. Informal. Impersonal. Sterile. Not memorable by any means. The outdoor venue at Galena is safer, more easily controlled, “Covid” friendly, and PART OF THE EXPERIENCE of graduating from the school both students and families have spent years at and becoming a part of. Please consider allowing the seniors to graduate on their home turf. Graduation was done successfully last year and can be done again.

Thank you for your time and consideration, Annie Cates

Annie's Phone Replied
Dear Board Members,

I believe graduations should be held at the local high schools amongst this pandemic we are still currently in. Shuffling thousands of people in and out of Lawlor events center poses a threat to public health without knowing what the future trajectory this pandemic is going in. It’s better to be responsible about it and plan as if the pandemic is as it is currently. There won’t be enough time to clean the entire arena between graduations. It also allows more capacity at the local High Schools as it will be most likely outdoors. I believe it was a success last year during the pandemic and will be grateful if you consider it again this year as we are not out of this pandemic just yet.

With Regards,
Happ Higashi
Proud Washoe County student Parent

Sent from Yahoo Mail for iPhone
Hello, my name is Amanda Miller and I am a senior at Galena High School. With everything going on this year, my peers and I have not been able to attend many school events. We have had to adapt to many new challenges, and the one thing I am asking for is to graduate at my high school. The Galena graduation ceremony was awesome last year, and I would love for it to continue this year. It is so much more sentimental when you get to graduate at the school you attended. Because the Galena senior class is pretty small, I believe that this would be very possible, and it would be greatly appreciated by the seniors!
Sincerely,
Amanda Miller
From: Riley Gillis  
Sent: Monday, January 24, 2022 7:18 PM  
To: Public Comments; BoardMembers; McNeill, Kristen  
Subject: [EXTERNAL] Board Item 3.01 – Riley Gillis

Good evening,

I am Riley Gillis, a senior at Hug High School. I am the president of our large Health Science Academy and HOSA chapter, the commander of our incredibly large JROTC unit, and one of two American Legion Boys' Nation Senators for the State of Nevada (a federal student council that works with our US Senators and the White House to pass legislation important to our youth). I know I speak for my large constituency at Hug, in Washoe County, and across the State of Nevada when I highlight the importance of an in-person graduation for seniors this year. The feeling amongst seniors is unanimous, united in the belief that we need to be having an in-person graduation to recognize the outstanding performance of these students, many of whom are first generation.

I have observed widespread academic hardship for students over the past couple of years in the midst of the COVID-19 pandemic, a crisis that has proven time and time again to be cataclysmic for the academics of even the highest of scholars. Given the attendance and failure rates of students in Washoe County – exacerbated by the detrimental circumstances of the past few years – I fear that a lack of tangible commendation (in-person graduation) will only amplify issues that students are fighting to overcome when facing graduation; While it may seem trivial, the graduation ceremony is an intrinsic motivator for virtually every student and depriving anyone of what is, symbolically, the culmination of their life's work up until this point is an abominable deterrence.

I understand that the public health situation presents a harsh dilemma for WCSD administration and that is why I am asking that graduations be held at each school, respectively. Having attended Hug’s last year and many more at Lawler in previous years, I will affirm that having the graduation on site at the school was much less chaotic, much less crowded, much more efficient, and much more meaningful than holding it at the Lawler venue.

I hope you will take the thoughts of myself and the constituents that I represent seriously.

Thank you for your consideration.

Riley C. Gillis
Dear WCSD Trustee Church,

I am sending this email to you and I will cc the entire WCSD Board of Trustees, since it has come to my attention that you are not permitted to respond to public comments that pertain to the schools you represent unless the email is sent to you directly.

As I’m sure you, along with the rest of the BOT, have seen the influx of comments from Galena High School parents in regard to the proposed graduation plan for the Class of 2022 and possibly beyond, to move the graduation ceremony back to Lawlor Events Center. Disappointment is a common theme among them. Since we’re a betting town, I would bet all my chips that disappointment is an understatement.

Lawlor Events Center is a large, cold, impersonal space with historically an immense amount of traffic, crowds and parking issues due to the comings and goings of multiple schools with hundreds of students and thousands of parents, siblings, grandparents, aunts, uncles and cousins. And, I haven’t even mentioned covid protocols or lack thereof, as we know since we can’t even enforce masks or contact trace in our own schools. While we can’t predict the future, the Covid-19 virus is currently surging in our community and to make plans as important as graduation that gives families no choice but to cram into an indoor facility is irresponsible and negligent.

The Class of 2022, and I’ll take it a step further to add the Class of 2023, has had to live with the fallout of COVID for almost their entire high school career. For every step forward toward normalcy these kids have been permitted to take, they’ve been forced to take one or two steps backward. Having graduation at the home field or at another outdoor field (due to age of school and capacity) is so much more personal than Lawlor and it means so much more than being part of a rushed cattle call. These kids, and not just those at Galena High School, deserve a meaningful and personal graduation where the parents or guardians who raised them and guided them for 12 + years to cross the finish line don’t have to watch their student collect their diploma on a jumbo screen from the nosebleed seats at Lawlor while risking their health at the same time.

Please reconsider the plan to move graduation back to Lawlor.

Sincerely,

Michelle Simmons
President, Galena High School Five Star Boosters/PTO
Trustees
Please allow each school to choose a graduation site that they seem fit. Having graduation at each school last year was more personalized. It allowed the seniors, leadership, and staff to make it special.

Lawlor is large, and a quick get them in and out cattle call versus an actual ceremony. Currently you have to be vaccinated to attend a basketball game at Lawlor(men's or women's). Does that mean only vaccinated get to go to graduation? That is not a path to travel.

If schools are allowed to celebrate at their school, or venue of their choice if they don't have a football stadium, the likelihood that the event is outside remains high, thus avoiding any vaccine or mask mandates.

Lastly let the kids and schools take ownership of their graduation, not bureaucrats parading kids they don't know and have never met across a stage.

Sincerely
Janna Rager
As a parent of a graduating senior at Galena High School I would greatly appreciate graduation being held at OUR high school. I have had 2 other children graduate from Galena at Lawlor Event Center. It is difficult to deal with parking, get elderly family into the building and just gathering all family who would like to attend. It is also a very impersonal event at Lawlor. I attended the graduation at Galena for a family friend last year and it was a much more enjoyable and personalized for the Galena graduates. If Galena parents and staff are willing to put in the effort to make the graduation happen at Galena I don’t understand why the district would stop that from happening? Please strongly consider our request to hold our own graduation.

Thank you - Melissa Humes
To who it may concern,

I am a senior this year, and I feel we should have graduation at Galena high school this year. My brother graduated last year and I thought it was so much more special for the kids to graduate on their home field.

Thank you
From: Christine Anderson  
Sent: Monday, January 24, 2022 9:19 PM  
To: Public Comments  
Subject: [EXTERNAL] WCSD Board of Trustees Meeting 1/25/22 Agenda item 3.03 - High school graduation plans for class of 2022

Dear Board of Trustees -

Please do NOT support the current plan to have high school graduations for the class of 2022 at Lawlor Event Center. Instead please insist each high school hold graduation ceremonies and put the focus on the students and their accomplishment of graduating high school during a pandemic. The class of 2022 deserves to have in person ceremonies on their high school campus, where they have persevered through a global pandemic that has affected them since Spring Break of their Sophomore year. They have done distance learning for at least the fourth quarter of their Sophomore year, worn masks, missed dances, time with friends, shortened or cancelled sports seasons as well as many extracurricular opportunities which should have been highlights of their high school experiences. Please give them one last remarkable celebration/memory with their friends at their high school.

Please value the Graduates in the Class of 2022. In addition to the impersonal nature of a rushed event a Lawlor, my graduating seniors ceremony is proposed to be scheduled for Thursday June 9th at 8AM. This time is during normal parents working hours during the week which will make it impossible for some graduates as well as family to attend.

Please DO support in person graduation ceremonies at each high school. If Lawlor is approved please revise the ceremony times to a time that graduates and their families can attend - not 8am on a Thursday.

Best Regards,
Christine Anderson (Parent of a Damonte Ranch graduating senior)
I have two seniors graduating this year. These boys have worked hard and deserve to have the graduation they want. Keep all ceremonies at the school. Enough has been stolen from these kids. They deserve better.

Thank you
Happy 2022. I hope this email finds you all happy and healthy.

With that being said, I recently received information changing High School Graduations from their home school/stadiums back to Lawlor Event Center.

There is something to be said about Graduating at your home school. The place where you attended class, went to football games and assemblies. The place where friendships and memories were made. The place where you went from being a young kid to a young adult. Let the Band play in the Home Stadium decorated in the School's colors. Let the Seniors direct the narrative. This goodbye should be intimate. It should be surrounded by family and friends. Pictures to be taken in the parking lot and hugs and promises of seeing each other over the summer should be made. A goodbye worthy of all those years of hardwork and commitment.

-----As a Board Trustee or Superintendent, you will go to many many graduations. (Even in the same year). For many of these kids, it will be their only Graduation. As a parent of a Senior at Damonte, I think the location of Graduation should be left up to the Seniors Class of their prospective schools. The last couple of years have been difficult and uncertain. These kids deserve the opportunity to decide what they would like their Graduation to look like.

Thank you for taking the time to listen.

Kindly,

Jessica Dunn
Parent of a Special Ed Senior at Damonte Ranch High School.
Board of Trustees,

Despite the many disappointments for the class of 2021 my senior last year thoroughly enjoyed having graduation on the Galena High School campus. As a parent it was wonderful getting to have the post-graduation ceremony activities at the school as well has the more intimate graduation ceremony at Galena vs. Lawlor Event Center. My senior in the class of 2022 is hoping to have the same graduation experience as they are connected to their school and not a neutral facility shuffling graduations through at different times to accommodate all of WCSD. These kids have had so many disappointments and dealt with so many challenges with COVID impacting schools please allow them to have graduation as they choose vs. what is dictated to them by the district as a convenience solely for the district administration.

Racquel Abowd
Hello, I would like to request for the school board to hold a graduation at DAmonte Ranch HS instead of Lawlor. The kids spent the last 4 yrs at Damonte Ranch HS, they would like their graduation to be held there not at a college. Thank you for your consideration.
Please hold graduation outside because of covid more air and more people can go I have family from out of town and they all can’t go if we are restricted inside a building.

Please consider Damonte ranch high school on June 4th. Or June 9th at the high school.

For health and safety and families of graduates please reconsider.

Sent from my iPhone
Hello,
I am emailing you in regulars to Galena High School’s graduation. Students have had to endure countless events throughout our four years in high school because of the pandemic that have absolutely ruined our experience. We are proposing that we have graduation at our own high school so that the pandemic can’t ruin our graduation too. If graduation were to be elsewhere, we would have limited guests. We want our entire families to be able to celebrate with us and witness such a big step in our lives. If graduation were to be at UNR, yet another one of the most important events of our lives will be taken away from us. Please consider the students voices and take into account everything we have already sacrificed.

Sincerely,
Ali Demosthenes
Student Body Secretary
Dear WCSD Board Members:

As the parent of a graduating senior, I would like to express my personal desire that you allow individual schools to take ownership of their graduation ceremonies. The current proposed recommendation to the return to an "easiest for those who aren't personally involved" approach takes away from the importance of this life event for both the graduating students and the parents/guardians who have stood by their child for the past 13-ish years, working toward this moment of achievement. Holding a bulk graduation in mass at Lawlor turns what should be a meaningful celebration to be remembered for life into a miserably crowded, chaotic event that no one can leave quickly enough or forget soon enough. The pride is completely undercut by the hassle and impersonal touch.

This is not to mention the fact that mid-week graduations held at varying times throughout the day are extremely disruptive for working parents and guardians. Please, I implore you, consider the students and families who these events truly belong to.

Thank you for your consideration, whatever you may decide.

Jennifer Smith
To: Board of Trustees
This is a request to keep high school graduations at their high school football fields this year. My daughter graduates this year at Damonte Ranch High School.
Sincerely
Amy Ryan

Sent from my iPhone
As parents of a senior at Spanish Springs High School, please let our children graduate at Lawlor Events Center. One of the last most memorable times we share with our children before we send them out into the world is their graduation. We have entrusted you with their education and wellbeing, now is the time you entrust us back, in that we know what is best to send them off. With everything they have experienced during this pandemic, they need something that is substantial to recognize their efforts and hardships. Having graduation at Lawlor will allow them to celebrate this milestone with more of their family. The family that has supported and guided them through the worst time of their academic lives.

COVID is not going anywhere, it is time we learned to live with it. These kids has suffered enough. We need to get them back to some sort of normalcy and tradition.

Very Respectfully,

Heather and Kristopher Hayes
I am the parent of a senior at Reno High. Please do NOT hold the graduation at the Lawlor Events Center which is impersonal, difficult to navigate, a parking and traffic nightmare and the seating for parents is horrible. It would be much better to hold it on the football field of Reno High, which would also be a more personal experience for the students.

Thank you,
Diana Jackin