

GREENEVILLE CITY BOARD OF EDUCATION

AGENDA

Date of Meeting: May 29, 2025

Time: 5:30 PM

Location: Professional Development Center at the Kathryn W. Leonard
Administrative Office

{{Name: Agenda Item Name}} {{AnticipatedTime: Agenda Item Time}}

- I. **Call to Order**
- II. **Pledge to the Flag**
- III. **Recognition of Visitors**
- IV. **Public Comment Period** (20 Minutes)
- V. **Conflict of Interest Statement** (5 Minutes)

Chair to Board Members:

1. "If you have any relative who is employed by the Board of Education, meaning a spouse, parent, parent-in-law, child, son-in-law, daughter-in-law, grandparent, grandchild, brother, sister, uncle, aunt, nephew, niece, or any person who resides in the same household as you, please acknowledge the same at this time by raising your hand."

Chair to Board Members:

2. "To those board members who just raised their hands, do you hereby certify that any and all votes you will cast during this meeting are in the best interest of the school system? If so, please say, 'Aye.'"

Chair to Board Secretary:

3. "Please reflect within the minutes that possible conflicts were acknowledged, with board members present confirming their intent to act in the best interest of the school system."
- VI. **Approval of Minutes of the May 6, 2025, GCS Budget Workshop #2** (5 Minutes)
 - VII. **Consideration of Approving a New Name for the former Greene Technology Center** (10 minutes)

VIII. **Adjournment**

OFFICIAL MINUTES OF THE GREENVILLE CITY BOARD OF EDUCATION
BUDGET WORKSHOP
Tuesday, May 6, 2025

The Greeneville City Board of Education met for their second budget workshop on Tuesday, May 6, 2025, at the Professional Development Center at the Kathryn W. Leonard Administrative Office, 129 W Depot St, Greeneville, TN 37743.

BUSINESS TRANSACTED

I. Call to Order/Welcome

The Greeneville City Board of Education held their second 2025-26 Fiscal Year budget workshop on Tuesday, May 6, 2025, at the Professional Development Center at the Kathryn W. Leonard Administrative Office, 129 W Depot St, Greeneville, TN 37743. Members in attendance were Cindy Luttrell (Chair), Dr. Craig Shepherd (Vice-Chair), Josh Quillen (Treasurer), Pam Botta (Board Member), and Crystal Hirschy (Board Member). Other attendees included Steve Starnes, Director of Schools; Ellen Lipe, Chief Financial Officer; several administrative personnel; and media representatives. Chair Luttrell called the meeting to order and welcomed all in attendance

II. Invocation

Chair Luttrell led the invocation.

III. Pick Up Dinner

IV. Approval of Minutes of April 29, 2025, GCS Budget Workshop

It was recommended to approve the April 29, 2025, Budget Workshop Meeting Minutes as presented. Board approval was unanimous on a motion from Botta (Board Member) and a second from Quillen (Treasurer). A copy is on file in the Director of Schools' office.

V. Board Goal 4 Update

Ellen Lipe, Chief Financial Officer, presented an update on Board Goal Four, which centers on focusing expenditures on instruction and maintaining excellence in school district accounting. The plan emphasizes aligning the budget with the district's core

belief in putting student learning first while upholding high expectations, innovation, and responsible stewardship of taxpayer resources. Key performance indicators include allocating at least 75% of the General-Purpose School Fund to instruction, digitizing at least one financial process annually, maintaining zero district audit findings, reducing school audit findings by at least one per year, and achieving 97% or higher customer satisfaction with financial processes. As of this update, 76.4% of expenditures have been allocated in the 2025-2026 budget for instruction, exceeding the district's target. GASB 87 and GASB 89 have been successfully implemented to ensure continued compliance with governmental accounting standards. In addition, over \$30 million of federal grant money has been executed with no audit findings, highlighting the district's commitment to financial integrity and accountability. The Vendor Self-Service Portal has not yet been completed due to the financial cost outweighing the benefits.

VI. Board Goal 5 Update

Jeff Townsley, Chief Student Services Officer, presented an update on Board Goal 5, which centers on providing excellence and equity in family and community programs across Greeneville City Schools. Key Performance Indicators (KPIs) demonstrated meaningful progress. These include achieving a score of at least Level 2 (on a 0–3 scale) on 90% of the indicators from the PTA National Standards for Family-School Partnerships, with the parent survey showing a 92.2% overall positive response rate. Additionally, 83% of families participated in at least one family engagement event, and 87% of engagement activities focused on academic success, exceeding the 75% target. The Title I Family Resource Advisory Council expanded its membership to include six community organizations, surpassing the goal of five, including the YMCA, Frontier Health, and others. Mental health support was also emphasized, with four mental health professionals currently serving schools; two are funded in partnership with Frontier Health by general purpose funds, and two through grants from Frontier Health. The district continues to provide translation services and is working to improve outreach to non-English-speaking families. Future plans include the funding of a second social worker (as funds become available) to meet student and family needs further.

VII. Present Changes to the Budget

Ellen Lipe, Chief Financial Officer (CFO), presented the 2025–2026 budget updates for Greeneville City Schools during the Board of Education workshop. Key revenue updates included a decrease of \$100,000 from the GTC equipment auction and an increase of \$226,274 from the State of Tennessee through TISA funding. On the expenditure side, transportation equipment (school buses) has increased by \$35,583 over the amount budgeted in the 2024-25 General Fund Budget. The draft budget does not reflect final figures for several items, including April–June trustee reports, May ADA adjustments, final retirement incentive counts, actual health insurance increases, or broker liability insurance estimates. The projected budget currently shows a slight shortfall, with total revenues and equity at \$40,104,457 and expenditures at \$40,148,546, resulting in a deficit of \$44,089. Lipe recommended asking the Town of Greeneville City Council to fund the shortfall.

VIII. Director's Comments

Steve Starnes expressed his appreciation for Ellen and her team, particularly acknowledging her ability to collaborate effectively with Greeneville City Chief Financial Officer (CFO) Lora Young. He stated that the budget has been reviewed and adjusted, resulting in an approximate \$90,000 decrease in the deficit from the initial version presented on April 29, 2025. He recommends placing the revised budget on the agenda for consideration at the May 12 meeting. Upon approval, the budget will be submitted to the Town of Greeneville City Council for final approval on May 20.

IX. Questions & Discussions

Ellen Lipe stated that the budget should be presented to the Town of Greeneville as is. Quillen (Treasurer) emphasized that the request to address the shortfall is not a new one but an increase necessary to meet today's standards.

X. Final Direction from the Board

The Board has given final directions to present the budget for approval on Monday, May 12. Once approved, it will be submitted to the Greeneville City Council with a request to fund the deficit through recurring revenues.

XI. Adjournment

The meeting was adjourned at approximately 5:47 p.m. Board approval was unanimous on a motion from Dr. Shepherd (Vice-Chair) and a second from Botta (Board Member).

Respectfully submitted,

Cindy Luttrell, Chair

Steve Starnes, Director of Schools



GREENEVILLE CITY SCHOOLS

NAMING & BRANDING WORKGROUP REPORT

NAMING RECOMMENDATION

NAMING RECOMMENDATION REPORT

Prepared By:

Dr. Lori M. Mueller
Donovan Group Partner

Prepared For:

Greenville City Schools
School Board

MAY 29, 2025



Executive Summary

A collaborative engagement process to name, brand, and market a school facility as a primary learning space for career and technical education

Overview

Greeneville City Schools contacted the Donovan Group, national leader in Pk-12 public school communication and community engagement, to facilitate a collaborative engagement process to name, brand, and market a newly acquired school facility. The facility will house a number of district services with a primary focus on providing high-quality and innovative career and technical education pathways for Greeneville High School students.



30+

**NAMES
CONSIDERED**

3

**WORKGROUP
MEETINGS**

5

FOCUS GROUPS

Steve Starnes
Director of Schools

“ We have an opportunity to elevate and promote the educational services provided to our Greeneville City School students with the acquisition of this facility.

Naming & Branding Workgroup

Teresa Clark, Career Counselor, Greenville City Schools
Suzanne Cox, President, Tennessee College of Applied Technology (TCAT)
Christopher Edmonds, Industry, CTE, and Gants Coordinator, Tennessee College of Applied Technology (TCAT)
Jason Horne, Assistant Director of Schools and Administration, Greenville City Schools

Rob Robbins, Automotive Maintenance and Light Repair Instructor, Greene Technology Center
Steve Starnes, Director of Schools, Greenville City Schools
Jeff Taylor, President and CEO, Greene County Partnership
Richard Tipton, Assistant Director for Instruction, Greenville City Schools

*Facilitated By: **Dr. Lori M. Mueller**, Partner, DonovanGroup*



May 8th Meeting

- Our process and why
- Board policy and state requirements
- Connection to mission, vision, and portrait of a graduate
- Identified naming criteria
- Reviewed suggested names to date



May 15th Meeting

- Created naming criteria themes
- Reviewed suggested names
- Evaluated names with naming criteria
- Prioritized top list of names to test with focus groups



May 22nd Meeting

- Focus group debriefing
- Reviewed new top list of names
- Evaluated names with naming criteria
- Consensus on board recommendation

Naming Criteria

Excellence	Advanced, tradition of academic success
Aspirational	Opportunities, elevated, advanced, pride, excitement
GHS	Connection, tradition of academic success, pride
Career-Ready	Skills, trades, careers, industry-focused, work-ready, hands-on, career development
Technical	Hands-on, technology, skills, trades

In developing naming criteria, the Naming & Branding Workgroup considered the following:

- What key words or phrases from the district's mission, vision, and portrait of a graduate feel especially important for the naming process?
- How does our community define success for students?
- What industries, career fields, or local traditions could inspire a name that connects to our region's strengths?
- What do we want students and families to think or feel when they hear the name of this facility?

Suggested and Considered Names

- Greenville Career and Innovation Institute (GCI²) or Greenville Innovation and Career Institute
- Greenville Innovation Institute of Applied Technology
- Devil Technical Academy (Devil Tech)
- Devil Industry Partnership Academy (DIPA)
- Devil Technical Academy of Greenville (DTAG)
- Devil Technical Partnership Academy (DTPA)
- Greenville Technical Academy (GTA)*
- Greenville Technology and Industry Center (GTIC)
- Greenville Industry and Technology Partnership Academy (GITPA)
- Greenville Center for Technical Excellence (GCTE)
- Greenville Industry Partnership Technical Academy
- Greenville Technical and Industry Academy (GTIA)



Greenville Career Academy

- Greene Devils Technical Academy (GDTA)
- Greenville Career & Technology Center
- Greenville Career Institute
- Greenville Technical & Career Center
- Greenville Career Development Center
- Greenville Center for Career and Technical Education
- Greenville Workforce & Technology Center
- Greene Devil CTE Academy
- Greene Devil STEM & Trades Academy
- Greene Devil College & Career Academy
- Greenville Advanced Technology Center
- Greenville Institute for Technical Advancement
- Greenville Career and Innovation Lab



GHS/Greenville Tech/Technology Center

- GHS for Career Advancement



GHS/Greenville Career & Innovation Academy

- GHS Career Academy
- GHS Devil Tech



GHS/Greenville Advanced Technical Academy



Greenville Advanced/Professional Career Academy/Center



Prioritized by Naming & Branding Workgroup as top names after evaluating with naming criteria

What we heard from focus groups

- Desire for community partnership
- Preference to not use “Devil” in name
- Use “Greenville” vs. “GHS”
- Avoid words that have different meanings for different individuals (ie., Institute, Industry, Trades)
- Staff preferred “GHS Career Academy” and “GHS Advanced Technical Academy”
- Current GTC students preferred “Greenville Advanced/Professional Career Academy/Center”
- GHS students may misinterpret use of “Career” or “Academy”



Naming & Branding Workgroup Recommendation

GREENEVILLE CAREER ACADEMY

This name recommendation meets all naming criteria. The name uses “Greeneville” to show Greeneville City Schools ownership. “Career” conveys that students focus on career pathways at the school. “Academy” is intended to convey advanced or specialized educational experiences.

GREENEVILLE ADVANCED TECHNICAL ACADEMY

This name recommendation meets all naming criteria. The name uses “Greeneville” to show Greeneville City Schools ownership. “Advanced” conveys specialization and excellence. “Technical” is intended to convey skills and trades instruction. “Academy” is intended to convey advanced or specialized educational experiences.

Recommendation for School Board Action

The Naming & Branding Workgroup prioritized these two name suggestions for the school board to select from and approve a name for the facility currently known as Greene Technology Center. Members of the Naming & Branding Workgroup reached consensus on supporting the school board’s selection of either of these name suggestions.

Next Steps

- School board selection and action on name
- Submit name to Tennessee Department of Education by June 2nd deadline
- Begin branding process*
- Develop branding style guide, templates, and promotional/marketing materials to encourage student enrollment

**The Naming & Branding Workgroup has already determined that Greeneville High School colors and mascot will remain consistent for this facility.*