

## BERKELEY UNIFIED SCHOOL DISTRICT

TO: BSEP Planning and Oversight Committee  
FROM : Donald Evans, Superintendent and  
Natasha Beery, Director of BSEP and Community Relations  
DATE: May 10, 2016  
SUBJECT: Recommendation for Expenditures in 2015-16 of Funds Allocated  
to Public Information, Translation, and Support of the Planning  
and Oversight Committee from the Berkeley Public Schools  
Educational Excellence Act of 2006 (BSEP Resource 0854)

### BACKGROUND INFORMATION

The Berkeley Public Schools Educational Excellence Act of 2006 (Measure A of 2006) states:

two percent (2%) of Special Tax revenues [shall be provided] for public information, translation services for District families and support of the Planning and Oversight Committee” (Section 6-A)

### Program Objectives

#### EXCELLENCE

- ” Timely, informative, and meaningful communication to the Berkeley community about District programs and activities;
- ” Strategic development and financial oversight of BSEP funds, in partnership with BSEP program managers, to ensure effective use of public funds;

#### EQUITY

- ” Accessible information for all District families, including non-English speaking families, to improve understanding of and promote access to programs and services.

#### ENGAGEMENT

- ” Development and on-going work of the BSEP Planning and Oversight Committee in its stewardship of the BSEP funds.
- ” Training and support of School Councils and the BHS BSEP Site Committee to ensure compliance and improve the effectiveness of school site decision-making.

#### ENRICHMENT

- ” Information, community engagement and outreach must go beyond providing boilerplate to engaging families, staff and public in multiple formats to provide enriched and contextualized conversations.

## SMART GOALS

1. In Summer 2016, provide information for all district schools to enable district families to expand School Messenger Use through smartphone App and/or SMS.
2. Create bilingual library of templates and resources for emergency messages to be used by schools and district.
3. Increase readership of A+ News.
4. Collaborate with OFEE on SGC and leadership development

## Program Summary

Before funds are allocated to each purpose defined in the Measure, 2% of the revenue generated each year is allocated to directing and supporting the implementation of the BSEP Measure, and providing clear, comprehensive and consistent public information. These objectives are supported by a focus on Communications, Translation, BSEP Planning and Oversight, and School Governance Council support.

Communications: Multiple communication channels are needed to reach diverse audiences, including parents, students, employees, and community stakeholders, each with distinct interests and concerns. The channels include a the bi-weekly A+ News, in both email and print formats, in English and Spanish, Press Releases, the print Biannual Reports, flyers, brochures, Weekly email Bulletin (to management), the PIO email News (to all staff), e-trees, and school site newsletters. Additional channels of communication include phone blasts, public presentations, forums, and events.

The Communications Team meets weekly, chaired by the Director of BSEP and Community Relations. The team supports district initiatives and addresses goals set out in the Communications Plan. During 2015-16, the team has supported outreach to key communicators and stakeholders in public planning processes for LCAP and BSEP, with a particular focus on an inclusive public engagement process for planning the next BSEP Measure.

## Translation/Interpretation

The Director of BSEP and Community Relations ensures that the P&O Committee and subcommittees have the necessary information to carry out their role by providing program and budget plans, revenue projections, reports and analysis for each of the nine distinct purposes of the measure. The Director consults with all BSEP-funded program Directors, Coordinators and Supervisors, and works with the Superintendent, Deputy Superintendent for Business Services, and Assistant Superintendent for Educational Services to ensure that District and BSEP plans are aligned. A Senior Budget Analyst works with the Director and each Budget Manager to ensure that plans and reports are provided in accordance with the measure and with auditing and budgeting best practices.

School Governance Council Support: The BSEP office provides training and support to School Governance Councils and the BHS BSEP Site Committee, working with principals, teachers, support staff, students and parents to develop each school’s annual Single Plan for Student Achievement, including the development and monitoring of the annual plan for expenditure of BSEP School Site Discretionary Funds and the BHS BSEP Annual Site Plan. SGC training workshops include sessions on school survey design, BSEP-funded program information, and best practices for school leaders. The BSEP Director and Program Specialist provide materials, advice and support for school principals in conducting parent elections of SGC representatives in order to ensure broad and diverse participation in elections and governance.

**BUDGET RECOMMENDATIONS FOR 2016-167**

Staff	\$477,700
” Director of BSEP and Community Relations	1.0 FTE
” BSEP Program Specialist	1.0 FTE
” Public Information Officer	1.0 FTE
” Specialist Translator/Interpreter	0.5 FTE

Director of BSEP and Community Relations 1.0 FTE

This position is responsible for the management and fiscal oversight of BSEP, including planning and reporting to the P&O Committee and Board, and advises District Staff, School Governance Councils, and the School Board on the parameters of the current BSEP Measure. The Director acts as the Superintendent’s designee, as assigned, to represent, coordinate, facilitate and/or support the functions of the Superintendent’s Office, including the district’s public planning processes, Communications Team, and relevant district committees. As a member of the Superintendent’s Cabinet, the Director participates in developing the District’s vision, strategic planning, goals and programs. The Director advises the Superintendent and Cabinet on the

components of the BSEP Measure Planning process required for ensuring that the budgetary models, educational priorities, and community outreach and engagement are moving forward and aligned with both the requirements of the BSEP measure decisions and the related planning processes in the District, such as facilities planning, enrollment projections and policy, the Local Control and Accountability Plan, and other key initiatives.

BSEP Program Specialist 1.0 FTE

The position supports School Principals and School Governance Councils in developing their processes and plans for site-based decision-making, with a focus on the Site Discretionary Funds of the BSEP Measure. The Program Specialist provides administrative support to the Director, communication with the Planning and Oversight Committee and Chairs, as well as training and support to the School Governance Councils, including SGC recruitment, elections, meeting processes, records and reporting.

Public Information Officer (PIO) 1.0 FTE

The District PIO is responsible for managing public information and public relations for the District and interacts with government agencies, community organizations, local businesses and other school districts to coordinate public information and media relations. The PIO responds to requests for information and produces communications to target audiences through written publications, the BUSD website, at community and board meetings, and through ongoing relations with the media.

Specialist Translator/Interpreter 0.5 FTE

This position is responsible to translate into Spanish the key district print, web, and email communications and documents. In consultation with the Director of BSEP and Community Relations, this position prioritizes requests for translation/interpretation, and assesses the need for and the oversight of hourly translators. The Specialist also advises district staff and collaborates with the Office of Family Engagement and Equity in improving parent outreach to Spanish speaking families. (The Translator position will continue to be funded at 0.5 FTE from this BSEP fund and 0.5 FTE from the General Fund.)

Hourly staff \$18,000

On an as-needed basis, hourly staff provide support in the following areas:

- ” P&O and Public Meeting Support (set-up, documentation, childcare);
- ” Translators and interpreters to supplement the District Specialist Translator/Interpreter; these needs have increased significantly in the past year, particularly for Spanish and Arabic;
- ” Hourly staff to support document and website archiving.

Contracted Services \$55,000

Parents and the general public have expectations for responsive and comprehensive communications, with a need for up-to-date information by emails, instant messaging, blogs, and online access in addition to traditional print media. Project-based contracts with service providers provide the flexibility to assist the Superintendent, Board and other district staff in writing and graphic design of documents for the A+ e-News , Press Releases, the BUSD Website, the BUSD Bi -Annual Report , programmatic brochures, and a variety of other district documents and public information materials. The budget for 2015-16 will continue to support opportunities for public awareness of the impact of BSEP in the District. The contracted services for 2016-17 include:

- ” Project-based writing, editing and graphic design contracts;
- ” A web-based “Constant Contact” e-messaging service;
- ” Website metrics and design support;
- ” Language Line, for simultaneous interpretation.

Printing & Mailing \$30,000

The primary expense in this category comes from a mailing of the BUSD Bi -Annual Report . Each issue costs approximately \$13,000 for the printing and citywide mailing. Other print documents include copies in English and Spanish of the bimonthly A+ e-News , SGC training materials, the BSEP Annual Plan, and financial reports.

Equipment and supplies \$10 ,000

This budget provides computers for BSEP staff, as well as office supplies, binders for the BSEP P&O Committee, materials related to BSEP Measure Awareness, and other documents related to the BSEP Programs.

Travel, Conferences and Memberships, Cell Phone \$8,000

This budget provides cell phone service for the PIO, as well as membership fees and a professional conference budget for the specialist interpreter/ translator.

#### BUDGET SUMMARY

This BSEP Resource is providing services in part through drawing upon the previous fund balance. This is sustainable for one more year at the current rate, but for the long-term there will need to be some reconfiguration of plans and expenses.

In summary, the recommendation for the expenditure of the BSEP funds in FY 2016-17 is:

Public Information Budget FY 2016/17

Revenue	499,900
Expenses	
Staffing	477,700
Classified Hourly	18,000
Contracted Services	55,000
Equipment and Supplies	10,000
Printing and Mailing	30,000
Travel, Conferences, Memberships	7,000
Cell Phone	1,000
Reserve for Personnel Variance	22,000
Total Expenses	<u>620,700</u>
Net Change to Fund Balance	(120,800)
Fund Balance	
Beginning Fund Balance	246,300
Net Increase/(Decrease)	<u>(120,800)</u>
Ending Fund Balance	125,500