

BSEP PLANNING & OVERSIGHT COMMITTEE MINUTES

March 26, 2019

BUSD Offices –Technology Room 126
2020 Bonar Street, Berkeley, CA 94702

P&O Committee Members Present

Nicole Chabot, *Arts Magnet*

Liz Fox, *Cragmont*

Jonathan Weissglass, *Emerson*

Orville Jackson, *Jefferson*

Jane Tunks Demel, *Malcolm X*

Tiara Maldonado, *Oxford*

Weldon Bradstreet, *Rosa Parks*

Kate Jordan, *Sylvia Mendez*

Josh Irwin, *Berkeley High*

Shauna Rabinowitz, *Berkeley High*

Wim-Kees Van Hout, *Berkeley High (Alt)*

Felicia Bellows, *Independent Study*

P&O Committee Members Absent*

Terry Pastika, *King*

Heather Flett, *Washington*

Rita Gaber, *Willard*

Jenny Sitkin Morgan, *Willard*

Aaron Glimme, *Berkeley High*

Bruce Simon, *Berkeley High*

**Alternates and co-reps are not marked absent if another rep is present. Currently there is not representation from the stand-alone TK, Pre-K, John Muir, Thousand Oaks, Longfellow, or BTA.*

Visitors, School Board Directors, Union Reps, and Guests:

Jay Nitschke, *Director of Technology*

Pete Gidlund, *Visual and Performing Arts Supervisor*

Lea Baechler-Brabo, *Communications Consultant*

BSEP Staff:

Natasha Beery, *Director of BSEP and Community Relations*

Danielle Perez, *BSEP Program Specialist*

Joann Marshall, *BSEP Clerical Assistant*

1. Call to Order, Introductions & Site Reports

At 7:17pm, Chairperson Bradstreet called the meeting to order with introductions and site reports from around the table. Rep Van Hout reported that Berkeley High School met and has dispersed requests for funding, and with three new requests this year it was a record number that was made possible with increased funding. Rep Chabot reported that BAM SSC has received results from community survey. A big issue was families not feeling engaged at the school site and most of the meeting was spent discussing this issue. The budget was reviewed, 50% of the budget is spent on a math coach, this allocation is a trial run and results are difficult to measure, possibly will be funding one more year before

making a decision to continue funding a math coach. Rep Maldonado reported that Oxford's community survey results are coming in, there is high participation. Funding for teacher PD and team building for teachers was discussed. Rep Tunks Demel reported that Malcolm X is discussing funding a half-time math coach, currently SSC money is spent on arts classes and they are looking for insight from other SSCs who have chosen to fund a math coach, and expect this decision to be made over a few years. Rep Fox reported Cragmont also discussed funding a math coach to counter falling scores. Currently the SSC funds RTI and has historically funded Family Engagement but they are now focused on math - although a districtwide solution would be ideal. Rep Jackson reported that Jefferson's SSC reviewed survey results and discussed budget with a focus on increasing family engagement. Rep Weisglass reported Emerson discussed their budget, the big issue is what percentage a literacy coach is sustainable as Emerson will be losing Title I funds the following year. Interviews for a new principal were last week, selection has not been announced. Rep Rabinowitz discussed the need for a second P&O representative from King Middle School, particularly one who attends their SSC meetings.

2. Establish the Quorum & Approve Agenda

The quorum was established with 12 committee members present.

One change to the Agenda was noted, item 8. Recommendation for BSEP Funds FY 2019-20: Music/VAPA, will be moved to item 1.

Rep Irwin moved to approve the revised agenda, Rep Van Hout seconded the motion; the agenda was approved unanimously.

3. Chairperson's Comments

Weldon Bradstreet and Terry Pastika co-Chairs, Planning and Oversight Committee

Chair Bradstreet spoke regarding P&O statement presented to the School Board at the last meeting on March 1. He noted for any member making this statement to the board in the future that the 850 word statement was almost too long, 700 to 750 would be better for a 5 minute presentation.

4. BSEP Director's Comments

Natasha Beery, Director BSEP & Community Relations

Director Beery thanked Chair Bradstreet for presenting the P&O statement at the School Board meeting where there was a full house, with many attending in support of opening negotiations. She noted that the BHS Jazz Ensemble performed with the Berkeley Symphony Orchestra and it was an amazing performance. The audience was amazed at the caliber of our Berkeley High students.

5. Superintendent's Comments

Dr. Donald Evans, Superintendent of Schools

Dr. Evans was out of town. Directory Beery reported on his behalf that the school board meeting tomorrow night would be addressing REALM and the possible revocation of their charter, there will be a presentation on the facilities master plan, and on the consent calendar will be plans that the P&O committee has approved: Student Support Plans including Lit Coaches, RTI, Counselors, OFEE, and Measure A Carryover. Also on consent at the behest of LCAP's PAC will be a request to revise the group's bylaws. The PAC was modeled on the P&O committee but has been finding it difficult to meet a fixed quorum requirement, and on a related note Director Beery will be requesting P&O committee members' input on how different kinds of committees might share information and processes. Another item on consent is about a voter poll; the facilities bond and maintenance tax are up for renewal in 2020, and there is talk of a teacher compensation special tax, so there will be ongoing discussion about what to ask voters and how to engage community in understanding how the lack of state funding affects our ability to address needs locally.

6. Approval of Minutes 3.12.19

Chair Bradstreet asked members to review the minutes draft and offer any corrections before approval. There were no corrections.

Rep Van Hout moved to approve the 3/12/19 minutes draft, Rep Jackson seconded; the minutes were approved unanimously.

7. Public Comment

Joann Marshall shared that she has been subbing at the King MS Registrar's desk, and noted that a King staff member expressed appreciation for the BSEP P&O statement to the board. This staff person felt that there is potential for misuse of these types of funds but from the P&O statement he felt confident that the body is thoughtful and the committee members really walk the walk. He wanted to share gratitude for the work the P&O committee does.

Rep Fox asked about logistics of requesting funds at BHS. Rep Van Hout responded that the process is different because of size, programs at the school are asked to present requests for BSEP site funding. There are many programs at BHS that parents may not be aware of, the BSEP Site Committee includes students who use and are aware of programs. The committee receives 50% more in requests than funds available. Funds provide for such things as a volunteer coordinator, intervention type programs, drumming for the Afro-Haitian group, and music coaches for the band and jazz program. Requests are written including prior use of funds, assessments and deadlines. Rep Fox asked if the committee has final say of how funds are used. Rep Van Hout explained that the

committee is a recommending body, after discussion recommendations are made to the School Site Council who gives an up or down vote but cannot change any line items, and the school board has final say. The school board asks for input from Principals. There is a strong liaison between SSC and BSEP. At the high school level, due to the larger amount of money, there is an SSC that reviews the WASC Plan annually and a separate BSEP Committee makes recommendations on funding proposals with BSEP Site Funds.

8. Recommendation for BSEP Funds FY 2019-20

Music/VAPA, *Peter Gidlund, Music/VAPA Program Supervisor*

Library, *Natasha Beery for Becca Todd, Library Program Coordinator*

Instructional Technology, *Jay Nitschke, Director of Technology*

Mr. Gidlund distributed the following document:

- **Recommendation for Expenditure of BSEP Funds for the Visual and Performing Arts Programs in 2019-20**

Mr. Gidlund began with appreciation for questions and comments at the last meeting. Regarding questions about non-music arts and how BSEP/VAPA supports those, historically there has been \$2000 per middle school for the drama program, and the Arts Anchor allocation is a basic element of VAPA funded through BSEP. Last year began an offer from VAPA to fund an Art class that is otherwise not being offered or at risk of being lost [see hand out.]

Last year an elementary art extension program was piloted, because schools prefer limited impact on school day instructional time so funds were offered to provide after school art instruction open to all students; only 3 out of 11 schools participated, but this program is being offered again in the hopes it will catch on. Community partnerships are also maintained through VAPA that provide a large augmentation of art instruction to BUSD students that doesn't have a funding link, for example partnerships Mr. Gidlund maintains with Cal Performances, Alonzo King LINES Ballet, BAMFA, etc. PD is offered to arts teachers throughout the district.

Some changes made to the budget since the last meeting include, as outlined on page 5 of the Plan, a slight increase to maintain instruments. Also, in response to concern for the drama program, middle school drama/theater materials budgets have been increased from \$2000 to \$3000 per school and a \$4000 drama materials budget has been created for BHS. The After School Arts Extension will continue.

Sheet music scanning is taking on more relevance as renovations begin on the A Building at BHS. Music classes will be displaced during the multi-year renovation and the music classes will not have access to stored sheet music until it is scanned and available digitally. This budget includes a one time \$100,000 contract to digitize music before

classes are displaced. The last change on page 9, per recommendations from the P&O committee last meeting, is an increase of the Deferred Maintenance Initiative that will be used to repair or replace the larger instruments in the fleet.

Rep Van Hout mentioned he is on board of the Berkeley Jazz Association and commented on the challenge of digitizing the BHS sheet music library. A digital library would not only be more easily accessed, it will also be searchable by keyword, easily shared with students and easier to access. Rep Rabinowitz asked what the cost would be for buying music already digitized rather than scanning the existing music. Mr. Gidlund responded that a lot of the music is out of circulation and wouldn't be available any more, and added that shepherding district assets is a goal.

Rep Tunks Demel asked what elementary schools are doing with the Arts Extension? Mr. Gidlund responded that John Muir is using it for a contract with MOCHA, a visual arts group, Washington is using it for drama, dance and drumming that includes martial arts. Rep Tunks Demel asked how a school site would apply to use the Arts Extension funds. Mr. Gidlund said that a contract could be awarded immediately and granted at short notice. When asked for an opinion on why only three school are using the available money, Mr. Gidlund suggested that site leaders are very busy with their current programs and don't always have time to make decisions and arrangements for new programs, and they can fall to the wayside. Rep Maldonado asked what happens to unused funds. Mr. Gidlund answered that the funds roll over as a fund balance.

Rep Irwin asked for more details about the sheet music scanning. Mr. Gidlund responded that the digitized libraries will be used going forward, currently teachers are creating shared libraries to share with each other and students, students can change notes and arrangements or easily transpose the music to another key and this is currently being utilized district and grade level wide. Rep Rabinowitz mentioned that a potential issue with the afterschool program may be that students who are not already enrolled in the after school program aren't supposed to be staying after school with that group, and it might be an equity issue because these non-after school kids can't access the programs meant for all students. Mr. Gidlund said he is unfamiliar with that issue. It has always been a priority to get this enrichment to the often underserved population of students that are enrolled in the after school program, but schools have not mentioned that logistics with the after school programs are an issue to providing arts enrichment after school. Rep Rabinowitz added that it would be vital to let PTAs know about the program, thinking that parents could move things forward and can make things happen, taking some pressure off staff. Rep Irwin mentioned that the logistics of fitting an additional arts program into the school would be difficult but PTAs could help direct the funds and integrate the program. Mr. Gidlund outlined how easy it is to access the Arts Extension funds but that he understands the constraints. Mr. Gilund also added that the list of vendors to work with is very open, he has relationships with many organizations in the

community to vet the applicants and can consider any other likely partners. Rep Tunks Demel asked if current, non-credentialed teachers could contract to provide this enrichment. Mr. Gidlund answered, yes, that many already are. Rep Irwin clarified that the Elementary Arts Extension provides \$64,000 which breaks down to \$8,000 per school. Rep Chabot commented that the Arts Extension is providing for great programs and she felt that the P&O committee is a good body to present this to, because the reps can help promote and encourage utilization of the funds at the school sites. Rep Tunks Demel asked about allusions to the measure being written to focus exclusively on music. Director Beery clarified that the difference in measure E1 is that it does allow expenses at the high school level, but in previous measures the focus has been on the 4-8 grade music program.

Rep Rabinowitz moved to approve the Recommendation for BSEP Funds for the Visual and Performing Arts Programs for FY 2019-20, Rep Irwin seconded; the plan was approved with one abstention.

Director Beery distributed the following document:

- **Recommendation for Expenditure of BSEP Funds for Libraries in FY 2019-20**

Director Beery, on behalf of Becca Todd, the Library Program Coordinator, shared that there are no changes to the proposed plan and budget. There will be a retirement celebration for Ms. Todd on Thursday, June 6th that everyone is invited to.

Rep Irwin asked what the process is to help develop budget proposals? Director Beery shared that it usually begins with sitting down with program managers and Budget Analyst Liz Karam to look at the current budget, evaluate what was spent, what is currently happening in program, and reviewing fund balances and needs. There is consideration of P&O committee concerns and priorities and extensive dialogue with supervisors to determine spending; program ideas sometimes involve the Superintendent, Assistant/Associate Superintendents, and/or the Executive Cabinet. During times of budget strains Director Beery leads intense discussion regarding what BSEP can and cannot fund, which carries into P&O committee discussions. Rep Van Hout asked how often BSEP is audited. Director Beery stated that BSEP is audited every year, requiring that everything is thoughtfully represented in the plans and documented in committee minutes, staff is instrumental in maintaining records and vetting expenditures and contracts, budgets and plans are verified and documented. Chair Bradstreet clarified that one audit is evaluating traditional accounting and one evaluates compliance with the measure language.

Rep Jordan moved to approve the Recommendation for BSEP Funds for Libraries in FY 2019-20, Rep Bellows seconded; the plan was approved unanimously.

Mr. Nitschke distributed the following document:

- **Recommendation for Expenditure of BSEP Technology Funds in FY 2019-20**

Mr. Nitschke explained that the plans were largely unchanged, the fund balance was larger than expected and as a result the supplies budget increased. He expressed hope that all could join the June 6 celebration of all the work Becca Todd has put into the library program, restructuring it to include digital technology. Ms. Todd has her TSA working on digital literacy/technology, because as students get older there is a great need to be proactive in teaching digital literacy and citizenship that the board often needs to be reminded of. Becca Todd was instrumental to putting those pieces in place that has transformed the library program to encompass technology and digital resources throughout the district.

Rep Irwin asked for discussion and explanation of the fund balance, if there is a structural issue. Mr. Nitschke explained that often fund balances are a result of not knowing what the actual income and expenses will be. For the Technology budget the underspending this year was due largely to bureaucratic steps that needed to be taken to be able to spend from certain budgets for certain types of expenses. Rep Irwin clarified that then the current balance that was built up over 2 years is now planned to be spent to avoid continually increasing the fund balance unnecessarily. Mr. Nitschke agreed exactly.

Rep Chabot asked how allocations are determined for elementary schools. Mr. Nitschke answered that computers are provided at a 1:1 ratio for every 4th & 5th grade class, and so larger schools will have a bigger allocation than smaller schools. Rep Chabot asked if schools self-fund above that amount. Mr. Nitschke responded that yes, that does sometimes happen. He also added that the budget looks sustainable for next year, but is also aware that Chromebooks purchased in the first wave of the program will be aged out in the year after next, and they are significant expense.

Rep Van Hout moved to approve the Recommendation for BSEP Funds for in FY 2019-20, Rep Irwin seconded; the plan was approved unanimously.

9. Recommendation for BSEP Funds FY 2019-20 Communication, Translation, and Community Engagement

Natasha Beery, Director of BSEP and Community Relations

Director Beery distributed the following documents:

- **Preliminary Recommendation for Expenditure of BSEP Funds for Communication, Translation and Community Engagement in FY 2019-20**

Director Beery thanked Lea Baechler-Brabo, communications consultant to BUSD, for helping to put together the presentation. The “2% budget” encompasses communication, public information, and community engagement purposes. The role of the Director of BSEP and Community Relations involves oversight of communications and translation, public information including supervising the Public Information Officer who responds to requests for public records and media requests, community and staff engagement processes, and supporting the P&O Committee and School Site Councils (along with the BSEP Program Specialist) to ensure proper oversight of public funds.

One challenge is reaching internal and external audiences, as each group has different needs and reach out for assistance on a broad range of subjects and issues. Communication and information is provided through multiple channels such as the BUSD weekly bulletin, the BUSD website and the A+ News. The technology department is part of the Communication team, providing information on how to use tech tools to reach various audiences. Information is also communicated to the larger community through A+ News, the board meetings are broadcast on YouTube, and the annual Community Report is mailed to every household providing information on how funds are being used.

School Messenger is a tool used to send district- or school-wide messages, and a pilot is being launched to utilize text messaging. Social media is always evolving and how best to utilize that platform requires continuous adjustments and monitoring. Information is presented in a variety of ways that acknowledges many different interests, needs and preferences; facts and figures, kid-interest stories, collaboration with Berkeleyside, the Superintendent’s Speaker Series, Spanish language translations, and communicating School Board priorities. The Public Information Officer assists in both creating stories and responding to issues, there are times when there are many public information requests from diverse sources with unlimited scope, which are time consuming and resource intensive. There is increasing interest in producing videos, and student interns are being used to achieve this, though they do still take supervision time to produce. There is constant discussion about what platform is best and a constant need keep up with continuously evolving platforms and preferences while maintaining best practices and responsible use.

Rep Fox asked if student receive parental releases for videos. Director Beery answered that this issue is outlined in the parent handbook, parents are informed that students may appear in district-produced media as part of groups; though if they are interviewed one on one, a closeup or name is used and parent permission must be granted.

Community Oversight and Engagement includes the SSCs and the P&O Committee. The Superintendent’s Budget Advisory Committee is an example of a group that needed information, and the BSEP Director helps to ensure that the engagement is authentic,

questions are answered, and there is an emphasis on how groups communicate with each other to share information to ensure that each is well informed on the topics they are asked to weigh in on. Additionally, engagement involves monitoring the ways global issues are affecting schools and families in the district, including national issues such as DACA, ICE raids, gender neutral bathrooms, and racial tensions amplified by social media.

Challenges to this budget include; multiplicity of channels, where and how information has been dispersed, the complexity of issues and ensuring that information is of a quality that allows for meaningful discussion and intent in decisions. The district is changing while complex issues are being addressed. Forms of technology and platforms are changing daily. Evolving safety and crisis preparedness in response to unforeseen issues such as air quality during wildfires. The largest challenge is bandwidth, as staff is stretched due to multitasking as ever-evolving issues, tasks and challenges are faced.

In the budget proposal for SY '19-20 staffing is more or less the same as it has been in recent years, costs rise with increases in staff compensation including mandatory retirement costs. Hourly staff has been reduced slightly due to decreased need. Still, 80-85% of the budget is in staffing.

A new pilot program through the contractor Language Line Inc. will be to try video language interpretation alongside the current audio-only phone service that the district is currently contracting for; this will reduce the amount paid to the contract for over-the-phone services while we are testing the video services. Admissions, Parent Ed and Parent conferences frequently utilize the Language Line services. Rep Fox asked if there are clear terms of privacy with the interpretation contracted services, and if conversations might be shared with the federal government or could be spied on. Director Beery answered that privacy policies are clear, the contracting company is licensed and all interpreters are bonded. This same company is currently used in institutions such as hospitals and follow stringent privacy standards that encompass HIPAA and FERPA. The audio is not recorded or shared, concerns regarding interest in who is documented have been discussed and as member of a task force on best practices in record keeping, careful consideration has been made to not maintain records that could be misused. The conversations are also encrypted.

Chair Bradstreet clarified that DLI is separate from NPGS and also noted that there is not a page 6 in pagination of the document. Rep Tunks Demel added that Malcolm X PTA has been asked to fund Arabic translation services. Director Beery shared that the principal of Malcolm X has already asked for assistance and language translation assistance is required if, district wide or at a specific site, there are 15% or more native speakers. Rep Irwin asked for an estimation of the percentage of time the PIO spends on BSEP related activities, it appears that the school district will need the PIO regardless of BSEP and a lot of what the PIO does is district related, and asked whether the district

could pay for the PIO at least in part. Director Beery responded that these considerations are why the budget includes 50% from the general fund for the PIO salary, though discussion is needed to gather the committee's thoughts on staffing for next year and will be held later during tonight's meeting.

Contracted services are with outside companies and individuals, communication services are split with the Superintendent due to about half being used in support of the Superintendent's communication needs. Printing and mailing has been reduced by half due to reducing mailings from twice a year to once a year. The supplies budget is reducing due to more digital platforms. The travel budget has been reduced from \$10,000 to \$8,000, in the interest of budget cuts district-wide, though this office usually spends very little on travel, PD or association membership.

Regarding Rep Irwin's questions about staffing, the PIO will be retiring providing an opportunity to reexamine the position. BUSD is a merit district, meaning that changing or altering job descriptions requires a review process which takes quite a bit of time. By looking at other districts and current needs augmented by a communications survey/audit from a few years ago, it is recommended to shift from the PIO model to a more proactive communication manager model. Also being considered is the consultant contract, although the work is not constant and it is a seasonal/part time position that is media focused. Also considering possibly using student interns, which might have advantages to the current model. As things shift we will look for a contract or part time position that is media-focused. There is discussion needed regarding moving away from print. A smaller mailing with a link to a dynamic website platform is being considered.

Rep Chabot shared that she likes the idea getting rid of mailing and asked how much less expensive sending a postcard would be. Director Beery answered that a postcard would be less than half the cost. Rep Tunks Demel disclosed that she is an editor and really likes printed material, and feels that the people who voted for the current measure are the same that will vote for the facilities bond. She added that, as an editor, the editorial work could possibly be done for less and could use students to write articles. Director Beery answered that the office is mindful of the need to keep the faith with voters and ensure they are well informed especially with upcoming bonds that will be considered, and it does help to have a professional in the position who knows what information is pertinent and where to obtain it. Additionally, many Berkeley voters are still of a generation that relies on print. Rep Fox shared that she already receives so much information online and feels that getting something in the mail is more traditional, but it creates gravity and she thinks it is worth the expense. Rep Rabinowitz suggested that not using full color would be standard for a non-profit and could show frugality in the organization. Director Beery asked for discussion regarding the change to the PIO position. She offered to forward the current PIO job description and mentioned that it is broad enough to encompass a change in emphasis. Rep Chabot liked what was said about the PIO being more proactive, and

the job necessitates strategic thinking. Rep Weissglass shared that the skill set needed for a PIO is not the same as that utilized when responding to public information requests, and asked if there might be some other position that can handle public information requests. Director Beery acknowledged that this is a good point and she is looking at how other districts handle public information requests. Moving requests to an assistant of the Superintendent has been considered, but the new superintendent will have to weigh in. Chair Bradstreet verified that some public information requests are being vetted by outside counsel. As to Director Beery's position, BHS Rep Van Hout stated that a concern would be how difficult it would be to find another Director of BSEP and Community Relations with the same depth of knowledge. Director Beery remarked that the position requires an understanding of budgets and programs and some Principals may have an equivalent skill set. Translating between education services and budget departments is challenging, to carry out the BSEP work, and then the Communications and Community Relations piece is another layer entirely.

Rep Irwin commented he has no concerns; due to the funding role of BSEP and how it works with the Superintendent, the Director needs to have knowledge of how these other parts and programs in the district fit together. Rep Rabinowitz mentioned that the former PIO was very present in the community and at events, and the current PIO is more under the radar. Director Beery explained that the former PIO was more visible due to his focus on photos/video and the current PIO is print-focused and so is more often in the office. This is part of the question of how the job be pitched when vacant, and how much to emphasize the community relations aspect. Rep Tunks Demel suggested changing the title to Communication Director, doing so may attract a higher level candidate that can combine social media skills with some of the more traditional skills. Director Beery agreed except that it wouldn't be a director level position; it might be a Manager level. Director Beery is considering calling a subcommittee or working group meeting in April to further discuss these issues and develop proposals.

10. For the Good of the Order

Rep Weissglass requested a summary of the recent board-approved cuts. Director Beery responded yes, that summary is produced by the board alongside a summary of last year's cuts to provide a more global perspective and will be circulated after spring break.

Director Beery offered kudos to the group for sticking with the accelerated pace of plans due to budget cuts. Currently the group has one meeting scheduled in April, but she proposes to cancel the full April meeting. The BHS Site Council bylaws were on agenda but the Superintendent search pulled so much of the Director's time that the BHS item was pushed out. Needs more time to work on that with Principal Erin Schweng. Instead of the April P&O full meeting, would hold a subcommittee to dig into the BSEP Public Information and Community Relations budget, for a second reading in May combined

with preliminary discussion of Site Plans.

Director Beery also raised the question of whether to consider a different night of the week for next year's P&O meetings, as the current conflict with City Council meetings now taking place next door is difficult.

Director Beery also explained that the BHS SSC Bylaws are still to be considered, potentially to expand the work of the SSC, but will also have a discussion with BHS site leaders about whether it is still necessary to have two separate committees.

11. Adjournment

Rep Van Hout moved to adjourn, Rep Rabinowitz seconded the motion.

The meeting was adjourned at 9:18 pm.