

needed for a more sustainable structure for the long term. Equipment purchases were deferred and some contracted work was co-funded with the General Fund to support the Superintendent's Speaker Series.

Measure A Funds

Carryover funds from BSEP Measure A remain and may be drawn upon for special projects, including resource materials, equipment, contracts, website updates, and other deferred needs. For 2018-19, funds were expended as planned to replace equipment used for simultaneous interpretation at District events. In the area of contracts, funds had been set aside in support of website updates, as well as for the Office of Family Engagement and Equity's plans for Community Partnership Workshops on LCAP and the 2020 Vision, and a Family Resource Guide. The website updates took place, but the workshops and guide did not. However, a Superintendent's Speaker Series on Equity, partly funded through a Chancellor's Grant, was supported through these funds for printing and advertising and event support.

STATUS REPORT

The BSEP Director and/or Program Specialist supported the following core BSEP functions in 2018-19:

- Worked with every school Principal and School Site Council (SSC) to analyze and develop all 18 BSEP Site Program Fund budgets and plans;
- Supported each Principal in conducting SSC elections in September and the appointment of P&O Representatives from each school site in October;
- Organized the School and District Committee Orientation Workshops in October, and Orientation for new P&O Representatives in November
- Produced Site Committee Handbook with budget information for each site; Produce Annual Plan binders for P&O Committees;
- Prepared the annual SSC Elections, Diversity, and Activity Report for the Board in December;
- Provided outreach and information about BSEP at community events such as the Solano Stroll and Kindergarten Fair;
- Planned and co-facilitated 13 P&O Committee meetings, providing documents, coordinating guest speakers, and preparing agendas and presentations;
- Visited SSC meetings at 17 of the 19 schools and programs (including TK), collecting best practices and providing guidance and support to principals and committee members.
- Together with the Associate Superintendent and/or Program Managers, prepared the Annual Reports and First Interim Reports for each of the 9 BSEP Resources;
- Together with the Associate Superintendent and/or Program Managers, developed the Annual Plans for the 9 BSEP Resources, including expenditures of prior measure carryover;

- Together with Educational Services and Principals, prepared the Consolidated School Plans for all 18 school sites and programs for signature and for Board;
- Advised and prepared documents and presentations for 7 Superintendent’s Budget Advisory Committee (SBAC) meetings and 8 Board meetings;
- Implemented and monitored the operational and technical tasks for the 9 BSEP Resources and 18 sites, working alongside the Senior Budget Analyst to ensure careful oversight of fund expenditures.

District Communications and Community Relations

The BSEP Director convened the Communications Team on a weekly basis to ensure continued improvement in communications with families, staff and the wider Berkeley community. The Team includes the Public Information Officer, the Superintendent’s Executive Assistant, the Technology Director and a Communications Consultant, with participation from the District Translator/Interpreter and Supervisor of Family Engagement of Equity. The Team also makes strategic use of contractors for some content, translation, printing, and mailing services.

In FY 2018-19, strategic communications work was required for issues that affected our students and staff on the local, regional and national level, including:

- Sylvia Mendez Elementary School Renaming Celebration
- [Superintendent’s Speaker Series on Equity and Excellence](#)
 - Dr. Frank Worrell, Dr. Prudence Carter, Dr. Jabari Mahiri, Richard Rothstein
- November 2018 wildfires and related Air Quality issues
- May 22 Sacramento Rally and school staffing repercussions
- BHS Opening of CTE Carpentry and Design Space
- Nutrition Services communications regarding free and reduced lunch
- Communications Best Practices for Managers and Principals
- Sustainability Plan messaging
- Facilities Master Plan publicity
- School Supplies Giveaway publicity
- BTA Brochure
- Communications to staff about rules for public employees and political campaigns
- African-American Studies 50th Anniversary
- 50th Anniversary of BUSD’s busing plan for integration
- College and Career Week
- Superintendent’s Budget Advisory Committee and budget cuts messaging
- Black History Oratorical Fest
- BHS Graduation relocation from Greek Theater to UC Haas Pavilion
- Parent-Student Handbook
- Superintendent Messages
- Superintendent Site and Department Visits
- African-American Success Project video
- Superintendent Evans Retirement
- Superintendent Search and Hiring

Professional Development: Members of the Communications Team’s professional development included attending the EdTrust West Educational Equity Forum, participating in the Alameda County Office of Education PIO Network, the Alameda County Emergency Operations, Center, the East Bay PIO Network, and the California Public Relations Association (CalSPRA). Director Natasha Beery was a selected presenter at the CalSPRA Annual Conference and presented the BUSD experience of successfully renaming LeConte/Sylvia Mendez Elementary School.

Communications Channels: In order to reach our varied audiences in BUSD and meet their diverse communication needs, a combination of media tools and channels were employed, including: our website, homepage blog posts, school and community postings/flyers, letters to families, online surveys, emails from School Messenger and via e-trees, phone blasts, school newsletters, and community forums and events.

The *A+ News*, produced in both English and Spanish, is the primary communication tool for keeping families and community apprised of the events, programs, services, and new initiatives in Berkeley public schools through direct subscriber email delivery and website access. The *A+ News* is sent electronically every two weeks to over 18,000 community members, as well as 2500 staff members.

The *Community Report* is a four-page document that was produced and mailed to 46,000 residential addresses in Berkeley in December. It is also distributed at schools and at public events, and is available online in both English and Spanish. The 2018-19 edition provided an update on the BUSD budget, the California Dashboard, CTE Pathway, Bond-funded Facilities improvements, and the 50th Anniversary of BUSD’s busing plan for integration.

Public Information Officer

The Public Information Officer (PIO) is responsible for reporting on district-wide events and responding to public inquiries. The position is partly funded by the General Fund (13%) to reflect the compliance aspects of the work with Public Records. PIO work in 2018-19 included:

- Compiled and distributed by email 39 editions of Staff Weekly Bulletins with mini-reports on a wide variety of Board actions and activities and programs across the District.
- Managed the District’s responses to 57 Public Record Act requests on a wide range of topics.
- Responded to multiple media inquiries on a range of topics, including questions about Senator Kamala Harris’s experiences as a child in the Berkeley Schools, environmental concerns at Malcolm X school, and the May 22 statewide Day of Action in Sacramento.
- Responded to information and access requests from community members, and local organizations.
- Attended Board meetings, assisted with staff presentations, documented presentations, and worked with Berkeley Community Media and the Technology Director to ensure YouTube streaming of Board Meetings.
- Provided community outreach related to Facilities and Maintenance Projects, including project and meeting postings.
- Served as a member of the Communications Team and the Superintendent’s Cabinet.

- Drafted communications for multiple departments.
- Coordinated the annual publication of the School Accountability Report Card (SARC) for each school.
- Participated in an East Bay PIO network to meet and share best practices
- Tracked and maintained a log of media reports on BUSD-related news
- Managed outside requests for flyer distribution in the schools
- Coordinated proposals and review boards and inquiries for art installations and murals at school sites including Thousand Oaks School, Washington and Sylvia Mendez.
- Served as liaison for annual Liberty Hill Baptist Church Outstanding Educator awards

Translation and Interpretation

The full-time Translation and Interpretation Specialist position is co-funded with the General Fund (33%), reflecting the time spent in compliance work such as translating IEP's. In 2018-19, the Translation Specialist provided Spanish translation and interpretation to support District-wide and school site-specific communications, including:

Translation of Documents:

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| ● <i>A+ Newsletter</i> (every two weeks) | ● Ninth Grade Information Night |
| ● Community Reports | ● Superintendent Search |
| ● Welcoming letters and messages from Superintendent | ● Suspension and Expulsion Due Process |
| ● Student Services Forms and Letters | ● Statewide Day of Action Letters and Messages to Families |
| ● BSEP Documents and PowerPoints | ● Changes to School Calendar |
| ● Board Policies | ● Summer Meals and Meal Charges |
| ● LCAP Executive Summary | ● Oratorical Festival |
| ● IEP Documents (14+) | ● BHS Letters to U9 Families |
| ● Educational Services Documents | ● BHS Resources |
| ● Mathematical Practices | ● STAR Testing |
| ● Letters for REALM | ● State of the District |
| ● Community Forums | ● Budget Cuts |
| ● Office of Family Engagement and Equity Documents | ● Parent letters Illuminate |
| ● Cooking and Gardening Program Flyers, Brochures | ● Sexual Harassment |
| ● BUSD Food Policy | ● McKinney -Vento |
| ● Air Quality Messages | ● Non Discrimination Policy |
| ● Complaint Response Letters | ● K-to-College Letters |

Simultaneous Interpretation:

- Interpretation for community forums and workshops
- Reclassification Ceremony
- Recording of telephone blasts from Superintendent's Office and Educational Services
- Interpretation for Student Services for Latino families and SARBS
- Interpretation Longfellow Parent-Student Workshops
- Interpretation Parent-Teacher Conferences

Two Arabic interpreters were available to assist with parent-staff meetings such as conferences and IEPs and document translation. Contracted interpretation services are available via the Language Line, a telephone-based service providing simultaneous translation. Hourly on-call interpreters have provided interpretation for parent teacher conferences, IEPs, and other student support services in Spanish (892 minutes), Japanese (486 minutes), Arabic (362 minutes), French (220 minutes), Cantonese (141 minutes), Dari (118 minutes), Urdu (114 minutes), Mandarin (86 minutes), Vietnamese (37 minutes), Wolof and Amharic (30 minutes each), and one 4 minute call in Italian.

Program Update FY 2019-20

With the retirement of PIO Charles Burress in early August, and the departure of long-time Communications Consultant Lea Baechler-Brabo in early July, the Communications Team saw significant turnover right at the time that a new Superintendent was also coming on board in July 2019. Fortunately, a skilled new PIO, Trish McDermott, was brought on board in late September, and an hourly communications consultant, Haldun Morgan joined the team in late October. During this transition time, it has been necessary to scale back the frequency of the Weekly Bulletin to every other week, and to postpone the production of the A+ News in order to give the new team time for professional development and place focus on pressing needs, including producing the Community Report in time to go to print in December.

In 2019, the Superintendent's Budget Advisory Committee recommended that BSEP carryover and one-time funding take on additional FTE and programs previously funded by the General Fund. It is anticipated that both Measure A carryover funds and ongoing Measure E1 funds again be on the table to address District needs that cannot be supported through State revenues.

Further, the insufficiency of State funding has led to the development of a proposal for a new special local tax that will be on the March 2020 ballot to bring additional revenue to address educator recruitment and retention. Should that measure pass, the BSEP Office and the P&O Committee could be involved in the oversight of those funds beginning in 2020-21.

Meanwhile, the BSEP Director, Program Specialist and Budget Analyst are working to support the new Superintendent, new Associate Superintendent for Educational Services, a new Library Coordinator and three new Principals as they take on their new roles in BUSD, including their oversight and involvement with BSEP resources and site budgets.