

# Communication, Measure Oversight and Translation

**Annual Report FY 2022-23**

Planning and Oversight Committee  
2/13/24

# Our Mission

Enable and inspire our diverse student body to achieve academic excellence and make positive contributions to our world.

Excellence

Equity

Engagement

Enrichment



# Purpose and Mission

## **BSEP - Measure E1 Purpose**

*...two percent (2%) of the remaining revenues which shall be dedicated to support of the Planning and Oversight Committee, School Site Councils and Community Engagement, and for communications and public information services.*

## **BERRA - Measure E Purpose**

*...one percent (1%) of the remaining revenues which shall be dedicated to costs related to planning, monitoring, evaluating and reporting the use of these funds.*

### **Program Summary:**

#### ***BSEP Planning and Oversight (P&O) Support:***

- Ensure the development of Annual Plans and Reports
- Implement and monitor the operational and technical tasks for all BSEP and BERRA resources
- Support the Planning and Oversight Committee
- Provide plans, updates and reports to the School Board for review and approval.

### **Site Council Support:**

- Provide training and support to the School Site Councils (SSC) to develop each school's annual Single Plan for Student Achievement (SPSA)
- Support in elections and orientation of site council representatives, as well as documenting and reviewing yearly expenditures in keeping with each SPSA.
- Together with Educational Services and Principals, prepared the Consolidated School Plans for all 18 school sites and programs for Board approval.

### **Communications:**

- Provide public information about district programs and events via the BUSD website, the monthly A+ News, the weekly BUSD staff bulletin, the annual Community Report, social media, video/graphic assets and community emails
- Support critical incident response and communications
- Respond to public and media information requests
- Support public presentations, forums, and special events
- Provide translation/interpretation services

# Staffing and Resource Summary

2022-23

Staffing	BSEP	BERRA	Gen Fund
Director of Local Resources & Partnerships	0.75	0.25	
BSEP Program Specialist	0.85	0.15	
Senior Communications Officer	0.85		0.15
Translation/Interpretation Specialist	0.67		0.33
Communications Specialist	0.80	0.20	

## Supplies and Materials **\$43,500**

- Printing & Mailing
- Travel, Conferences and Memberships, Cell Phone
- Equipment and supplies

## Contracts and Expenses **\$60,000**

- Email newsletter service
- Website design and maintenance support
- Graphic design
- Community Report
- Simultaneous interpretation phone services and video interpretation services for multiple languages
- Translators and Interpretation Services
- Social media scheduling and graphic design

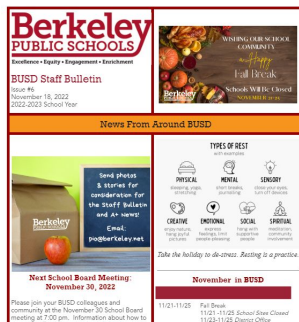
## Departmental Responsibilities

- Publications & Social Media
- Events
- Webpages
- Press Relations
- Outbound Messages
- Critical Incidents/Weather/AQI
- Information Requests/PRA's

January 4, 2023

### Power Outages in Berkeley Impact Several BUSD Schools – All Schools Remain Open / Los Cortes de Electricidad (Apagones) en Berkeley Afectan a Varias Escuelas en BUSD – Todas las Escuelas Permanecen Abiertas

January 4, 2023 Dear BUSD Community, Power outages being experienced in some areas of Berkeley are impacting several BUSD schools. All schools remain open and district staff are bringing battery-operated lighting equipment to schools to light restrooms and other common areas. School administrators are following safety protocols at each site. At this time, these [...]



## SCHOOLS

### New superintendent unveils her plan to improve Berkeley schools

After a months-long listening tour, Superintendent Enikia Ford Morthel said the district has “initiative fatigue” and needs data-backed audits of curriculum, starting with literacy.

By Ally Markovich  
Dec. 18, 2022, 8:10 a.m.



**Berkeley Unified** @BerkeleyUnified · Jun 2, 2023

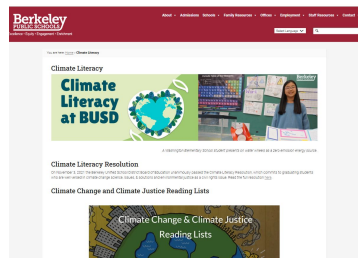
Find your student's next favorite book with BUSD's summer reading lists from grades TK through high school. Happy summer reading! [bit.ly/3qsdrlu](https://bit.ly/3qsdrlu)



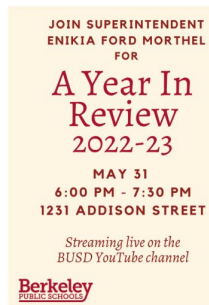
## Snapshot: 2022-2023 Communications

- ✓ Staffed New Communications Specialist
- ✓ Superintendent's Listening & Learning
- ✓ Superintendent's Year in Review
- ✓ Literacy & Climate Literacy Webpages
- ✓ BSEP Video Assets
- ✓ Expand Affinity-Based Content
- ✓ COVID Communications & Protocols
- ✓ Translation & Interpretation Protocols

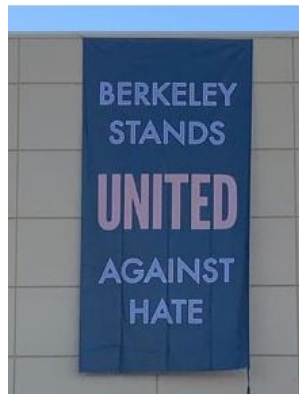
## BSEP Supports: Small Class Sizes



Combined Totals: Language	% Total
Spanish	47.37%
Arabic	14.47%
Mandarin	9.29%
Vietnamese	6.65%
Russian	5.08%
Mongolian	3.57%
Japanese	2.96%
Dari	2.77%
Portuguese	2.22%
Thai	1.15%
Cantonese	0.91%
Khmer	0.88%
Arabic (Yemeni)	0.54%
Urdu	0.42%







## Communications Supporting

- Teacher Recruitment Fair
- SARCS
- Staff Affirmations
- Key Date Reminders
- Our Students!

### Congratulations Class of 2023



### Emerson Elementary

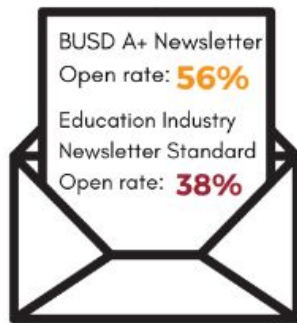
2021-2022 School Accountability Report Card  
(Published During the 2022-2023 School Year)





## Metrics

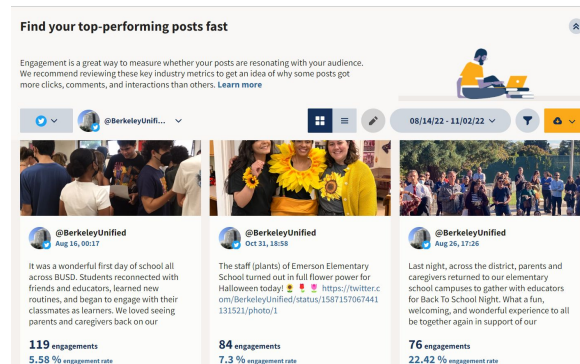
- A+ News Open Rates
  - Content click rates
- Social Media Engagement
  - Hootsuite Analytics
- Webpage Traffic
  - Calendar, Admissions, COVID Dashboard, Enrollment
- Outbound Family Emails
  - 66 (PIO and Superintendent)



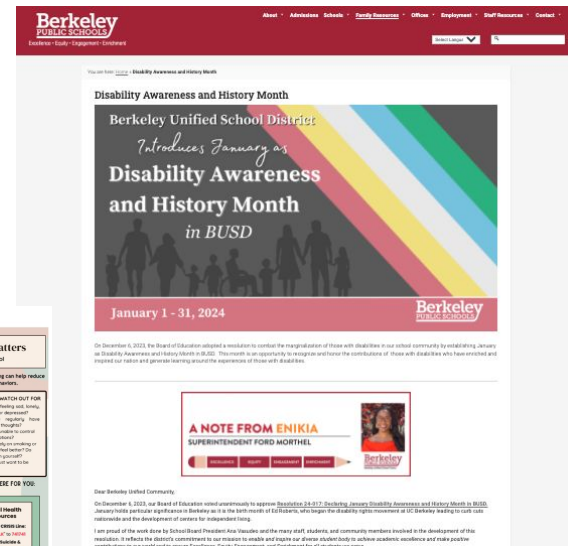
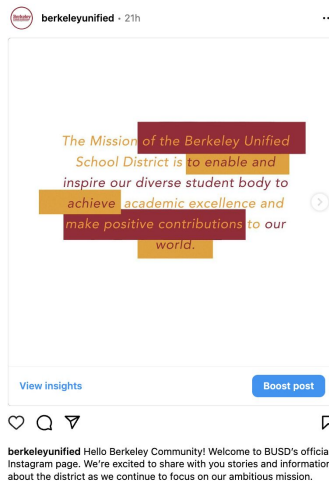
BUSD emailed 7 English and 6 Spanish issues of the A+ News during 2022-23, for a total of 156,073 Constant Contact emails to our school community. Fifty-six percent of those emails were opened. This compares favorably to industry standards for email newsletters which Constant Contact reports to be 38 % .[Finalsite](#) reports an industry average for school email newsletters as 26%.



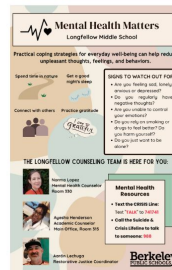
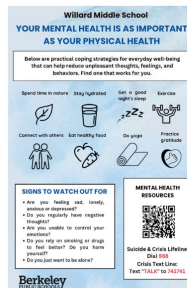
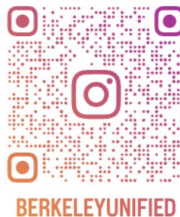
**Most Viewed  
Newsfeed Post  
2022-2023**



- Video Assets
- Instagram Launch
- Disability Awareness & History Month
- #BerkeleyReads!
- Departmental Support
- Solano Stroll
- Increase in PRAs



#BerkeleyREADS!



# 2023-24 Staffing Update

- Included in the approved budget for the [2023-24 BSEP and BERRA Measure Oversight, Communications and Translation Plan](#) was an Administrative Assistant III position responsible for “providing administrative support for the oversight and communications staff and activities outlined in this plan.”
- Changing the position to a Communications Specialist has become necessary because of the increase in the number, breadth, and complexity of PRAs received by the district as well as increasing communications demands relative to affinity-based initiatives, our increased use of video assets to more effectively reach a more diverse audience, and communications needs relative to current events impacting the district.
- The cost of changing the positions is approximately an additional \$15,000 for this year. As a result of the Administrative Assistant III position being unfilled for much of the year, there has been some savings this year that can be allocated to the Communications Specialist position. Ongoing, the associated resources for this program have positive fund balances and can accommodate this increase ongoing.

# Measure Oversight 2022-23 Highlights

**Ensured fiscal and programmatic compliance for the programs and services funded by the special local tax measures BSEP & BERRA:**

- Supported the Planning and Oversight Co-Chairs and Committee by producing meeting documents documents, plans and reports
- Implement and monitor approved budgets and plans for compliance with the terms of the measures and in alignment with Board approved plans.
- Conducted planning activities for the next BSEP ballot measure including community engagement, polling, fiscal analysis, and tax rate modeling.
- Developed and/or presented over 200 documents / presentations: 2023-24 plans and budgets, 2021-22 Annual Reports. 2022-23 Interim Fiscal Reports, and other BSEP and BERRA documents for the Planning and Oversight Committee, the Board of Education and the public.
- Planned and conducted 35 BSEP and BERRA related meetings, presentations, and events.
- In 2023-24 , Survey for Planning and Oversight Committee Members.

## Planning and Oversight Meeting Information from 2022-2023

### Meeting Documents from 2022-2023

Meeting Date	Agenda	Packet	Approved Minutes
September 13, 2022	 Agenda	 <a href="#">Draft Minutes 5/24/22</a>  <a href="#">P&amp;O Comment to BUSD BOD 6/1/22</a>  <a href="#">P&amp;O Guidelines for Budget Revision</a>  <a href="#">BSEP Measure A Parent Engagement 2022-23 Plan Update</a>  <a href="#">BSEP Program Evaluation 2022-23 Plan Update</a>  <a href="#">BERRA Recruitment, Retention and Development 2022-23 Plan Update</a>  <a href="#">BSEP Measure Development Timeline</a>	 <a href="#">Minutes</a>
November 8th, 2022		 <a href="#">Draft Minutes 9/13/22</a>	 <a href="#">Minutes</a>

## Community Conversations



## Renewal Timeline and Materials

### BSEP Renewal Timeline



**BSEP**   
**Berkeley Schools**  
**EXCELLENCE PROGRAM**

**BSEP Measure H – March 2024**  
**FAQ**

## Supported Principals and School Site Councils:

- Supported principals in conducting SSC elections in September and the appointment of P&O Representatives from each school site in October.
- Implemented and monitored 2022-23 site BSEP fund budgets.
- Worked with school principals and School Site Council (SSC) to analyze and develop 18 BSEP Site Program Fund budgets and plans for 2023-24.
- Organized the School and District Committee Orientation in October, with over 130 attendees.
- Produced Site Committee Handbook with site plan and budget information for each site and the annual SSC Elections, Diversity, and Activity Report for the School Board.
- In 2023-24 - Survey for Principals for budget and SSC support

You are here: [Home](#) » [District Committee Training Resources](#)

## District Committee Training Resources

Welcome to a hub of information for committee members from across the district. district-wide oversight committee such as P&O, PAC or DELAC, these resources are

### Announcements

#### Joint Committee Meetings

We are excited to announce that we have planned five joint committee meetings for district-wide committee members to hear from our Superintendent and other district resource allocation and 2024-27 LCAP development/strategic planning. Our goal is our district planning and budgeting process. Community engagement is a valued collective effort to ensure the success of all of our BUSD students.

#### District Wide Advisory Committees:

- Parent Advisory Committee (PAC)

## BERKELEY UNIFIED SCHOOL DISTRICT

## SCHOOL COMMITTEE HANDBOOK

## Tools and Reference Materials

Here are materials that the district has prepared to help all committee members work from a place of shared

### BUSD Committee Handbook: [View PDF](#)

Contains suggested calendars, committee best practices, document templates, a district acronym dictionary

### [Uniform Complaint Procedures](#)

For more Family Engagement Resources visit the [OFEE Website](#)

### 2023-24 School Plans and Historical Packets

Find your site's School Plan for Student Achievement below, as well as summary pages that show how we remained steady over the last several years.

**Early Childhood Education:** [2023-24 SPSSA | Historical Packet](#)  
**Berkeley Arts Magnet Elementary:** [2023-24 SPSSA | Historical Packet](#)  
**Cragmont Elementary:** [2023-24 SPSSA | Historical Packet](#)  
**Emerson Elementary:** [2023-24 SPSSA | Historical Packet](#)  
**John Muir Elementary:** [2023-24 SPSSA | Historical Packet](#)  
**Malcolm X Elementary:** [2023-24 SPSSA | Historical Packet](#)  
**Oxford Elementary:** [2023-24 SPSSA | Historical Packet](#)  
**Rosa Parks Elementary:** [2023-24 SPSSA | Historical Packet](#)  
**Ruth Acty Elementary:** [2023-24 SPSSA | Historical Packet](#)  
**Sylvia Mendez Elementary:** [2023-24 SPSSA | Historical Packet](#)  
**Thousand Oaks Elementary:** [2023-24 SPSSA | Historical Packet](#)  
**Washington Elementary:** [2023-24 SPSSA | Historical Packet](#)  
**Longfellow Middle:** [2023-24 SPSSA | Historical Packet](#)  
**Martin Luther King Jr. Middle:** [2023-24 SPSSA | Historical Packet](#)  
**Willard Middle:** [2023-24 SPSSA | Historical Packet](#)  
**Berkeley Independent Study:** [2023-24 SPSSA | Historical Packet](#)  
**Berkeley Technology Academy:** [2023-24 SPSSA | Historical Packet](#)  
**Berkeley High School:** [2023-24 Site Program Fund Plan | Historical Packet](#)



School and District Committee Orientation  
October 20, 2022



# Revenue and Expenditures

## **2022-23 Expenditures Summary**

At the close of 2022-23, the expenditures for this program were as follows (per the 2022-23 Unaudited Actuals):

- BSEP (Resource 0754) - Revenue was \$685,186, expenditures \$613,345 and the Ending Fund Balance was \$591,485. The projected Ending Fund Balance in the 1st Interim report for 2023-24 is \$428,872.
- BERRA (Resource 0610) - Revenue was \$104,110, expenditures \$86,244 and the Ending Fund Balance was \$43,494.31.

## **Fund Balance Update**

- BSEP (Resource 0754) - The projected Ending Fund Balance in the 1st Interim Report for 2023-24 is \$428,872.
- The projected Ending Fund Balance in the 1st Interim Report for 2023-24 is \$57,949.