

BSEP/Measure A PLANNING & OVERSIGHT COMMITTEE MINUTES

September 20, 2011

Malcolm X School Library
1731 Prince St., Berkeley

P&O Committee Members Present:

Marjorie Alvord, <i>Berkeley High</i>	Juliet Bashore, <i>Rosa Parks</i>	Lea Baechler-Brabo, <i>Oxford (Alt)</i>
Brett Cook, <i>Malcolm X</i>	Mariane Ferme, <i>Berkeley High (Alt)</i>	Larry Gordon, <i>King</i>
Catherine Lazio, <i>Willard</i>	Chris Martin, <i>LeConte (co-Chair)</i>	Ann Morgan, <i>King</i>
Jay Nitschke, <i>King (Alt)</i>	Dawn Paxson, <i>Emerson</i>	Margot Reed, <i>Longfellow (Alt)</i>
Peggy Scott, <i>Berkeley High</i>	Abigail Surasky, <i>Washington</i>	Sara Tool, <i>John Muir</i>
Greg Wiberg, <i>Oxford</i>	Evon Williams, <i>Longfellow</i>	

P&O Committee Members Absent:

Michai Freeman, <i>Pre-K</i>	Beth Gerstein, <i>Arts Magnet</i>	Aaron Glimme, <i>Berkeley High</i>
Monica Gyulai, <i>Longfellow</i>	Elisabeth Hensley, <i>Jefferson</i>	Esther Hirsh, <i>Berkeley High (Alt)</i>
Jana Jandra, <i>Cragmont</i>	Dan Lindheim, <i>Berkeley High</i>	Allen Nudel, <i>Thousand Oaks</i>
Karen Pertschuk, <i>Willard</i>	Francesca Verdier, <i>BHS (Alt)</i>	Representative, <i>B-Tech</i>
Representative, <i>Ind. Study</i>		

Visitors, School Board Directors, District Advisory Committee Liaisons, Staff and Guests:

William Huyett, <i>Superintendent</i>	Diana Kuderna, <i>Berkeley High</i>	Becca Todd, <i>Library Coordinator</i>
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BSEP Staff:

Nancy Hoeffler, <i>BSEP Manager</i>	Mary Hurlbert, <i>Admin. Coord.</i>	Liz O’Connell-Gates, <i>Staff Support</i>
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1. Call to Order/Establish Quorum

Co-Chair Chris Martin opened the meeting and invited P&O members to introduce themselves, to give an update on their SGC elections, and to state whether or not they would return to the P&O for school-year 2011-2012. Martin said he intended to nominate himself as Co-Chair again. BSEP Manager Nancy Hoeffler urged P&O members to complete the Survey-Monkey questionnaire designed to gather feedback on P&O meetings. Hoeffler said she would use feedback to make future meetings more engaging. Mary Hurlbert announced that a BSEP training for all site committees would take place on Thursday, October 27th from 5:30-8p.m. @ Longfellow Elementary School. She said a light supper and childcare would be provided.

The quorum was established with 16 voting members.

2. BSEP Manager Comments

Nancy, Hoeffler, BSEP Manager

Hoeffler said Jessica Hilton was serving as substitute public information officer while Mark Coplan was convalescing from scheduled surgery.

3. Presentation on the Communications Study Produced by Madera Group in Collaboration with the Berkeley Unified Communications Working Group

Superintendent William Huyett and Nancy Hoeffler, BSEP Manager

Summaries of the Communications study were distributed and Huyett thanked the P&O for its service and counsel. Next he briefed the P&O on the implications of the Study. He said future changes would include a refresh of the District web site and targeted dissemination of positive BUSD news via press releases, etc,

Huyett said a full-time translator/coordinator position would be created at BUSD and that a fifty-fifty pairing of BSEP and General Fund monies would fund this position. Hoeffler said the person hired for the job would not only be responsible for translating materials into English and Spanish, but would also coordinate multi-lingual translation and interpretation needs throughout the District. Hoeffler added that although BUSD was a 15% Spanish-speaking District, it was not in compliance with a law requiring that school communications be translated into Spanish. She said this situation would be corrected at school meeting the 15% threshold. Hoeffler also said feedback from the Madera Group pointed to a need for site-based rather than District based parent-liaison specialists to enhance school-to-home communication. To meet this need, Hoeffler said three parent liaisons, assigned to zones or sites, would likely replace the two District-level, parent-specialists.

Huyett said there would be a pivotal shift in the way BUSD managed communication. He said plans included a switch to using cutting-edge methods of quickly pushing information out to the media, the public, parents, teachers, and students. Nancy Hoeffler said the District would move to enact Madera Group recommendations which called for a strategic, responsive, and cohesive communication system that offered streamlined, accessible information via a variety of technologies. It was noted that the District would hire a Communications Manager and that this change might or might not require new personnel.

Hoeffler said part of the new web refresh involved a revamp of information critical to the public: Admissions, District Information, Complaint Procedure, BSEP, 2020 Vision, and Budget. Hoeffler announced that the printed version of *A+ News* has been replaced by *A+E-News*, a bi-monthly online newsletter in English and Spanish. Lea Baechler-Brabo, said that the District web site would allow users to give feedback and that *A+ E-News* would allow readers to suggest topics they'd like covered.

Hoeffler announced that a 4-page publication detailing property-owners tax dollars at work would go out to residents by the end of October. She clarified that the conflict of Interest Policy for the K-8 has not been passed by the Board but that it would likely be considered by the Board on Oct. 15, 2011.

The point was made that communication about athletics and the arts should be enhanced and included in the District's web refresh. The Superintendent agreed that this should be seriously considered as it would attract parents to BUSD's web site.

Chris Martin Called for a vote on the Motion to support the creation of three positions:

1. A Translator/Coordinator.
2. Site-based parent liaisons.
3. A Communications Manager.

The vote resulted in 4 abstentions 12 yes

4. Technology Update

Jay Nitschke, Director of Technology

- ◆ BeMail was replaced with Google for Education.
- ◆ This collaborative platform has been enthusiastically received.
- ◆ School Messenger replaced Blackboard Connect.
- ◆ System will be upgraded in October to allow emailing of voice mail messages.
- ◆ Email accounts are free for BUSD' secondary students via Google for Ed.
- ◆ Some teachers are using Google groups for email.
- ◆ Parents can submit cell numbers and then receive absence alerts.
- ◆ Technology staff has been working to clear up attendance backlogs.
- ◆ School Messenger allows translation of Email messages.

5. Presentation of BSEP Annual Plan 2011-2012

Mary Hurlbert, Administrative Coordinator

Hurlbert Distributed the Annual Plans.

6. Approval of the Minutes: April 12, 2011

Motion to approve the minutes:

Yes 10 Abstention 1 Opposed 1

Motion to approve the minutes: April 26, May 6, 10 & 24, June

Yes 13 No 1 Abstentions 2

7. Establish date of the first P&O meeting of 2011-2011 School Year

November 1, 2011.

There are plans to conduct P&O meeting on the 1st and 3rd Tuesdays.

8. Additional Items for Discussion

The meeting was adjourned by acclamation at 9:30 p.m.

Minutes submitted by: Liz O'Connell-Gates