

**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 27<sup>th</sup> 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 website 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 be brought to the Board in November.

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.

Several staffing changes recommended by the Communications Study effect the Office of Family and Community Partnerships and Public Information Plans for 2011-2012 that were approved by the P&O and School Board last spring. These changes were presented to Cabinet, the Board of Education, and Management Team at various times over the summer and early fall and met with general support. Hoeffler stated her opinion that since the overall nature of the work and budgets are not materially affected, the Plans themselves need not be changed for P&O or Board action.

The changes to staffing positions are as follows:

Office of Family & Community Partnerships/Parent Outreach:

- ◆ Change from 2 district office-based Parent Outreach Specialists to 3 school site-based Parent Liaisons

Public Information & Translation Services:

- ◆ Change from a Public Information Officer to a Communication Manager
- ◆ Create a full time Translator-Coordinator position, funded .50 FTE from BSEP, and .50 FTE from the General Fund.

The BSEP Manager asked for a vote of support from the P&O as the new positions will be presented to the Board.

**MOTION CARRIED (Scott/Reed): To support the creation of these three positions:**

- **Translator-Coordinator (.50 FTE from BSEP)**
- **Site-based parent liaisons 3.0 FTE from BSEP)**
- **A Communications Manager (1.0 from BSEP).**

The vote was 12 in favor, 0 opposed, 4 abstentions.

**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 books.

**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**

The next P&O Committee meeting will be November 1, 2011, with the plan to conduct P&O meeting on the 1<sup>st</sup> and 3<sup>rd</sup> Tuesdays this year. A proposed 11-12 calendar will be presented to the Committee on November 1<sup>st</sup>.

**8. Additional Items for Discussion**

Mariane Ferme and Peggy Scott shared their concern about this year's reduction of FTE for Expanded Course Offerings (ECO) at Berkeley High, from 6.4 FTE in 2010-11 to 5.0 FTE this year, which was discussed by the P&O in the spring. Ferme and Scott said that the Enhancement (non-AP) Science Lab situation had been chaotic at BHS this September, due to the fact that students weren't told last spring to sign up for these labs. For instance, only two Enhancement Chemistry lab sections were in place, with a waiting list of as many as 120 students after chemistry teachers notified students of this option. Superintendent Huyett responded that he had not known about this situation, and that he stood by his commitment to provide as many lab sections as needed. He also stated that BHS might still close some classes where enrollment is under 20. Scott stated that if one section each of Enhancement Chem lab and Enhancement Bio lab were added, 60 students would sign up.

**9. Adjournment**

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

*Minutes submitted by: Liz O'Connell-Gates*

*Revised by Mary Hurlbert & Nancy Hoefler – 11-4-11*