

BERKELEY UNIFIED SCHOOL DISTRICT

TO: Board of Education
FROM: William Huyett, Superintendent
DATE: April 11, 2012
SUBJECT: Recommendation for a new Site-based Parent Outreach and Engagement Program

BACKGROUND INFORMATION

The *Berkeley Public Schools Educational Excellence Act of 2006* (BSEP) allocates 1.25% of the revenues of the BSEP Measure annually “For a variety of services to support the families of Berkeley’s public school students by providing parent education and promoting greater parent involvement in their children’s education.” (Section 3Biic).

On March 28, 2012, the Board of Education reviewed a proposed new model for providing parent outreach and education services beginning in the next school year and directed the administration to develop the position descriptions and proposed budget for the recommended staffing model.

Recommended staffing model

The recommended staffing model is as follows:

Site Coordinator, Family Engagement 2.0 FTE

Site Coordinator, Family Engagement, Spanish/English Bilingual required, 1.0 FTE

Supervisor, Family Engagement and Equity, 1.0 FTE

Position Descriptions

The work of the **Site Coordinators for Family Engagement** is to be focused on three primary areas: to create a welcoming school environment for ALL families; to provide targeted support to families of specific students in need of academic, behavioral, and emotional support; to increase the involvement of marginalized parents (African American, Latino and Limited English parents) in the school’s leadership committees (ELAC, SGC, PTA).

After analysis of the academic qualifications and job duties of the **Site Coordinator, Family Engagement** position, it was determined that the classification of this new position is proposed to be at Range

50 to account for the increased educational qualifications and job duties of this position. The current Parent Liaison positions, funded by site monies, (Cragmont, BHS) are at Range 45 and would also need to be adjusted according to the applicable rules of the Personnel Merit System and collaborative bargaining agreement. Funds are included in the projected budget to account for a possible compensation differential for employees in the existing Parent Liaison positions.

The **Supervisor, Family Engagement and Equity**, a new district position, has been designed to bring together the closely related work of parent outreach and educational equity. The responsibilities of this are to supervise, evaluate, and provide ongoing professional development to the Site Coordinators, provide professional development in educational equity to other groups, and to coordinate district wide parent education and cultural celebrations. This position is proposed to be classified at Range 69.

Funds for this Supervisor position would become available by eliminating the positions of the Program Manager, School-Linked Programs (Range 72) and Supervisor, Cultural and Linguistic Systems (Range 56).

A recommendation for the proposed new positions is scheduled to be presented to the Personnel Merit Commission on April 12, 2012.

Schools Selected for the Pilot Program

Six schools were selected to participate in the pilot year of the new program. These are: Emerson, John Muir, Berkeley Arts Magnet, Malcolm X, LeConte and Thousand Oaks. Four criteria were considered in selecting these schools: that is, schools with a large number of students enrolled in the Free Meals Program; schools with a large number of English Learners; schools with a large number of students with “below basic” achievement in math and/or English; and the schools’ Program Improvement status.

Assessment of the Parent Outreach and Engagement Program

The district’s Evaluation and Assessment Office will develop evaluation tools and collect data to assess the effectiveness of this new program. The assessment tools will include measurable improvement in attendance, homework completion and/or reduced discipline referrals, and CST and other test scores of the students who are being served at each site. Focus group meetings will be held with include parents and staff at schools in the pilot program so they can provide direct feedback. The School Board and the new Superintendent may wish to consider a district wide Advisory

Committee after the Program has been established. In the interim, the Superintendent will continue to meet with selected parents for advice on the implementation of this new program.

It is recommended that this pilot program be implemented for two years before modification or expansion of the program is undertaken. A progress report should be prepared at the end of FY 2012-13, and a more in-depth program evaluation would be prepared at the conclusion of the 2013-14 school year.

Funding

The funding for the recommended Parent Outreach and Engagement Program is almost wholly from the annual allocation of the Berkeley Schools Excellence Program (BSEP) for *Parent Outreach Services*. This includes the **Family Engagement Program Site Coordinators** (3.0 FTE), the district **Supervisor, Family Engagement and Equity** position (.50 FTE), and the discretionary program expenses (e.g., books and supplies, professional development, consulting services, printing, etc.) The other fifty percent (.50 FTE) of the **Supervisor** position is intended to be funded from categorical monies.

An adequate, but modest, discretionary budget is projected. Sufficient funds are allocated to allow for significant professional development activities in the first two years and for contracted programs, such as Parent Institute for Quality Education (PIQE). Additional funds from the school sites are needed for food at events and child care expenses for meetings and other activities.

Additional Considerations

The current BSEP funding source has sufficient income projected to implement the Parent Outreach and Engagement Program as recommended for two years. The Board may wish to consider one or two additional options.

Option 1: A fourth position of **Site Coordinator, Family Engagement Program** could be established at 1.0 FTE. If this option were adopted, .25 FTE of this position could be allocated to each of the four Tier II elementary schools: Cragmont, Jefferson, Oxford, and Washington. This allocation could be supplemented with site monies. A projected budget for Option 1 is approximately \$64,000.

Option 2: There would be salary savings in the General Fund from elimination of the position of Manager, School Linked Programs. (Range 72). A **Site Coordinator, Family Engagement** position at .50 FTE could be allocated to BHS to ensure that the positions of the two parent liaison currently employed there could be maintained at

1.0 FTE (those positions may need to be reduced in FTE due to lack of site funds). The cost of Option 2 is approximately \$32,000. It is recommended that any additional salary savings accrued in the General Fund from elimination of the Range 72 position be reserved until the status of the categorical funds and other budget factors are known.

Additional considerations

The current funding sources have sufficient funds to sustain this program for two years. Expansion of the model to include other schools, as is fervently desired by parents and staff, could be considered after evaluation of the program proves it to be successful and additional funding sources are identified.

DISTRICT GOAL

III. Family and Community Engagement

POLICY/CODE

Berkeley Public Schools Educational Excellence Act of 2006 (Para. 2A, Measure A of 2006).

FISCAL IMPACT

The BSEP budget for the recommended Parent Outreach Program projected for 2013 and 2014 are displayed in Attachment A.

STAFF RECOMMENDATION

Approve the recommendation to establish a new model for the Parent Outreach and Engagement Program. The Board may also choose to approve Options 1 and/or 2.

Attachment A

Parent Outreach Budget Plan Budget Recommendation

	2012/13	2013/14
Resources Available		
BSEP/Measure A Revenue Allocation	292,123.00	297,965.00
Projected Carryover	212,523.00	183,199.00
Total Resources Available	504,646.00	481,164.00
Expenditures		
Staff Salary	165,609.00	173,787.00
Staff Benefits	81,531.00	83,755.00
Discretionary Expenditures	55,000.00	44,000.00
Indirect Cost	19,307.00	19,268.00
Total Expenditures	321,447.00	320,810.00
Estimated Fund Balance	183,199.00	160,354.00

Option A

	2012/13	2013/14
Resources Available		
BSEP/Measure A Revenue Allocation	292,123.00	297,965.00
Projected Carryover	212,523.00	114,802.00
Total Resources Available	504,646.00	412,767.00
Expenditures		
Staff Salary	208,292.00	218,580.00
Staff Benefits	103,137.00	105,935.00
Discretionary Expenditures	55,000.00	44,000.00
Indirect Cost	23,415.00	23,548.00
Total Expenditures	389,844.00	392,063.00
Estimated Fund Balance	114,802.00	20,704.00

Option B

BHS Site Coordinator (.5 FTE) GF	32,144.00	33,486.50
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