

BSEP PLANNING & OVERSIGHT COMMITTEE MINUTES

May 15, 2012

Malcolm X School Library
1731 Prince St., Berkeley

P&O Committee Members Present:

Keira Armstrong, <i>Washington (Alt)</i>	Juliet Bashore, <i>Rosa Parks</i>	Nicole Bowen, <i>Arts Magnet</i>
Aaron Glimme, <i>Berkeley High</i>	Larry Gordon, <i>Berkeley High</i>	Patrick Hamill, <i>Thousand Oaks</i>
Elisabeth Hensley, <i>King (co-Chair)</i>	Esther Hirsh, <i>Berkeley High</i>	Diana Kuderna, <i>Berkeley High (Alt)</i>
John Lavine, <i>King</i>	Catherine Lazio, <i>Willard</i>	Chris Martin, <i>LeConte (co-Chair)</i>
Jay Nitschke, <i>King (Alt)</i>	Dialy Paulino, <i>Cragmont</i>	Dawn Paxson, <i>Emerson</i>
Shauna Rabinowitz, <i>Jefferson</i>	Abigail Surasky, <i>Longfellow (Alt)</i>	

P&O Committee Members Absent:

Marjorie Alvord, <i>Berkeley High (Alt)</i>	Lea Baechler-Brabo, <i>Oxford (Alt)</i>	Brett Cook, <i>Malcolm X</i>
Mariane Ferme, <i>Berkeley High</i>	Ruby Holder, <i>B-Tech</i>	Catherine Huchting, <i>Malcolm X (Alt)</i>
Brittni Milam, <i>Washington</i>	Margot Reed, <i>Longfellow</i>	Sara Tool, <i>John Muir</i>
Ardel Thomas, <i>Pre-K Representative, Willard</i>	Greg Wiberg, <i>Oxford</i>	Evon Williams, <i>Longfellow</i>
	Representative, <i>Independent Study</i>	

Visitors, School Board Directors, Union Reps, and Guests:

Josh Daniels, *Board of Education* William Huyett, *Superintendent*

BSEP Staff:

Monica Thyberg, *Acting BSEP Manager* Mark Coplan, *Public Information Officer* Mary Hurlbert, *Admin. Coord.*
Liz O'Connell-Gates, *Staff Support*

1. Call to Order & Introductions

Co-Chair Chris Martin called the meeting to order at 7:20 p.m. and asked members to introduce themselves. Dawn Paxson said that serving on the P&O had been an honor, and that she had learned a lot during the process.

2. Establish the Quorum / Approve the Agenda

The quorum was established with 12 voting members present.

3. Chairs' Comments

Chris Martin, & Elizabeth Hensley, co-Chairs

Chris Martin said the June 5th P&O meeting would not be needed. Considering the agenda item "P&O Committee Involvement in Restructuring the BSEP Office," Elizabeth Hensley urged P&O Representatives to reflect on the qualities needed in the next BSEP Manager. She added that P&O members should be in close communication on this issue in order to play a proactive role in the hiring of the new manager. She said that the P&O should consider crafting a statement on the issue to read to the Board at their June 6th meeting.

4. BSEP Manager's Comments

Monica Thyberg, BSEP Manager (acting)

Thyberg distributed a *Save the Date* flier for Mary Hurlbert's June 19th retirement party. She noted that the BSEP Administrative Coordinator position would soon be advertised.

Thyberg distributed the Revised BSEP Revenue Projection for 2012-13. This projection uses the state Department of Education Cost of Living Adjustment (COLA) of 3.24%, which is a little higher than the 3.17% from January, resulting in a projected increase of \$85,000 in net revenue. Thyberg emphasized that this is a projection of revenues, and that actual BSEP revenues are received after the beginning of the fiscal year: 50% in December 2012, 45% in May 2013, and the balance in August/September 2013. So the actual total BSEP revenue for FY 13 won't be known until September 2013, after the FY 13 fiscal books are closed. Thyberg reviewed the allocations to the various BSEP purposes based on this projected revenue, noting that 2% is taken "off the top" to fund Public Information, Translation, support for the P&O Committee and BSEP implementation functions.

5. BUSD Communications: Presentation and Feedback

Bill Huyett, Superintendent

Mark Coplan, Public Information Officer (PIO)

Jay Nitschke, Director of Technology

Huyett reminded the group that the Board's request for an analysis of BUSD's communications had resulted in a BSEP-funded consultant (Madera Group) examining all aspects of District communications. He said that the Communications Study had been shared with the P&O Committee last fall, and that it had spearheaded much change including the hiring of a Translator Coordinator and new approach to translation services, the reorganization of the Parent Outreach program, and an online version of A+eNews which now has 7,000 subscribers.

The Superintendent noted that the District's Communication Team, which meets twice a month, included himself, Jana Jandra, Monica Thyberg, Lea Baechler-Brabo, Jay Nitschke, Mark Coplan, and Maya Hernandez.

Huyett said that it was now a "brave new world" when it comes to communicating information and that the District had to be able to take advantage of multiple communications channels like RSS feeds, Twitter, Tumbler, and Berkeleyside. He noted that Berkeley residents were engaged with the District and wanted to know what was going on. He said this demand for information combined with the speed with which information had to be delivered had put BUSD under more pressure to communicate quickly and effectively.

Coplan praised the Communications Team for its work, noting that the challenge now was to get people to go to the district website to access blogs, videos, and the robust Frequently Asked Questions (FAQs) pages. Coplan distributed samples of the A+eNews and the hard copy A+ News, as well as a screenshot of the newly refreshed website, which now can be translated into most languages with the click of a button.

Nitschke distributed an information sheet with data on the use of the BUSD website, which get 1,800 hits on an average weekday. The website now has 4,307 pages! He pointed out

that BHS's Career/College Admissions page was the most frequently viewed single webpage. Nitschke told P&O members how to find the link to BUSD's RSS feed. The results of a SurveyMonkey of P&O feedback on district communications were distributed and members offered further comments and suggestions.

6. Recommendation for the expenditure of the BSEP Fund for Public Information, Translation, P&O Committee Support in 2012-13.

Bill Huyett, Superintendent

Huyett distributed copies of his recommendations and led the P&O through the details. He said BUSD was working on revamping the BSEP Manager position because the work had changed and the old job description was outdated. He said BUSD now saw the job more as a director-type role. Given that, Huyett said BUSD planned to go to the Board with the new job description in early June so they could begin to set the stage for the new Superintendent's success.

Huyett said the responsibility for District communication now fell into BSEP's realm and this needed to be recognized. He said that given BSEP's key role in the area of communications, he said consideration should be given to making it a cabinet-level job.

The Superintendent noted that the proposal includes funds for hourly staff (for outgoing staff to train and mentor the new staff), and for contracted services (to write for the A+ News, support the website, etc.).

Commenting on the language of *Measure A of 2006*, Huyett said he felt the measure had been written too vaguely and that when time came to rewrite the Measure it would be necessary to have a BSEP Manager who knew how to write policy and who understood the nuts and bolts of educational policy. He said BSEP was the life blood of BUSD and the District needed a leader who could continue to represent BSEP to the community.

The Superintendent said expertise on the P&O Committee was vital and this would have to be communicated to the next superintendent. As a case in point he praised the P&O for the advice they had given him on the recent class size issue. Huyett said it was important to think of the Measure in broad terms and to remember that the BSEP purposes must be re-prioritized, re-written, and brought back to the voters periodically.

Discussion followed on the job title, job description, recruiting, and hiring process for the new BSEP Manager/Director. There was also an update on the new Superintendent search. Huyett said that the Board would meet with the three top candidates this weekend, adding that 61 people had applied for the job.

7. P&O Committee Involvement in Restructuring the BSEP Office

It was determined that Abigail Surasky would draft a statement communicating the importance of P&O Committee involvement in the hiring of the BSEP Manager, the BSEP Administrative Coordinator, and the restructuring of the BSEP Office. The plan was for the Committee to review and adopt the statement on May 29th, and to read it to the Board at their June 6th meeting.

8. Recommendation for the expenditure of the BSEP Fund for Music and Visual & Performing Arts (VAPA) in 2012-13.

MOTION CARRIED (Surasky/Gordon): To approve the Recommendation for the expenditure of the BSEP fund for Music and Visual & Performing Arts (VAPA) in 2012-13.

The motion was passed by acclamation.

9. Recommendation for the expenditure of the BSEP Library Fund in 2012-13.

MOTION CARRIED (Glimme/Hamill): To approve the Recommendation for the expenditure of the BSEP Library Fund 2012-13.

The motion was passed by acclamation.

10. Recommendation for the expenditure of the BSEP Fund for Technology in 2012-13).

MOTION CARRIED (Lavine/Hamill): To approve the Recommendation for the expenditure of the BSEP Fund for Technology in 2012-13.

The motion was passed by acclamation.

11. Recommendation for the expenditure of the BSEP fund for Program Evaluation in 2012-2013.

MOTION CARRIED (Glimme/Bashore): To approve the Recommendation for the expenditure of the BSEP fund for Program Evaluation 2012-13.

The motion was passed by acclamation.

12. Adjournment

The meeting was adjourned by acclamation at 9:00 pm.