



**BERKELEY UNIFIED SCHOOL DISTRICT
BERKELEY SCHOOLS EXCELLENCE PROJECT**

2020 Bonar Street, Berkeley, CA 94702

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MEETING NOTICE

COMMITTEE: BSEP Planning & Oversight Committee
DATE: **Tuesday, May 7, 2013**
TIME: **7:00 p.m. Gavel down: 7:15 p.m.**
LOCATION: 2020 Bonar Street, Room 126
CHAIRPERSON: Chris Martin

AGENDA

- | | | |
|---------------------|------|---|
| | 7:15 | 1. Call to Order/Introductions & Site Reports |
| | | 2. Establish the Quorum/Approve Agenda |
| | | 3. Chairpersons' Comments (Chris Martin & Elisabeth Hensley) |
| | | 4. BSEP Director's Comments (Natasha Beery) |
| | | 5. Public Comment |
| | 7:30 | 6. Subcommittee Reports |
| | | • Communications & Technology (Beery & Nitschke) |
| [Presentation] | 7:45 | 7. Recommendations for BSEP Funds in FY 2013-14: |
| | | • Public Information, Translation, BSEP Implementation, P&O Support (Natasha Beery) |
| [Discussion/Action] | 8:15 | 8. Recommendations for BSEP Funds in FY 2013-14: |
| | | • Library Program |
| | | • Music & Visual & Performing Arts (VAPA) |
| | | • Technology |
| | 9:15 | 9. Additional Items for Discussion |
| | 9:30 | 10. Approval of Minutes: 4-23-13 |
| | | 11. Adjournment |

Next P&O Committee meeting: Tuesday, May 14, 2013

>School Site Funds Subcommittee Report
>Recommendation for Allocation of BSEP Funds in FY 2013-14: Public Information, Translation, BSEP Implementation, P&O Support

BSEP PLANNING & OVERSIGHT COMMITTEE MINUTES

April 23, 2013

BUSD Offices –Technology Room 126
2020 Bonar Street, Berkeley

P&O Committee Members Present:

Amelia Archer, <i>Berkeley High</i>	Elisabeth Hensley, <i>King</i>	Danielle Perez, <i>Pre-K (co-Rep)</i>
Keira Armstrong, <i>Washington (Co-Rep)</i>	Catherine Huchting, <i>Malcolm X</i>	Boyd Power, <i>Emerson</i>
Juliet Bashore, <i>Rosa Parks (co-Rep)</i>	John Lavine, <i>Berkeley High (Alt)</i>	Shauna Rabinowitz, <i>Jefferson</i>
Aaron Glimme, <i>Berkeley High</i>	Catherine Lazio, <i>Berkeley High</i>	Bruce Simon, <i>King</i>
Patrick Hamill, <i>Thousand Oaks</i>	Chris Martin, <i>LeConte (co-Chair)</i>	Greg Wiberg, <i>Oxford</i>
Larry Gordon, <i>Berkeley High (Alt)</i>	Brittini Milam, <i>Washington (Co-Rep)</i>	
	Dawn Paxson, <i>Willard</i>	

P&O Committee Members Absent:

Lea Baechler-Brabo, <i>Oxford (Alt)</i>	Rhonda Jefferson, <i>Berkeley High</i>	Margot Reed, <i>Longfellow</i>
Lee Bernstein, <i>Arts Magnet</i>	Melissa Kaprelian, <i>Thous.Oaks (Alt)</i>	Cecilie Rose, <i>John Muir</i>
Jennifer Braun, <i>Ind. Study (Alt)</i>	Leslie Lippard, <i>Cragmont</i>	James Shultz, <i>Rosa Parks (co-Rep)</i>
Moshe Cohen, <i>Pre-K (co-Rep)</i>	Emily Newman, <i>Emerson (Alt)</i>	Abigail Surasky, <i>Longfellow</i>
Shannon Cunningham, <i>B-Tech</i>	Representative, <i>Willard</i>	Ellen Weis, <i>Longfellow (Alt)</i>
Ila Deiss, <i>LeConte (Alt)</i>		Wildmann, <i>John Muir (co-Rep)</i>
Maria Einaudi, <i>Ind. Study</i>		

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

Josh Daniels, *BUSD School Board*
Elizabeth Karam, *BSEP Senior Budget Analyst*
Jay Nitschke, *Director of Technology*
Becca Todd, *BUSD District Library Coordinator*

BSEP Staff:

Natasha Beery, *BSEP Director*
Valerie Tay, *BSEP Program Specialist*
Linda Race, *BSEP Staff Support*

1. Call to Order, Introductions & Site Reports

At 7:18 p.m. Co-chair Chris Martin called the meeting to order by welcoming attendees and by asking P&O members to report on School Governance Council activity at their sites.

Natasha Beery, BSEP Director, mentioned that the BHS High School College Fair held last Sunday was exceptional. BSEP school site discretionary funds, support the salaries of the BHS college counselor who led the planning of the event, along with many volunteers. Over 400 students and parents were in attendance along with college admissions officers. Students participated in case studies with sample applications which helped them understand the college application and review process.

Liz Karam, BSEP Senior Budget Analyst, stated that she was in the process of meeting and working with the principals of each school to review the State, Federal, PTA, and site monies available to develop information for the budget for adoption.

Jay Nitschke, Technology Director, would like to schedule a Technology subcommittee meeting for Tuesday, April 30, 2013.

Valerie Tay, BSEP Program Specialist, stated that Mary Hurlbert has returned and is helping the BSEP staff with the site plan budget development.

2. Establish the Quorum

The quorum was approved with 13 voting members initially present.

3. Chairs' Comments

Chris Martin and Elisabeth Hensley

Josh Daniels, BUSD School Board Member, stated that on Friday, April 19, 2013, the School Board announced that it had unanimously arrived at a Superintendent Search finalist in choosing Dr. Donald Evans, currently the superintendent for the Hayward Unified School District. Daniels outlined the next steps include a site visit on Friday, April 26, 2013, contract negotiations, and a vote on a contract at a regularly scheduled board meeting in May (<http://www.berkeleyschools.net/2013/04/19/board-of-education-selects-finalist-in-superintendent-search/>). Dr. Evans has extensive experience as an educator, teacher coach, vice principal, principal and superintendent for school districts in Hayward, Oakland, East Palo Alto, San Diego and Compton. He has experience collaborating with communities and helping schools reach achievement goals. Dr. Evans also has experience with contract negotiations and led an effort to successfully pass a parcel tax measure in Hayward, similar to BSEP.

There was a question about meeting with a representative or chairperson from the Hayward P&O committee and Daniels responded by saying that could be done by contacting Karen Hemphill, Board President about going on the site visit. Chris Martin, Elisabeth Hensley and Natasha Beery were invited to go on the site visit.

Daniels elaborated on the selection of a new School Board Director. Each member of the board was asked to email Deborah Turner, Board Secretary, a list of finalists. If two or more board members want a particular person as a finalist those names will go on a tentative list, which will be reviewed by the Board on April 25, 2013. On May 1, the finalists will give a 3-minute speech to the Board and the Board can choose to appoint an applicant at that time (<http://www.berkeleyschools.net/wp-content/uploads/2013/03/Timeline-and-Process-to-fill-Board-Vacancy.pdf>). Board director applications can be viewed online at Berkeleyside <http://www.berkeleyside.com/2013/04/19/10-people-apply-for-vacant-school-board-post/>. Board meetings can be accessed by radio, TV, or video online at <http://www.berkeleyschools.net/school-board/board-meeting-information/>.

Daniels reminded the committee that the proposed timeline for planning for the next measure would begin spring of 2014. There may be a smaller workgroup to get things started. Daniels stated that the Board could use the help of members of the P&O committee. Martin requested that Beery send out the proposed timeline slide that she presented to the Board to everyone so they can look at it. Beery stated she and Judy Appel will be working on the BSEP process and timeline in more detail, but that she will send out the proposed timeline.

Because the P&O Committee asked for more information about the Split Roll Tax and it's effects, Beery asked Liz Karam, BSEP Senior Budget Analyst, to run the numbers for

the difference if the higher commercial tax rate was not charged. Karam generated a handout entitled Estimate of Impact of a Change in Special Tax Rates, based on the 2011/12 non-exempt square footages for residential and commercial properties. **Her review of the numbers indicated that there would be a loss of \$2,510,620 for BSEP/Measure A and a loss of \$584,945 for Measure BB (Facilities and Maintenance) if the commercial properties were charged at the residential rate.**

4. BSEP Director's Comments

Natasha Beery, BSEP Director

Beery wishes to convene a subcommittee for the BSEP Public Information and Translation Budget and suggested holding it with the Technology subcommittee. Beery will send out an email about the meeting.

5. Public Comment

There was no public comment.

6. Subcommittee Reports:

- School Site Fund

Elisabeth Hensley, BSEP P&O Co-Chairperson

- Library

Becca Todd, BUSD District Library Coordinator

School Site Fund Subcommittee:

Hensley stated that the subcommittee met last week and they may need to recruit some help getting the site plans read and categorized appropriately. The subcommittee finally has all the PTA budgets and there is huge interest from the PTAs. Beery stated that there were many questions at the PTA Council about who is funding what, with concerns about equity, what should be BSEP, what should be PTA, and what should be allocated from the General Fund. These discretionary, locally raised funds keep important programs in place. This information could be brought into the larger measure planning process because it could help streamline the process. Now PTAs are paying for more important structural elements that may be site critical, such as reading tutors and the EL program at King. It is beginning to look like there may be some issues around funding the arts vs. the structural. Bashore pointed out that the PTA accounting was not uniform. Nitschke mentioned that there would be a meeting with the PTA Council, Thursday April 25th.

Martin mentioned that in reviewing the site plan summaries, he could not balance the summary to the total to the site plan to the hourly rates. Some schools look to be close and some are 30% off. Martin was sure that it could all be figured out but that a lot of work will be involved in the reviews.

Library Subcommittee and Library Program/Recommendations for BSEP Funds in FY 2013-13:

Beery and Karam provided the following handout:

- BSEP Changes in Fund Balance FY 2009-10 to FY 2012-13

Library Coordinator BeccaTodd provided the following handout:

- Memo to the BSEP P&O Committee from Neil Smith, Co-Superintendent and Becca Todd, Supervisor, District Library Coordinator, dated April 23, 2013, Recommendation for Allocation of funds from the Berkeley Public Schools

Educational Excellence Act of 2006 for the Library Program in FY 2013-14.

Todd mentioned that the library subcommittee meets every other month with a diverse group of people. She invited representatives from the P&O Committee to attend.

Todd stated that the library proposal is similar to preceding years, except for several new pieces that include changes in staffing, providing a modest increase for book purchases, and . Todd stated that there are 6 elementary schools that are over 400 students and she suggested **raising the Library Media Tech hours at those schools from .8FTE to .9FTE.** This is not to provide for new or additional programs. She feels that it will provide a noticeable difference in handling materials for those libraries whose students check out 1000-2000 books per month. Todd also proposed bringing, **temporarily, for 1 or 2 years, a Teacher on Special Assignment (TSA) Elementary/Teacher Librarian at 1.0FTE** to provide a focus on the Common Core standards for deepening the non-fiction reading and research at the elementary level. The TSA would be based centrally and would work with the elementary library media techs and serve as a liaison to the classroom teachers in developing how the library is used and integrated into lessons.

Todd went on to explain and clarify points on a variety of questions. There has not been a defined core collection, but they will be paying attention to that in the next year to bring that into alignment. She **raised the book allotment funds from \$15/pupil to \$16/pupil.** Although she feels that the allocation for the print collection is good, she is moving forward to provide “seed money” of **\$16,000 in the budget for interactive e-books and audio books** to school site computers and devices as well as off-site devices. There may be discussions in the future about how to provide e-book devices to students without access to the Internet to mitigate the “digital divide.” The Chromebooks mentioned in previous P&O meetings can work with the e-books and audiobooks. The digital technology can be used across platforms and allows the students and teachers to access the materials in a variety of ways, even projecting the books on the wall for classroom discussion.

The library program currently uses “Destiny” for their library and textbook management system. **There is a noticeable decrease in the spending from last year’s budget of \$75,000, which covered the implementation of the new system, to FY 2013-14 budget of \$15,500 which provides license renewal and tech support for all school sites.**

Todd explained that the schools each have their own library budgets and the book collections are assembled with input from the sites along with Todd and her staff’s recommendations. There will be funds for Two Way Immersion (TWI) and the bi-lingual program at Thousand Oaks. Those schools are funded with additional monies to increase their Spanish collections every other year. LeConte will be shifting to TWI. Todd noted that with the entry age lowering in Kindergarten, additional monies would be given to those schools getting younger students who need younger reading materials.

There was a brief discussion about the Jefferson library construction. Todd stated that there would be a room dedicated to accessible needed books, as well as Box of Books (BOBs). BOBs will contain classroom book sets that will rotate through the classrooms. The librarian will also be using a book cart/scanner to push into classrooms for book checkout.

A concern was raised regarding the \$50,000 difference between the fund balance of \$441,586 as shown on the BSEP Changes in Fund Balance FY 2009-10 to FY 2012-13 and fund carryover of \$491,500 on the Budget Summary on page 7 of the Memo to the BSEP P&O Committee from Neil Smith, Co-Superintendent and Becca Todd, Supervisor, District Library Coordinator, dated April 23, 2013, Recommendation for Allocation of funds from the Berkeley Public Schools Educational Excellence Act of 2006 for the Library Program in

FY 2013-14. Todd clarified that the real carryover will include an estimated unspent amount of around \$50,000. Sometimes there is unexpended hourly work, or materials that were budgeted for this year that can go toward the next year's budget. But the fund balance can be affected by other factors such as revenue. Todd also felt that the \$16,000 budgeted for the school library collections to add more non-fiction books is acceptable. Expenditures for books have been consistent at \$15/pupil for a number of years. Knowing that there is a fund balance, she would return and ask for the release of more funds if needed. The site librarian may ask the PTA, or other sources for extra funds for special book collection augmentation.

7. Recommendations for BSEP Funds in FY 2013-14:

- **Library Program:** See item 6 above, as the information for the Library subcommittee and BSEP Library Program Funding were combined as one.

Becca Todd, BUSD District Library Coordinator

- **Music & Visual & Performing Arts 1.15**

Natasha Beery, BSEP Director for Suzanne McColloch, Visual and Performing Arts Coordinator

Beery provided the following handouts:

- Memo to the BSEP P&O Committee from Suzanne McColloch, Visual and Performing Arts Coordinator, and Neil Smith and Javetta Cleveland, Co-Superintendents, dated April 23, 2013, Recommendation for expenditure of funds from the Berkeley Public Schools Educational Excellence Act of 2006 for the Library Program in FY 2013-14.
- 2012-13 Music Schedule by Time Block, School as of August 27, 2012

Beery and Karam presented the budget for Music and Visual and Performing Arts for FY 2013-14 for McColloch, who was absent due to unforeseen circumstances. The music budget will be much like last year, except for showing separately the cost of the Release Time Music Teachers from the additional music teacher staffing to provide an enhanced program.

McCulloch increased the middle school Performing Arts teachers budget from \$25,000 to \$34,000 (page 4) as a result of the increase of middle school students' participation that went from 35% to 52% this year. The Professional Development workshops and Arts Anchor School Programs budget went down a little bit, but McColloch felt that there was still a need to train classroom teachers in the area of arts integration because of the new national art core standards.

Instruments and instructional materials increased from \$92,900 to \$118,900.

Mileage has been in the plans previous and Beery referred to the second handout 2012-13 Music Schedule by Time Block, School as of August 27, 2012 to show how the individual teachers move from site to site. **For Performances and Exhibitions budget, the expenditures are the same as the previous year, but the \$4,000 for teachers who are helping the students to rehearse is now shown in Hourly Staffing, leaving \$2,550 to cover transportation and custodial services.**

Collaborative Partnerships will continue to work with the Berkeley Symphony, providing \$10,000 for the program collaboration, which is the same amount as in prior years.

There was a discussion about concerns on the drawdown on the Music/VAPA fund balance. Karam clarified that due to the growth in enrollment, there are more students in more classes in the 4th and 5th grades, which requires more FTEs. Karam and Beery also confirmed when there are adjustments to salaries, that will change the cost of music teacher

transfers to General Fund release time so the estimated fund balance may be even less than shown. Karam added that there are several things that may change the fund balance, such as state funding, how the general fund money is spent, and teacher negotiations. The budgeted salary costs for next year include a larger personnel variance along with the usual the step and column increases for certificated salaries of 1%.

The line item for instruments and instructional materials for FY2013-14 of \$118,900 and the difference from previous years was questioned. Karam stated that instrument purchases, can be expensive, i.e. a tuba purchased last year cost \$17,000. In addition to instrument purchases, the fund covers the costs of instrument repairs. Beery stated that about $\frac{3}{4}$ of the funds goes to instrument maintenance. Beery will take that question back to McColloch.

Martin asked that the recommendation include a page included in last year's plan, which showed two years of actual expenditures, the current year, and the proposal for the next year.

Questioned about the Arts Anchor program, Beery and Karam clarified that schools take proposals to McCulloch and there is a budget for all schools to use, they just have to decide how they want to use it. (See page 4 of the budget.)

Note: The page 7 Budget Summary subtitles should be amended to say "BSEP Allocation for FY 2013-14" and "Projected 2012-13 Carryover." And the indirect costs should be changed to show 6.73%.

Martin wanted clarification that all budgets allowed for a greater personnel variance and step and column increases, where applicable. This particular budget has a small ending fund balance of \$992,233 and is of concern. Beery stated that Co-Superintendents Cleveland and Smith are aware of it and there had been a discussion in Cabinet that there would be the need to take action to ensure the viability of the fund. However, if P&O were to request that the general fund take on the entire music teacher release time FTE, which has been paid for by BSEP for years, it would take a substantial amount of the \$8 million general fund reserve, and there are multiple demands upon those funds, including restoring some of the \$9 million in cuts that were made in lean times, as well as providing salary increases.

According to Beery, the Cabinet expressed an interest in hearing from the P&O about other approaches ensuring this is a sustainable budget over time. Martin suggested that it would be good to get more input from the Board and the new superintendent about this. Beery stated that the Cabinet had discussed a proposal that at year end closing, the transfer could be adjusted such that any negative impact on the fund balance would be eliminated. Martin suggested that a proactive plan is needed.

Karam clarified that the BSEP VAPA fund is directly funding the supplementary teachers for winds, orchestra or brass etc. The General Fund transfer is paying for the contractual obligation for one teacher for one period of release time. Committee members thought it was important to get some clarity on this. Beery referred the committee to page 2 of the budget, Release Time Music Teachers. It is the music teachers transfer to the General Fund as calculated by 53 fourth and fifth grade classrooms x2 periods divided by 5 release time periods (so $\frac{2}{5}$ ths of the release time) to get FTE of the essential music teachers. However, the science, art, release time teachers are paid by the General Fund.

The Committee discussed the management of the Music/VAPA budget and the bubble in fourth/fifth grade enrollment that is one factor. Karam stated that the Cabinet is looking at it and has discussed the issue with the Board. Some P&O Committee members would like to see more clarity about what expenses are driving the negative fund balances. Nitschke remarked, in looking at enrollment numbers, that there would not be any changes in the grades 4 and 5 total enrollment in the next few years, and wondered whether there would

continue to be a need to purchase more instruments. Beery will take the Committee's questions back to McCulloch.

8. Recommendations for BSEP Funds in FY 2013-14:

- **Parent Outreach**
- **Professional Development**
- **Program Evaluation**

Beery provided the following handouts:

- Appendix A: BSEP Professional Development Program FY2012 through FY 2014

For those who were absent at the April 16 meeting, at which the Parent Outreach, Professional Development, and Program Evaluation budgets were presented for the second time, but not voted on due to lack of quorum, Beery briefly reviewed each budget, outlined concerns previously raised, and indicated changes to the budget proposals that were presented at the April 16, 2013 meeting.

MOTION CARRIED (Glimme/Hamill): To approve the allocation of BSEP Parent Outreach Funds in FY 2013-14 per the memo Revised Recommendation for Allocation of BSEP Parent Outreach Funds in FY 2013-14 (BSEP Resource 0857) as presented at the April 16, 2013 P&O Committee Meeting by Charity DeMarto, Supervisor, Family Equity and Engagement.

The motion was approved by a showing of 13 hands for the motion, with 2 objections and no abstentions.

Beery went over the Appendix A: BSEP Professional Development Program FY2012 through FY 2014.

MOTION CARRIED (Paxson/Hamill): To approve the allocation of BSEP Professional Development Funds in FY 2013-14 per the memo Recommendation for Expenditures in FY 2013-14 of revenue from the Berkeley Public Schools Educational Excellence Act of 2006 (BSEP) for Professional Development as presented at the April 16, 2013 P&O Committee Meeting by Neil Smith, BUSD Co-Superintendent.

The motion was approved unanimously.

MOTION CARRIED (Wiberg/Glimme): To approve the allocation of BSEP Program Evaluation Funds in FY 2013-14 per the memo Recommendation for Allocation of BSEP Program Evaluation Funds in FY 2013-14 as presented at the April 16, 2013 P&O Committee Meeting by Debbi D'Angelo, Director, Evaluation and Assessment.

The motion was approved unanimously.

9. Report on Superintendent's Budget Advisory Committee

Greg Wiberg, Oxford P&O Committee Representative

Wiberg was unable to make the meeting. Larry Gordon was in attendance and gave a briefing. Co-Superintendent Cleveland gave an informational list of budget items that had been previously cut over the years, not a proposal with what to restore. The Advisory Committee asked Cleveland to provide the budget amounts for what the staff was planning to restore. The next SBAC meeting will happen after the Governor's May Revise. The next school services meeting will be May 20th.

There was a discussion about the ending fund balances for the various budgets, looking at pages from previous plans and reports, and differentiating between actual reported expenses vs. budgeted and projected numbers. Karam confirmed that the “adopted budget” has to have a positive ending fund balance, and when the books are closed the carryover will be posted in in mid-September.

Martin mentioned that this summer they would try to develop guidelines for budget owners to return to the P&O Committee about budget changes. Martin acknowledged committee members’ concerns about fund balances saying that there were significant variances in ending fund balances and that they need to pay more attention to it. There was an understanding that the Personnel Variance, roughly about 3%, provides a contingency for changes in staffing expenditures that could arise due to increases from the cost of changes in staffing or due to salary negotiations. Karam stated that when the First Interim was done most of the changes in fund balance were due to the 1% bonus.

10. Additional Items for Discussion

There were no additional items for discussion.

11. Approval of Minutes: April 9, 2013 and April 16, 2013

MOTION CARRIED (Paxson/Gordon): To approve the meeting minutes of the April 9, 2013 P&O Committee Meeting.

The motion was approved unanimously.

MOTION CARRIED (Lavine/Hamill): To approve the meeting minutes of April 16, 2013 P&O Committee Meeting.

The motion was approved by a showing of 10 hands, with no objections, and 5 abstentions.

12. Adjournment

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

Minutes submitted by Linda Race

BERKELEY UNIFIED SCHOOL DISTRICT

TO: BSEP Planning & Oversight Committee
FROM: Suzanne McCulloch, Visual & Performing Arts Coordinator, and
Neil Smith and Javetta Cleveland, Co-Superintendents
DATE: May 7, 2013
SUBJECT: Recommendation for Expenditure of Funds from the
Berkeley Public Schools Educational Excellence Act of 2006 for
the Visual and Performing Arts Programs in 2013-14

BACKGROUND INFORMATION

The Berkeley Public Schools Educational Excellence Act of 2006 allocates 6.25% of the available revenues annually to:

Providing quality instructional programs in music and the visual arts for elementary and middle school students. Revenues may be used for, but are not restricted to, providing qualified teachers and staff, professional development in the arts, musical instruments and instructional materials, services and equipment necessary to conduct these programs. (Section 3.B.ii.b)

Program Objectives

Music is an integral part of human experience. Used in celebrations, rituals and everyday life, it expresses the heights and depths of human feelings and emotions, the joys and the sorrow encountered by all. Significantly, the study of music combines human emotional experience and intellectual cognition.

One of the greatest values of a comprehensive music program is that it allows all students to fully develop those qualities that will help them understand and enjoy life. It provides a means for creativity and self-expression. Through music they learn that their thoughts and feelings can be communicated nonverbally by composing and improvising music using higher-order thinking processes, such as those involved in skill mastery, analysis and synthesis.

Program Summary

BSEP funds provide the instrumental and choral music program for grades 4-8 and support arts instruction and professional development in arts integration in the elementary and middle schools. In March 2013, BUSD was recognized by the NAMM Foundation as one of the Best Communities in the United States for Music Education 2013. Berkeley is one of 307 recognized districts in the United States and one of only two in Northern California.

Music Program Summary

All Fourth and Fifth Grade students receive music instruction twice per week. Four types of instruction are delivered—strings (orchestra), woodwinds and brass (band), world music (percussion, ukuleles, guitars).

The Middle School music program continues to expand. Fifty-two per cent (52%) of middle school students participate in music, an increase from 35% in 2011-12. Classes are held five days a week, usually during zero period.

Choices include 6th Grade Band, 7th-8th grade Band, two levels of Orchestra, Chorus, Jazz Band, Guitar, and the Academy of Choral Arts and Modern Music (ACAAM, Longfellow). Jazz Band is an after school elective four days a week at the middle schools. Modern Music meets one day a week at King. For 2013-14 there will continue to be two Orchestras and three Bands during zero period at King to accommodate the large number of students who have signed up for music. Jazz Band will continue at all three middle schools.

Visual and Performing Arts Program Summary

This BSEP resource provides curriculum and professional development support to the district’s dance, drama and visual art teachers K-8 by providing workshops as well as facilitating meetings with their Berkeley High School peers on district PD days. By request, dance, drama and visual arts teachers may choose to have the VAPA Program Supervisor as their evaluator. In addition, there is financial support for conferences and professional development, and middle school drama materials (\$2000 per school).

BUDGET RECOMMENDATIONS FOR FY 2013-14

Staffing

Release Time Music Teachers \$424,400

- Release Time Transfer to General Fund 4.64 FTE

In accordance with the teacher contract, fourth and fifth grade teachers receive five periods of release time per week. The General Fund pays for the science, dance and art teachers who provide part of this release time. However, the music teachers providing release time, formerly funded by the General Fund, are now funded by BSEP. This is done through a transfer to the General Fund equal to cost of the music teacher FTE required for two periods per week of fourth and fifth grade teacher release time.

Music Program Staffing **\$842,700**

- Grades 4-8 Music Teachers 7.32 FTE
- Program Supervisor and Librarian 2.0 FTE

Additional Fourth-Fifth Grade Music Teachers **4.72 FTE**

Three music teachers are scheduled for the prep period of every two classroom teachers in order to offer a variety of options, including strings, woodwinds, brass, and world music.

Several additional music teachers may be assigned for 4th and 5th grades as needed to provide an optimal learning environment and to allow for grade level groupings where there are combination classes. The total number of classes for the 2013-14 school year may need to be altered when school opens based on variances in enrollment. Music class size averages 13:1 so that all students receive the instruction and coaching they need to be successful musicians. The salaries for teachers increase due to step and column movement of these certificated positions.

Middle School (6-8th grade) Music Teachers **2.60 FTE**

There are currently 963 middle school students who participate in the music program, requiring multiple before and after school sections in jazz, band, orchestra, chorus and guitar.

Visual and Performing Arts Program Supervisor **1.0 FTE**

Supervises and evaluates 17 music teachers, plans all arts professional development, facilitates all arts partnerships, serves as liaison to Bay Area arts organizations and supports district arts teachers and programs. The supervisor supports the four arts curricula and assessment as well as Standards alignment. This person is the budget manager for all aspects of the VAPA portion in the BSEP measure, as well as for independent contracts and outside grants.

Music Librarian **1.0 FTE**

Keeps an ongoing database (library information software) of all instruments and sheet music. All materials are affixed with barcodes. The librarian works with the music teachers to ensure that they have the materials and supplies they need for their students. This person arranges for repairs, tracks purchase orders, places and receives orders, tracks teacher absences and repairs instruments when possible. In the fall and the spring the librarian delivers and then picks up over 2500 instruments from the school sites.

Hourly Staffing	\$17,000
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Middle School Music Tutors and Instructional Specialists - \$7,000

Two Instructional Specialists and four tutors provide individual and small group instruction to orchestra and band students by coaching chamber music groups and reinforcing classroom learning in small group settings.

Teacher Substitutes for Special Events - \$6,000

Substitutes for music teachers are necessary when those teachers attend Berkeley Symphony concerts, Cazadero Jumpstart Retreats, Arts on the Run, California Music Education Association student festivals and music conferences.

Teacher Hourly for Performing Arts Rehearsals - \$4,000

In order to properly staff and supervise 800 students rehearsing and performing in the annual Performing Arts Showcase, teachers are paid hourly for their weekend work time, approximately nine hours per teacher.

Performing Arts Teachers for the Middle School	\$34,000
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VAPA funds will continue to support performing arts courses in Dance and Jazz at the three middle schools. In 2012-13, the following after school classes were provided: at King: Dance Production; at Longfellow: Jazz Band; at Willard: Jazz Band. Approximately 105 students are served in three classes. Longfellow and Willard add .04 FTE from their PTA funds to support jazz class a fourth day of the week.

Professional Development & Arts Anchor Schools	\$86,500
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Professional Development Workshops - \$6,500

For the 22 BUSD arts teachers (K-8 visual arts and dance teachers and the K-12 music teachers), the recommendation is to continue to provide professional development on district-wide staff development days. In 2012-13 music teachers participated in workshops with Pamela Harrison-Small (Cultural Competency). Visual arts teachers participated in workshops by Constance Moore and Mariah Landers on the Studio Habits of Mind and new National Arts Core Standards. Dance teachers shared curriculum and arts integration strategies. Similar staff development workshops are scheduled for 2013-14.

Arts Anchor School Programs - \$77,000

The Arts Anchor school program provides professional development in arts to K-8 classroom teachers, utilizing modeling and coaching to encourage classroom teachers to integrate the arts into their

curriculum. Teachers at Arts Anchor schools design the professional development focus as a team and work with an arts provider or a certificated arts teacher to plan integrated arts lessons. Classroom modeling and coaching are essential to deepen learning and understanding for all students, as well as greater teaching proficiency of the teachers. At Longfellow the entire teaching staff has received instruction and coaching in Visual Thinking Strategies, using close observation of works of art as a springboard for critical thinking and writing.

In 2013-14 nine elementary and one middle school plan to participate in the Arts Anchor program. Principals and teachers report a new level of confidence among classroom teachers in undertaking arts integration on their own. Classroom teachers eagerly choose curriculum and an art focus for the year. Dance and class plays have become “something we do at this school” and student displays throughout the school express the “student as artist” vision. A new focus will be on arts in the Common Core.

Instruments and VAPA Instructional Materials	\$118,900
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Instruments- \$74,000

The music program provides musical instruments to all fourth to eighth grade music students. Berkeley is one of the few California school districts that loans instruments so that students of all financial levels have equal access to the program. In addition, students are supplied with music method books and workbooks, recorders, reeds, strings, all instrument accessories and sheet music, and classrooms are outfitted with music stands, music carts and music storage units. Instruments are repaired as needed and new ones purchased to replace those that are beyond repair.

A significant increase in school enrollment over the past few years has increased demand for instruments in the fourth and fifth grades. At the same time, a higher percentage of students are choosing to take music in middle school. Between 2011-12 and 2012-13, there were 220 additional middle school students enrolled in music classes and there were 143 more 4th and 5th graders. That translates to 363 additional instruments. This year the music program was completely out of some of the basic instruments such as trumpets and clarinets.

Although there will not be such a large enrollment jump affecting these grades for another four years, the middle school program continues to grow. That trajectory will slow, but not plateau.

\$45,000 is budgeted for instrument purchases, and \$29,000 for repairs, tuning and moving.

Materials - \$44,900

The music library collection will continue to be expanded in 2013-14 to help students grow and develop as musicians. As the number of students enrolled in music classes continues to increase at the middle schools so does the need for additional instruments, repairs and instructional materials. As the students become more proficient, more sophisticated instruments must be provided. \$37,000 is budgeted for music materials and supplies, and \$6,000 for drama production materials. The balance of the budget is printing and memberships, \$1,900.

Mileage for Music Teachers; Festival Participation	\$8,000
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Mileage reimbursement is needed for the elementary and middle school music teachers, who travel between three or four schools a day and five to seven schools during the course of the week.

Middle school teachers understand the tremendous educational opportunity provided by participation in local chorus, band and orchestra festivals. Students play for adjudicators who give the chorus, band or orchestra a score with comments. In addition, guest conductors work with the ensembles in clinics. The registration fees are covered and teachers raise funds for the buses to transport students.

Performances and Exhibition Support	\$2,550
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BUSD participates in March IS Art Education Month each year with a variety of special events. The VAPA Department presents the Performing Arts Showcase, an afternoon of grades 5-12 music at the Berkeley Community Theater. In March of 2013 over 800 students (an increase of 200 students from 2012) participated in Chorus, Orchestra, Band and Jazz ensembles by grade level. An enthusiastic audience of over 2,500 cheered the student musicians.

The Youth Arts Exhibition at the Berkeley Art Center takes place in alternate years; a dynamic show, *Reflect and Express*, was on display in March and April 2013.

Berkeley High School performing arts students travel by bus to the three middle schools to present a 50 minute sampler of the dance, drama, vocal and instrumental music opportunities at Berkeley High School to the eighth grade students, who would soon be registering for their ninth

grade classes at BHS. VAPA monies support the custodians for Performing Arts Showcase and the Arts Bus costs.

Collaborative Partnerships	\$10,400
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This VAPA budget includes \$10,000 to support the Berkeley Symphony Orchestra program at the eleven K-5 schools and \$400 to support Cal Performances in the classroom workshops. BUSD is fortunate to have the support of strong local arts organizations with which there are ongoing partnerships to provide opportunities for our students. As in past years, in 2013-14 BUSD elementary schools will take part in the educational program conducted by the Berkeley Symphony Orchestra (BSO), which involves the Symphony visiting the schools in the fall to present a *Meet the Symphony* concert, BSO musicians visiting K-5 classrooms, and *I Am a Performer* concerts at many schools in February.

Teachers will be able to attend workshops and have guest artists visit their classes in conjunction with “School Time Performances” at Cal Performances. \$400 funds custodial time for the Saturday workshops. Teacher hourly and substitute compensation for these activities are included in the Staffing total.

Budget Summary:

BSEP Allocation for FY 2013-14	\$1,489,980
Projected 2012-13 Carryover	288,000
Total BSEP Resources	\$1,777,980
 Projected Expenditures	
Music Teacher transfer for GF Release Time	424,400
Music Teachers and Program Staffing	842,700
Hourly Staffing	17,000
Middle School Performing Arts	34,000
Professional Development and Arts Anchor	86,500
Instruments and Instructional Materials	118,900
Teacher Travel/Mileage Reimbursements	8,000
Performing Arts Showcase, Arts Bus	2,550
Collaborative Partnerships	10,400
Reserve for Personnel Variance	35,000
Indirect Cost of 6.73%	106,297
Total Expenditures	\$1,685,747
 Estimated Fund Balance	 \$92,233

APPENDIX

Additional Support for Arts Programs in BUSD

In addition to overseeing the programs directly supported by the BSEP/Measure A Funds for Music and VAPA (Resource 0853), the Program Supervisor of Visual and Performing Arts works with a wide variety of organizations and other funding sources to bring additional opportunities to Berkeley students.

The Berkeley Public Education Foundation (BPEF) traditionally supports a number of arts projects proposed by individual teachers at all grade levels. School Governance Councils also have funded arts teachers and projects at several schools, and most school PTAs have provided arts funding. BPEF contributes \$15,000 per year to the Berkeley Symphony Music in the Schools program and \$1500 a year toward scholarships for students participating in the Cazadero Jumpstart retreats along with numerous small grants to teachers for arts projects in the classroom.

All eleven of the elementary schools provide arts teaching to students beyond the district wide music program. In 2011-12, four elementary schools used their first and/or second grades release time for music instruction and one of those elementary schools provided music for their Kindergarten students. Four elementary schools had part time certificated visual arts teachers and one school had a classified visual arts teacher. Two elementary schools had a certificated dance teacher and two elementary schools employ a classified dance teacher. One of those schools also employs a classified drama teacher.

Third grade students receive music instruction once each week during release time. The instructional focus for third grade is on ear training, rhythm and note reading using Orff pitched percussion instruments, recorders, and the voice. The cost of the music teachers' salaries for the 3rd grade program (1.44 FTE) is paid by the General Fund.

In addition, it is expected that funding from the BSEP Expanded Course Offerings (ECO) budget will continue to support middle school performing arts in 2013-14. Using these funds, King's drama, music, and dance production teachers collaborated on a production of *The Jungle Book* in April 2013. Willard continued an after school drama production class and Longfellow offered a zero period Modern Music class. In 2011-12 ECO funds provided 0.40 FTE for King, and 0.20 FTE each for Longfellow and Willard.

As previously mentioned, in the odd years the Berkeley Art Center sponsors the Youth Art Exhibition. K-8 student drawings, paintings and sculpture are displayed during March IS Art Education month at no cost

to the district. The KALA Institute annually hosts a show of artwork created by Berkeley High School students.

Cal Performances at Zellerbach Hall, a partner with BUSD in the J F. Kennedy Performing Arts Center in Washington DC, Partners in Education Program, sponsors workshops for teachers connected with SchoolTime performances at Zellerbach. Participating teachers may arrange to have the workshop teaching artist(s) visit their classrooms. Cal Performances provides for reduced ticket prices to main stage performances for middle and high school students and arranges clinics with visiting artists.

In 2012-13 students and teachers were thrilled to see Gustavo Dudamel conduct the Simon Bolivar Symphony Orchestra of Venezuela in November after they had interacted with some of the young musicians in La Sistema who visited their classrooms. In February jazz musician Marcus Shelby visited the middle school jazz classes for clinics and the students then went to a performance by the Winton Marsalis Jazz at Lincoln Center Band.

Other organizations which provide enriching arts experiences for BUSD students are the Cypress String Quartet (in class workshops and free performance tickets), East Bay Boys Choir (concerts at assemblies) and Berkeley Rep (classroom workshops for students). The UC Art Museum collaborates with classroom teachers around student visits to the museum.

BUSD, the City of Berkeley and a consortium of Berkeley Arts Organizations have applied to the Kenney Center for their *Any Given Child* Initiative. We have been tentatively accepted and await official word in May 2013. Once an official *Any Given Child* site, we will receive technical assistance to survey schools and arts organizations regarding existing arts programming and strategize ways to make the arts a part of the educational day for all students in the district.

The Music Connection (TMC) is a University of California at Berkeley student club, formed in 2006 to provide tutors for BUSD music classes during and after school. During the music release classes TMC students assist the music teachers by working with individuals and small groups of students on technique and as chamber groups. After school 70 TMC volunteers are working at the eleven elementary schools and the three middle schools offering individual lessons, small ensemble work and music theory. In addition, TMC arranges Cal Band, Chorus and Orchestra Nights for the fifth graders and middle school students, where students participate in the rehearsal playing music at a comfortable level. TMC raises all necessary funds. Parents and students alike have

been thrilled with the musical progress students have made while participating in TMC classes. The Music Connection was recognized with an award for their work in Berkeley Unified in April 2012 by the Chancellor of UC Berkeley.

The UC Chorus presented a free concert and sing along at Berkeley High School in early May in support of the newly offered Concert Choral class at BHS.

A strongly articulated music program from grades three through twelve encourages and supports students to achieve at the highest levels. In late April 150 musicians from BHS performed in four groups at the California Music Educators Association (CMEA) Band and Orchestra festival. This is the first time ever that four BHS groups have performed at a CMEA festival, and all came out winners. Chamber Strings earned highest marks from all the judges: a *Unanimous Superior*. Chamber Winds earned three *Superiors* and one *Excellent*. Concert Band earned three *Excellents* and one *Superior*. Concert Orchestra earned four *Excellents*.

Bands, chorus and orchestras from the three Berkeley middle schools also participated in the CMEA Festival, with ratings given from Excellent to Superior.

In the spring of 2013, just two days after winning the combo division at the Reno Jazz Festival, and a month after winning the same division at the prestigious Monterey NextGen Jazz Festival, Berkeley High's Combo A was named as the High School Combo of the Year by Downbeat Magazine. This is the number one jazz trade magazine in the US. The BHS students outplayed groups from across the nation. This is the second year in a row that BHS's Jazz Combo A has won both the Monterey Jazz Festival and the Downbeat Magazine Award.

BERKELEY UNIFIED SCHOOL DISTRICT

TO: BSEP Planning and Oversight Committee
FROM: Neil Smith, Co-Superintendent, and
Becca Todd, District Library Coordinator
DATE: May 7, 2013
RE: Recommendation for Allocation of funds from the *Berkeley Public Schools Educational Excellence Act of 2006* for the Library Program in FY 2013-14

BACKGROUND INFORMATION

The Berkeley Public Schools Educational Excellence Act of 2006 (BSEP/Measure A) allocates 7.25% of the available annual revenues to:

“...provide student access to quality school libraries which shall be maintained by providing library staff to operate the District’s K-12 school and other specialized libraries, and by allocating revenues for books, materials, services and equipment for the school libraries.” (Section 3.B.ii.a)

Program Objectives

Addressing every student’s academic and independent reading needs with a wide range of books, online resources and integrated programming is at the core of the library mission. The library lens of the 2020 Vision focuses on a commitment to developing 21st century skilled thinkers and learners throughout the entire Berkeley school community.

Program Summary

BSEP funds provide the backbone for library staffing and resources throughout the Berkeley school system. Recognizing the integral role that school libraries play in our children’s education, the *Berkeley Public Schools Educational Excellence Act of 2006* continues the successful stabilization of library staffing which began with *Measure B of 2004*. This has allowed a consistent level of service and support in each of our school libraries.

Early Childhood Education Libraries

A print-rich and story-filled environment is important from the earliest ages of our students. Our preschools have lending libraries from which students borrow a book every week to take home as part of the Book Bag Program. BSEP Site funds provide funding for preschool library staff, while BSEP Library funding provides the materials. Author studies and special guest read-aloud days are also coordinated in conjunction with the Early Childhood Department.

Elementary Libraries

Our elementary students visit their school site library on a weekly basis for read-alouds, book check-out, and beginning research. Depending on the school

schedule, students may also drop in before or after school, at recess, lunch, or for special projects.

Secondary Libraries

Our secondary students move into flexibly scheduled project-based library visits coordinated between the classroom teacher and the Teacher Librarian in alignment with the curriculum. With a pass from their classroom teacher, students may also come to the library to work on a specific project. There are very active programs during the lunch break, including book clubs, art projects, and homework help, in addition to reading. At the high school, students may also use the library for an hour before and after school.

Community Space

Our libraries are often used for site or district meetings, music classes, geography bees, and many other projects and programs that require additional space and resources unavailable at the classroom level.

BUDGET RECOMMENDATIONS FOR LIBRARIES FY 2013-2014

During this past year, under the leadership of the District Library Coordinator, the “Friends of the BUSD Libraries” committee met bimonthly to discuss and support BUSD’s library program. The committee includes teachers, parents, BUSD and City of Berkeley library staff, community members, and former P&O and BUSD Board members, and is always open to new members. (See sites.google.com/site/friendsofbusdlibraries).

The following recommendation is for the allocation of funds for the Purpose of Libraries in accordance with BSEP/Measure A.

The staffing model shown below, with 12.86 FTE classified staff and 7.6 FTE certificated staff, follows the same basic structure as in FY 2012-13, with two adjustments, both at the elementary level:

- 1) An increase the hours of the Library Media Technicians at the six larger elementary schools (those with more than 400 students) from 0.8 FTE to 0.9 FTE to provide additional time to manage the increased demands of a larger student body.

- 2) The addition of a Temporary Teacher on Special Assignment (TSA) as an Elementary Teacher Librarian position.

Library Staffing	\$1,476,100
• Elementary TSA Teacher Librarian	1.0 FTE
• Elementary School Library Media Technicians	9.4 FTE
• Middle School Teacher Librarians	3.0 FTE
• Middle School Library Media Technicians	1.86 FTE

- BHS Teacher Librarians 2.0 FTE
- BHS Library Media Technician 0.8 FTE
- B-Tech Teacher Librarian 0.6 FTE
- District-wide Central Media Library Technician 0.8 FTE
- District Library Coordinator 1.0 FTE

Elementary TSA Teacher Librarian 1.0 FTE

The Elementary TSA Teacher Librarian would assist with the transition to Common Core State Standards (CCSS) during the 2013-14 school year. A powerful component of this position would be identifying and promoting a core library collection at each site in support of CCSS, focusing greater attention on the integration of nonfiction works. The TSA would work directly with the site Library Media Technicians and classroom teachers to develop enhanced curricular coordination and integration with CCSS.

Teacher Librarians 5.6 FTE

Teacher Librarians are multidisciplinary educators, dually credentialed with a California Teaching Credential and a Teacher Librarian Credential. They provide lessons in information literacy and the research process, collaborate with classroom teachers on curricular units, offer guidance in reading selections and reading promotions, and manage their library’s acquisitions and circulation. They also oversee the management of the site’s textbook collection. A full-time Teacher Librarian serves each middle school, two full-time Teacher Librarians serve Berkeley High School, and a 0.6 FTE Teacher Librarian works at B-Tech.

Library Media Technicians 12.86 FTE

Our Library Media Technicians (LMTechs) are paraprofessionals who provide students and staff with the library resources they seek. At the elementary level, they manage the circulation and reshelving of all materials (1000 to 2000 per month per site). They provide weekly class visits, complete with read-alouds and guidance in using the online catalog, as well as offering drop-in access during recess time when school schedules permit. Five LMTechs would continue to work at 0.8 FTE at the five smaller elementary schools, while the six LMTechs at the larger schools would increase their time to 0.9 FTE each.

At the Middle School level, the LMTechs assist the Teacher Librarian with much of the resource management, including textbooks. Longfellow and Willard would continue to be served by a 0.53 LMTech position, working with a full-time Teacher Librarian, while King Middle School would continue to have a 0.8 FTE LMTech position, working alongside the full-time Teacher Librarian. At the high school level, the 0.8 FTE LMTech position is an 11 month, rather than 10 month position, and continues to manage the entire textbook collection for the entire BHS campus, and also assists in the library when the textbook crunch has abated. At the Central Media Library, half of the 0.8 FTE LMTech’s time is spent at the large elementary sites providing additional

support, and half is spent managing and circulating the collection of DVDs and VHS (gasp!) still in use in our schools.

District Library Coordinator

1.0 FTE

The District Library Coordinator administers the annual library plan for the district, overseeing staffing, collection development, technology upgrades and professional development throughout the school library system. Through on-site visits, monthly meetings and periodic workshops, the District Library Coordinator guides the school level library staff in staying abreast of library and information literacy trends, and integrates districtwide initiatives into the library program.

Hourly Extra Duty	\$19,500
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Summer Extended Day Library Program - \$5,000

The BEARS Summer School Library program will continue in the summer of 2013, with a Library Media Technician at both BEARS/EDC summer school sites (this year BAM and Rosa Parks) for twelve hours per week at each site, a total of 24 hours per week for five weeks. This program supports our focus on literacy, and yields strong results by mitigating the common “summer slide”. The Library Media Technician provides library visits and book circulation for the EDC students and staff.

School Year Preparation - \$7,000

Two extra duty days at the start of the school year for the Elementary Library Media Technicians allows them to be participants in the whole school initiatives that are developed during the staff meetings prior to the first day of school, enabling them to better tailor their library collections and programs to the needs at each school site.

Middle School Textbook Management - \$4,500

To provide support for textbook management at the middle school level, two extra duty days are needed at the beginning of the school year, and one at the end. In addition, the equivalent of two extra duty days spread out over the first and last week of school (i.e. adding one hour per day to the work day) are added to the Middle School Library Technicians’ schedule, as well as an additional day at each end of the school year for the Middle School Teacher Librarians.

Library Media Technician Substitutes - \$3,000

A welcome (and long overdue) addition to the program was instituted in 2012-13, providing trained Library Media Technician substitutes, rather than shuttering the doors of the library when a Library Media Technician must be absent.

Professional Development	\$8,000
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School library staff participates in District, regional and statewide workshops and conferences to strengthen instructional and managerial skills and to stay abreast of developing instructional and library technologies. Professional Development monies pay for registration fees, and for substitutes if the workshops fall during the school day. Some workshops include: San Mateo County Office of Education Library Staff Summer Training Program; California School Library Association (CSLA) annual conference and regional workshops; American Library Association (ALA) annual conference; Computer Using Educators (CUE) annual conference; Association of Children's Librarians (ACL) Spring Institute; San Francisco Public Library workshops.

Collection and Resource Development	\$181,400
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School Library Collections - \$162,400

BUSD libraries provide print and digital resources for a broad range of reading levels and interests. The titles are selected to be in alignment with curriculum content and library standards, promoting students' access to the materials they need for reports and research. In addition, our collections are geared to stimulating students' selections for free reading and pursuing individual interests. The average price of a library book currently ranges from \$13-\$30, with nonfiction titles such as those required for the Common Core State Standards tending toward the higher end of the range. The allotment of \$15 per pupil for library books and materials has not increased in five years; a \$1 increase to \$16 per pupil is proposed for 2013-14. This allotment includes support of the Preschool Book Bag Program at all three BUSD Child Development Centers, providing books for students to borrow, as well supplying materials for Author/Illustrator projects throughout the school year. The allocation for the ongoing development of the district's audio-visual collection of the Central Media Library will continue at \$6,000, which can be applied to streaming video in the transition to a blended DVD/streaming video model.

Book Award Collection - \$3,000

There are two "student choice" reading awards in which our students participate. The California Young Reader Medal (CYRM) is a statewide book award program coordinated by the California Association of Teachers of English (CATE), California Library Association (CLA), California Reading Association (CRA), and California School Library Association (CSLA). The Cook Award is a new program run by the Bank Street College of Education and is designed to honor the best science, technology, engineering and math (STEM) picture books published this year for children aged eight to ten. Students must read all nominated books before voting; providing the nominated titles centrally ensures that all students are able to participate.

Interactive ebooks and audiobooks - \$16,000

Our libraries' audio and digital book collections are minimal and have not received a focused allocation. The proposed allocation will serve as seed money to broaden the development of this section in our library collections.

Information Literacy and Access	\$23,400
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Library and Textbook Management System - \$15,500

The Library and Textbook Management System, Destiny, was implemented in the current school year and has been well-received. The annual license renewal fee includes technical support for all 16 school sites, the Central Media Library and the Music Library.

World Book, and TeachingBooks, Online Webpages - \$7,900

The Library Department provides online reference resources for students and their families through subscriptions to World Book Online and TeachingBooks.net. These digital resources, which are available to the entire PreK-12 student body and their families, have yearly subscription fees for access and maintenance. Linked on every school library website, they offer high quality vetted information that ensures a stable stepping stone along the path of information seeking projects. Additional subscription databases are carried by Berkeley High School for the secondary schools as part of their collection.

Additionally, BUSD Library Services maintains a web page of central services for staff and families at berkeley.net/library-services which provides links for home access to our electronic resources. The School Libraries web page links to each of the individual school sites at berkeley.net/school-libraries. All of the library collections of the K-12 schools and the Central Media Library are searchable online. Each of those libraries maintains virtual library web pages guiding students to additional resources appropriate for their studies.

Central Library Services	\$30,000
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Technology Upgrades - \$25,000

An ongoing cycle of maintenance and upgrade of the network of computers and other equipment is needed to keep our libraries responsive to patrons' needs, coordinated in conjunction with the Technology Department. A more consistent instructional capacity (LCD projector, document camera, projection cart, speakers, screen) is being provided to each library.

Central Library Office - \$5,000

The District Library Coordinator's office can most efficiently handle ongoing needs such as preparation of Author Study materials, support for the African American Read-In, posters for the California Young Reader Medal and Cook

Award, brochures, materials for professional development, reading promotions, and in-town transportation costs.

BUDGET SUMMARY

BSEP Resources

Revenue Allocation for FY 2013-14	\$1,728,377
Projected FY 2012-13 Carryover	491,500
Total Resources	\$2,219,877

Projected Expenditures

Library Staffing	\$1,470,000
Hourly Extra Duty (Classified?)	19,500
Professional Development	8,000
Collection and Resource Development	181,400
Information Literacy and Access	23,400
Central Library Services	30,000
Reserve for Personnel Variance	55,000
Indirect Cost of 6.73%	120,285
Total Expenditures	\$1,907,585

Estimated Fund Balance **\$312,292**

BERKELEY UNIFIED SCHOOL DISTRICT

TO: BSEP Planning and Oversight Committee
FROM: Natasha Beery, Director of BSEP and Community Relations
DATE: May 7, 2013
SUBJECT: Recommendation for Expenditures in 2013-14 of Funds Allocated to Public Information, Translation, and Support of the Planning and Oversight Committee from the *Berkeley Public Schools Educational Excellence Act of 2006* (BSEP Resource 0854)

BACKGROUND INFORMATION

The *Berkeley Public Schools Educational Excellence Act of 2006* (Measure A of 2006) states:

two percent (2%) of Special Tax revenues [shall be provided] for public information, translation services for District families and support of the Planning and Oversight Committee” (Section 6-A)

Program Objectives

- 1) Provide timely, informative, and meaningful communication to the Berkeley community about District programs and activities.
- 2) Provide information to the District’s non-English speaking families to improve understanding of and promote access to programs and services for district families.
- 3) Support the BSEP Planning and Oversight Committee in its stewardship of the BSEP funds.
- 4) Support program managers in the strategic development and financial oversight of BSEP funded programs, and develop a thorough understanding of BSEP programs among district and school staff and teachers.
- 5) Train and support School Governance Councils and the BHS BSEP Site Committee to ensure compliance with state and local fiscal oversight and to improve the effectiveness of school site decision-making.

Program Summary

The BSEP tax measure generates nearly \$25 million annually, allocated to most of the major educational programs of the District. Before funds are allocated to each purpose defined in the Measure, 2% of the revenue generated each year is allocated to directing and supporting the implementation of the BSEP Measure, and providing clear, comprehensive and consistent public information. These objectives are supported by a focus on Communications, Translation, BSEP Planning and Oversight, and School Governance Council support.

Communications: Multiple communication channels are needed to reach diverse audiences, including parents, students, employees, and community stakeholders, each with distinct interests and concerns. The channels include the bi-weekly A+ News, in both email and print formats, Superintendent Messages, a Weekly Bulletin (management), the PIO News (all staff), Press Releases, Biannual Reports, flyers, brochures, school site newsletters, e-trees, and phone blasts, as well as public presentations, forums, and events.

In order to examine the ways the District can best engage and communicate with families and the community, a strategic communications planning process began in 2011 that included community meetings, an online survey, stakeholder meetings, and the formation of the Superintendent's Communications Team. The team now meets bi-weekly, lead by the Director of BSEP and Community Relations, and includes the Public Information Officer, the Translation/Interpretation Specialist, a Communications Consultant, the Supervisor of Family Engagement, the Director of Technology, and the Assistant to the Superintendent.

A more consistent voice in district publications and communications is now seen in the redesigned district website, with frequently updated content and an issue-driven blog, a focus on top content areas, and translated material online. A new District logo is now replacing the one associated with the previous District office building. Roles and responsibilities for each member of the Communications Team are delineated for both regularly scheduled and special projects.

For the coming year, the Communications Team, support staff and contractual services will tackle additional goals set out in the Communications Plan, including identifying best practices for dissemination of information to school sites and key communicator and stakeholders, enhancing the A+ email and print newsletter to include tips for parents, and improving two-way communications opportunities. An analytic review of website and email metrics will be conducted to focus on top priority content. The Communications Team will also focus on increasing public awareness, interest and understanding of BSEP funded programs by making BSEP more visible at public and school events.

Translation/Interpretation: Enrollment at some school sites now includes a population that is more than 15% Spanish-speaking, triggering a State mandate to provide Spanish language translation of District materials, reports and/or interpretation of meetings. A Specialist Translator/Interpreter provides Spanish translation for key District materials, supplemented by hourly translators/interpreters when needed. In addition, a contract with a multilingual Language Line telephone service provides instant access to simultaneous interpretation, such as for parent conferences, with requests in the past year including Arabic, Cantonese, Farsi, Mandarin, Spanish and Turkish.

BSEP Planning and Oversight Support: The BSEP Measure of 2006 delineates the stewardship responsibilities of a Planning and Oversight (P&O) Committee. The Director of BSEP and Community Relations ensures that the P&O Committee has the necessary information to carry out its role. The Director provides program and budget plans, revenue projections, reports and analysis for each of the eight distinct purposes of the measure, working with Budget Managers, Senior Staff, a Senior Budget Analyst, and P&O Subcommittees. In addition, the Director advises District Staff, School Governance Councils, and the School Board on the parameters of the BSEP Measure to ensure compliance.

School Governance Council Support: The BSEP office provides training and support to School Governance Councils and the BHS BSEP Site Committee, working with principals, teachers, support staff, students and parents to develop each school’s annual *Single Plan for Student Achievement*, including the development and monitoring of the annual plan for expenditure of BSEP School Site Discretionary Funds and the BHS BSEP Annual Site Plan.

BUDGET RECOMMENDATIONS FOR 2013-14

The staffing model proposed for 2013-2014 continues a structure that was implemented during the 2012-13 school year. The position of Director of BSEP and Community Relations replaced the former BSEP Manager position, and was filled in October 2012. The BSEP Program Specialist replaced the BSEP Administrative Coordinator position in March 2013.

Staff		\$392,700
• Director of BSEP and Community Relations	1.0 FTE	
• BSEP Program Specialist	1.0 FTE	
• Public Information Officer	1.0 FTE	
• Specialist Translator/Interpreter	0.5 FTE	
• Hourly support staff		

Director of BSEP and Community Relations 1.0 FTE
 This position is responsible for the management and fiscal oversight of BSEP, including the planning and reporting required by the Measure. The Director works with District leaders and BUSD senior staff, budget managers, budget analysts, the Policy and Oversight Committee, and the Board. The Director has significant operational responsibilities, requiring a high level of expertise in budget and systems management, as well as skill in program planning and reporting, policy analysis, and facilitating group processes. In addition, the Director provides strategic direction and oversight of the district’s public information, parent engagement, and translation services.

BSEP Program Specialist 1.0 FTE
 The Program Specialist provides administrative support to the Director, communication with the Planning and Oversight Committee, and training and

support to the School Governance Councils. The position serves as a compliance officer for the BSEP Site Discretionary Funds section of the BSEP Measure, and performs significant operational duties required to analyze the school site budgets, work in the district's financial system, and support Principals in planning funding sources for a wide range of educational programs.

Public Information Officer (PIO) 1.0 FTE

The District PIO is responsible for managing public information and public relations for the District. The PIO responds to requests for information and produces communications to target audiences through written publications, an ongoing broadcast on Berkeley Community Media Channel 33, on the BUSD website, at community meetings, and through ongoing relations with the media.

Specialist Translator/Interpreter 0.5 FTE

This position is responsible to translate into Spanish the key district print, web, and email communications and documents. In consultation with the Director of BSEP and Community Relations, this position prioritizes requests for translation/interpretation, and assesses the need for and the oversight of hourly translators. The Translator position will continue to be funded at 0.5 FTE from this BSEP fund and 0.5 FTE from the General Fund.

Hourly staff **\$27,500**

On an as-needed basis, hourly staff will provide support in the following areas:

- P&O and Public Meeting Support (set-up, minutes, custodial);
- Training and assistance for BSEP Program Specialist, provided by the former BSEP Administrative Coordinator;
- Translators and interpreters to supplement the District Specialist Translator/Interpreter;
- Student worker to support photo, document, and website archiving.

Contracted Services **\$65,000**

Parents and the general public have increased expectations for responsive and comprehensive communications, with a demand for up-to-date information by emails, instant messaging, blogs, and online in addition to traditional print media. Project-based contracts with service providers provide the flexibility to assist the Superintendent, Board and other district staff in writing and graphic design of documents for the *A+ e-News*, Press Releases, the BUSD Website, the *BUSD Bi-Annual Report*, programmatic brochures, and a variety of other district documents and public information materials. The budget for 2013-14 will also support more opportunities for public awareness of the impact of BSEP in the District.

- Project-based writing, editing and graphic design contracts;
- A web-based "Constant Contact" e-messaging service;
- Website metrics and design support;
- Language Line, for simultaneous interpretation.

Printing & Mailing **\$27,000**

The primary expense in this category comes from two mailings of the *BUSD Bi-Annual Report*: one issue about BUSD programs and one issue about district finances and facilities. Each issue costs approximately \$11,000 for the printing and citywide mailing. Other print documents include copies in English and Spanish of the bimonthly *A+ e-News*, SGC training materials, the BSEP Annual Plan, and financial reports.

Equipment and supplies **\$20,000**

One laptop for BSEP staff, office supplies, binders for the BSEP P&O Committee and other documents related to the BSEP Programs, with a slightly increased budget to provide public event booth, signage, logo and event materials as part of the effort to make BSEP more visible to the general public.

Travel, Conferences and Memberships, Cell Phone **\$4,000**

This budget provides cell phone service for the PIO, as well as membership fees and a professional conference budget for the specialist interpreter/ translator.

Budget Summary

During the staffing transition period of the prior year, expenditures for salary were lower, adding to the carryover. The healthy fund balance allows for budgeting some additional hourly support for the Program Specialist, and an increase in contracted services and supplies focused on continued implementation of the Communications plan, including enhanced public awareness of BSEP contributions to the preK-12 programs and services.

BSEP Resources

Revenue Allocation for FY 2013-14	486,524
Projected FY 2012-13 Carryover	320,000

Total Resources **806,524**

Projected Expenditures

Staffing	392,700
Classified Hourly	27,500
Contracted Services	65,000
Equipment and Supplies	20,000
Printing and Mailing	27,000
Travel, Conferences, Memberships	3,000
Cell Phone	1,000
Reserve for Personnel Variance	12,000

Total Expenditures **548,200**

Estimated Fund Balance **258,324**