

## **BERKELEY UNIFIED SCHOOL DISTRICT**

**TO:** BSEP Planning and Oversight Committee  
**FROM:** Donald Evans, Superintendent and  
Natasha Beery, Director of BSEP and Community Relations  
**DATE:** May 5, 2015  
**SUBJECT:** Recommendation for Expenditures in 2015-16 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)*

This recommendation is being presented to the BSEP Planning and Oversight Committee on May 5, 2015, with a second reading on May 12, 2015.

### **Program Objectives**

- Provide timely, informative, and meaningful communication to the Berkeley community about District programs and activities.
- Provide information to the District’s non-English speaking families to improve understanding of and promote access to programs and services for district families.
- Support the BSEP Planning and Oversight Committee in its stewardship of the BSEP funds.
- 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.
- 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 Superintendent Messages, a Weekly email Bulletin (management), the PIO email News (all staff), Press Releases, the print Biannual Reports, flyers, brochures, school site newsletters, e-trees, and the bi-weekly A+ News, in both email and print formats, in English and Spanish. Additional channels of communication include phone blasts, public presentations, forums, and events.

In order to improve the ways the District engages and communicates with families and the community, a strategic communications planning process began in 2011 that included community meetings, an online survey, and stakeholder meetings. The resulting Communications Plan has led to a more consistent voice in district publications and communications, including a redesigned district website with frequently updated content and an issue-driven blog, a focus on top content areas, more translated material both in print and online, and the formation of the Superintendent's Communications Team.

The Communications Team meets weekly, chaired by the Director of BSEP and Community Relations, and includes the Superintendent, the Public Information Officer, the Translation/Interpretation Specialist, a Communications Consultant, the Director of Special Programs and Projects, the Supervisor of Family Engagement, the Director of Technology, and the Assistant to the Superintendent. The team supports district initiatives and addresses goals set out in the Communications Plan. In the coming year, the team intends to support the Office of Family Engagement in improving the flow of information to and from school sites and families, and will also improve outreach to key communicators and stakeholders in public planning processes such as for LCAP and BSEP. The Communications Team will also continue to work with the BSEP Public Planning Group to ensure that public engagement on planning for the next BSEP Measure is well organized and inclusive of the broader community.

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 translator/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, Korean, Urdu, Mandarin Chinese, Tigrinya, 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 and subcommittees have the necessary information to carry out their role by providing program and budget plans, revenue projections, reports and analysis for each of the nine distinct purposes of the measure. The Director consults with all BSEP-funded program Directors, Coordinators and Supervisors, and works with the Superintendent, Deputy Superintendent for Business Services, and Assistant Superintendent for Educational Services to ensure that District and BSEP plans are aligned. A Senior Budget Analyst works with the Director and each Budget Manager to ensure that plans and reports are provided in accordance with the measure and with auditing and budgeting best practices.

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. SGC training workshops include sessions on school survey design, BSEP-funded program information, and best practices for school leaders. The BSEP Director and Program Specialist provide materials, advice and support for school principals in conducting parent elections of SGC representatives in order to ensure broad and diverse participation in elections and governance.

## **BUDGET RECOMMENDATIONS FOR 2015-16**

<b>Staff</b>		<b>\$426,035</b>
• 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

Director of BSEP and Community Relations 1.0 FTE

This position is responsible for the management and fiscal oversight of BSEP, including planning and reporting to the P&O Committee and Board, and advises District Staff, School Governance Councils, and the School Board on the parameters of the current BSEP Measure. The Director acts as the Superintendent's designee, as assigned, to represent, coordinate, facilitate and/or support the functions of the Superintendent's Office, including the district's public planning processes, Communications Team, and relevant district committees. As a member of the Superintendent's Cabinet, the Director participates in developing the District's vision, strategic planning, goals and programs. The Director advises the Superintendent and Cabinet on the components of the BSEP Measure Planning process required for ensuring that the budgetary models, educational priorities, and community outreach and engagement are moving forward and aligned with both the requirements of the BSEP measure decisions and the related planning processes in the District, such as facilities planning, enrollment projections and policy, the Local Control and Accountability Plan, and other key initiatives.

BSEP Program Specialist 1.0 FTE

The position supports School Principals and School Governance Councils in developing their processes and plans for site-based decision-making, with a focus on the Site Discretionary Funds of the BSEP Measure. The Program Specialist provides administrative support to the Director, communication with the Planning and Oversight Committee and Chairs, as well as training and support to the School Governance Councils, including SGC recruitment, elections, meeting processes, records and reporting.

Public Information Officer (PIO) 1.0 FTE

The District PIO is responsible for managing public information and public relations for the District and interacts with government agencies, community organizations, local businesses and other school districts to coordinate public information and media relations. 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 Specialist also advises district staff and collaborates with the Office of Family Engagement and Equity in improving parent outreach to Spanish speaking families. (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** **\$22,000**

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

- P&O and Public Meeting Support (set-up, minutes, childcare); the meetings for next year for BSEP Measure Planning and Public Engagement, Facilities Planning and LCAP Planning are expected to increase significantly.
- Translators and interpreters to supplement the District Specialist Translator/Interpreter; these needs have increased significantly in the past year, particularly for Spanish and Arabic;
- Hourly staff to support document and website archiving.

**Contracted Services** **\$69,000**

Parents and the general public have expectations for responsive and comprehensive communications, with a need for up-to-date information by emails, instant messaging, blogs, and online access 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 2015-16 will continue to support opportunities for public awareness of the impact of BSEP in the District. The contracted services for 2015-16 will consist of:

- 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** **\$29,000**

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** **\$15,000**

This budget provides a computer for BSEP staff, as well as office supplies, binders for the BSEP P&O Committee, materials related to BSEP Measure Awareness, and other documents related to the BSEP Programs.

**Travel, Conferences and Memberships, Cell Phone** **\$5,000**

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

**BUDGET SUMMARY**

This BSEP Resource is currently on track to maintain a sustainable fund balance through the remainder of the measure.

In summary, the recommendation for the expenditure of the BSEP funds in FY 2015-16 is:

**Public Information Budget FY 2015/16**

<b>Revenue</b>	498,419
<b>Expenses</b>	
Staffing	426,035
Classified Hourly	22,000
Contracted Services	69,000
Equipment and Supplies	15,000
Printing and Mailing	29,000
Travel, Conferences, Memberships	4,000
Cell Phone	1,000
Reserve for Personnel Variance	22,000
<b>Total Expenses</b>	588,035
<b>Net Change to Fund Balance</b>	(89,616)
<b>Fund Balance</b>	
Beginning Fund Balance	252,000
Net Increase/(Decrease)	(89,616)
<b>Ending Fund Balance</b>	162,384