

# BERKELEY UNIFIED SCHOOL DISTRICT

**TO:** BSEP Planning and Oversight Committee  
**FROM:** Donald Evans, Superintendent, and  
Natasha Beery, Director of BSEP and Community Relations  
**DATE:** April 24, 2018  
**SUBJECT:** Recommendation for BSEP Funds in FY 2018-19  
Communication, Translation and Community Engagement

## BACKGROUND INFORMATION

In keeping with BSEP Measure E1 of 2016, two percent (2%) of revenues are dedicated to “support of the Planning and Oversight Committee and School Site Councils, and community engagement, communications and public information services.” (*Section 9A*)

### Program Summary

BSEP Planning and Oversight (P&O) Support: The BSEP office ensures that the P&O Committee has the necessary information to carry out their oversight role by providing program and budget plans, revenue projections, reports and analysis for each of the distinct purposes of the Measures. The Director consults with all BSEP-funded program Directors, Coordinators and Supervisors, and works with the Superintendent, Associate Superintendent for Educational Services, and Assistant Superintendent for Business 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, and ensures proper documentation of expenditures of BSEP funds, including Site funds. The BSEP Program Specialist (and hourly support as needed) provides the communications, record-keeping and meeting support for P&O committee.

Site Council Support: The BSEP office provides training and support to the School Site Councils and the Berkeley High School (BHS) BSEP Site Committee, working with principals, teachers, support staff, students and parent/guardians 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. Site Council 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 elections of site council representatives in order to ensure broad and diverse participation in elections and governance, and provides support throughout the year to ensure that each Principal and site committee has the information and support they need to deliberate and document their decisions.

Communications and Community Engagement: Multiple communication channels are needed to reach diverse audiences, including parent/guardians, students, employees, and community stakeholders, each with distinct interests and concerns. The major channels currently include the BUSD website, the bi-weekly A+ News, a weekly email Bulletin to all staff, an annual Community Report, flyers, brochures, press releases,

school e-trees and newsletters, school messenger emails and phone blasts, as well as some forays into social media. Additional channels of communication employed as needed include public presentations, forums, and special events.

The Communications Team meets weekly, chaired by the Director of BSEP and Community Relations. The team supports district initiatives, addresses goals set out in the Communications Plan, and advises and consults with the Superintendent on a wide range of strategies to meet the communications needs of the District. When special situations arise that require community engagement on a district or even site-specific level, the Communications Team and/or the Director provide support through developing situation specific communications and processes. In the past year, the Director and team have been called upon to draft responses for a wide range of media inquiries and public record requests about student and district activities, has developed protocols for the use of social media, law enforcement/immigration enforcement, supported schools with student advocacy and engagement, provided assistance for area-wide air quality disaster communications and decisions, partnered with facilities staff to manage communications around water quality testing at schools, coordinated a review process for school-public art projects, and supported a complex and time-consuming community engagement process for a school name change.

Translation/Interpretation: A Specialist Translator/Interpreter provides Spanish translation for key District materials and in-person interpretation for workshops, IEPs and other special meetings. In addition, a contract with a multilingual Language Line telephone service provides all school personnel with an important communication tool that improves communication with families by offering instant access to simultaneous interpretation, such as for parent/guardian conferences. Language Line use in the past year has included interpretation in Spanish, Arabic, Urdu, Pashto, Nepali, Mandarin, Cantonese, Laotian, Cambodian and Vietnamese. We have also been able to provide an in-person Arabic-speaking interpreter for some parent conferences.

## **BUDGET RECOMMENDATIONS FOR 2017-18**

<b>Staff</b>		<b>\$475,200</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, Site Councils, and the School Board on the parameters of the 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 or city-wide committees. As a member of the Superintendent’s Cabinet, the Director participates in developing the District’s vision, strategic planning, goals and programs.

BSEP Program Specialist

1.0 FTE

The position supports School Principals and Site 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 Site Councils, including SGC recruitment, elections, meeting processes, records and reporting. The Program Specialist also attends Site Council meetings to advise and share effective practices with Principals, chairs and members.

Public Information Officer (PIO)

1.0 FTE

A core member of the Communications Team, the District PIO interacts with news organizations, government agencies, community organizations, local businesses, District staff and other school districts to coordinate public information and media relations. The PIO responds to requests for information and also produces news releases on the BUSD website, a Weekly Bulletin for all BUSD employees, and press releases sent directly to the news media. The PIO works closely with District staff to support communications needs, and assists in representing the District at School Board and community meetings. The PIO also oversees District responses to requests filed under the California Public Records Act.

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**

**\$16,000**

Support on an as-needed basis is provided in the following areas:

- P&O and Public Meeting Support (set-up, minute-taking, childcare);
- 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**

**\$55,000**

District families 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 with projects and publications such as the

A+ e-News, press releases, the BUSD website, the annual *BUSD Community Report*, programmatic brochures, and a variety of other district documents and public information materials. The contracted services for 2018-19 include:

- Project-based writing, editing and graphic design contracts;
- A web-based e-messaging service;
- Website design and maintenance support;
- Simultaneous interpretation phone services for multiple languages;
- Spanish language interpretation/translation for overflow needs when staff are not available to support events or major projects

**Printing & Mailing** **\$20,000**

The primary expense in this category comes from a mailing of the annual *BUSD Community Report*. Printing and citywide mailing costs for each issue are approximately \$13,000. Other print documents include Site Council training materials, the BSEP Annual Plan, district-wide mailings to families from the Superintendent, information posters for schools, and printing related to BSEP Measure Awareness or specific BSEP-funded programs.

**Equipment and Supplies** **\$12,000**

This budget provides office equipment for BSEP staff, as well as supplies for the BSEP P&O Committee, annual site council training, town halls and other public events.

**Travel, Conferences and Memberships, Cell Phone** **\$10,000**

This budget provides cell phone service for the PIO, as well as membership fees and annual professional development for the specialist interpreter-translator, the Public Information Officer, and the BSEP Director.

**SMART GOALS**

In addition to the program endeavors outlined above, the following specific goals are intended to be measurable outcomes for the year 2018-19:

1. BSEP Program Specialist and/or Director will attend at least one SSC/SGC meeting for each site, provide feedback to Principals and Chairs and report to P&O on best practices.
2. Update Berkeley High School bylaws to bring into alignment with Measure E1 and SSC revised bylaws.
3. Expand parent/guardian use of School Messenger smartphone app and/or the associated SMS text system with at least 50% of BUSD families opting in to receive texting.
4. Increase Communication Team capacity and use of social media through participation in professional development, conferences and/or workshops.

## RESOURCE SUMMARY

The core program purposes are currently in alignment with the yearly revenue allocation, although without much leeway for special project expenditures. In summary, the recommendation for the expenditure of the BSEP Community Engagement funds in FY 2018-19 is:

### Measure E1 (Resource 0754)

<b>Revenue</b>	606,098
<b>Expenses</b>	
Staffing	475,200
Classified Hourly	16,000
Contracted Services	55,000
Equipment and Supplies	12,000
Printing and Mailing	20,000
Travel, Conferences, Memberships	9,000
Cell Phone	1,000
Reserve for Personnel Variance	5,000
<b>Total Expenses</b>	<u>593,200</u>
<b>Net Change to Fund Balance</b>	12,898
<b>Fund Balance</b>	
Beginning Fund Balance	14,523
Net Increase/(Decrease)	<u>12,898</u>
<b>Ending Fund Balance</b>	<u>27,421</u>

## SPECIAL PROJECTS

The fund balance from Measure A is the legacy of a period of understaffing in the BSEP Office, and is planned for use to address deferred needs that have not been within the capacity of the Communications Team and/or BSEP office to achieve without supplemental assistance. The following projects are planned for 2018-19 and will necessitate the use of contracted services, including printing, mailing, graphic design, web design, writing and project coordination, as well as hourly support, under the supervision of the Director of BSEP and Community Relations:

- Parent-Student Handbook - the current handbook is essentially a compliance manual which is not family-friendly. The plan is to revise this document substantially to make it more accessible and useful, including a “quick-start guide” for families and a resource guide for support services. Additional translation support may also be needed. Funds may be needed for yearly updates going forward.

- Website - the BUSD website will be updated for greater accessibility and ease of navigation. This project is underway but needs additional resources.
- Community Partnership Workshops - together with the Office of Family Engagement & Equity (OFEE), a series of workshops will provide opportunities for parents, guardians and students to learn about some of the underpinnings of the *2020 Vision* Goals, including child development, literacy, math, and college and career readiness. Some workshops will be designed for the participation of LCAP-focus families, under the aegis of the OFEE, others will be district-wide and supported primarily through the Communications Team with both contract and hourly staffing for coordination, speakers, and meeting support.

**Measure A (Resource 0854)**

**Revenue** 0

**Expenses**

Classified Hourly 10,000

Contracted Services 80,000

Printing and Mailing 15,000

**Total Expenses** 105,000

**Net Change to Fund Balance** (105,000)

**Fund Balance**

Beginning Fund Balance 277,000

Net Increase/(Decrease) (105,000)

**Ending Fund Balance** 172,000