

## COMMUNITY ENGAGEMENT & PUBLIC INFORMATION

BSEP Measure E1, Resource 0754

BSEP Measure A, Resource 0854

ANNUAL REPORT: FY 2017-18

UPDATE: FY 2018-19

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### Measure E1 Purpose

*Support of the Planning and Oversight Committee and School Site Councils, and for community engagement, communications and public information services.<sup>1</sup>*

**Budget Manager:** **Natasha Beery, Director of BSEP and Community Relations**

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### Classified Salaries

*Budget: \$337,214*

*Actual: \$351,417*

*Variance: \$14,203*

- Director of BSEP and Community Relations 1.0 FTE
- BSEP Program Specialist 1.0 FTE
- Public Information Officer 1.0 FTE
- Specialist, Translation and Interpretation 0.5 FTE

In addition to salaried positions, hourly staff continued to provide P&O meeting support (set-up, minutes) and some additional translation services. Additional hourly support was required during a period of transition in the BSEP Program Specialist position.

### Employee Benefits

*Budget: \$132,838*

*Actual: \$134,711*

*Variance: \$1,873*

### Contracted Services\*

*Budget: \$82,350*

*Actual: \$59,759*

*Variance: (\$22,591)*

### Equipment and Supplies

*Budget: \$12,000*

*Actual: \$3,712*

*Variance: (\$8,288)*

### Fund Balance

*Beginning: \$0*

*Ending: \$25,858*

*Increase: \$25,858*

*\*Contracted services include printing, mailing, online and hourly translation, web and graphic design, special projects, professional memberships and conferences.*

### RESOURCE SUMMARY:

Prior planned deficit spending in the Measure A, Resource 0854 budget for this purpose was made possible through the savings that accrued during a period of staffing transition. Measure E1 has provided some additional revenues, but a reduction in expenditures is still needed for a more

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<sup>1</sup> BSEP Measure E1 Section 9A

sustainable structure for the long term. Equipment purchases were deferred and will likely draw upon Measure A carryover funds.

### **STATUS REPORT**

The BSEP Office worked closely with Fiscal Services, the P&O Committee, and BSEP Managers to oversee the fiscal and programmatic transition to the new measure structure which replaced the expiring Measure A as of July 1, 2017. In addition, the BSEP Director and Program Specialist supported the following core BSEP functions:

- Implementation and monitoring of operational and technical tasks for the BSEP programs, working alongside the Senior Budget Analyst to ensure careful oversight of fund expenditures;
- Partnership with each school principal and School Site Council (SSC) to analyze and develop the BSEP Site Program Fund budgets and plans;
- Support for the September SSC elections and the appointment of P&O Representatives from each school site in October;
- Outreach and information about BSEP at community events such as the Solano Stroll and Kindergarten Fair;
- School and District Committee Orientation Workshops in October, and Orientation for new P&O Representatives in November, including Site Committee Handbook;
- Preparation of the annual SSC Elections, Diversity, and Activity Report for the Board in December;
- January “State of the District” workshop in collaboration with the Director of Special Projects and Programs as an update on LCAP plan and a leadership training opportunity for all District and school committees (SSCs, PAC, PTA, DELAC/ELAC).
- Planning and co-facilitation of 13 P&O Committee meetings, providing documents, coordinating guest speakers, and preparation of presentations;
- Preparation of documents and presentations for 7 SBAC meetings and 8 Board meetings, including the BSEP Annual Reports and First Interim, BSEP Annual Plans and the Consolidated School Plans.

### **District Communications and Community Relations**

The BSEP Director convenes the Communications Team on a weekly basis to ensure continued improvement in communications with families, staff and the wider Berkeley community. The Communications Team includes staff members from the Superintendent’s Office, Parent Outreach, Translation, and Technology, and makes strategic use of outside contractors for some content, consultation, translation, printing, and mailing services. For 2017-18, a student intern from UC Berkeley worked on special projects, including some topical pieces for the A+ News and a video project about the new middle school English curriculum.

The Communications Team contributed to a number of new and revised Board Policies and Administrative Regulations, including:

- TK-8 School Site Council Bylaws
- Updated Administrative Regulation (AR) for School Facilities Naming
- Updated Board Policy (BP) and AR for Immigrant Families and Undocumented Students

In FY 2017-18, strategic communications work was required for issues that affected our students and staff on the local, regional and national level, including (in chronological order):

- Political demonstrations in Berkeley Civic Center (across from Berkeley High)
- National student walkouts (fall and spring)
- Transition from Powerschool to Illuminate
- Nutrition Services communications regarding free and reduced lunch
- LeConte School Renaming Process - Advisory Committee and Community Process
- October 2017 fires in Santa Rosa/Sonoma/Napa and Air Quality issues
- Public Records Act requests for employee emails
- Instagram incident at BHS - “student voices” and restorative justice response
- Mass shooting (Las Vegas) and school shootings;
- Rapid Response protocols for Federal immigration actions
- Lead testing in school water fixtures
- Superintendent’s Budget Advisory Committee and budget cuts
- Oratorical Fest
- School safety upgrades
- Independent Study and BTA brochures
- Special Education report
- Communications to staff about rules for public employees and political campaigns
- School Messenger texting pilot

The LeConte Elementary School renaming process, which led to the board decision to change the name to Sylvia Mendez Elementary School, and the Public Records request for employee emails were among the most labor-intensive projects. The Naming Advisory Committee meetings and public process required hundreds of hours of volunteer and staff time.

To reach our varied audiences and meet their diverse communication needs, a combination of media tools and channels were employed, including: our website, homepage blog posts, school and community postings/flyers, letters to families, online surveys, emails from School Messenger and via e-trees, phone blasts, school newsletters, and community forums and events.

The *A+ News*, produced in both English and Spanish, is the primary communication tool for keeping families and community apprised of the events, programs, services, and new initiatives in Berkeley public schools through direct subscriber email delivery and website access. The *A+ News* is sent electronically every two weeks to over 18,000 community members, as well as 2500 staff members.

In the spring of 2018, Comm Team members contributed toward a major redesign of the BUSD website which debuted in July. The redesign improved the appearance and architecture, making it mobile-friendly and easier to navigate. The website provides access to information about District programs and services, departments, facilities, and new initiatives, with the most visited

pages being those covering Admissions, Human Resources, the District Calendar, and the School pages. Blog posts on the homepage are used to serve as a source for immediate updates and meeting postings, and link the reader to other related pages on the website.

The *Community Report* is a four-page document that was produced and mailed to 46,000 residential addresses in Berkeley in December. It is also distributed at schools and at public events, and is available online in both English and Spanish. The 2017-18 edition provided an update on technology in the classroom, professional development, bond fund use for projects such as the Longfellow Makerspace and the BHS Carpentry/Stagecraft/Fablab, the soda tax support of the BUSD gardening and cooking curriculum, and the SBAC work on budget cuts.

#### Public Information Officer

- Covered District issues and student events, including documenting and photographing student activities, District meetings, and community forums, and wrote articles and news updates for the District website and other District communication channels.
- Managed the District's responses to Public Record Act requests.
- Compiled and distributed an expanded Weekly Bulletin with mini-reports on a wide variety of Board actions and activities and programs across the District.
- Drafted communications for multiple departments.
- Coordinated the annual publication of the School Accountability Report Card (SARC) for each school.
- Responded to information and access requests from news media, community members, and local organizations.
- Attended Board meetings and assisted with staff presentations and with Berkeley Community Media and the Technology Director to ensure broadcast of Board Meetings and YouTube streaming.
- Provided community outreach related to Facilities and Maintenance Projects, including project and meeting postings.
- Served as a member of the Communications Team and the Superintendent's Cabinet.
- Participated in a local PIO network to meet and share best practices
- Tracked and maintained a log of media reports on BUSD-related news
- Coordinated proposals and review boards for art installations and murals at school sites
- Oversaw annual Liberty Hill Missionary Baptist Church Outstanding Educator awards
- Managed outside requests for flyer distribution in the schools

#### Translation and Interpretation

When the BUSD English Learner (EL) population exceeds 15% for the Spanish language, key District documents must be translated into Spanish. The full-time Translation and Interpretation Specialist position is co-funded 50% with the General Fund and 50% from BSEP Resource 0754. In 2017-18, the BSEP Office and Translation Specialist provided Spanish translation and interpretation to support District-wide and school site-specific communications, including:

##### Translation of Documents:

- *A+ Newsletter* (every two weeks)
- Community Reports

- Welcoming letters and messages from Superintendent
- Student Services Forms and Letters (5 documents)
- BSEP Documents and PowerPoints
- Parent Student Handbook Preschool Edition
- Board Policies
- IEP Documents (10+)
- Educational Services Documents
- Office of Family Engagement and Equity Documents
- Cooking and Gardening Program Flyers and Brochures
- Water Testing for BUSD
- Flu Letters
- Ninth Grade Information Night
- Why 9th Grade matters OFEE
- DACA Documents
- School Naming LeConte - Sylvia Mendez all process from posters, flyers to surveys
- Suspension and Expulsion Due Process
- Mosaic Project
- AVID Student Agreement
- Oratorical Festival OFEE

**Simultaneous Interpretation:**

- Interpretation for community forums and workshops
- Interpretation offered at Board Meetings
- Recording of telephone blasts from Superintendent's Office
- IEP meetings (10 meetings)
- Interpretation for Student Services for Latino families and SARBS (5-7 meetings)
- Interpretation Longfellow Parent-Student Workshops
- School Naming LeConte - Sylvia Mendez
- Interpretation for Parents BUSD Ongoing as Needed

An hourly Arabic interpreter has also been available to assist with some parent-staff meetings such as conferences and IEPs and document translation on a limited basis - in 2017-18 there were two meetings and one document translated.

Contracted interpretation services are available via the Language Line, a telephone-based service providing simultaneous translation in many languages. Hourly on-call interpreters have provided interpretation for parent teacher conferences, IEPs, and other student support services in Spanish (1,062 minutes), Arabic (216 minutes), Urdu (86 minutes), Mandarin (86 minutes), Tigrinya (27 minutes), Pashto (23 minutes), and other Southeast Asian languages including Vietnamese, Cambodian, Cantonese, and Laotian (183 minutes).

**Progress on 2017-18 Smart Goals**

1. Survey A+ News readers to determine topics of highest interest, and findings will be used to focus use of print, email and social media.

**Report:** A reader survey was conducted in June, 2017 and as a result of feedback several changes were made to the A+ News, including a new, easier to read and improved mobile version of the A+ News that released with the start of school in September, 2017.

2. Expand parent/guardian use of School Messenger smartphone app and/or the associated SMS text system to reach at least 50% of families, especially those who do not have regular access to email.

**Report:** This work is in progress. A pilot project was initiated to test the process for collecting parent contact information and cell phone numbers at one elementary school. Information gathered was used to begin collecting Berkeley High School emergency forms including parent emails and cell phone numbers for use with School Messenger in 2018-19.

3. Convene "Best Practices" group for use of social media by district, schools, PTA and other key communicators at least once per year.

**Report:** The BSEP Director met with PTA Council in the spring of 2018 to discuss best practices and also discussed this topic with P&O. Human Resources also asked for help in use of social media for recruitment.

4. Convene regional PIOs and communicators from other districts to share best practices - meet at least twice per year.

**Report:** The BSEP Director, PIO and Communications Consultant met with regional communications specialists from East Bay school districts in quarterly meetings. A new Director of Communications at the Alameda County Office of Education (ACOE) has now taken on the convening of this group. The network has proved to be tremendously helpful for sharing information and advice on topics of mutual concern such as messaging about political or social issues, handling of PRA's, media and privacy issues, advice during air quality crisis, and more.

5. The BSEP Program Specialist or BSEP Director will attend at least one meeting of each Site Council to provide advice and share best practices.

**Report:** A change in staffing, with a new BSEP Program Specialist coming in mid-year, meant that the plan to visit School Site Councils was deferred. This goal is underway for the 2018-19 year, with several SSC's visited in the fall, and a plan to visit each SSC by Spring of 2019.

#### **Update FY 2018-19**

Carryover funds from BSEP Measure A will be drawn upon for special one-time projects, including resource materials, website updates, and other deferred needs. A current need is the replacement of the four interpretation kits which are used for community meetings at schools and for the district. The older, heavy equipment has become outdated and broken; newer equipment is more portable and has rechargeable batteries. The manufacturer will provide a discount when we return the old equipment, reducing the cost from \$14,400 to replace all four kits to \$8,600.

**BERKELEY UNIFIED SCHOOL DISTRICT  
 BERKELEY SCHOOLS EXCELLENCE PROGRAM (BSEP)  
 PUBLIC INFORMATION , TRANSLATION,  
 P&O COMMITTEE SUPPORT (Measure E1, Resource 0754 )  
 Revenue and Expenditures  
 Annual Report FY 2017-18**

**Purpose**

*Support of the Planning and Oversight Committee and School Site Councils, and for community engagement, communications and public information services.*

**Budget Manager:** Donald Evans, Superintendent

Natasha Beery, Director of BSEP and Community Relations

	(a)	(b)	(b)-(a)	
	2nd Interim Budget 2017/18 As of 7/1/17	2nd Interim Budget 2017/18 As of 1/31/18	Unaudited Actuals 2017/18 As of 6/30/18	2nd Interim Budget vs. Unaudited Actuals 2017/18
<b>REVENUE</b>				
Revenue	573,486	588,009	575,457	(12,552) (1)
<b>EXPENDITURES</b>				
Classified Salaries	337,214	337,214	351,417	14,203
Employee Benefits	132,838	132,838	134,711	1,873
Materials and Supplies	6,000	6,000	2,798	(3,202)
Unallocated Reserve	9,434	9,084	0	(9,084)
Equipment	6,000	6,000	914	(5,086)
Contracted Services	82,000	82,350	59,759	(22,591)
<b>TOTAL EXPENDITURES</b>	<b>573,486</b>	<b>573,486</b>	<b>549,599</b>	<b>(23,887)</b>
<b>NET INCREASE (DECREASE)</b>	<b>0</b>	<b>14,523</b>	<b>25,858</b>	<b>11,335</b>
<b>FUND BALANCE ANALYSIS</b>				
Beginning Fund Balance	0	0	0	0
Net Increase (Decrease) in Fund Balance	0	14,523	25,858	11,335
Ending Fund Balance	0	14,523	25,858	11,335

(1) Revenue retained in central Resource to fund state required reserve





**BERKELEY UNIFIED SCHOOL DISTRICT  
 BERKELEY SCHOOLS EXCELLENCE PROGRAM (BSEP)  
 PUBLIC INFORMATION , TRANSLATION,  
 P&O COMMITTEE SUPPORT (Measure A, Resource 0854 )  
 Revenue and Expenditures  
 Annual Report FY 2017-18**

**Purpose**

Two percent (2%) of the revenues from this measure shall be utilized *for public information, translation services for District families and support of the Planning and Oversight Committee.*

**Budget Manager:** Donald Evans, Superintendent

Natasha Beery, Director of BSEP and Community Relations

			(a)	(b)	(b)-(a)
	Audited	Adopted	2nd Interim Budget	Unaudited	2nd Interim Budget vs. Unaudited
	Actuals 2016/17 As of 6/30/17	Budget 2017/18 As of 7/1/17	Budget 2017/18 As of 1/31/18	Actuals 2017/18 As of 6/30/18	Actuals 2017/18
<b>REVENUE</b>					
Revenue	504,531	0	3,081	3,081	0
Contribution from Measure A Reserve	0	0	0	13,693	13,693 (1)
<b>TOTAL REVENUE</b>	<b>504,531</b>	<b>0</b>	<b>3,081</b>	<b>16,774</b>	<b>13,693</b>
<b>EXPENDITURES</b>					
Classified Salaries	324,910	0	0	0	0
Employee Benefits	122,552	0	0	0	0
Materials and Supplies	3,010	0	0	0	0
Unallocated Reserve	0	0	0	0	0
Equipment	6,682	0	0	0	0
Contracted Services	57,393	0	0	63	63
<b>TOTAL EXPENDITURES</b>	<b>514,547</b>	<b>0</b>	<b>0</b>	<b>63</b>	<b>63</b>
<b>NET INCREASE (DECREASE)</b>	<b>(10,016)</b>	<b>0</b>	<b>3,081</b>	<b>16,711</b>	<b>(63)</b>
<b>FUND BALANCE ANALYSIS</b>					
Beginning Fund Balance	284,344	274,328	274,328	274,328	0
Net Increase (Decrease) in Fund Balance	(10,016)	0	3,081	16,711	13,630
Ending Fund Balance	274,328	274,328	277,409	291,039	13,630

(1) Revenue is from a contribution from the Measure A reserve Resource transferred at closing

