



Oversight and Community Relations



Annual Report FY 2019-20

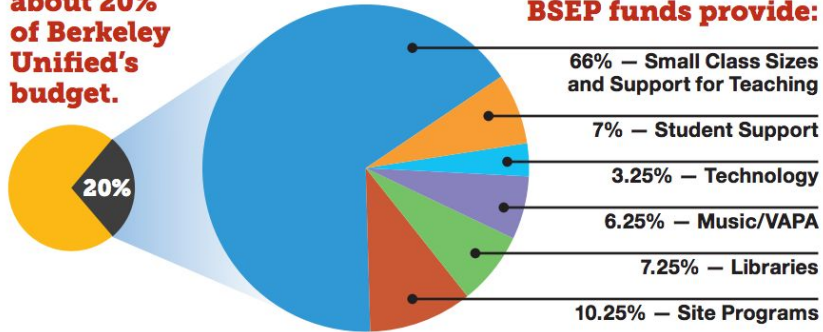
Natasha Beery, Director of BSEP and Community Relations

Oversight and Community Engagement

BSEP Measure E1 Purpose:

“...support of the Planning and Oversight Committee and School Site Councils, and community engagement, communications and public information services.”

BSEP is about 20% of Berkeley Unified's budget.



Oversight

Accountability protections shall include fiscal controls, annual review by independent auditors, and staff presentation of plans and reports for all BSEP / BERRA resources to an elected oversight committee.

Community Engagement

Multiple communication channels to reach diverse audiences, including parent/guardians, students, employees, and community stakeholders, each with distinct interests, languages, and concerns.

Staffing and Resource Summary

Staffing

- Director
- Program Specialist
- Public Information Officer
- District Translator

Contracts and Expenses

- Printing and Mailing
- Hourly Translation and Meeting Support
- Language Line
- Graphics and Web Support
- Office Supplies

Core Activities

- Support to SSCs and P&O Processes
- Budget & Plan Support to Managers/Principals
- Superintendent's Office Communications
- Media Relations, Crisis Communications
- City, County, State Agency Relations
- Public Records Act Requests
- District Web, Email, Print, Social Media
- A+ News, Staff Bulletin, Annual Report
- Town Halls, Community Engagement Fora
- Translation and Interpretation

Annual Report

July 2019 - March 2020

Highlights:

- New District Leadership
- New Public Information Officer
- Design/Engagement for 3 Ballot Measures
- Town Halls and State of District
- Oxford School Geotechnical Concerns
- PSPS and Air Quality School Closures
- Sexual Harassment Advocacy
- Coronavirus Advisories
- Census Support
- March 3 Ballot Measure passage

Spring 2020

Special Projects and Issues:

- SBAC Budget Decisions / BSEP Revisions
- Planning for implementation of new measure
- Online Board and Committee Meetings
- School Closure Information
- Resources for Families
- City and County Health Department Liaison
- Video Conferencing Issues
- Town Halls, Affinity Town Halls
- Thought Exchanges, FAQs and Surveys
- Black Lives Matter Resolution
- School Name Change Preparations

First Interim Update

2020-21 Special Projects:

- P&O Report/Planning/Meeting Formats
- Communicating Distance Learning Plan
- State Monitoring List for Counties/Schools
- State Tiered List for Counties/Schools
- Town Halls, Affinity Town Halls
- Opening Readiness Dashboard / Plans
- Resources for Families / Ed Hub
- PSPS and Wildfire Advisories
- Media: Kamala Harris
- Naming Advisory Committee / Ruth Acty

2021 -22 Planning Concerns:

- Drawing down on Measure A carryover
- Possible Reconfiguration of Staffing
- Incorporating BERRA support

Measurable / Equity Outcomes:

- Use of Language Line
- Open Rates for English and Spanish Comms
- A+ Coverage of Sites and Topics
- Diversity of Engagement Feedback
- SSC visits