

**BSEP and BERRA
Oversight and Communications
Annual Plan
2021-22**



**Approved by the Planning and Oversight Committee
May 11, 2021**

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Oversight and Communications Program Overview

1. PROGRAM MISSION and VISION:

The Berkeley community provides crucial support to our schools through special taxes which provide nearly 25% of our District's budget. The BSEP and BERRA funds include resources to support the careful oversight of these funds, through internal controls, dedicated staff, and citizen oversight. A communications team is also key to ensuring that the public is well informed and opportunities for community engagement and partnerships strengthen the District's ability to serve our families.

2. BSEP MEASURE E1 and BERRA Measure E STATED PURPOSE and USES

The Berkeley Schools Excellence Program (BSEP), funded by Measure E1 of 2016, allocates two percent (2%) of revenues to "support of the Planning and Oversight Committee and School Site Councils, and community engagement, communications and public information services." [BSEP Measure E1 of 2016, Section 9A]

The Berkeley Educator's Recruitment and Retention (BERRA) funded by Measure E of 2020, sets aside one percent (1%) of revenues to "costs related to planning, monitoring, evaluating and reporting the use of these funds" [BERRA Measure E of 2020, Section 2A]

3. BSEP / BERRA FUND USE SUMMARY

Staff/FTE

	BSEP	BERRA
Director of Local Resources & Partnerships	.75	.25
Local Resources Program Specialist	.85	.15
Communications Manager	.85	0
Translation/Interpretation Specialist	.67	0
Communications Specialist	.50	.10

Printing and Mailing 22,000
 Contracted Services 60,000
 Equipment, Supplies 12,500
 Cell Phones 6,000
 Hourly Staff 3,500

4. SUMMARY OF PROPOSED CHANGES OVER PRIOR YEAR PROGRAM:

This Office would be reorganized to better serve its key functions:

- Director of BSEP and Community Relations would Director of Local Resources and Partnerships (description below)
- Public Information Officer would become Communications Manager
- Funding from BERRA would provide increased support to the office

The proposed reorganization is appended to this Document.

5. BUDGET SUMMARY - BSEP and BERRA OVERSIGHT 2021-22

BSEP RESOURCE 0754		BERRA RESOURCE 0610	
REVENUE	656,186	REVENUE	99,659
EXPENDITURES		EXPENDITURES	
Staffing	501,170	Staffing	76,083
Printing and Mailing	18,000	Printing and Mailing	4,000
Contracted Services	60,000	Materials, Supplies & Equipment	500
Equipment and Supplies	12,000	Hourly Support	500
Cell Phone, Memberships, PD	6,000	Unallocated Reserve	2,282
Hourly Staff	3,000	Indirect Costs	4,518
Unallocated Reserve	15,035	TOTAL EXPENDITURES	83,365
TOTAL EXPENDITURES	615,205	NET INCREASE (DECREASE)	16,294
NET INCREASE (DECREASE)	40,981	FUND BALANCE ANALYSIS	
FUND BALANCE ANALYSIS		Beginning Fund Balance	3,200
Beginning Fund Balance	231,270	Net Increase (Decrease) in Fund Balance	16,294
Net Increase (Decrease) in Fund Balance	40,981	Ending Fund Balance	19,494
Ending Fund Balance	272,251		

6. BUSD BUDGET CONTEXT and SUSTAINABILITY NOTES

Spending at this rate is sustainable through the end of the BSEP Measure, but it may be necessary to slightly increase the allocation to this purpose in future measure - to 2.5%, is worth considering if the General Fund is not going to be able to contribute additional funds to the purpose of communications, community engagement and special projects

External Links:

- [Planning and Oversight Committee Information](#)
- [School Site Council Information](#)
- [Local Tax Resources Information](#)

BSEP/BERRA Oversight and Communications Equity And Quality Measures

1. PARTICIPATION and OUTREACH:

How does this program address issues of equity, access, and opportunity, including targeted funding and supports?

Outreach and participation for our multilingual, multicultural community is supported through our Spanish translator/interpreter, Arabic hourly translation, and multilingual Language Line for parent conferences and enrollment.

Whenever possible, outreach is tailored and targeted to communities by supplementing emails with flyers, Remind/texting, and direct outreach, as well as providing monolingual engagement opportunities.

2. REPRESENTATION, DIVERSITY and INCLUSION:

How does this program reflect and support the diversity of our families and students?

This office advises Principals on outreach and inclusion for SSCs that are reflective of the diversity of their communities and that have inclusive practices in their deliberations; this is included in annual training and in partnership with OFEE and LCAP/PAC practices as well. Meetings with community groups such as Latinxs Unidos to advise on outreach are important to ensuring that best practices in communications are aligned with the needs of our diverse community.

3. STAFFING/PROFESSIONAL DEVELOPMENT:

How does staffing and/or professional development address equity and district goals?

The District Translator/Interpreter is accredited and maintains skills through yearly professional conferences, and the Communications Team belongs to local and state associations to share resources and best practices.

4. DATA/OUTCOMES:

What data/metrics could be used to report on outcomes? Are there SMART goals?

- The Program Specialist and/or Director will attend at least one meeting of each Site Council to provide advice and share best practices.
- Convene a meeting of the P&O Committee (Steering or full committee) no later than late August 2021 to consider P&O and SSC recruitment, training and meeting practices to consider continued online or hybrid options for participation even when/if local health measures permit in person meetings as a means to facilitate and increase participation from a wider range of members and the public.
- In partnership with Technology, expand use of Remind/texting so that an increased number of families, particularly those who are in our “unduplicated” population, and those who speak other languages are reachable through texting.
- Increase following on social media by at least 10% over 2020-21. Launch an Instagram account and use Hootsuite or similar to schedule social media posts.
- Track A+ News topics to ensure equitable coverage of student and school topics.

5. QUALITATIVE BENEFITS:

What elements are not quantitative but of significant value to the program and/or district?

Clear, comprehensive and consistent public information and engagement opportunities across multiple ways of connecting are necessary to ensure that the voices at the table are reflective of our diverse community. Communication that is not just one-way or even two-way, but expands in multiple directions ensures that decision-making is well informed and that students, staff and families who often may feel the least connected are seen, heard and valued.

BSEP & BERRA Oversight and Communications 2021-22 Plan Details

The following recommendation is for the allocation of funds for the Purpose of Oversight in 2021-22 in accordance with BSEP Measure E1 and BERRA Measure E.

Staff

Director of Local Resources and Partnerships .75 BSEP, .25 BERRA

As part of the reorganization of the department, it is proposed to refocus the leadership position on the oversight of the BSEP and BERRA funds, as the scope of the BSEP and Community Relations position had grown to include so many special projects that the ability to focus on the BSEP (and now BERRA) programs and funds had been reduced. This position would be primarily responsible for the oversight of the BSEP and BERRA local tax measure funds, which now represent over 25% of the BUSD operating budget. The work includes providing district-level direction and support to department and program managers, including technical expertise, information and assistance to the Superintendent and leadership on specified programs and budgets. Support of the oversight committees (P&O and SSCs) includes designing training and committee development, advising on best practices for oversight, including Brown & Greene Acts, and ensuring that the committees have the resources necessary for informed decision-making. The Director also plans and executes strategic processes for consideration of local funding measures, including fiscal planning, legal consultation, community engagement and ballot measure development; and advises on legal issues related to public employees and elections. The Director ensures that the public is well-informed about the expenditure of funds, including fiscal reports, and qualitative and reports on the efficacy of funded programs. It is proposed to make this a certificated position, analogous to the Director of State and Federal Programs,

Program Specialist .85 BSEP/.15 BERRA

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 SSC 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.

Communications Manager .

85 FTE BSEP/.15 GF

As leader of the Communications Team, the Communications Manager interacts with news organizations, government agencies, community organizations, local businesses, District staff and other school districts to coordinate public information and media relations. As demands have grown for rapidly responsive as well as proactive communication on multiple interactive platforms, this position has evolved toward the work of a Communications Manager, a development that was recommended in a communications workgroup and study conducted by the District several years ago. While many of the workgroup's recommendations were implemented, the paradigm shift from a reactive Public Information model to a more strategic Communications Manager position was not implemented at the time, nor was the recommendation of more consistent support for social media and online platforms.

Communications Specialist

.50 FTE FTE BSEP / .10 BERRA

District families and the general public have expectations for responsive and comprehensive communications, with a need for up-to-date information and online access in addition to traditional print media. For many years, BSEP has funded various contracts for project-based writing, editing, website and graphic design. As demands have steadily increased to require that information and community engagement options be provided on multiple channels and platforms, and as the distance learning environment is drawing heavily upon online content generation, a part-time communications specialist would provide more consistent support and strengthen the Communications Team's ability to produce content on the district website, social media platforms, and other online channels, in collaboration with the Technology Department. The position may also provide support for staff communications and for recruitment efforts.

Specialist Translator/Interpreter

.67 FTE BSEP / .33 GF

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. The Specialist provides Spanish translation for key District materials and in-person interpretation for workshops, IEPs and other special meetings. This position could expand to include more time spent on outreach to the Spanish-Speaking community.

Other BSEP Program Expenses

Printing & Mailing \$18,000

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 \$15,000. 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.

Memberships, Conferences, Cell Phone \$6,000

This budget provides cell phone service for the Director and PIO/Comms Manager, as well as membership fees and annual professional development (for local travel only) for the team. Expenses continue to be reduced for 2021-22.

Contracted Services \$60,000

The contracted services for 2020-21 would include:

- A email newsletter service;
- Website design and maintenance support;
- Simultaneous interpretation phone services, video interpretation services and contract work for interpretation/translation in multiple languages;
- Graphic design services
- Annual Community Report production

Hourly Staff \$3,000

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

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.

BSEP Measure A (Resource 0854) Carryover

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.

Staffing \$40,000

With the retirement of the Director of BSEP and Community Relations, a period of overlap/training for the new Director, as well as payout of accrued vacation, may necessitate putting the outgoing Director on carryover funds for a certain period of time.

Contracts for Special Projects and Publications \$40,000

While there may be some one-time funding through COVID funds for some special projects, there are many potential communications and public relations projects that could necessitate additional contract support for publications and engagement events.

SUMMARY OF BSEP 0854 CARRYOVER BUDGET FOR 2021-22

REVENUE	0
EXPENDITURES	
Staffing	40,000
Contracted Services	40,000
Unallocated Reserve	1,200
TOTAL EXPENDITURES	81,200
NET INCREASE (DECREASE)	(81,200)
FUND BALANCE ANALYSIS	
Beginning Fund Balance	206,276
Net Increase (Decrease) in Fund Balance	(81,200)
Ending Fund Balance	125,076