

# OVERSIGHT, COMMUNITY ENGAGEMENT & COMMUNICATIONS

BSEP Measure E1, Resource 0754

BSEP Measure A, Resource 0854

BERRA Measure E, Resource 0610

## ANNUAL REPORT: FY 2020-21 PROGRAM UPDATE: FY 2021-22

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### **Measure E1 Purpose**

*...two percent (2%) of the remaining revenues which shall be dedicated to support of the Planning and Oversight Committee, School Site Councils and Community Engagement, and for communications and public information services.<sup>1</sup>*

### **Measure E Purpose**

*...one percent (1%) of the remaining revenues which shall be dedicated to costs related to planning, monitoring, evaluating and reporting the use of these funds.<sup>2</sup>*

**Budget Manager:**     **Kathy Fleming, Director of Local Resources**  
                                  **Trish McDermott, Senior Communications Officer**

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### **BACKGROUND**

Funding from these resources supports planning and oversight of BSEP expenditures as well as communications, public information, translation and community engagement processes.

### **Core Activities:**

*BSEP Planning and Oversight (P&O) Support:* Ensure the development of Annual Plans and Reports for the nine major BSEP Resources, including expenditures of prior measure carryover. Implement and monitor the operational and technical tasks for all BSEP and BERRA resources, working alongside a Senior Budget Analyst to ensure careful oversight of fund expenditures. Support the district-wide Planning and Oversight for the review and reporting of BSEP-funded programs, in accordance with the Measure language and with auditing and budgeting best practices. Provide plans, updates and reports to the School Board for review and approval.

*Site Council Support:* Provide training and support to the School Site Councils (SSC) to develop each school's annual Single Plan for Student Achievement (SPSA), including support in elections and orientation of site council representatives, as well as documenting and reviewing yearly expenditures in keeping with each SPSA. Together with Educational Services and Principals, prepared the Consolidated School Plans for all 18 school sites and programs for Board approval.

*Communications and Community Engagement:* Provide public information about district programs and events via the BUSD website, the A+ News, an email community newsletter, an email bulletin to all staff, a digital Community Report including a mailed postcard and digital

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

<sup>2</sup> BERRA Measure E Section 2A

link distribution, district-wide emails and phone blasts, Remind texts, and social media. Provide advice, support and strategy for crisis communications, respond to public and media information requests, support public presentations, forums, and special events, and provide access to translation services.

### **Communications and Community Engagement Highlights 2020-21:**

In FY 2020-21, the Communications Team have been called upon to address a wide range of information needs and issues that affected our schools, students and families, including:

#### COVID-19:

- Distance Learning Plan
- Reopening Safety Plan
- Elementary School Spring In-Person Enrollment and Reopening Information
- COVID Safety, Distance Learning and Hybrid Learning Town Halls/Affinity Town Halls
- Thought Exchanges, FAQs and Surveys
- COVID Information Website Pages
- Summer and School-Year Student Grab & Go Meal Pick Up
- Updated Health Orders and State and City of Berkeley Guidance
- Resources for Families / Ed Hub
- Introducing New COVID Nurses
- Contact Tracing Protocols
- Staff and Student Vaccination Clinics
- Free Sonic High Speed Internet Program for Student Households
- City Health Department, County Health Department (weekly meetings)
- Bay Area County/Superintendent Meetings (bi-weekly)
- OFEE: Distance Learning Support Webinars and Workshops

#### Other Key Initiatives

- Black History Month/Black Lives Matter at School Week
- Latinx Heritage Month
- AAPI Heritage Month

- Black History Oratorical Fest
- LCAP Community Engagement
- Middle School Enrollment Community Engagement
- 2020 Census Promotion - Distribution of 1,000 Gift Bags at Meal Distribution Sites
- Renaming of Ruth Acty Elementary School
- Kamala Harris Inauguration
- Reopening of Oxford Elementary School at West Campus
- State of the District
- Recruiting Community Members to Serve on Personnel Commission and Oversight Committees for Measures, G, I and H
- Teacher and Staff Appreciation
- Air Quality Restrictions and Ed Hub Closures
- Power Shut-offs and Distance Learning
- BHS Sexual Harassment
- Access for Public to Online Board and Committee Meetings
- Board Resolutions and Policies
- School Name Change Preparations for Washington Elementary School
- Health Webinar with UCSF
- Workforce Housing
- Sustainability Efforts

Additionally, the Public Information Office coordinates translation and interpretation services. The budget allocates funds to support a 1.0 FTE Spanish Translator and funds for interpretation consultants. Live interpretation was provided in 15 different languages at district meetings and events and interpretation support at school sites. The following chart show the top five most frequently interpreted languages and their percentage:

Language	% Total
SPANISH	70.48%
ARABIC	9.75%
URDU	3.97%
VIETNAMESE	3.63%
MANDARIN	3.03%

**BSEP Oversight Highlights 2020-21:**

The BSEP Office continued to support the district leadership and program managers:

- Developed new P&O Report/Planning/Meeting Formats
- Worked with City of Berkeley on new Tax Implementation and Rebate
- Supported each Principal in conducting SSC elections in September and the appointment of P&O Representatives from each school site in October;
- Organized the School and District Committee Orientation in October, with over 150 attendees, and Orientation for new P&O Representatives in November;
- Produced Site Committee Handbook with budget information for each site; produced Annual Plan binders for P&O Committees;
- Prepared the annual SSC Elections, Diversity, and Activity Report for the School Board in December;
- Prepared the Annual Reports and First Interim Reports for each of the nine BSEP Resources and an Interim report for BERRA;
- Planned and co-facilitated P&O Committee meetings, providing documents, coordinating guest speakers, and preparing agendas and presentations;
- Visited SSC meetings, providing guidance and support to principals and committee members;
- Advised and prepared documents and presentations for Superintendent’s Budget Advisory Committee (SBAC) meetings and Board meetings, including advising possible budget adjustments involving BSEP due to insufficiency of state funding.
- Developed the annual plans and budgets for the nine BSEP resources and two BERRA resources.
- Worked with every school Principal and School Site Council (SSC) to analyze and develop all 18 BSEP Site Program Fund budgets and plans.

## **2020-21 Expenditures Summary**

The actual expenditures for BSEP 0754, Measure A 0854 and BERRA 0610 were

At the close of 2020-21, the expenditures for this program were as follows:

- BSEP (Resource 0754) - Projected expenditures at 2nd Interim was \$632,200 and unaudited actuals was \$527,660. The fund balance at the close of 2020-21 is \$348,128, which is an increase of \$116,858. The savings of \$104,540 was due primarily to the unspent reserves, which is \$117,487.
- BERRA (Resource 0610) - Projected expenditures at 2nd Interim was \$90,400 and unaudited actuals was \$86,724. The fund balance at the close of 2020-21 is \$9,677.
- Measure A (Resource 0854) - Projected expenditures at 2nd Interim was \$52,000 and unaudited actuals was \$38,526. The fund balance at the close of 2020-21 is \$219,751.

## **Program Update FY 2021-22 - Office of Local Resources and Public Information Office**

The fall of 2021 saw the organizational transition of the Communications, BSEP, and Community Engagement to the Office of Local Resources and Public Information Office.

The Public Information and Communications Office:

- Participated in California Department of Public Health, Regional Health Officer and County Superintendent, Alameda County and City of Berkeley COVID Response Teams
- Worked with the City of Berkeley to promote and run COVID-19 Vaccination Clinics and with OFEE to do outreach to families with barriers to vaccination access
- Developed COVID-19 contact tracing protocols and communications with the Case Response Team/District Nurse based on new and changing Public Health guidance.
- Presented COVID-19 Safety Protocols to Managers and Staff
- Continued to manage all other communications around COVID including a 2021-22 Safety Plan, All-Student Vaccination or Testing Policy, youth-supported student vaccination messages, staff and family safety and Health orders/guidance, and media interviews
- Supported the Washington Renaming project
- Launched an Affinity-Based Resources webpage with links to Latinx, AAPI, and African American Resources web pages
- Supported Spanish language translation of key social media posts and safety information as well as Arabic translation of some key documents.

- Supported Latinx History Month
- Supported Middle School Enrollment Engagement

### **The Office of Local Resources**

The incoming Director of Local Resources, Kathy Fleming began in her role on July 15, 2021. The Director of BSEP and Community Relations, Natasha Beery remained on board to assist in the leadership transition supporting Director Fleming and the new Associate Superintendent of Ed. Services, Rubén Aurelio. Director Beery also assisted on the Communications Team on the Washington renaming project in the fall of 2021

### **Measurable / Equity Outcomes:**

During planning and budget development in 2020-21, the following measures were developed

- Use of Language Line by Site, Language and Purpose
- Open Rates for English and Spanish Communications
- A+ Coverage of Sites and Topics
- Diversity of Engagement Feedback
- SSC visits - all sites

Measures and equitable outcomes will be revisited this year and additional measures may be developed to capture the work of these two offices.

**BERKELEY UNIFIED SCHOOL DISTRICT**  
**BERKELEY SCHOOLS EXCELLENCE PROGRAM (BSEP)**  
**Oversight, Commiunity Engagement and Public Information (Measure E1, Resource 0754)**  
**Revenue and Expenditures**  
**Comparison Report FY 2020-21**

**Purpose:**

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**Budget Manager:** Kathy Fleming, Director of Local Resources  
 Trish McDermott, Senior Communications Officer

	<b>Audited Actuals 2019/20 As of 6/30/20</b>	<b>Adopted Budget 2020/21 as of 07/01/20</b>	<b>2nd Interim Budget 2020/21 as of 1/31/21</b>	<b>Unaudited Actuals 2020/21 as of 06/30/21</b>	<b>2nd Interim Budget vs. Unaudited Actuals 2020/21</b>
<b>REVENUE</b>	637,215	647,539	647,539	659,858	12,319
<b>EXPENDITURES</b>					
Certificated Salaries	0	0	0	17,674	17,674
Classified Salaries	351,789	351,819	351,819	351,580	(239)
Employee Benefits	131,525	138,894	138,894	141,055	2,161
Books & Supplies	6,162	0	0	0	0
Unallocated Reserve and Carryover	0	117,487	117,487	0	(117,487)
Contracted Services	40,131	24,000	24,000	17,351	(6,650)
Indirect Costs	0	0	0	0	0
<b>TOTAL EXPENDITURES</b>	529,606	632,200	632,200	527,660	(104,540)

**BERKELEY UNIFIED SCHOOL DISTRICT**  
**BERKELEY SCHOOLS EXCELLENCE PROGRAM (BSEP)**  
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<b>REVENUE</b>	(1,000)	0	0	0	0
<b>EXPENDITURES</b>					
Certificated Salaries	0	0	0	0	0
Classified Salaries	0	8,254	8,254	0	(8,254)
Employee Benefits	0	1,746	1,746	0	(1,746)
Books & Supplies	2,003	12,000	12,000	2,964	(9,036)
Unallocated Reserve and Carryover	0	0	0	0	0
Contracted Services	5,618	30,000	30,000	35,561	5,561
Indirect Costs	0	0		0	0
<b>TOTAL EXPENDITURES</b>	7,620	52,000	52,000	38,526	(13,474)
<b>NET INCREASE (DECREASE)</b>	(8,620)	(52,000)	(52,000)	(38,526)	13,474
<b>FUND BALANCE ANALYSIS</b>					
Beginning Fund Balance	266,897	258,277	258,277	258,277	0
Net Increase (Decrease) in Fund Balance	(8,620)	(52,000)	(52,000)	(38,526)	13,474
Ending Fund Balance	258,277	206,277	206,277	219,751	13,474



**BERKELEY UNIFIED SCHOOL DISTRICT**  
**BERKELEY EDUCATOR RECRUITMENT AND RETENTION ACT (BERRA)**  
**Oversight, Commiunity Engagement and Public Information (Measure E, Resource 0610)**  
**Revenue and Expenditures**  
**Comparison Report FY 2020-21**

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<b>REVENUE</b>	0	94,528	94,528	96,401	1,873
<b>EXPENDITURES</b>					
Certificated Salaries	0	40,000	40,000	47,843	7,843
Classified Salaries	0	19,244	19,244	17,958	(1,286)
Employee Benefits	0	19,410	19,410	20,923	1,513
Equipment	0				0
Unallocated Reserve and Carryover	0	0	0	0	0
Contracted Services	0	0	0	0	0
Indirect Costs	0	0	0	0	0
<b>TOTAL EXPENDITURES</b>	0	90,400	90,400	86,724	(3,676)
<b>NET INCREASE (DECREASE)</b>	0	4,128	4,128	9,677	5,549
<b>FUND BALANCE ANALYSIS</b>					
Beginning Fund Balance	0	0	0	0	0
Net Increase (Decrease) in Fund Balance	0	4,128	4,128	9,677	5,549
Ending Fund Balance	0	4,128	4,128	9,677	5,549