

**Oversight, Community Engagement & Communications**  
BSEP Measure E1, Resource 0754  
BSEP Measure A, Resource 0854

**Annual Report: FY 2021-22**  
**Program Update: FY 2022-23**

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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>*

**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:* Provide public information about district programs and events via the BUSD website, the A+ News—an email community newsletter, the BUSD Staff Bulletin—an email bulletin to all staff, an annual Community Report that is mailed to every Berkeley address and posted on the district website, district-wide emails and phone blasts, and social media. Provide advice, support and strategy for crisis communications, respond to public and media information requests, fulfill Public Information Act requests, secure student media releases and escort press on campus visits, act as district spokesperson, support public presentations, forums, heritage/history months and other special events, work with local and state public health departments to analyze, implement, and communicate COVID-19 risk mitigation protocols, and provide access to translation and interpretation services.

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

## **Communication and Public Information Highlights 2021-22:**

In FY 2021-22, the Communications Team was called upon to address a wide range of information needs and issues that affected our schools, students and families, including:

### COVID-19:

- Communications about and operationalization of Cal/OSHA, CDPH, and COB guidance
- COVID-19 reopening Safety Plan & Cal/OSHA Required COVID Prevention Program (CPP)
- Confirmed COVID-19 on-site [dashboard](#)
- Communications to families enrolling in virtual learning and independent studies
- COVID-19 protocols presentations to management team and staff
- COVID-19 escalation desk, information, and Public Records Act Requests
- Promote and support BUSD-Based COVID-19 Vaccination Clinics & Testing Operations
- Work with youth leaders and City of Berkeley to address youth vaccine hesitancy
- Improve efficiency of COVID-19 contact tracing protocols
- Regular City, County, and State Health Department meetings
- Coordination of vaccination clinic access outreach with OFEE
- Emergency communications during Omicron surge
- Manage contract tracing team

### Content and Communications for Heritage/History/Anti-Hate Weeks and Months

- [Latinx Heritage Month](#)
- [Black History Month/Black Lives Matter at School Week/ BH Oratorical Fest](#)
- [Design of African American Success Framework](#) webpage
- Launch of [Arab American Heritage Month](#) webpage
- [AAPI Heritage Month](#) - Launch of webpage and “Lifting Up BUSD Staff” Posters
- [Jewish American Heritage Month](#) webpage (Including staff posters)
- [United Against Hate Week](#)

### Other Key Initiatives

- Superintendent search & selection of Superintendent Enikia Ford Morthel

- Budget: town hall and communications
- Appreciation of staff groups (Retirees, Bus Drivers, School Counselors, Nutrition Service Staff, IT, Principals, Vice Principals, Teachers, Classified Staff, and more)
- Russell St. facility relocation
- Middle School enrollment community engagement
- Board resolutions and policies
- Sustainability efforts
- Emergency communications

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 17 different languages at district meetings and events. The following chart highlights the top five languages requested for parent/caregiver-teacher meetings, IEPs, contact tracing, and other school-site meetings interpreted through the District’s use of Language Line.

Language	Language Line Percent
Spanish	65.8%
Arabic	15.6%
Vietnamese	3.4%
Portuguese	3%
Mandarin	2.1%

**BSEP and BERRA Oversight Highlights 2021-22:**

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.. Director Beery also assisted on the Communications Team on the Washington renaming project in the fall of 2021.

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

- Supported Principals 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 two reports for BERRA;
- Planned and co-facilitated P&O Committee meetings, providing documents, coordinating guest speakers, and preparing agendas and presentations;
- Consulted with site leaders, providing guidance and support to principals and committee members;
- 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.

### **2021-22 Expenditures Summary**

At the close of 2021-22, the expenditures for this program were as follows:

- BSEP (Resource 0754) - Projected expenditures at Adopted Budget was \$615,205 and unaudited actuals was \$518,777. The fund balance at the close of 2021-22 was \$519,645, which is an increase of \$171,516.
- BERRA (Resource 0610) - Projected expenditures at Budget Adoption was \$83,365 and unaudited actuals was \$65,799. The fund balance at the close of 2021-22 is \$49,038.

### **Program Update FY 2022-23 - Office of Local Resources and Public Information Office**

November of 2022 saw the successful hire of a Communications Specialist for the district, which allows for more school visits and increased site-related content development as well as the resumption of the regular distribution of the BUSD Staff Bulletin and a Monthly A+ News (in English and Spanish) as well as the ability to broaden communications support to other

departments, most notably the Office of Family Engagement and Equity (OFEE) for heritage month celebrations.

The Public Information and Communications Office:

- Introduced Superintendent Enikia Ford Morthel and the Superintendent's Listening & Learning Period
- Launched the "[Berkeley Ready](#)" back-to-school campaign
- Supported safety and emergency response and messaging
- Supported key initiatives, including [Chromebooks to Homes](#), Attendance Awareness Month, and Free & Reduced Lunch applications
- Supported all COVID-19 operations and communications including ongoing participation in public health meetings, management of case response team and at-home testing program, operations of vaccine clinics at BUSD schools in partnership with COB, covid protocols presentation to management team, publishing and updating [2022-23 COVID-19 Safety Plan](#), the [COVID-19 Prevention Program](#) (CPP) and the [2022-23 confirmed on site case dashboard](#) and the [COVID-10 protocols video](#).
- Launched an [LGBTQ+ history month resource web page](#) and supported LGBTQ+History Month communications and staff posters
- Updated [affinity-based resources](#) web pages in support of heritage/history month celebrations, including [Latine/x Heritage Month](#), [Indigenous Peoples Heritage Month](#), and [Black History Month](#) with district-wide communications and staff posters
- Supported Spanish language translation of all district-wide communications, as well as Arabic translation in some instances. .
- Supported the launch of an improved district-wide translation and interpretation request process

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

During planning and budget development in 2021-22, the following measures were developed and will be explored for reporting in the 2023-24 Program Proposal

- 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

**BERKELEY UNIFIED SCHOOL DISTRICT**  
**BERKELEY SCHOOLS EXCELLENCE PROGRAM (BSEP)**  
**Oversight & Communication (Measure E1/ Resource 0754)**  
**Revenue and Expenditures**  
**Comparison Report 10/31/23**

**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**

**Budget Manager: Kathy Fleming, Director of Local Resources**

	<b>Adopted Budget 2020/21 as of 07/01/20</b>	<b>Unaudited Actuals 2020/21 as of 06/30/21</b>	<b>Adopted Budget 2021/22 as of 07/01/21</b>	<b>Unaudited Actuals 2021/22 as of 06/30/22</b>	<b>Adopted Budget 2022/23 as of 07/01/22</b>	<b>1st Interim 2022/23 as of 10/31/2022</b>
<b>REVENUE</b>						
Parcel Tax Revenue	647,539	653,456	656,186	682,969	685,186	685,186
Parcel Tax Revenue-Prior Year		6,402		7,323		
Net Revenue	647,539	659,858	656,186	690,292	685,186	685,186
<b>EXPENDITURES</b>						
Certificated Salaries	0	17,674	130,446	124,301	119,743	126,928
Classified Salaries	351,819	351,580	248,499	239,795	276,908	275,023
Employee Benefits	138,894	141,055	128,599	115,550	154,654	162,497
Books & Supplies		0	12,000	4,124	12,000	12,000
Unallocated Reserve and Carryover	117,487	0	15,035	0	31,671	28
Contracted Services	24,000	17,351	80,626	35,007	84,000	102,000
Indirect Costs	0	0	0	0	0	0
<b>TOTAL EXPENDITURES</b>	632,200	527,660	615,205	518,777	678,976	678,476
<b>NET INCREASE (DECREASE)</b>	15,339	132,197	40,981	171,516	6,210	6,710
<b>FUND BALANCE ANALYSIS</b>						
Beginning Fund Balance	163,063	215,931	231,270	348,129	389,110	519,645
Net Increase (Decrease) in Fund Balance	15,339	132,197	40,981	171,516	6,210	6,710
Ending Fund Balance	178,402	348,129	272,251	519,645	395,320	526,355

**BERKELEY UNIFIED SCHOOL DISTRICT**  
**Berkeley Educator Recruitment and Retention Act (BERRA)**  
**Oversight & Communication (Measure E1/ Resource 0610)**  
**Revenue and Expenditures**  
**Comparison Report 10/31/22**

**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.**

**Budget Manager: Kathy Fleming, Director of Local Resources**

	<b>Adopted Budget 2020/21 as of 07/01/20</b>	<b>Unaudited Actuals 2020/21 as of 06/30/21</b>	<b>Adopted Budget 2021/22 as of 07/01/21</b>	<b>Unaudited Actuals 2021/22 as of 06/30/22</b>	<b>Adopted Budget 2022/23 as of 07/01/22</b>	<b>1st Interim 2022/23 as of 10/31/2022</b>
<b>REVENUE</b>						
Parcel Tax Revenue	94,528	96,401	99,659	103,983	104,110	104,110
Parcel Tax Revenue-Prior Year	0	0	0	1,177	0	0
Interest	0	0	0	0	0	0
Net Revenue	94,528	96,401	99,659	105,160	104,110	104,110
<b>EXPENDITURES</b>						
Certificated Salaries	40,000	47,843	43,158	41,434	39,922	42,317
Classified Salaries	19,244	17,958	16,744	12,177	29,971	31,769
Employee Benefits	19,410	20,923	23,463	12,189	20,703	21,928
Books & Supplies	0	0	0	0	500	500
Unallocated Reserve and Carryover	11,746	0	0	0	5,603	185
Contracted Services	0	0	0	0	4,000	4,000
Indirect Costs	0	0	0	0	0	0
<b>TOTAL EXPENDITURES</b>	90,400	86,724	83,365	65,799	100,699	100,699
<b>NET INCREASE (DECREASE)</b>	4,128	9,677	16,294	39,361	3,411	3,411
<b>FUND BALANCE ANALYSIS</b>						
Beginning Fund Balance	0	0	4,128	9,677	25,971	49,038
Net Increase (Decrease) in Fund Balance	4,128	9,677	16,294	39,361	3,411	3,411
Ending Fund Balance	4,128	9,677	20,422	49,038	29,382	52,449