

**Program Manager**

Trish McDermott, Senior Communications Officer  
Kathy Fleming, Director Local Resources and Partnerships

**BSEP Measure E1 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]

**Rationale**

The Berkeley community provides crucial support to our schools through special taxes which provide approximately 23% of our District’s budget (for 2023-24 including BERRA). 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 key to ensuring that our diverse school community is well informed about district information and opportunities for community engagement.

**Goal**

The goal of the Communications team is to consistently provide clear, correct, and comprehensive public information and engagement opportunities across multiple communications channels so the BUSD community is well informed and the voices at the table are reflective of our diverse community.

The goal of the Office of Local Resources is to ensure local tax measure funds for BSEP and BERRA are developed, budgeted, implemented and expended in accordance with approved measure language and that all measure requirements are fulfilled. Additionally, to support the Planning and Oversight Committee to perform their oversight and advisory function in accordance with the terms of the measures. This office also supports principals in the conducting SSC elections, development and implementation of BSEP site budgets, and provides ongoing support for Site committees and principals in the budgeting and site plan development and adoption process.

**Description**

<b>Staffing</b>	<b>BSEP 0754</b>	<b>BERRA 0610</b>	<b>General Fund</b>	<b>Total</b>
Director of Local Resources & Partnerships	0.75	0.25		<b>1.00</b>
BSEP Program Specialist	0.85	0.15		<b>1.00</b>
Senior Communications Officer	0.85		0.15	<b>1.00</b>
Translation/Interpretation Specialist	0.67		0.33	<b>1.00</b>
Communications Specialists	1.60	0.40		<b>2.00</b>

**Supplies and Materials \$51,000**

- Printing & Mailing
- Professional Development, conferences and memberships
- Equipment, supplies and cell phones

**Services, Contracts and Expenses \$80,000**

- Hourly Staff
- Email newsletter service
- Website design and maintenance support
- Graphic design platform
- Community Report
- Document translation services for multiple languages
- Simultaneous interpretation phone services and video interpretation services for multiple languages for parent conferences and district meetings
- Social media scheduling and analytics platform
- Video Production Platform
- California Public Records Act Records Management Platform
- California Public Records Act Request Support

**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 blast; informational videos; and social media. Provide advice, support, and strategy for critical incident communications; liaise with law enforcement and other public agencies regarding district information; respond to public and media information requests; fulfill California Public Records 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 and district initiatives; 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.

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.

**Director of Local Resources and Partnerships**

**0.75 BSEP, 0.25 BERRA**

This position is 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 reports on the efficacy of funded programs.

**BSEP Program Specialist**

**0.85 BSEP/0.15 BERRA**

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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 Site Councils (SSC), including recruitment, elections, meeting processes, records and reporting. The Program Specialist and director of Local resources also attend Site Council meetings as requested to advise and share effective practices with Principals, chairs and members.

**Senior Communications Officer**

**0.85 FTE BSEP/0.15 GF**

Under direction of the District Superintendent and as leader of the Communications Team, the Senior Communications Officer serves as district spokesperson, district media liaison, and coordinator of communications and public information; interacts with government agencies, community organizations, and local businesses; and plans, organizes, and directs proactive communication strategies, special events, programs, and initiatives to inform and engage the district's employees, parents, and broader community. The Senior Communications Officer oversees the content and effectiveness of the district's print and electronic communication vehicles including publications, websites, telephone/email alert systems, and social media; serves as a member of the Superintendent's cabinet; attends Board of Education meetings as requested; and trains and/or supervises the performance of assigned personnel.

**Communications Specialist**

**1.60 FTE BSEP / 0.40 BERRA**

Under direction of the Senior Communications Officer, the 2.0 Communications Specialists perform a variety of professional and specialized duties in the research, preparation, composition, design, writing, editing and distribution of a variety of materials in print, video and/or electronic format; develops and maintains a specialized knowledge base and skill set relevant to assigned communicating duties, including, but not limited to: website structure, social media platforms, site/department communication strategies, and evolving trends in communications; supports objectives, including public relations efforts and strategic communication plans, staff professional development, community outreach initiatives, and stakeholder engagement activities that build support and understanding for the District's schools, programs and initiatives. The position will also provide support for staff communications and for recruitment efforts.

**Translation/Interpretation Specialist**

**0.67 FTE BSEP / 0.33 FTE GF**

This position is responsible to translate into Spanish the key district print, web, and email communications and documents. In consultation with the Senior Communications Officer, 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. 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.

**Printing & Mailing**

**\$28,000**

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 \$23,000. 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.

**Professional Development, Memberships, Conferences, Cell Phone \$8,000**

This budget provides professional development, cell phone service for the Director of Local Resources and the Senior Communications Officer and Communications Specialists, as well as membership fees, conferences and annual professional development for the team.

**Hourly Staff \$3,000**

Support on an as-needed basis is provided in the following areas:

- P&O and Public Meeting Support
- Hours for support staffing for summer/evening planning and activities
- Translators and interpreters to supplement the District Specialist Translator/Interpreter; these needs have increased significantly in the past years, 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.

**Contracted Services \$80,000**

The contracted services for 2024-25 would include:

- An 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
- Video Production platform
- Annual Community Report production
- Public Records Act Records Management Platform
- Public Records Act Support

**Changes from Prior Year**

The Administrative Assistant III that was added to the budget in 2023-24 changed to a Comms specialist in the Spring of 2024.

- Included in the approved budget for the [2023-24 BSEP and BERRA Measure Oversight](#),

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[Communications and Translation Plan](#) was an Administrative Assistant III position responsible for “providing administrative support for the oversight and communications staff and activities outlined in this plan.”

- Changing the position to a Communications Specialist has become necessary because of the increase in the number, breadth, and complexity of PRAs received by the district as well as increasing communications demands relative to affinity-based initiatives, our increased use of video assets to more effectively reach a more diverse audience, and communications needs relative to current events impacting the district.
- The cost of changing the positions is approximately an additional \$15,000 for this year. As a result of the Administrative Assistant III position being unfilled for much of the year, there has been some savings this year that can be allocated to the Communications Specialist position. Ongoing, the associated resources for this program have positive fund balances and can accommodate this increase ongoing.

### **Targeted Student Groups**

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, texting, links to content on dedicated website pages, and direct outreach, as well as providing monolingual engagement opportunities.

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. Translation of program documents and interpretations of events across the district provides access for parents to participate in their students' education and engages the community on a broader basis.

### **Resources and Information**

[Planning and Oversight Committee Information](#)

[School Site Council Information](#)

[Local Tax Resources Information](#)

**Budget**

Deficit spending at this rate is sustainable through the end of the BSEP Measure.

**Access and Participation**

- The Program Specialist and/or Director will provide ongoing direct support to site principals and attend Site Committee meetings to provide support and share best practices as requested.
- Ongoing development and improvement of additional training materials for SSC and site leadership to build capacity and partnership.
- Develop and administer an annual survey for site principals to identify strengths and areas of improvement in the support for SSCs and BSEP budget development , to be first administered at the end of the 2023-24 school year.
- Develop and administer an annual survey for P&O Committee members to identify strengths and areas of improvement in the support for P&O Committee oversight activities, to be first administered at the end of the 2023-24 school year.
- Track and review communications metrics to understand effectiveness of outreach and community engagement year over year.
- Using communications metrics, set measurable engagement, subscription, viewership, and open rate communications goals to support informing and engaging our diversity school community.

**Qualitative and Survey Data**

Surreys will be administered at the end of the 2023-24 school year to P&O Committee members and site principals to assess the effectiveness of the Local Resources Office work in support of the P&O committee, School Site Committees and BSEP budget development.

**Budget Details**

**Funding and Resources Overview**

Funding Source	2022-23	2023-24	2024-25 (Projected)
BSEP and BERRA (include use of Fund Balance)	779,675	985,570	976,106

Funding Source	2022-23	2023-24	2024-25 (Projected)
General Fund	0.48 FTE	0.48 FTE	0.48 FTE

2024-25 BSEP Budget Overview - Proposed

<b>Budget Summary for Oversight, Communication and Translation</b>	
<b>Measure E1, Resource 0754</b>	
<b>April 23, 2024</b>	
<b>First Reading P&amp;O</b>	
	<b>DRAFT</b>
	2024-25
<b>Revenue</b>	769,778
<b>Expense</b>	
Staffing	754,964
Printing & Mailing	26,000
Contracted Services	80,000
Equipment & Supplies	11,500
Cell Phone, Memberships, PD	6,000
Hourly Staff	2,500
Unallocated Reserves	37,873
<b>Total Expenditures</b>	918,837
<b>Net Change to Fund Balance</b>	<b>(149,059)</b>
<b>Beginning Fund Balance</b>	591,486 <sup>†</sup>
Net Increase/(Decrease) in Fund Balance	<b>(149,059)</b>
<b>Ending Fund Balance</b>	442,427



<b>Budget Summary for Oversight, Communication and Translation</b>	
<b>Measure E, Resource 0610</b>	
<b>April 23, 2024</b>	
<b>First Reading P&amp;O</b>	<b>DRAFT</b>
	2024-25
<b>Revenue</b>	116,570
<b>Expense</b>	
Staffing	108,861
Printing & Mailing	2,000
Contracted Services	0
Equipment & Supplies	500
Cell Phone, Memberships, PD	2,000
Hourly Support	500
Unallocated Reserves	5,468
<b>Total Expenditures</b>	<u>119,329</u>
<b>Net Change to Fund Balance</b>	<b>(2,759)</b>
<b>Beginning Fund Balance</b>	66,904
Net Increase/(Decrease) in Fund Balance	<u>(2,759)</u>
<b>Ending Fund Balance</b>	64,145

<b>Budget Summary for Oversight, Communication and Translation</b>	
<b>Measure E1, Resource 0754 &amp; Measure E, Resource 0610</b>	
<b>April 23, 2024</b>	
<b>First Reading P&amp;O</b>	<b>DRAFT</b>
	2024-25
<b>Revenue</b>	886,348
<b>Expense</b>	
Staffing	863,825
Printing & Mailing	28,000
Contracted Services	80,000
Equipment & Supplies	12,000
Cell Phone, Memberships, PD	8,000
Hourly Staff	3,000
Unallocated Reserves	43,341
<b>Total Expenditures</b>	991,825
<b>Net Change to Fund Balance</b>	<b>(105,477)</b>
<b>Beginning Fund Balance</b>	658,390
Net Increase/(Decrease) in Fund Balance	<u>(105,477)</u>
<b>Ending Fund Balance</b>	552,913

**2024-25 Budget Details - Proposed**

<b>Program Name 2024-25 Budget Details</b>	
<b>Staffing</b>	<b>FTE</b>
Director of Local Resources & Partnerships	1.0
BSEP Program Specialist	1.0
Senior Communications Officer	0.85
Translation/Interpretation Specialist	0.67
Communications Specialists	2.00
<b>Total</b>	<b>5.52 FTE</b>
Printing and Mailing	28,000

<b>Program Name 2024-25 Budget Details</b>	
Contracts	80,000
Materials Supplies and Equipment	12,000
Professional Development, Memberships, Conferences, Cell Phone	8,000
Hourly Support	3,000
Reserve for Personnel Variance	43,341
Indirect Cost	NA
<b>Total</b>	