



Measure Oversight, Communications, and Translation

2026-27 Annual Plan

Planning and Oversight Committee
4/7/26

Excellence • Equity • Engagement • Enrichment

Our Mission

Enable and inspire our diverse student body to achieve academic excellence and make positive contributions to our world.

Excellence

Equity

Engagement

Enrichment



Purpose

BSEP - Measure H Purpose

...two percent (2.5%) 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.

BERRA - 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.

2026-27 Staffing and Resource Summary

Staffing	BSEP 0754	BERRA 0610	General Fund
Director of Local Resources & Partnerships	.75	.25	
BSEP Program Specialist	.85	.15	
Senior Communications Officer	.85		.15
Translation/Interpretation Specialist	.67		.33
Communications Specialists	.80	.20	
Placeholder for additional staffing ongoing (approx 1.0 FTE)	1.0		
TOTAL	5.72	0.8	0.48

Supplies, Materials and Contracts	BSEP H	BERRA E	TOTAL
Printing and Mailing	26,000	2,000	28,000
Professional Development, Memberships, Conferences, Cell Phone	6,000	2,000	8,000
Hourly Support	2,500	500	3,000
Materials, Supplies and Equipment	11,000	1,000	12,000
Contracted Services and Subscriptions	76,000	5,000	81,000
Sub Total	121,500	10,500	132,000

Supplies, Materials and Contracts

- Printing & Mailing
- Professional Development, Conferences, Memberships, Cell Phone
- Equipment and supplies
- Email newsletter service
- Publications support
- Website design and maintenance support
- Simultaneous interpretation phone services and video interpretation services for multiple languages
- Document Translation

Changes from Prior Year

- Measure H has capacity to increase additional staffing. Changes pending.
- Contracted services, supplies and materials remain consistent with 2025-26 levels



Communications Department
Learning in 2025-2026
Will Drive Our Work in 2026-2027



34

Newsfeed Posts



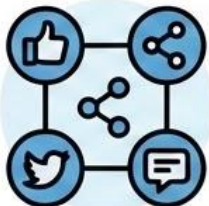
18

A+ News (including Spanish translations)



22

Staff Bulletins



272

social posts



45

completed PRAs



4

Video Assets



11

Texts sent to all families



14

Emails sent to all families



222

BUSD mentions in news articles

Insights and Changes User Surveys

#BerkeleyPROUD!

"Proud of our diversity. Proud of our families and students. Proud of our staff. Proud of our literacy adoption. Proud of our Rainbow Families. Proud of Black Lives. We are PROUD to be BERKELEY UNIFIED! Say it loud: #BerkeleyPROUD!"

- Ruth Acty teacher Nicholas Williams

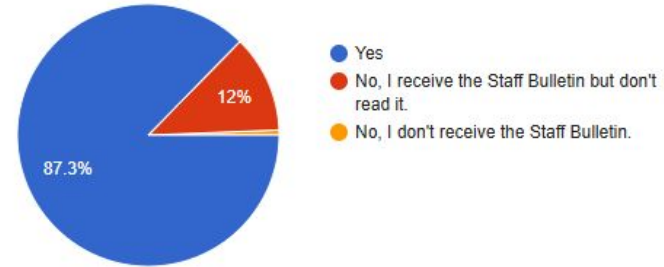
What makes you #BerkeleyPROUD!?



[Submit Here](#)

Do you generally read BUSD's weekly Staff Bulletin?

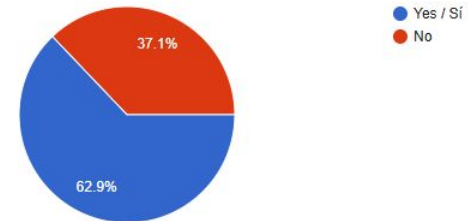
158 responses



Have you ever taken an action after reading content in the A+ News? (View a linked video, attend an event or meeting, etc.)

¿ Ha usted tomado alguna medida después de leer el contenido de A+ News? (Ver un vídeo enlazado, asistir a un evento o reunión, etc.)

140 responses



High Community Attendance Community Partner Collaboration



Camino al Exito



Solano Stroll



Epicenter Documentary
Screening

More Videos!

A Focus on Engagement



Welcome to '25 - '26 School
Year



Support Student Wellness
Video



Black History Month
Highlight Reel

What Worked?

Translation & Interpretation Support

- Language Line for Live Interpretations for Parent Meetings
- Alboum for document translation
- In-house Spanish Translator and Interpreter
- Sign Language Interpretation for Parents

2024-25 Language Line
Usage - Total Minutes = 7,603

Combined Totals: Language	Minutes	% Total
Amharic	107	1.41%
Arabic	1174	15.44%
Burmese	213	2.80%
Cantonese	81	1.07%
Farsi	174	2.29%
French	11	0.14%
Khmer	96	1.26%
Mandarin	503	6.62%
Mongolian	368	4.84%
Nepali	66	0.87%
Pashto	211	2.78%
Portuguese	38	0.50%
Punjabi	24	0.32%
Russian	180	2.37%
Spanish	3816	50.19%
Thai	81	1.07%
Tigrigna	133	1.75%
Urdu	128	1.68%
Vietnamese	199	2.62%
	7603	100%

High Engagement

#BerkeleyPROUD

- Open rates hovering steadily between **66%** (+10%) across 17 issues.
- Near-zero unsubscribe rates.
- We are successfully reaching a broad audience, with the A+ News consistently hitting approximately **11,000 readers** every month.
- We have made our call to action buttons more visible leading to our strongest year for click-through rates, peaking at **9%**.

OPPORTUNITIES

The Spring Luncheon is Back!

It's Back!

BERKELEY PUBLIC SCHOOLS FUND

SPRING LUNCHEON

"Building Berkeley Futures, Together"

Friday, May 8, 2026
11:00 - 1:30 PM

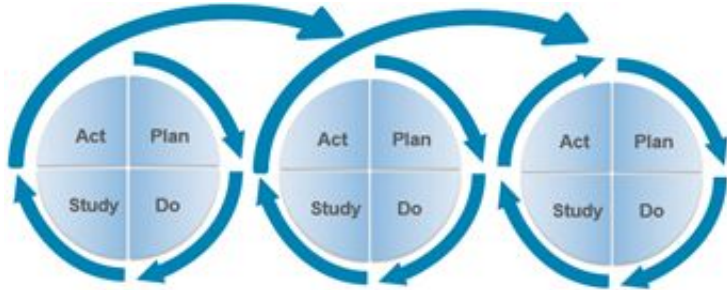
www.bit.ly/SpringLuncheon2026

The Spring Luncheon, a beloved community celebration and luncheon fundraiser hosted by the Berkeley Public Schools Fund, is returning after a five-year pause. This special event has brought families, educators, local businesses, and community supporters together in support of Berkeley public schools since 1987.

Join us on Friday, May 8, 2026, from 11:00–1:30 pm at Ciel Creative Space for an afternoon of food and drinks, student performances, and a celebration of the educators, volunteers, and partners who help Berkeley's public schools thrive.

All proceeds support the Berkeley Public Schools Fund's work advancing equitable public education across the Berkeley Unified School District.

[Tickets](#)



Opportunities to Improve in 2026-2027

- **Metrics Must Inform Strategy**
 - Staff Bulletin Low 50% Open Rate
 - Industry Best Practices
 - Usable Content Data
 - A+ News (flat open rate)
 - A/B Testing
 - Industry Best Practices
 - Usable Content Data

EXCELLENCE EQUITY ENGAGEMENT ENRICHMENT

Berkeley
PUBLIC SCHOOLS
Berkeley Unified School District

BUSD Staff Bulletin

How Can BUSD's Weekly Staff Bulletin Keep You Better Informed?

Form description

Do you generally read BUSD's weekly Staff Bulletin?

Yes

No

What is your role in the district?

Classified Staff

Certified Staff



Opportunities to Improve in 2026-2027

- **Tools & Processes**

- Public Records Act Requests Systems
 - Continues to be challenge area
 - Have not yet launched new platform

School Year	Records
Total	567
2025 - 2026	117
2024 - 2025	46
2023 - 2024	71
2022 - 2023	34
2021 - 2022	83
2020 - 2021	30
2019 - 2020	16
2018 - 2019	50
2017 - 2018	58
2016 - 2017	59
2015 - 2016	3

25-26 Goals Addressed

- Improved data tracking across all measures
- Conducted surveys and run A/B Testing on our publications for insights
- Increased our click rate by roughly 2% (9% at peak)
- Created better procedures around PRA tracking

Goals Next Year

- Monthly video content
- Complete rehaul BUSD website
- Grow instagram followers by 30%
- Involve students in content creation (contests, internship opps)
- Get PRAs to 90% completion rate



Measure Oversight Overview

- **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.
- **Support the Planning and Oversight Committee** to perform oversight and advisory function in accordance with the terms of the measures.
- Support principals in the conducting SSC elections, provide **ongoing support for site committees and principals** in the development and implementation of BSEP site budgets, and the site plan development and adoption process.

BSEP & BERRA Team:

- BSEP Program Specialist
- BSEP and BERRA Budget Analyst II
- Director of Local Resources & Partnerships



2026-27 Measure Oversight Activities

Continue to:

- **Support the Planning and Oversight Co-Chairs and Committee** by producing meeting documents documents, plans and reports.
- Implement, monitor and support the approved program and school **budgets and plans for compliance** with the terms of the measures and in alignment with Board approved plans.
- Implement **BSEP Measure H** including fiscal planning and modeling as well as plan for BSEP Measure **E1 Fund Balance** Uses.
- Develop and/or presents **documents / presentations including Annual Plans and budgets, Annual Reports. Interim Fiscal Reports, and other BSEP and BERRA documents** for the Planning and Oversight Committee, the Board of Education and the public.
- **Plan and conduct** BSEP and BERRA related meetings, presentations, and events.
- Update and streamline information on **BSEP and BERRA webpages.**
- Conduct P&O **Annual Survey** in May 2026
- **Collect feedback & coordinate** with P&O, Co-Chairs, BSEP and BERRA program managers and district leadership to inform 2026-27 planning.
- **Plan for Planning and Oversight meetings** - dates, program overview process and annual report cadence and content to inform members in preparation for annual plan review for coming year.
- **Plan, implement nd monitor** budgetary changes

*Capacity to shift in ongoing costs

-Recurring non FTE costs at the same rate as 25/26

Oversight, Communications and Translation 2026-27 Budget Details		BSEP H	1,146,964	BERRA E	124,007	TOTAL
	Staffing	FTE	Amount	FTE	Amount	Amount
	Director of Local Resources & Partnerships	0.75		0.25		
	BSEP Program Specialist	0.85		0.15		
	Senior Communications Officer	0.85		0.00		
	Translation/Interpretation Specialist	0.67		0.00		
	Communications Specialist	0.80		0.20		
	Reserve for Personnel Variance (6%)		45,590		6,872	52,462
	Total Staffing	3.92	805,421	0.60	114,535	963,945
	Supplies, Materials and Contracts					
	Printing and Mailing		26,000		2,000	28,000
	Professional Development, Memberships, Conferences, Cell Phone		6,000		2,000	8,000
	Hourly Support		2,500		500	3,000
	Materials, Supplies and Equipment		11,000		1,000	12,000
	Contracted Services and Subscriptions		76,000		5,000	81,000
	Additional Ongoing Costs* TBD		187,268			187,268
	Total Supplies, Materials and Contracts		308,768		10,500	319,268
	TOTAL (all costs)		1,114,189		131,907	1,246,096
	Rev-Exp		32,775		(7,900)	24,875
	Beginning Fund Balance (25/26 2nd Int)		0		48,253	48,253
	Ending Fund Balance		32,775		40,353	73,128

Measure H Trajectory (Hypothetical)

For Discussion Purposes Only Assumptions: 2% COLA, 2% Staffing Increase, non FTE is Flat

**2026-27 Budget Summary for Oversight, Commu
and Translation**

**Measure H, Resource 0854
April 7, 2026**

	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEAR 6	YEAR 7	YEAR 8
	2026-27	2027-28	2028-29	2029-30	2030-31	2031-32	2032-33
	<i>COLA - Assumed 2% for Outyears</i>						
	3%	<i>2.00%</i>	<i>2.00%</i>	<i>2.00%</i>	<i>2.00%</i>	<i>2.00%</i>	<i>2.00%</i>
	BSEP Measure H	BSEP Measure H	BSEP Measure H	BSEP Measure H	BSEP Measure H	BSEP Measure H	BSEP Measure H
Revenue	1,146,964	1,169,903	1,193,301	1,217,167	1,241,511	1,266,341	1,291,668
Expense		<i>Staffing - Assumed 2% for Outyears</i>					
Staffing	759,831	775,028	790,528	806,339	822,466	838,915	855,693
Printing & Mailing	26,000	26,000	26,000	26,000	26,000	26,000	26,000
Contracted Services and Subscriptions	76,000	76,000	76,000	76,000	76,000	76,000	76,000
Materials, Supplies and Equipment	11,000	11,000	11,000	11,000	11,000	11,000	11,000
Professional Development, Memberships, Conferences, Cell Phone	6,000	6,000	6,000	6,000	6,000	6,000	6,000
Hourly Support	2,500	2,500	2,500	2,500	2,500	2,500	2,500
Additional Ongoing Costs* TBD	187,268	187,268	187,268	187,268	187,268	187,268	187,268
Unallocated Reserves	45,590	46,502	47,432	48,380	49,348	50,335	51,342
Total Expenditures	1,114,189	1,130,298	1,146,728	1,163,487	1,180,582	1,198,018	1,215,803
Net Change to Fund Balance	32,775	39,606	46,573	53,680	60,929	68,323	75,865
Beginning Fund Balance	0	32,775	72,380	118,953	172,633	233,562	301,885
Net Increase/(Decrease) in Fund Balance	32,775	39,606	46,573	53,680	60,929	68,323	75,865
Ending Fund Balance	32,775	72,380	118,953	172,633	233,562	301,885	377,750

Measure E1 Carryover	674,956
one time non staffing uses (can be multiple years)	
T&I 26/27	60,000
T&I 27/28	60,000
T&I 28/29	60,000
staffing costs for leave	50,000
cost to shift in (one time)	150,000
cost to shift in (one time)	150,000
cost to shift in (one-time)	144,956
TOTAL	674,956
Balance	0

Measure E1 Carryover

Per the 2025-26 Second Interim Report, the Projected Ending Fund Balance for Measure E1 - Oversight, Communications and Translation is \$674,956.

Final plans for the use of these funds will be presented to the Planning and Oversight Committee for review on May 12, 2026.

Tentatively funds are planned to support ongoing Translational Interpretation Services through 2028-29 as well as placeholders for other non FTE costs to be supported by Measure E1 carryover TBD.

Next Steps

- Identify staffing and programmatic changes and incorporate in plan
- Identify impact on BSEP/BERRA, General Fund and other funding sources
- Present changes to P&O on May 12
- Prepare for Board presentation and action on June 3

Thank you