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## BSEP and BERRA 2025-26 Measure Oversight, Communications and Translation

### 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 H of 2024, allocates two and a half percent (2.5%) of revenues to “support of the Planning and Oversight Committee and School Site Councils, and community engagement, communications and public information services.” [BSEP Measure H of 2024, 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 25% of our District’s budget (including BERRA). The BSEP and BERRA funds include resources to support the careful oversight of these funds, through internal controls, staffing, 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.

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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 and 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 School Site Council 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

**BSEP Planning and Oversight (P&O) Support:** Ensure the development of Annual Plans and Reports for the 11 major BSEP and BERRA Resources, including expenditures of prior measure carryover. Implement and monitor the operational and technical tasks for all BSEP and BERRA resources, working alongside a Budget Analyst II to ensure careful oversight of fund expenditures. Support the district-wide Planning and Oversight Committee for the review and reporting of BSEP and BERRA 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. Additionally, support is provided for other district-wide and site committee activities.

**Communications:** Provide public information about district programs and events via the BUSD website; the A+ News, an email community newsletter in English and Spanish; the weekly BUSD Staff Bulletin; an annual Community Report that is mailed to every Berkeley address and posted on the district website in English and Spanish; district-wide emails; texts and robo calls; informational videos; and social media content. 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; 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.

## Staffing

| Staffing                                   | BSEP        | BERRA      | 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        |              |
| <b>TOTAL</b>                               | <b>3.92</b> | <b>0.8</b> | <b>0.48</b>  |

### Director of Local Resources and Partnerships

**.75 BSEP/.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**

**.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 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**

**.85 FTE BSEP/.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; attends Board of Education meetings as requested; and trains and/or supervises the performance of assigned personnel.

**Communications Specialist**

**.80 FTE BSEP / .20 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**

**.67 FTE BSEP / .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.

**Additional Staffing**

**~1.0 FTE BSEP**

Staffing remains consistent with 2025-26 levels, with a reserved placeholder for approximately 1.0 to be shifted into the final plan for P&O Action. A revised plan or a plan update will be presented to the Planning and Oversight Committee on May 12, 2026.

**Program Activities\***

| 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         |
| <b>Sub Total</b>   | <b>121,500</b> | <b>10,500</b> | <b>132,000</b> |

\*No changes from 2025-26

**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 \$24,000. 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:

- District 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 and Subscriptions** **\$81,000**

- An email newsletter service
- Website design and maintenance support
- Simultaneous interpretation phone services, video interpretation services and contract work for interpretation/translation in multiple language
- Graphic design services
- Video Production platform
- Social media management platform
- Annual Community Report production
- Public Records Act Records Management Platform
- Public Records Act Support as needed

## Changes from Prior Year

- Staffing remains consistent with 2025-26 levels, with a reserved placeholder for approximately 1.0 to be shifted into the final plan for P&O Action. A revised plan or a plan update will be presented to the Planning and Oversight Committee on May 12, 2026.

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- Contracted services, materials and supplies, and other non FTE budgeted items remains consistent with 2025-26 levels

## Areas of Focus

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.

The BSEP/BERRA Team 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](#)

## Access and Participation

The BSEP Program Specialist, BSEP and BERRA Budget Analyst, and the Local Resources Director:

- Provide ongoing direct support to site principals to provide SSC 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.
- Assist site leadership in developing, implementing, monitoring and reporting of annual budgets
- 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 2024-25 school year.

The Communications Team:

- Tracks and reviews communications metrics to understand effectiveness of outreach and community engagement year over year.
- Uses communications metrics, sets measurable engagement, subscription, viewership, and open rate communications goals to support informing and engaging our diversity school community.

## Survey Data

Surreys will be administered at the end of the 2025-26 school year to P&O Committee members to assess the effectiveness of the Local Resources Office work in support of the P&O committee. A staff survey will be administered at the end of the 2024-2025 school year to better understand the drivers of BUSD Staff Bulletin open rate data and set goals for the 2025-2026 school year.

## Budget

### 2026-27 BSEP Budget Overview - Proposed

**2026-27 Budget Summary for Oversight, Communicat  
 and Translation**  
**Measure H, Resource 0854**  
**Measure E, Resource 0610**  
**April 7, 2026**

|   | <b>BSEP<br/>Measure H</b> | <b>BERRA<br/>Measure E</b> | <b>Total</b>     |
|---|---------------------------|----------------------------|------------------|
| <b>Revenue</b>  | <b>1,146,964</b>          | <b>124,007</b>             | <b>1,270,971</b> |
| <b>Expense</b>  |                           |                            |                  |
| Staffing  | 759,831                   | 114,535                    | 874,366          |
| Printing & Mailing  | 26,000                    | 2,000                      | 28,000           |
| Contracted Services and Subscriptions                             | 76,000                    | 5,000                      | 81,000           |
| Materials, Supplies and Equipment                                 | 11,000                    | 1,000                      | 12,000           |
| Professional Development, Memberships,<br>Conferences, Cell Phone | 6,000                     | 2,000                      | 8,000            |
| Hourly Support  | 2,500                     | 500                        | 3,000            |
| Additional Ongoing Costs* TBD                                     | 187,268                   | 0                          | 187,268          |
| Unallocated Reserves  | 45,590                    | 6,872                      | 52,462           |
| <b>Total Expenditures</b>   | <b>1,114,189</b>          | <b>131,907</b>             | <b>1,246,096</b> |
| <b>Net Change to Fund Balance</b>                                 | <b>32,775</b>             | <b>(7,900)</b>             | <b>24,875</b>    |
| <b>Beginning Fund Balance</b>                                     | 0                         | 48,253                     | 48,253           |
| Net Increase/(Decrease) in Fund Balance                           | 32,775                    | (7,900)                    | 24,875           |
| <b>Ending Fund Balance</b>  | <b>32,775</b>             | <b>40,353</b>              | <b>73,128</b>    |

**2026-27 Budget Details - Proposed**

| Oversight, Communications and Translation 2026-27<br>Budget Details | BSEP H      | 1,146,964        | BERRA E     | 124,007        | TOTAL            |
|---|-------------|------------------|-------------|----------------|------------------|
| <b>Staffing</b>   | <b>FTE</b>  | <b>Amount</b>    | <b>FTE</b>  | <b>Amount</b>  | <b>Amount</b>    |
| 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           |
| <b>Total Staffing</b>   | <b>3.92</b> | <b>805,421</b>   | <b>0.60</b> | <b>121,407</b> | <b>963,945</b>   |
| <b>Supplies, Materials and Contracts</b>                            |             |                  |             |                |                  |
| 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           |
| <b>Additional Ongoing Costs* TBD</b>                                |             | <b>187,268</b>   |             |                | 187,268          |
| <b>Total Supplies, Materials and Contracts</b>                      |             | <b>308,768</b>   |             | <b>10,500</b>  | <b>319,268</b>   |
| <b>TOTAL (all costs)</b>  |             | <b>1,114,189</b> |             | <b>131,907</b> | <b>1,246,096</b> |
| Rev-Exp   |             | 32,775           |             | (7,900)        | 24,875           |
| Beginning Fund Balance (25/26 2nd Int)                              |             | 0                |             | 48,253         | 48,253           |
| <b>Ending Fund Balance</b>  |             | <b>32,775</b>    |             | <b>40,353</b>  | <b>73,128</b>    |

**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.

Measure E1 Draft Uses - April 7, 2026: (see next page)

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|--|----------------|
| <b>Measure E1 Carryover</b>                        | <b>674,956</b> |
| 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        |
| <b>TOTAL</b>                                       | <b>674,956</b> |
| <b>Balance</b>                                     | <b>0</b>       |