

**PUBLIC INFORMATION, TRANSLATION SERVICES, and  
SUPPORT OF THE PLANNING AND OVERSIGHT COMMITTEE**  
(BSEP Measure A, Resource 0854)

OVERVIEW: FY 2014-15

**Purpose**

Public information, translation services for District families and support of the Planning and Oversight Committee<sup>1</sup>

**Budget Managers:** Donald Evans, Superintendent  
Natasha Beery, Director of BSEP and Community Relations

**Classified Salaries**

Budget: \$327,495	Actual: \$310,416	Variance: (\$17,079)
" Director of BSEP and Community Relations	1.0 FTE	
" BSEP Program Specialist	1.0 FTE	
" Public Information Officer	1.0 FTE	
" Specialist, Translation and Interpretation	0.5 FTE	

In addition to salaried positions, hourly staff continued to provide P&O meeting support (set minutes) and some additional translation services.

35,000	Actual: \$11,554	Variance: (\$23,446)
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nce : \$321,538	Ending: \$297,849	Decrease: (\$23,689)
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**FINANCIAL SUMMARY:**

Current fund balance is a legacy under staffing during two years of transition in the office since FY 2012. The office has been fully staffed since FY 2013 and since then, with deficit spending, expenditures are exceeding revenues and drawing upon the fund which is projected to be depleted within about three years. The major expenditures, a large part of which were for translation equipment and furnishings for the Parent Center. A new BSEP logo was developed, along with the ongoing production of BSEP

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<sup>1</sup> BSEP Measure Section 6A

Awareness materials, the A+ News, maintenance of the District Website, Bi-Annual report and other outreach and information efforts continued during the year. At closing, \$7,580 of expense for hourly work and \$3,902 of expense for contract services was transferred to Fund 5 (BSEP 1994), reducing the expense for Fund 4 for Measure A.

## STATUS REPORT

The core functions supported by this budget in FY 2014 and highlights from the past year included:

### Oversight of the BSEP Budgets, and Support for the Planning and Oversight Committee

The BSEP Director and Program Specialist have responsibility for:

- ” Implementation and monitoring of operational and technical tasks for the BSEP programs working alongside the Senior Budget Analyst to ensure careful oversight of fund expenditures;
- ” Partnership with each school Principal and School Governance Council to analyze and develop the BSEP School Discretionary Fund budget and plan;
- ” Support for the September School Governance Council (SGC) elections and the appointment of P&O Representatives from each school site in October;
- ” SGC and Parent Leader Orientation Workshops in October, and Orientation for new P&O Representatives in November.
- ” Preparation of the annual SGC Election, Diversity, and Activity Report for the Board in December;
- ” Planning and facilitation of 14 P&O Committee meetings and support for 12 P&O Subcommittee meetings, providing documents, coordinating guest speakers, and preparation of presentations.
- ” Planning and facilitation of BSEP Measure Planning activities, including meetings with the Executive Cabinet, the Superintendent’s Measure Planning Workgroup, Management Team and Principal’s Meetings, School Board Meetings and Public Forums.

### District Communications and Community Relations

- ” The BSEP Director convened the Communications Team on a biweekly basis to ensure continued improvement in communications with families, staff and the wider Berkeley

- o Black Lives Matter Protests and Community Forum
  - o Storm-related School Closure
  - o BHS Principal Search
  - o Transition to LiveStreaming of School Board Meetings
- ” To reach our varied audiences and meet their diverse communication needs, a combination of media tools and channels were employed, including website, homepage blog posts, school and community postings/flyers, letters to families, online surveys, email, phone blasts, school newsletters, community forums, and participation community events.
- ” The A+ eNews, produced in both English and Spanish on a monthly basis, is the primary communication tool for keeping families and community apprised of the events, programs, services, and new initiatives in Berkeley public schools through direct subscriber email delivery and website access. In addition, limited paper copies are provided at school sites. The eNews is sent electronically every two weeks to over 2,000 staff and over 7,000 parents and community members. It is translated into Spanish and sent to a growing list of Spanish language subscribers (currently 284 households).
- ” The Website is our community’s entry to immediate information about district programs and services, departments, facilities, and new initiatives, with the most visited pages being those covering Admissions, Human Resources, District Calendar, and the School pages. Blog posts on the homepage are used to serve as a source for immediate updates and meeting postings, and link the reader to other related pages on the website.
- ” The Biannual Report is a four page document produced in the fall and mailed to 46,000 residential addresses in Berkeley. It was also translated into Spanish, and both English and Spanish print versions were distributed at schools. The fall 2014 publication focused on LCAP, and included articles on libraries, school grounds, Berkeley Adult School, and BSEP. The Spring 2015 issue focused on the District Budget and on BSEP Measure planning, and included articles on our Bridge program enrollment growth, and master plan for school facilities.

#### Public Information Officer

- ” Produced a Board Update, posted on the BUSD website following every Board meeting, including a summary of agenda items, Board decisions, and Vimeo clips from key presentations and discussions;
- ” Compiled and distributed the Weekly Bulletin to principals and other administrators and staff;
- ” Provided community outreach related to Facilities and Maintenance Projects, including project and meeting postings at construction sites and on the district website;
- ” Responded to requests from news media and community members;
- ” Covered district issues and student events, including documenting and photographing student activities, district meetings, and community forums.

#### Translation and Interpretation

When the BUSD English Learner (EL) population exceeds 15% for the Spanish language, key district documents must be translated into Spanish. In addition, the enrollment at five Berkeley

