

BERKELEY UNIFIED SCHOOL DISTRICT

TO: BSEP Planning and Oversight Committee
FROM: Donald Evans, Ed.D., Superintendent and
Natasha Beery, Director of BSEP and Community Relations
DATE: May 9, 2017
SUBJECT: Recommendation for BSEP Funds in FY 2017-18:
Communication, Translation and Community Engagement

BACKGROUND INFORMATION

In keeping with BSEP Measure E1 of 2016, two percent (2%) of revenues shall be dedicated to "support of the Planning and Oversight Committee and School Site Councils, and community engagement, communications and public information services."

Program Objectives

Before funds are allocated to each purpose defined in the Measure, 2% of the revenue generated each year is allocated to directing and supporting the implementation of the BSEP Measure, and providing clear, comprehensive and consistent public information. These objectives are supported by a focus on Communications, Translation, BSEP Planning and Oversight, and Site Council support.

Program Summary

Director of BSEP and Community Relations

1.0 FTE

This position is responsible for the management and fiscal oversight of BSEP, including planning and reporting to the P&O Committee and Board, and advises District Staff, Site Councils, and the School Board on the parameters of the BSEP Measure. The Director acts as the Superintendent's designee, as assigned, to represent, coordinate, facilitate and/or support the functions of the Superintendent's Office, including the district's public planning processes, Communications Team, and relevant district or city-wide committees. As a member of the Superintendent's Cabinet, the Director participates in developing the District's vi

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1. Expand parent/guardian use of School Messenger smartphone app and/or by opting in to the SMS text system to reach at least 50% of families.
2. Convene "Best Practices" group for use of social media by district,