

BSEP PLANNING & OVERSIGHT STEERING COMMITTEE MINUTES
October 8, 2015

professional development, school discretionary funds, expanded course offerings – and showed how they provide what is essential to the District. He articulated what BSEP does, and how it contributes to district goals, and according to Beery, the Board responded positively to this framework.

The second paper will focus on what BSEP has done to support students and families - parent outreach, public information, translation, community engagement, P&O Support, and middle school counseling. The third will look at support for teaching and learning – professional development, program evaluation, technology, and program support.

His papers are meant to articulate not only what BSEP provides but also what some of the challenges and opportunities are for new directions. Some are budgetary, some logistic, and most have been articulated by the P&O.

The public process includes community workshops, and these papers - further distilled - will be something that the community can refer to during these budget exercises. The voter poll is another important element, usually done in the spring, to get a feel of what the voters are interested in, how to explain and frame it for the voters, and what message voters respond to. This year, with the change in the split roll tax, there was concern as to whether this issue would be difficult to explain to the voters. Because Paul Goodwin's firm has worked on previous measures, he was able to ask consistent questions across the years. Beery noted a big positive in the increase from 2010 of respondents who thought the District was doing a good job. Beery briefly touched on some of the other questions, one of which outlined a simple version of what a BSEP measure might say, and which then asked the likelihood of the respondent's support. Other questions asked were about rate per square foot and willingness to support current rates or increases. Among the most positive responses about the Berkeley schools were BUSD parents or those of that age. Those who were younger or older knew less about the district. There was a discussion of whether houses are turning over going to families with young children. Goodwin's poll drew from voter databases, thus most likely voters, and cell phones as well as land lines. From initial data, it is likely that the District will go forward and ask the voters for at least the same level of support in the past. Whether people are willing to go any higher and for what purpose is a matter for the spring poll.

BSEP P&O Steering Committee Minutes 10-08-15
Official but not Adopted

Beery showed the simulation tool, or budget “thermometer” with squares representing dollars, and a guide to use of the squares that were used during the last measure. She provided a draft guide updated with current costs. She explained how participants will be given the guide along with pieces to represent such resources as CSR, library, and other resource/program projected costs. Assistant Superintendent Pasquale Scuderi and Deputy Superintendent Javetta Cleveland will do a team presentation explaining the programs and how they fit into the budget.

conducted end of February/beginning of March and will have more details about what the likely voter would pay for. Beery will report to the Board on the outcome of voter polls and community workshops and focus groups in March, and a first draft of the measure is due in April. A second reading will take place in May, and then after June, the measure is finalized, at which point a private citizen's campaign begins.

6. P&O Statement to the Board

Natasha Beery, *BSEP Director*

Beery suggested that any Board meetings that BSEP is mentioned, the P&O should consider making a statement. Hensley suggested that the first one be October 28, and a draft statement be drafted by then.

7. Adj5S re8nnr rrr