

BERKELEY UNIFIED SCHOOL DISTRICT

TO: BSEP Planning and Oversight Committee
FROM: Maya Hernandez, Manager, Office of Family and Community Partnerships, and Neil Smith, Assistant Superintendent for Educational Services
DATE: May 25, 2010
SUBJECT: Recommendation for the Parent Outreach Program in the 2010-11 school year with funds from the *Berkeley Public Schools Educational Excellence Act of 2006* (Measure A of 2006)

BACKGROUND INFORMATION

The *Berkeley Public Schools Educational Excellence Act of 2006* (Measure A of 2006) allocates 1.25% of the available revenues annually:

“For a variety of services to support the families of Berkeley’s public school students by providing parent education and promoting greater parent involvement in their children’s education.” (Section 3.B.ii.c)

To fulfill this function, the Office of Family and Community Partnerships (OFCP) was established in the fall of 2005. The mission of the OFCP is: *to improve the delivery and availability of student learning supports by effectively weaving school and community programs and services that are designed to meet student needs, are fully integrated in the school community, and are culturally relevant.* The primary focus of the OFCP is to encourage, assist and empower parents to support their children’s education.

Parent Outreach Activities 2010-11

Parent outreach activities of the OFCP for 2010-11 are aligned with the strategies of the *2020 Vision for Children and Youth Initiative*, a citywide movement to ensure academic success and well-being for all children growing up in Berkeley, by closing the achievement and health gaps in Berkeley's public schools by the year 2020.

The Office of Family and Community Partnership’s work in 2010-11 will continue to be focused on the *2020 Vision’s Goal 3: **Create a system of meaningful family partnerships with schools and city services that promotes student success.*** Eight strategies to achieve this goal are:

1. Adopt a community-wide model of parent/guardian engagement.
 - Pilot a Family Engagement Framework at two elementary sites. (Under consideration are: *Parent U-Turn*, used by LAUSD, and Dr. Joyce Epstein’s *Six Types of Involvement*.)

2. Develop a Family Partnership System.
 - Form a Family Advisory Council (FAC) of caregivers of Berkeley children to refine 2020 Vision projects and to serve as a vehicle for family/parent/guardian input and decision-making.
3. Invest in high-quality family partnership programming and staff.
 - Work to increase staff to support parent involvement in the schools, in collaboration with PTAs, SGCs and private foundations.
 - Reprioritize available resources to provide more direct services to families.
4. Transform our schools to be welcoming, accessible places for our African-American and Latino families.
 - Support schools to partner meaningfully with parents, providing multiple ways in which parents can be involved at home, at school, and in the community.
5. Improve communication between BUSD and parents/guardians.
 - Conduct forums and events during 2010-11 on topics identified as critical by diverse parent groups, in formats that honor the cultures and languages of the participants
 - Develop a clear menu and examples of direct services to families and schools offered by the Parent Resource Office
 - Promote the availability and contact information of Parent Outreach Specialists to school staff and district families
6. Increase diverse family representation on district and city decision-making groups.
 - Train and support organized parent groups at the site and district level to collaborate with school site and administrative staff on issues that impact student achievement and well being, working with the Parent Leadership Action Network and other community-based organizations.
7. Recognize parents/guardians/grandparents as a child's life support system and promote their effective parenting skills.
 - Provide family workshops and/or information nights to prepare families for the developmental challenges of elementary school (for pre-K families), middle school (for elementary families), and high school, utilizing family education programs such as *LUNA* and Project *INSPIRE*.
8. Remove barriers and create clear pathways to enable families to play a strong role in supporting their child's learning inside and outside of school.
 - Assist parent groups, parent involvement staff and site administrators in their efforts to strengthen parent-school relationships.

- Provide direct support to parents/guardians at school sites and in the BUSD Parent Resource Office.

BUDGET RECOMMENDATION FOR 2010-11

The revenue projected from BSEP/Measure A of 2006 for the 2010-2011 school year for the Parent Outreach Program is **\$274,600**. The projected Carryover is \$55,300, for a total available for expenditure of \$329,900. (The Carryover monies are generated from the use of residual Measure B of 2004 funds in 2008-09.) Supplementary funding will be provided by other BUSD sources to complete the program budget.

Staffing **\$214,900**

The majority of the Parent Outreach budget for 2010-11 is allocated to staff. The staffing model below is the same as in the 2009-10 and all positions are filled.

- Program Specialists – Parent Outreach – 1.8 FTE (out of 2.0 FTE)
1.8 FTE from BSEP/Measure A Parent Outreach, .1 FTE from Title 1 Parent Involvement, and .1 FTE from Title 3 Migrant Education.
- BHS Parent Liaison - .27 FTE (out of 1.0 FTE)
.27 FTE from BSEP/Measure A Parent Outreach, .53 FTE from BHS BSEP School Discretionary Funds, .20 FTE from EIA/SCE (total 1.0 FTE)
- Manager, Office of Family and Community Partnerships – .25 FTE (out of 1.0 FTE)
.25 FTE from BSEP/Measure A Parent Outreach, .75 FTE from General Fund

Total = 2.32 FTE classified staff

Meeting Support (Hourly) **\$3,900**

Funds support evening and weekend meetings with childcare, custodial services, and other support.

Middle School Support **\$35,000**

Counseling services at all of the BUSD school sites are a critical component of the Berkeley Schools Mental Health Partnership Plan. The middle schools have made great gains in enhancing their counseling programs with resources from Measure A. However, there is a clear need at the middle schools to support and engage parents in the developmental challenges and risk factors faced by middle school-aged children. \$10,000 will be directed toward Longfellow and Willard, and \$15,000 to Martin Luther King, to deliver parent education workshops on critical topics (such as drug/alcohol awareness, sexuality, cyber bullying, and gangs) as well as parenting groups and individual parent support.

Consultant Contracts **\$30,000**

To continue to provide quality parent education and organized support, the Office of Family and Community Partnerships will contract with experts in specialized subject areas important to BUSD parents and schools. Fees for site-based events will be co-funded with school site funds. Proposed consultants for 2010-11 school year include Parent Leadership Action Network (PLAN), Consultant to facilitate Grandparents as Caretakers support group and Dr. Will Walker.

Staff Development & Mileage **\$5,500**

Funds are needed for seminar, coaching, and conference participation to improve and enhance service quality and Parent Outreach Program offerings, and to cover the travel expenses of parent outreach staff traveling between schools.

Office Expenditures **\$5,700**

Funds are needed to maintain the Parent Outreach Office, to duplicate literature, and for postage and other miscellaneous supplies.

BSEP/Measure A Allocation for FY 2011	\$ 274,600
Projected FY 10 Carryover	55,300
TOTAL AVAILABLE REVENUE	\$ 329,900
EXPENDITURES	
Parent Outreach Staffing	214,900
Meeting Support (Hourly)	3,900
Middle School Support	35,000
Consultant Contracts	30,000
Staff Development & Mileage	5,500
Office Supplies	5,700
Reserve for Personnel Variance	7,000
Indirect Cost @ 6.27%	18,900
TOTAL EXPENDITURES	\$ 320,900
Difference	9,000

*All budget figures rounded to the nearest hundred.

POLICY/CODE

Berkeley Public Schools Educational Excellence Act of 2006 (Measure A) Section 3Bii(c)

FISCAL IMPACT

Projected expenditures of \$320,900 from the BSEP/Measure A Parent Outreach fund.

STAFF RECOMMENDATION

Approve the recommendation for the expenditure of BSEP/Measure A funds for the Parent Outreach fund in FY 2010-11.

Appendix: Highlights of the 2009-10 BUSD Parent Outreach Program

Goal C of the **BUSD Plan to Close the Achievement Gap** (most recently reported to the Board April 14, 2010) is **Partner Meaningfully with Parents**. Many of the strategies for achieving this goal are the responsibility of the Office of Family and Community Partnerships. Parent outreach activities of the OFCP focused on four major goals.

Goal 1: Identify groups or individuals at the school sites (parents and/or staff) who are working to enhance the engagement of parents in their children's education and provide technical assistance and support.

- Provided coaching and coordination to parent organizations in the schools: FCTC (B-Tech), African American Unity Group, UMOJA (Rosa Parks), CLASS (Berkeley High School), and others.
- Coordinated a network of school staff and parents who engage in parent outreach, either as staff or volunteers, to organize school activities, develop collaborative programs, and provide support and feedback.
- Coordinated the annual "Black Family Reunion" with parent groups, City of Berkeley, and community agencies in September 2009. The event included information booths showcasing community resources, a barbecue luncheon, and entertainment.
- Coordinated the annual Posada in December 2009, celebrating the winter holiday season and honoring the Spanish language and culture.
- Supported school activities during African American History Month and Cesar Chavez Day of Service Learning.
- Promoted parent volunteerism and school involvement through the Ujima Hour Program, a volunteer mobilization effort of parents of African American students.

Goal 2: Develop and conduct district-wide parent education programs

- Conducted the annual New Parent Information in August (in Spanish) for families of incoming kindergartners and other new students.
- Delivered *Latinos Unidos por Nuestros Adolescentes (LUNA)* at Martin Luther King Jr. and Willard middle schools. Longfellow parents were invited to attend the Willard series. *LUNA* is a seven week, parent education and personal development series conducted in Spanish for parents and middle school students developed by the Parent Resource Office.

- Coordinated two-day parent education workshops in Spanish led by Josefina Viramontes, Los Angeles County Office of Education.
- Organized and coordinated monthly computer classes for parents conducted in Spanish.
- Coordinated the annual Mind and Brain Family Science Night with U.C. Berkeley graduate students, giving parents and children fun learning opportunities.
- Conducted the Latino Literacy Family Project in Spanish, in collaboration with BUSD Library Services.
- Collaborated with Small Schools at Berkeley High School to increase parent participation and disseminate information.

Goal 3: Facilitate direct support to individual families to help them navigate the school system and/or address specific problems.

- Provided direct support to numerous parents through drop-in and telephone consultation, and via referral by site administrators.
- Assisted parents in IEP, SST and SARB meetings.
- Connected parents with community resources, such as: job openings, city and county assistance programs, summer programs and camps, scholarships and grants, and parent education events and forums.

Goal 4: Publicize the existence and function of the Office of Family and Community Partnership's parent outreach program to increase its utilization by parents, schools, and the community.

- Promoted the OFCP at individual school and district-wide events.
- Collaborated with BUSD departments, City and community organizations to organize and promote family events such as: the KtoCollege school supply distribution, BUSD Family Night at the Lawrence Hall of Science *Race: Are We So Different?* exhibit, Every Day Math workshops and College is a Family Affair at Berkeley City College.
- Led the effort to establish the Family Advisory Council as part of the 2020 Vision, ensuring that the voices of families are included.