



Voter Measure Planning

September 18, 2019

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Ballot Measures 2020

- **Bond, Maintenance Tax and Educator Tax**
 - Sept 4: State Funding, BUSD Budget Reductions, Salary Rankings, Recruitment Snapshot
 - Sept 18: Bond and Maintenance Tax, Recruitment Snapshot and Strategies
- **Public Process Plans**
 - Preliminary Report on Fall Voter Poll
- **Proceed with March 2020 Timeline?**

Certificated Salary and Benefits Ranking

| Ranking | Bay Area Comparative Districts | Above/Below Comparative District Average | Above/Below Regional Average |
|-----------|-----------------------------------|--|------------------------------------|
| 1 | New Haven | \$13,704 | \$11,805 |
| 2 | Albany | \$10,054 | \$8,155 |
| 6 | San Leandro | \$5,549 | \$3,650 |
| 7 | San Lorenzo | \$1,569 | -\$330 |
| 10 | West Contra Costa | -\$341 | -\$2,240 |
| 13 | San Francisco | -\$2,025 | -\$3,924 |
| 15 | Emeryville | -\$7,266 | -\$9,165 |
| 16 | Berkeley | -\$8,016 | -\$9,915 |
| 17 | Oakland | -\$10,016 | -\$11,915 |
| 18 | Alameda | -\$10,880 | -\$12,779 |

**2017-18, School Services of California*

Sample of Local District Measures

| | |
|--------------------------------------|--|
| San Lorenzo Nov 2018 | “Provide competitive salaries to help attract and retain highly qualified teachers and staff” |
| West Contra Costa Nov 2018 | “Attract and retain quality teachers” |
| Alameda Nov 2016 | “Attract and retain teachers” (25% of revenue) |
| Oakland Nov 2016 | Teacher and classified staff salaries and benefits (65% of revenue) |
| Albany Unified Nov 2014 | “Attract and retain exceptional teachers and counselors” |

August Recruitment Snapshot

| Certificated Openings | 2017 | 2018 | 2019 |
|---|------|------|------|
| Classroom Teachers | 0 | 2 | 7 |
| Teachers on Special Assignment | 0 | 1 | 3 |
| Special Ed Teachers | 0 | 1 | 9 |
| | | | |
| Classified Openings | 2017 | 2018 | 2019 |
| School Bus Drivers | 2 | 2 | 2 |
| Nutrition Services Assistants | 7 | 5 | 7 |
| Instructional Assistants (Early Childhood Ed) | 8 | 10 | 9 |
| Instructional Assistant II (Special Ed) | 15 | 14 | 13 |
| Instructional Techs (Afterschool) | 18 | 23 | 21 |

Recruitment and Retention Strategies

Research suggests that a number of factors contribute to teachers' sense of satisfaction in their work, including pay, the quality of collegial interactions, working conditions, opportunities for professional growth, and effective leadership. In addition, districts can mitigate against the effects of structural racism by removing barriers to entry that are experienced by many potential educators of color, creating supportive, affinity-based experiences for educators of color; and by developing partnerships to create supportive pipeline opportunities.

Recruitment and Retention Strategies

1. Hard-to-Staff Differentials

If additional revenue becomes available, create a system for providing differential pay for especially hard-to-staff positions. These could include:

- Special Education teachers and aides
- Bilingual teachers
- STEM teachers

A system of differentials would be developed cooperatively with BFT and BCCE

Recruitment and Retention Strategies

2. Classified Recruitment and Retention

If additional revenue becomes available, create programs that support the development of classified staff:

- training opportunities on higher level skills
- pathways that may lead to promotional opportunities.

Other ideas could include:

- A. Instructional Assistants on Special Assignment
- B. Classified Professional Development Partnerships with BAS and BCC
- C. Teaching Credential Program
 - a. Intern Credential Model
 - b. Residency Model

Recruitment and Retention Strategies

3. Teacher Induction Supports

If additional revenue becomes available, establish effective teacher induction support in hard-to-staff areas.

As one example, a non-profit organization called Trellis Education supports the development of secondary STEM teachers through a six-year trajectory, from a residency experience, ongoing mentoring, professional learning communities, and National Board certification in a teacher's fifth year of teaching. The model draws from research on best practices in teacher career trajectories, and has a strong track record of supporting and retaining both new teachers and teacher leaders.

Recruitment and Retention Strategies

4. Educator of Color Networks

Through a Chancellor's Grant to the Principals Leadership Network (PLI), BUSD will be a partner for the second year in a Leaders of Color Network for certificated administrators. In its first year, researchers studying the experiences of Leaders of Color identified a number of barriers and stressors encountered by educators of color.

Recruitment and Retention Strategies

5. CTE: Education, Child Development, & Family Services Pathway

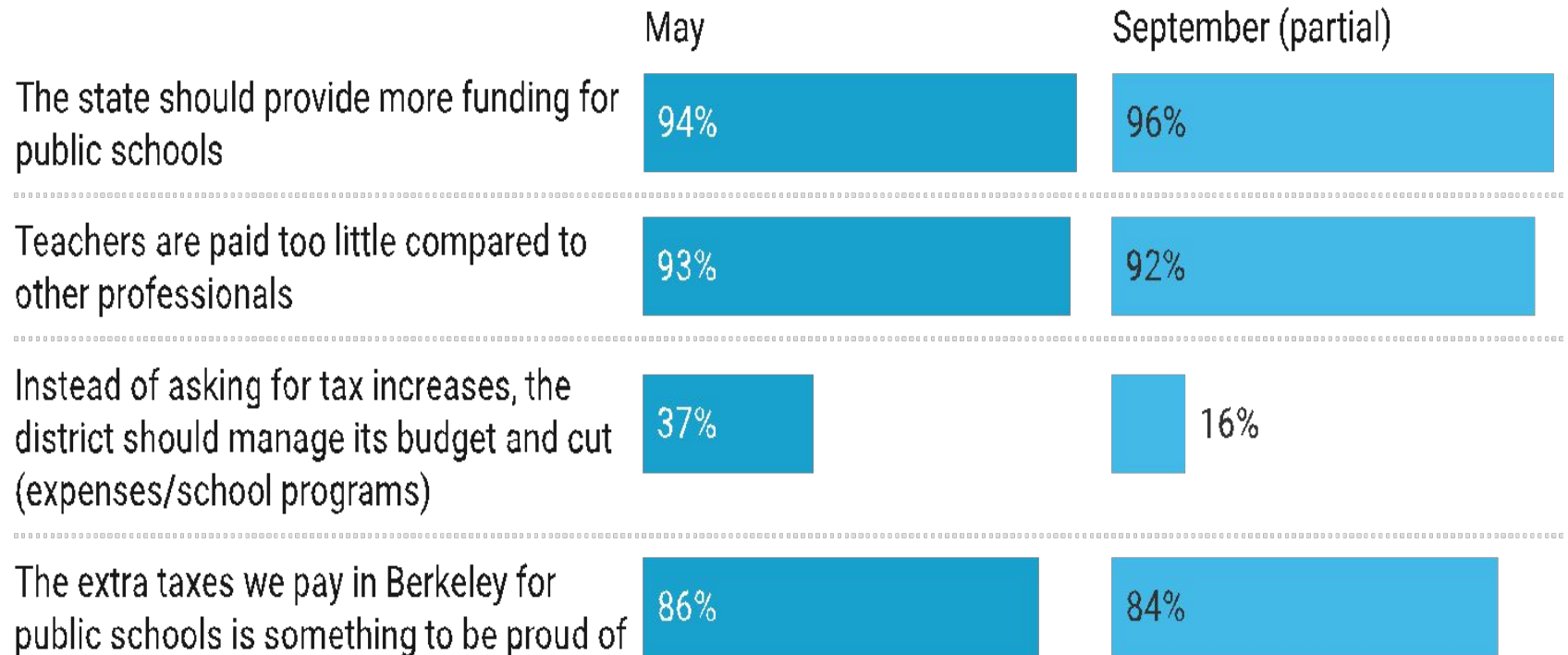
If additional revenue becomes available, enrich our support for an Education Pathway at BHS, with the goal of increasing the likelihood that BHS students, and particularly students from diverse cultural and linguistic backgrounds, will return after their undergraduate studies to teach in Berkeley Unified.

Public Process Highlights

| | |
|------------|---|
| Sept 4 | Board Overview of Potential Voter Approved Measures |
| Sept 16-21 | Voter Poll |
| Sept 17 | BSEP P&O Steering Committee |
| Sept 18 | Board: Decision for Measure Approval Timeline |
| Sept 19 | Parent Advisory Council |
| Oct 9 | Noche en Español con el Superintendente |
| Oct 10 | Town Hall on Ballot Measures - Table Talks |
| Oct 17 | District and School Committee Orientation / Workshops |
| Oct 23 | Board Meeting: Update on Public Process and Measure Content |
| Oct 28 | PTA Council |
| Nov 6 | First Reading of Measure Language for March Ballot |
| Nov 20 | Approval of Measure Language for March Ballot |
| Dec 11/16 | Deadline for Ballot Arguments in Favor / Rebuttals |

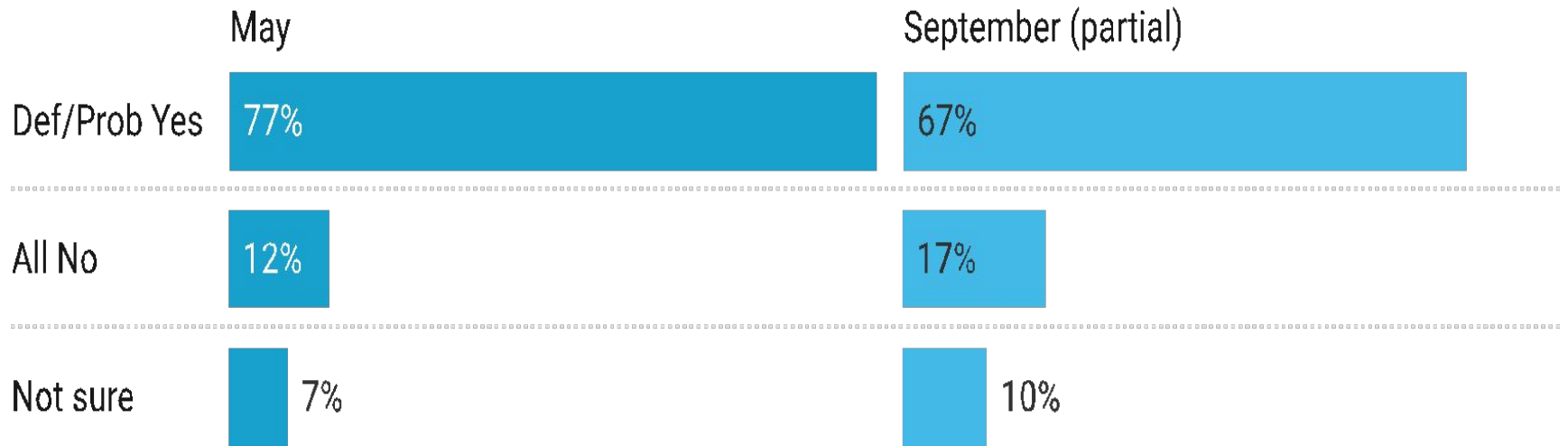
Statements about School and District Funding

% Agreeing with Each Statement



Support for Bond

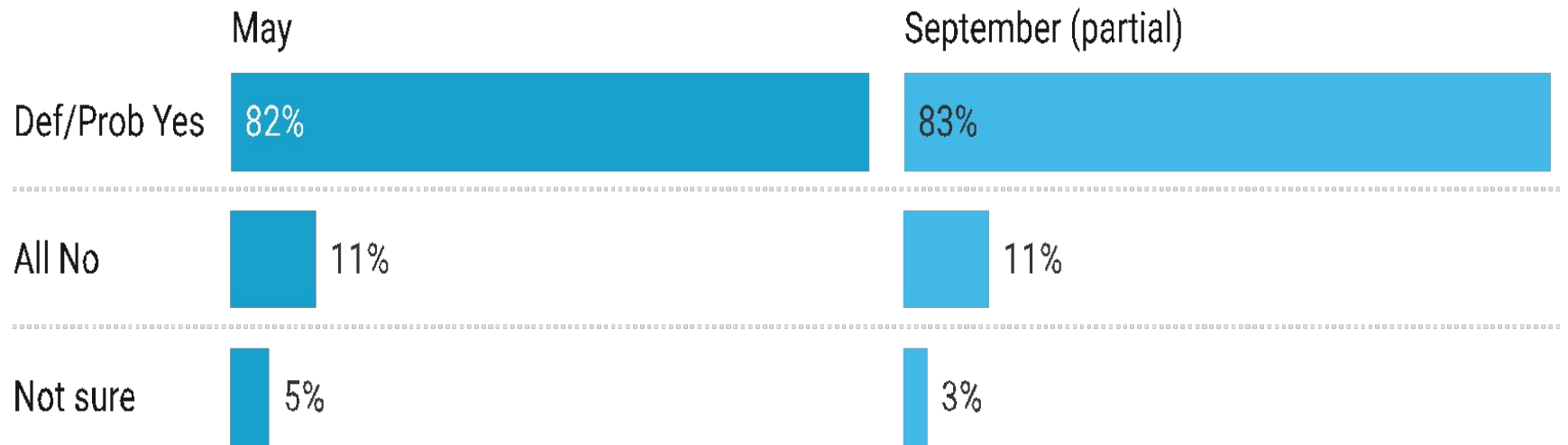
Bond Measure



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Support for Maintenance Tax

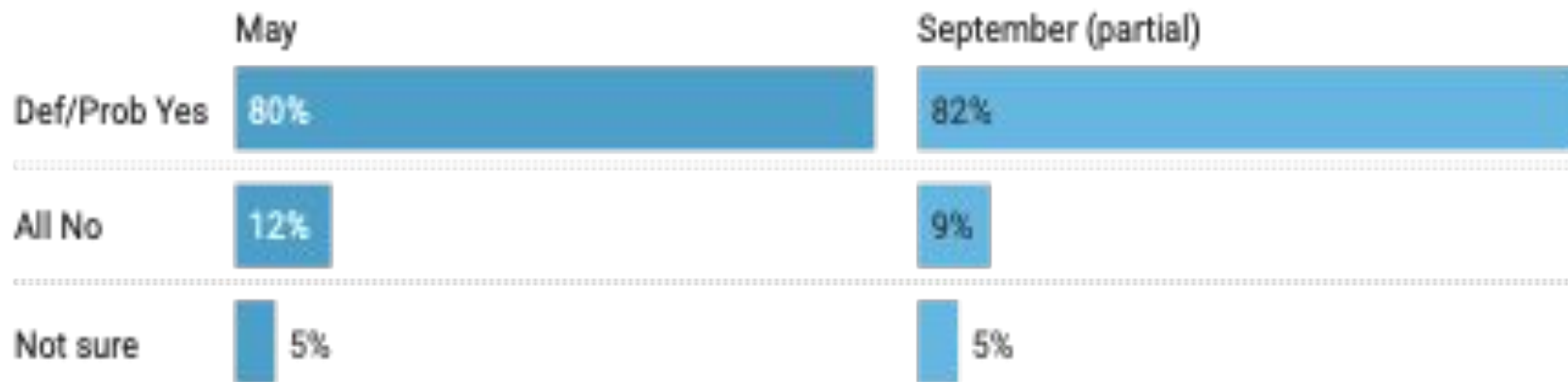
Maintenance Tax



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Support for Educator Recruitment and Retention

Berkeley Educator Recruitment and Retention Special Tax



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Roadmap to March 2020 Ballot

| | |
|---------------------------------------|--------------------------------|
| Preliminary Planning Period | June 2018 - August 2019 |
| Board and Public Process | Sept-October 2019 |
| Public Hearing and Resolution | November 2019 |
| Deadline for Measure to County | December 6, 2019 |
| Volunteers Campaign | December - March 2020 |
| Berkeley Voters Decide | March 3, 2020 |
| Measures Take Effect | July 1, 2020 |

Purposes and use of funds
Amount needed

Time: March or November
Term: Measure expiration

Discussion

Proceed with March 2020 Timeline
for All Measures?