

# Oakland Unified School District

Board of Education  
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## **Minutes (Long)**

**Wednesday, December 09, 2009**

**5:00 PM**

**Board Room, Paul Robeson Building, 1025 2nd Avenue, Oakland, CA  
94606-2212**

## **Intergovernmental Relations Committee**

*Jody London, Chairperson  
Noel Gallo, Member  
Jumoke Hodge, Member*

## A. Call to Order

*Chairperson Jody London called the meeting to order at 5:00 P.M.*

## B. Roll Call

**Roll Call:** Present: Jumoke Hodge and Jody London

Absent: Noel Gallo

## C. Modification(s) To Agenda

*None.*

## D. Adoption of Committee Minutes



**[09-3353](#)**

**Minutes - Intergovernmental Relations Committee - November 12, 2009**

Approval by Intergovernmental Relations Committee of its Minutes of November 12, 2009.

**Attachments:** [09-3353 - Minutes - Intergovernmental Relations Committee - November 12, 2009](#)

**A motion was made by Jumoke Hinton Hodge, seconded by Jody London, that this matter be Adopted. The motion carried by the following vote:**

**Votes:** Adv Aye: 0  
Adv Nay: 0  
Adv Abstain: 0  
Aye: 2 - Jumoke Hinton Hodge and Jody London  
Nay: 0  
Recused: 0  
Absent: 1 - Noel Gallo  
Preferential Aye: 0  
Preferential Abstention: 0  
Preferential Nay: 0

## E. Adoption of the Committee General Consent Report

## F. Unfinished Business



**[09-2602](#)**

**City - District Education Partnership Issues**

Update on Board of Education suggested topic(s) for future meeting of the City - District Education Partnership Committee.

**Attachments:** [09-2602 - Draft Letter - City Council Members, Education Partnership Committee.pdf](#)

*Chairperson London provided an update on this item. She said the Full Board approved this item at its November 18th meeting. A letter was sent to City Council Members identifying some priorities for the Education Partnership to focus on. We made a proposal that we should focus ourselves on the issues of safe and supportive schools which is one of our three priorities that we have identified as a Board. We have not yet heard back from the City officially, but Director London said it was her understanding that this item was being raised in the City's Life Enrichment Committee. She said what she has heard unofficially is the City may want to direct us to focus on a different priority. She said we don't have to make a decision right now. Chairperson London said her personal reaction is as long as we have a priority and we can work on something jointly, she thinks that is positive.*

*Director Hodge said she had a strong opinion. She said the experience she had from the City was the safety issue did not seem like it should be a priority for us in the District. The City felt we needed to be more focused on what was happening in the classroom. Director Hodge said that is what we do, but we also have to pay attention to the emotional safety and physical safety around our school sites. Director Hodge said she feels that we do have to meet.*

*Chairperson London said she agrees with Director Hodge and said she has been pushing that message as well. She said they may not take that up again until January so we can keep pushing it.*

*Director Hodge said she had a conversation with Council Member Larry Reid who is on the Public Safety Committee and shared this idea with him and Council Member Reid said it was a good idea and he wanted to hear more about it.*

*Chairperson London said hopefully we will be able to set the retreat date, work with Ms. Moran and her staff on a great agenda and some educational opportunities for all of us.*

*Director Hodge said we talked about members of the committee being on the JPA.*

*Chairperson London said she agrees with Director Hodge and said in January the Boards Committee Assignments will be revisited and we should raise this as a New Business Item. She said we have Board Members who sit on the JPA or represent the District to other Bodies. She said she would like to have a place on our regular business meeting agenda where they report back.*

*There were no speaker cards submitted.*

**Discussed**



**[09-2834](#)**

**Community Engagement Process**

Presentation from Superintendent of Schools or designee of Progress Report and discussion by the Committee on implementation of the Community Engagement Guidelines approved by the Board on September 23, 2009.

**Attachments:** [Community Engagement - Academic and Fiscal Solvency](#)

*Chairperson London asked for an update on the Engagement Meetings Board Members throughout the District. She said last week she attended the California School Board Association Conference and had with her the handout of the presentation that we have been using. She said she started showing it to people to show how we are addressing the budget and our academic success. Chairperson London said people loved it and said she has a list of people who wants a copy of our presentation.*

*Director Hodge reported that District Three had their meeting at West Oakland Middle School with about 50 people in attendance and the meeting was positive. She said there are a lot of big issues such as: (1) How does that trickle down to the classroom; (2) What does that mean when you start talking about resources at school sites? Director Hodge said it would be nice for every District to have some parents, community leaders and business people talk about what's happening around us. She said the meeting should be in small a group of about 20-30 people in each District. Each Board Member would make sure they are processing with them.*

*Chairperson London said that was a great idea and Director Hodge should keep thinking about it.*

#### *Engagement Meetings Update*

*Anne Okahara, Family and Community Office, said the Urban Strategies Council through the Board Engagement process has been one of the key collaborators around the Engagements. She said she and Liz Vance have been going to all the Engagements and debriefing afterwards. So far Director Dobbins and Director Hodge had their Engagements using the PowerPoint Chairperson London just referred to. She said the PowerPoint Presentation was effectively used in the two Engagements. Ms. Okahara cited District Three Engagement where Director Hodge was able to get community people to work on some of the key questions that we have been trying to move the discussion towards.*

*Liz Vance, Urban Strategies Council, said helping people engage with the questions is a process. She said it shows to parents this is how much funding we have for your child and this is how much funding we need. She said there could be something done around helping Principals by bringing teams in and asking, "What would the different cuts look like at your school?" and "how would increasing class size work at your school?" These questions might help parents engage and visualize how the cuts will impact their child.*

*Anne Okahara said there is so much material for people to understand regarding how the District runs; what it means to understand the budget of the District; understanding the instructional practices. She said there needs to be ongoing education for community members to be truly engaged.*

*Chairperson London said that was a great idea.*

*Director Hodge said if we engaged the DELAC's, DAC's and SSC's Groups this would be a place to say to the SSC's of one entire District, can we come together with you and talk*

*about the budget?*

*Liz Vance said their recommendation going forward the Engagement should be built off those existing structures such as the SSC, PTA and ELAC and figuring out how Board Members want to engage with them. Ms. Vance wanted to know if that was at the DAC level; if it was all the SSC's in their District; was it at each school site. In some schools you have high functioning PTA's and some you have high functioning SSC's. In other schools they only meet every couple of months. She said we can have those conversations thinking about this is the infrastructure the District wants to build to improve governance around their Board Members engaging their constituents.*

*Chairperson London said it would be a good idea for Board Members to get on the agendas as long as we don't violate the Brown Act. She said it would be useful to have a Board Member or two go to the committee meetings and give the presentation leading this conversation.*

*There were no speaker cards submitted.*

**Discussed**

## G. New Business



### 09-3356 District's Communication Plan

Presentation by the Superintendent of Schools or designee of the District's Communication Plan.

**Attachments:**    [09-3356 - Communications Overview 2.0.ppt](#)  
[09-3356 - 2009-10 OUSD Strategic Communications Plan \(Updated 09.23.09\).ppt](#)  
[09-3356 - MEA X MISSION \(3pg\) 10-1-09.pdf](#)

*Troy Flint, Communications Officer, gave a report on the Communications Office. Mr. Flint used a PowerPoint presentation to give his report. Mr. Flint began the report by listing the members of the Communications Department.*

#### *Communications Team*

*Troy Flint, Director of Public Relations*

*Rebecca Hopkins, Public Information Officer*

*Mario Capitelli, KDOL TV & Multimedia Services Manager*

*Juan Lopez River, KDOL Master Control Technician*

*David Castaneda, Video Technician*

*LaTanya Hill, Secretary, Superintendent's Office*

#### *Daily Duties*

*Press releases, Public Records Requests, all website content updates, fielding general inquiries from the public, approve promotions within school, coordinating press conferences/events, Board of Education Recognitions, compiling talking points/speeches for executives, internal communications (District-wide announcements), management of KDOL TV, audio-visual documentation of all Board of Education Meetings,*

*events/recording/promoting school performances and athletic events.*

*Ongoing Projects*

*Launch of new website, Hidden Gems Campaign, Introduction of Tony Smith Campaign, Weekly District e-newsletter, Student Recognitions and Kids in KDOL.*

*Mr. Flint said the goal of the department is by the end of this year to have every school site with a website that allows parents to get current information, to check a calendar to see what the events are, to see homework assignments, special concerts and to interact with the staff at the school site.*

*The Hidden Gems Campaign is aimed at reducing the perception gap. He said we have a lot of strong hard charging schools but the general perception of the schools lags the reality of their performance.*

*The introduction of Tony Smith Campaign is the introduction of Tony Smith and the reintroduction of the Board of Education. He said there is a re-engagement process now that the Board has accountability and power. We have a new locally elected Superintendent who is an Oakland Resident. Mr. Flint said the Superintendent has a large body of work available on the District's website and encouraged all to visit the website and look at his work.*

*Mr. Flint reported that we are working with Salesforce.com for the Weekly District Newsletter. The foundation has given the District 100 licenses which we can use for a number of different projects.*

*Chairperson London said she has had this vision that every School Board Member should have a website and the opportunity to highlight events in their individual Districts. She asked Mr. Flint was that something we could do eventually?*

*Mr. Flint said, "Absolutely." He said it would be customizable; using a basic template altered by each Director to suite their consistency's needs.*

*Student Recognitions is a project celebrating our own student successes. We want to recognize students at Board Meetings, on the website and in our newsletter for their great accomplishments.*

*Kids in KDOL has entered into a partnership with Media Enterprise Alliance to develop an audio visual training program for students that want to participate and learn the television production arts. The program also gives students some career training at an early age.*

*Annual Projects*

*The Communications Team manages the creation and distribution of the following annual publications: Options Guides, Annual Report, Parent Guide, Services Guide, Directories and Back-to-School Campaign. Mr. Flint said because we are operating in a constrained fiscal environment, are we going to produce the same of hard copy publications.*

*Options Guides allows people to get more information about school choice and the enrollment process.*

*Parent Guide is the official document of all the rules, regulations and services provided by the District.*

*Services Guide is distributed internally so people know which department to contact to get help with certain issues.*

*Back-to School Campaign lets people know the importance of being at school on the first day and on time.*

#### *Public Comments*

*Ben Visnick, OEA, said he appreciates the openness. Mr. Visnick said the community needs to know that Oakland Teachers are the lowest paid teachers in the Bay Area. He said compared to Firefighters and Police Officers who start at \$70,000, Oakland Teachers end at \$70,000. He said he would like the comparison to be on the website. He said he thinks it would be valuable for the community to know how many Administrators in Oakland make over \$100,000 a year. He said we can compare some of the high salaries starting with the Superintendent and the State Administrator. Mr. Visnick said maybe Mr. Flint would disclose his salary today in the spirit of openness.*

*Chairperson London thanked Mr. Flint for his hard work and told him the Committee may ask him to come back next month.*

#### **Discussed**

### **09-3357**

#### **District's Early Childhood Education Program**

Discussion by the Superintendent of Schools or designee of District's Early Childhood Education Program, City's Head Start Program including funding sources - federal, state, private - and funding streams and collaborative issues.

*Lynne Rodezno, Early Childhood Education, said she invited Andrea Youngdall who oversees the Head Start Program in the City of Oakland to join us tonight but she was unable to. Ms. Rodezno said she does have some notes from her conversation with her. She said with the Head Start Program we have collaborative efforts through the pre-school to kindergarten transition. We do work with the Head Start Staff to work through the Options Program and coordinate efforts in bringing families into the District. She said we have an MOU's with the Head Start Program for the State Pre-School Family Literacy Funding. We also have a MOU with the Head Start Program at the Manzanita CDC where they have one of their Even Start Programs. We don't have overlap in terms of the funding stream. They have Federal Funding of about \$15 million dollars for their Head Start Programs and just received a \$5 million dollar Federal Grant for their Early Head Start Program. They receive a small amount from AB172 for the half day program. Director Hodge said in District Three in October or November a CDC was closed across the street from a public housing development, down the street from another public development, down the street from another housing development and next door to an elementary school that is suffering from low enrollment. She said she does not understand why we don't have correct funding streams to support a CDC in the area. Director Hodge said she wants to know how we can open Prescott CDC.*

*Ms. Rodezno said she did talk about enrollment and she said the Head Start Program has also struggled with their enrollment.*

*Chairperson London asked if Head Start had the same eligibility restrictions that we do?*

*Ms. Rodezno said their income ceiling is lower than ours and they have their own set of guidelines for the Federal Government.*

*Chairperson London wanted to know was it harder to qualify for their program than ours.*

*Ms. Rodezno said it was easier for them to qualify.*

*Director Hodge asked, "How does the City of Oakland pay attention to young people?" She wanted to know what was an overarching policy the District needs to be in front of to say, how does the city treat and respond to young people and work with families?*

*Jane Nicholson, Early Childhood Education, said one possibility we have been exploring with applicants is Measure "Y" Funding for Play Groups in West Oakland. The Play Groups would then transition to Head Start or to a Child Development Center. She said we are in conversation in terms of having the Play Groups within the Child Development Center.*

*Ms. Rodezno said they were focusing on West Oakland at Martin Luther King, Jr. Elementary School and there was discussion about Prescott Elementary School for a Summer Pre-K Camp. She said she is submitting an application to reinstate our reimbursement rate to the dollar amount it was last year. We are still working with Assemblyman Sandre' Swanson's office regarding the pilot projects that San Francisco and San Mateo have. She said it will probably get pushed aside for this year because of the crisis in Sacramento.*

*Chairperson London asked if we are in communication with our Federal Delegation about our interest in that legislation?*

*Ms. Nicholson said she had been working with the Packard Foundation.*

*Chairperson London said we have good relations with Congresswoman Barbara Lee and Senator Barbara Boxer. Chairperson London said she would like to share that information with them.*

*There were no speaker cards submitted.*

**Discussed**

## **H. Public Comments on All Non-Agenda Items Within the Subject Matter Jurisdiction of the Committee**

*There were no speaker cards submitted.*

## **I. Introduction of New Legislative Matter**



*Federal Stimulus Money.*

*Promise and Choice Neighborhoods Grants.*

*Chairperson London will invite our Sacramento Liaison to the next meeting.*

## **J. Adjournment**

*Chairperson London adjourned the meeting at 6:01 P.M.*

Prepared By: \_\_\_\_\_

Approved By: \_\_\_\_\_