

OFFICE OF THE BOARD OF EDUCATION

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OAKLAND UNIFIED SCHOOL DISTRICT

Community Schools, Thriving Students

BOARD OF EDUCATION 2021

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BOARD MEMORANDUM

December 1, 2021

Board Office Use: Legislative File Info.

File ID Number: 21-2916

Introduction Date: 12/01/2021

Enactment Number: 21-1927

Enactment Date: 12/01/2021 CJH

To: Board of Education

From: Shanthy Gonzales

Subj: **MEASURE N – COLLEGE AND CAREER READINESS COMMISSION**
Appointment – Marc Tafolla

ACTION REQUESTED

Ratification by the Board of Education of President of the Board’s appointment of Marc Tafolla, as a Member of the Measure N - College and Career Readiness Commission, effective December 2, 2021, for an unexpired term ending January 31, 2023 (1st Term).

BACKGROUND/DISCUSSION

The duties of the Member of Measure N – College and Career Readiness Commission, as defined by Board Bylaw 9131, is to advise and report to the Board of Education and to be responsible for the Planning and Oversight of Measure N Funds.

The Commission is composed of five members, with staggered terms, appointed pursuant to membership criteria established by Board Bylaw 9131, with an individual's terms of appointment limited to a maximum of three two-year consecutive terms or the fulfillment of said terms thereof.

There currently exists one unexpired term vacancy on the Measure N Commission ending January 31, 2023.

Board of Education

MEASURE N – COLLEGE AND CAREER READINESS COMMISSION

Appointment – Marc Tafolla

December 1, 2021

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RECOMMENDATION

I, pursuant to Board Bylaw 9131, hereby appoint, and recommend Board of Education ratification of the appointment of, Marc Tafolla, as a Member of the Measure N - College and Career Readiness Commission, effective December 2, 2021, for a term ending January 31, 2023 (1st Term).

SG:ER:lf

Attachment: Application – Marc Tafolla (Redacted In Part)

Profile

Marc
First Name

Tafolla
Last Name

marctafolla@gmail.com
Email Address

Which Boards would you like to apply for?

Measure N - College & Career Readiness Commission: Submitted

[Redacted]
Street Address Suite or Apt

Oakland CA 94619
City State Postal Code

Which Board of Education election district (1, 2, 3, 4, 5, 6, or 7) do you live in? *

District 4

Mobile: [Redacted]
Primary Phone Alternate Phone

San Francisco Foundation Senior Communications Officer,
Employer Job Title Housing and Policy Occupation

Employer's Street Address

[Redacted]

Employer's City

San Francisco

Employer's State

California

Employer's Zip

94911

Work Phone

[Redacted]

Work Email

[Redacted]

Interests & Experiences

Please explain briefly your interest in serving on this Committee, Commission or Board:

Thank you for your consideration for a position on this committee. I have been interested in Measure N since it was passed by voters. I worked alongside other Oakland community leaders and linked-learning partners to ensure the measure's passage by jointly leading its successful campaign. I hope to continue to support the effort for excellent linked learning programs for Oakland students by serving on the College and Career Readiness Commission. I am familiar with the impact of linked learning programs and the promise of how Measure N has structured its support for these programs with explicit equity goals and public support for developing programs. It is fantastic to see students become interested, engaged, and skilled when given the right opportunities and training. Measure N has the potential to continue to dramatically improve the way our students experience high school; however, that will only happen with proper care, planning, and oversight. As a committee member, I will work to ensure that we are not only keeping our promise to our students, but also to the voters. Once again, thank you for your consideration.

Please indicate your other community involvement (work with public agencies, volunteering, other Committees, Commissions, Boards, groups, etc.):

I serve on no other committees currently.



Upload a Resume

Question applies to Measure N - College & Career Readiness Commission,7-11 Committee

Please Select all categories that apply to you:

Parent or legal guardian of student

Question applies to Measure N - College & Career Readiness Commission,7-11 Committee

If you have student(s) in the District, please indicate how many, their grades, and the schools they attend:

1st Grade

Question applies to Measure N - College & Career Readiness Commission,Measure G Parcel Tax Independent Citizens Oversight Committee

Question applies to Measure N - College & Career Readiness Commission,Measure G Parcel Tax Independent Citizens Oversight Committee

Please select all that apply:

Parent or guardian of a child enrolled in the District

Question applies to multiple boards

Do you have any reason, such as a potential or actual conflict of interest (real estate, business, litigation, etc.), which may or will adversely affect your ability to serve on this Commission, Committee or Board.

Yes No

Question applies to multiple boards

If Yes, please explain.

Question applies to multiple boards

Educational Background – e.g. college and/or university, degree/major, vocational and/or training, certificates, technical training, etc.

Stanford University Law School, J.D., Graduated 2007 University of Nebraska at Kearney, B.A. in Secondary Education, Graduated 1998

Question applies to Measure G1 - Districtwide Teacher Retention and Middle School Improvement Act Oversight Commission Measure N - College & Career Readiness Commission, Measure G Parcel Tax Independent Citizens Oversight Committee

Are you now, or have you ever been an employee or official of the Oakland Unified School District?

Yes No

Question applies to Measure G1 - Districtwide Teacher Retention and Middle School Improvement Act Oversight Commission Measure N - College & Career Readiness Commission, Measure G Parcel Tax Independent Citizens Oversight Committee

If Yes, please explain.

I worked in communications as a publications manager for approximately 1.5 years ending last May.

Question applies to Measure G1 - Districtwide Teacher Retention and Middle School Improvement Act Oversight Commission Measure N - College & Career Readiness Commission, Measure G Parcel Tax Independent Citizens Oversight Committee

Are you now, or have you ever been a vendor, contractor, or consultant for the Oakland Unified School District?

Yes No

Question applies to Measure G1 - Districtwide Teacher Retention and Middle School Improvement Act Oversight Commission Measure N - College & Career Readiness Commission, Measure G Parcel Tax Independent Citizens Oversight Committee

If Yes, please explain.

I started my work in OUSD communications briefly as a part-time consultant before I was hired to full-time position.

Question applies to Measure N - College & Career Readiness Commission

Please describe your extensive knowledge and expertise in high school and post-secondary curriculum, instruction and leadership. Please be certain to respond to each element of the question.

Much of my experience related to secondary curriculum and instruction stems from my five years as a high school teacher. I taught History for five years in California and Oregon public schools before attending law school. During this time, I gathered significant instructional experience. Like many teachers, I developed the majority of my curriculum and worked tirelessly to continue to improve my instruction and make my class as meaningful as possible for my students. I understand the need to make education relevant to young people who may be struggling to see the importance of education to their future path. Prior to working on the campaign to pass Measure N, I researched the benefits and drawbacks of career pathways. During this research, I gained knowledge of the current (at that time) approaches within OUSD as well as model programs nationally. Throughout the initial implementation process for Measure N, I tracked the progress of the commission and how it approached its work. In the course of this, I had extensive conversations with commission members, school leaders applying for funding, community members, as well as other district staff about Measure N and career pathways generally.

Please describe your experience in research, evaluation and analytics. Please be certain to respond to each element of the question.

I have experience conducting curricular research as an educator. While at Stanford Law School, I took coursework education law and policy, prison reform (with an emphasis on systems reform), and public policy analysis. As policy director, I worked to ensure that the policies aligned with current research and are a strong fit for the Oakland context. That not only involves traditional research skills, but also community-based research practices, such as holding focus groups, conducting surveys, and observing real-life impacts. In 2013 I helped support OUSD staff in creating pilots for improved teacher support and evaluation programs by researching different frameworks, models, and approaches. In 2015, I supported a group of Oakland teachers in the GO Teacher Policy Fellows to conduct a long-term research project; a deep dive into teacher career pathways as a method of reducing turnover in Oakland. I supported fellows in conducting extensive research on the issue. Much of this research took the form of traditional academic analyses; however, fellows conducted interviews and observations to help inform their understanding of context throughout the city of Oakland. When considering a policy that could have an impact on scheduling and staffing, like teacher career pathways, the implementation in a comprehensive high school would necessarily look different from a small elementary school. Treating all implementation pathways the same would be ineffective. I worked with partners like Urban Strategies and Education Resource Strategies to help compile the annual Oakland Achieves report which featured student achievement data from across Oakland. This project culminated in Informing Equity, a first of its kind report bringing together data from the district and charter schools which really looked at the serious equity issues between the systems and contained related policy recommendations to address those issues. I hope to bring the importance of context and a wide variety of research methods in the College and Career Readiness Commission.

Please describe your experience in financial management and audits. Please be certain to respond to each element of the question.

While working with OUSD, I shared budget information internally and externally to help keep stakeholders informed about OUSD's financial condition. I believe that the district is functioning most effectively when it explicitly aligns its spending to its stated priorities. Both in my role with the district as well as with GO, I worked to ensure that the wider Oakland education community understands budgetary issues. To do so, I learned from budget professionals about the standard accounting practices necessary to decipher the OUSD budget, interim reports, and outside evaluations. I was a member of the Government Finance Officers Association and attended conferences and other professional development opportunities to build my skills. In looking at model budgeting practices and policies in school districts around the country, I have become familiar with different ways of understanding and presenting various types of financial information. In the course of working in Oakland, I worked with various OUSD CBOs and CFOs to understand OUSD's financial conditions and frequently attended meetings of the Budget and Finance Committee meetings to build my understanding. Additionally, I have worked on budgetary policies with the OUSD board around the importance of building a reserve for economic uncertainty and aligning to national best practices. I believe that this is a critical skill for a member of the College and Career Readiness Commission. The public, who voted to pass Measure N, should have a clear and accurate understanding of any financial decisions regarding linked learning made by the commission or by the district. I hope to bring this skill to bear to ensure transparency within this committee.

Please describe your experience in developing program policy and administrative recommendations? Please be certain to respond to each element of the question.

While in law school, I took coursework on administrative law and public policy. I drafted policy recommendations regarding college access as a senior fellow in the education law and policy clinic. As a legal fellow, I drafted an agency response to proposed TANF regulations to ensure that child welfare and equity remained at the center of the process. As an attorney, helping to implement the Williams v California lawsuit settlement agreement, I toured numerous school facilities and talked to hundreds of stakeholders across the Bay Area in order to better inform policy recommendations made to the state about various ways to improve the related processes. I also worked with school districts across the Bay Area to streamline processes while ensuring the most effective implementation. While working in policy, I examine new research, examine the progress to date, and recommend the policy strategies that I believe will be most effective in doing so. Once drafted, these policy recommendations should be shared with stakeholders for feedback. In Oakland, I was a member of the working group which helped draft recommendations for the administrative regulations related to the site-based decision-making policy passed by the Board of Education in 2014. While working at OUSD, I was the staff liaison for the Board of Education's legislative working group where I helped draft a legislative platform to reflect Board priorities. In my position with the San Francisco Foundation, I focus on housing policy and advocacy which also requires the ability to understand, process, and make recommendations on policy and administrative matters,

Demographics

Choosing not to answer any of the questions in this section will not disqualify you from consideration or serving.

Ethnicity

Hispanic

Gender

Male

Socio-Economic Group

[REDACTED]

Verification

Please indicate your agreement with the following statement

I have reviewed and understand the duties of the Commission or Committee for which I am submitting this application. I agree to perform said duties. I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

I Agree

Your application must be **completed and submitted on-line via this web form**. For assistance, if needed, or response to questions, please contact Edgar Rakestraw, Jr., Executive Assistant, Board of Education, Oakland Unified School District, 1000 Broadway, Suite 300, Oakland, CA 94607-4033 or 510/879-8658 or via email at Edgar.Rakestraw@ousd.org. Your application must be **submitted** by the applicable deadline, if any.

Note: This application and your responses are a Public record and subject to disclosure.

Marc Tafolla

marctafolla@gmail.com | (650) 862-5457 | Oakland, CA 94619

EDUCATION

STANFORD UNIVERSITY LAW SCHOOL

J.D., May 2007

Selected Stanford Public Interest Law Foundation, *2006 Board Member*;
Activities: Shaking the Foundations Conference, *2005 Co-chair, 2006 Off-Campus Outreach Coordinator*; Community Legal Service of East Palo Alto Housing Clinic; SLS Class Gift Committee, Stanford Legal History Society, *2005 Co-president*; American Constitution Society; Stanford Latino Law Student Association; Stanford Criminal Law Society; Stanford Environmental Law Journal, *Associate Editor*
Honors: 2007 Rosenthal Bar Exam Scholarship Award; 2007 Stanford Law School Class Officer; 2006 Sidley Austen Summer Fellow; 2006 Senior Public Interest Fellow, 2005 Public Interest Fellow

UNIVERSITY OF NEBRASKA AT KEARNEY

B.A. Secondary Education

Selected Central Nebraska Hispanic Awareness Center, *Board Member*;
Activities: The Antelope Newspaper, *1993-95 Editorial Columnist*; Student Activities Council, *Board Member*; Big Friends Program, *1994 Mentor*
Honors: Dean's List, 1993 and 1995; Multicultural Student Academic Achievement Award, 1997 and 1998; Associated Press Best Personal Column, 1996

AWARDS & FELLOWSHIPS

2010 Healthy Schools Hero Award; 2009 Education Pioneers Core Value "Action" Award; 2007 Sandra Day O'Connor LRAP Award; 2007 Skadden Fellowship; 2007 Equal Justice Works Fellowship (declined)

EXPERIENCE

- 2021 - Present **San Francisco Foundation**, San Francisco, California
Senior Communications Officer, Housing and Policy
- Develop Strategic Communications Plan for Overall Foundation Housing Initiatives; Media Relations; Regional and State Advocacy; Support Internal Communications.
- 2019- 2021 **Oakland Unified School District**, Oakland, California
Publications Manager
- Develop and Execute Strategic External Communications; Staff Liaison for Board of Education's State-level Policy Advocacy; Budget/Financial Communications; Social Media Strategy; Support Media Relations; Support Internal Communications

- 2018 - 2020 **Independent Consulting, Oakland, California**
- Projects: Oakland Unified School District, Communications; MayaCamas Partners, Director of Education Law and Equity
- 2010-2018 **Great Oakland Public Schools Oakland, Oakland, California**
Policy Director
- School Budget and Finance Advocacy, Policy and Legislative Research, Analysis, and Advocacy, Project Management, Communications; Institutional Advocacy, Coalition Development and Management; Published Policy Issue Reports; Managed the Effective Teaching Campaign and the Teacher Policy Fellowship
- 2007-2010 **Lawyers' Committee for Civil Rights of the San Francisco Bay Area, San Francisco, California**
Skadden Fellow/Staff Attorney
- Directed the Education Opportunity Project, Program Development, Institutional Advocacy, Negotiations, Supervised Full-time Staff, Legislative and Policy Advocacy, Legal Research and Writing, Direct Representation
- 2006 **National Center for Youth Law, Oakland, California**
Summer Law Clerk
- Legal Research and Writing, Legislative and Policy Advocacy; Draft Comments on Proposed Administrative Regulations; Direct Representation, Statutory Interpretation, Request for Assistance Intake
- 2006 **Stanford Youth and Education Law Clinic, Stanford, California**
Advanced Clinical Student
- Legal Research and Writing, Settlement Agreement Implementation, Direct Representation, Negotiations, Client Counseling, Fact Investigation
- 2005 **California Attorney General's Office, San Francisco, California**
Consumer Law Division Summer Law Clerk
- Legal Research and Writing, Investigation, Discovery Requests, Depositions
- 2005 **Education Pioneers, San Francisco, California**
Summer Fellow
- Interdisciplinary Education Reform Trainings
- 2002-2004 **McNary High School, Keizer, Oregon**
Social Studies Teacher
- Founded and Coached the Mock Trial Team; Founded the Philosophy Club; School-wide Technology Committee Member
- 1999-2002 **Tracy High School, Tracy, California**
Social Studies Teacher
- Coached the Mock Trial Team; School Site Council Member; Mentor Teacher; Developed Curriculum for Honors Program; Co-designed School Webpage

1996-1998

AmeriCorps, Kearney, Nebraska

Member

- Developed Peer Mediation Programs at Three Schools; Mentored “at-risk” Youth and Gang Members; Recruited, Trained, and Managed Volunteers for Community Activities