



Strategic Budget Engagement Sessions Executive Summary

Introduction

This document is designed to provide the Oakland Board of Education with an overview of the strategies that will guide community engagement around budget issues and District priorities in the 2014-15 school year. Through this process, OUSD seeks to clearly define the community engagement process, solicit and incorporate community input, collect key data, establish measures of success, communicate action items and commitments, and re-engage with the community around opportunities for continuous improvement. OUSD leaders at both central and site levels, along with students, staff, parents, and labor partners will work to capture and document input and translate it into a set of transparent priorities for which the District will be accountable as we work with community to develop a school district where “Every Student Thrives!”

Rationale

OUSD Superintendent Antwan Wilson has challenged the community to build a public school system where “Every Student Thrives!” This is a distillation of the School Board’s commitment to see that “all students graduate from high school as caring, competent, critical thinkers and fully informed, engaged, and contributing citizens prepared to succeed in college and career.”

In order to create a school district where all students are prepared for a productive life upon graduation, the Superintendent and Board believe that every student must:

- Attend a safe, clean school with a healthy and supportive environment
- Acquire the knowledge and skills required for success in college and career, as well as their daily lives
- Receive effective instruction in every classroom, every day
- Be taught by teachers and school leaders who work collaboratively to improve their daily practice
- Benefit from a school district that is accountable for quality in every aspect of the organization

This is the “20-20 Vision” for OUSD that the District and its partners will be working to realize over the next five years. As the Superintendent describes it, his role “is to assess the obstacles that stand between OUSD and its vision, identify and prioritize the resources that will help us overcome them, and oversee their successful implementation in the service of schools and students.”

Success is dependent on both the active support of the community and on principled, strategic, and consistent application of OUSD’s resources. Neither goal is possible unless OUSD works with staff and community to confirm shared beliefs and to encourage a better understanding of the budget process and OUSD’s financial condition.

To that end, OUSD plans to host a series of community engagement events and multimedia projects collectively known as the “Community Strategic Budget Engagement” to inform budget allocation priorities that reflect the Superintendent’s Strategic Plan, the Board’s directives, and shared District-community beliefs.



COMMUNICATIONS

Objectives

Informational community sessions around the budget process centers on four main goals:

1. developing a greater public understanding of OUSD's fiscal condition, financial history, and budgeting process that can be used to inform budget development at the District level
2. using the Local Control Accountability Plan (LCAP) to gather community input on student achievement, school climate, and parent engagement goals as well as aligning District expenditures with these priorities
3. encouraging increased parent and community participation in school governance bodies and activities (SSCs, PTAs, CCCSP, etc.) that impact site-level Local Control Funding Formula (LCFF) supplemental and concentration resource allocation, school climate, and academic achievement
4. Collecting community feedback that influences the development of strategic plan V 2.0, the "Oakland 20-20 Vision"

Process

- **Citywide Meetings (October 11, 2014 - October 25, 2014)**
 - o OUSD will host a pair of citywide budget meetings on Saturday, October 11 and Saturday October 25 to explain the budget process and gather community input on priorities that should influence how resources allocated during this process. Major topics to include:
 - Where does the money come from?
 - Where is the money spent?
 - What is the process for spending the money?
 - Who decides how the money is spent?
 - What are your priorities for OUSD?
 - How do you think the money should be spent to reflect those priorities?
 - How would you reallocate money/resources to achieve your goals?
 - o Format:
 - Presentation of strategic plan update work and relationship to budget
 - Rotating breakout sessions on key topics, how to ensure all students:
 - Attend a safe, clean school with a healthy and supportive environment
 - Acquire the knowledge and skills required for success in college and career, as well as their daily lives
 - Receive effective instruction in every classroom, every day
 - Be taught by teachers and school leaders who work collaboratively to improve their daily practice



COMMUNICATIONS

- Benefit from a school district that is accountable for quality in every aspect of the organization
 - Data collection on attendee priorities for the school district and for resource allocation
 - October 25 meeting piggybacks on the School Site Council (SSC) Summit to be held on the same day with all SSCs in attendance
 - Agenda will be abridged to accommodate SSC training
- **School Board Director District Meetings (October 18 – January 24)**
 - Host meetings in each of the seven school board districts
 - Format:
 - Presentation of strategic plan update work and relationship to budget
 - Rotating breakout sessions on key topics, how to ensure all students:
 - Attend a safe, clean school with a healthy and supportive environment
 - Acquire the knowledge and skills required for success in college and career, as well as their daily lives
 - Receive effective instruction in every classroom, every day
 - Be taught by teachers and school leaders who work collaboratively to improve their daily practice
 - Benefit from a school district that is accountable for quality in every aspect of the organization
 - Listen to recommended priorities of student leaders and collect data on attendee priorities for the school district and for resource allocation
- **Youth Focus Meetings (October 18 – January 24)**
 - Host meetings with All-City Council (October 16) and youth-focused organizations
 - Format:
 - Presentation of strategic plan update work and relationship to budget's unable to attend)
 - Q&A on key topics -- how to ensure all students:
 - Attend a safe, clean school with a healthy and supportive environment
 - Acquire the knowledge and skills required for success in college and career, as well as their daily lives
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 - Listen to recommended priorities of student leaders and collect data on attendee priorities for the school district and for resource allocation
- **Bargaining Unit Sessions (October 18 – January 24)**



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- o Host budget and LCAP sessions with OUSD bargaining units
- o Format:
 - Presentation of strategic plan update work and relationship to budget
 - Q&A and discussion on key topics -- how to ensure all students:
 - Attend a safe, clean school with a healthy and supportive environment
 - Acquire the knowledge and skills required for success in college and career, as well as their daily lives
 - Receive effective instruction in every classroom, every day
 - Be taught by teachers and school leaders who work collaboratively to improve their daily practice
 - Benefit from a school district that is accountable for quality in every aspect of the organization
 - Q&A and discussion on key topics -- how to ensure all employees
 - Are properly supported
 - Receive appropriate professional development
 - Are apprised of organizational norms
 - Can take advantage of useful and efficient instructional and operational systems
- **Network Sessions (October 18 – December 5)**
 - o Engage Principals at network meetings on topics of budget, LCAP, and site governance
 - o Format:
 - Presentation of strategic plan update work and relationship to budget
 - Q&A and discussion on key topics -- how to ensure all students:
 - Attend a safe, clean school with a healthy and supportive environment
 - Acquire the knowledge and skills required for success in college and career, as well as their daily lives
 - Receive effective instruction in every classroom, every day
 - Be taught by teachers and school leaders who work collaborative to improve their daily practice
 - Benefit from a school district that is accountable for quality in every aspect of the organization
 - Q&A and discussion on key topics -- how to ensure all employees
 - Are properly supported
 - Receive appropriate professional development
 - Are apprised of organizational norms
 - Can take advantage of useful and efficient instructional and operational system
 - Listen to recommended priorities of site leaders and collect data on attendee priorities for the school district and for resource allocation
 - Task Principals to engage School Site Councils (SSCs) and report back to network by December 1.
- **Chamber of Commerce Session (mid-December)**



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- o Host meeting with local Chambers of Commerce
- o Format:
 - Presentation of strategic plan update work and relationship to budget
 - Rotating breakout sessions on key topics, how to ensure all students:
 - Attend a safe, clean school with a healthy and supportive environment
 - Acquire the knowledge and skills required for success in college and career, as well as their daily lives
 - Receive effective instruction in every classroom, every day
 - Be taught by teachers and school leaders who work collaborative to improve their daily practice
 - Benefit from a school district that is accountable for quality in every aspect of the organization
 - Listen to recommended priorities of business leaders and collect data on attendee priorities for the school district and for resource allocation
- **Multimedia (Mid October 2014 – May 2015)**
 - o Distribute personal video address from Superintendent Antwan Wilson on budget development process and importance of community input (October 2, 2014)
 - o Publish collateral, including (October 9, 2014)
 - Budget FAQ
 - Illustrated budget process one-pager
 - Budget priority survey (hard copy and online)
 - o Produce animated video to illustrate budget development process and make it more accessible, along the lines of Schoolhouse Rock's "How a Bill Becomes a Law"
<https://www.youtube.com/watch?v=Otbml6WlQPo> (October 22, 2014)
 - o Develop budget process page on the OUSD website (October 9, 2014). Site to include:
 - OUSD Budgets for the last five years
 - Budget priority survey
 - Online "Suggestion Box" for comments
 - Budget FAQ
 - Budget one-pager
 - Budget process animated video
 - Message from the Superintendent
- **Reporting**
 - o Regular updates in Superintendent Reports at school board meetings (October 11 - ongoing throughout the year as identified on the budget calendar)



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- o Post data collected from surveys and community meetings online and distribute electronically (Nov 2014 – February 2015)
- o Establish public list of priorities as determined by community input and strategic plan objectives (February 2015)
- o Publish document illustrating how each major expenditure supports one of the defined priorities (July 2015)