

OFFICE OF THE BOARD OF EDUCATION

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**OAKLAND UNIFIED  
SCHOOL DISTRICT**

Community Schools, Thriving Students

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**BOARD OF EDUCATION 2022**

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August 24, 2022

Legislative File Id. No. 22-2033  
introduction Date: 8/24/2022  
Enactment No.: 22-1524  
Enactment Date: 8/24/2022  
By: er

To: Board of Education

From: Gary Yee

Subj: Appointment – Bessie Weiss – Audit Committee

**ACTION REQUESTED**

Ratification by the Board of Education of President of Board’s appointment of Bessie Weiss to the Audit Committee, effective August 25, 2022, for unexpired term ending January 31, 2024.

**BACKGROUND/DISCUSSION**

The duties of the Audit Committee, as defined by Board Bylaw 9131, is to recommend to Board selection of independent auditors, review and advised Board of Education on all audit findings regarding District Budget, Parcel Taxes and General Obligation Bonds, adequacy of financial controls, concerns and perform other duties enumerated in said Bylaw.

The Audit Committee is composed of seven 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 unexpired terms thereof.

The appointment of Ms. Weiss will bring the Committee to four-sevenths (4/7) of its membership.

I, pursuant to Board Bylaw 9131, hereby nominate Bessie Weiss, as a member of Audit Committee, and recommend Board ratification of her appointment.

GY:ER:st

Attachment: Application: Bessie Weiss (Redacted In Part)

**Profile**

Bessie

First Name

Weiss

Last Name

bessieweiss@yahoo.com

Email Address

**Which Boards would you like to apply for?**

Audit Committee: Submitted

[Redacted]

Street Address

Suite or Apt

Oakland

City

CA

State

94605

Postal Code

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

District 6

Mobile: [Redacted]

Primary Phone

Alternate Phone

Collibra

Employer

VP of Education and Community

Job Title

Occupation

**Employer's Street Address**

**Employer's City**

**Employer's State**

**Employer's Zip**

**Work Phone**

**Work Email**

**Interests & Experiences**

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

As a lifelong Bay Area/Oakland resident, I believe Oakland is a unique, wonderful, and extraordinary place, and also that we all-too-often let our residents, particularly our children, down through mismanagement. I would like to be part of helping the city live up to its potential, and think the best way to do that is to get involved in OUSD.

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

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Upload a Resume

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

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**Please select all that apply:**

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Parent or guardian of a child enrolled in the District

Question applies to Measure G Parcel Tax Independent Citizens Oversight Committee

**Please state the details of your selections above. For example, your child's name and school, skills and training, property address, etc.**

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██████████ will be starting ██████████ ██████████ school at ██████████ in the fall; ██████████ also attended ██████████ and ██████████. I live at ██████████, in the ██████████. I have worked managing adult education/technical training programs for 15 years, including managing profit and loss statements, teams of up to 30 people, and both being accountable and holding others accountable for delivering on goals.

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.**

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Yes  No

Question applies to multiple boards

**If Yes, please explain.**

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Question applies to multiple boards

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

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BA in Literature, UC Santa Cruz Honors 1997

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?**

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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.**

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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?**

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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.**

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Question applies to Measure G1 - Districtwide Teacher Retention and Middle School Improvement Act Oversight Commission

**Please describe your knowledge and expertise in middle school education, with a focus on arts, music, world languages, and school safety. Please be certain to respond to each element of the question.**

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My expertise is in adult education, as well as from being a mother and watching what my kids need/have gotten from school. - Children need, and adults are best served, by well-rounded educations that include access to arts, music, and languages. - Adults who studied languages as children, are more adept at coding as adults, which enables greater access to jobs in today's world. - Children cannot learn in unsafe environments.

Question applies to Measure G1 - Districtwide Teacher Retention and Middle School Improvement Act Oversight Commission

**Please describe your knowledge and expertise in compensation for K-12 educational professionals. Please be certain to respond to each element of the question.**

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My expertise is as a mother, seeing what teachers manage, and knowing that their current salaries doesn't adequately compensate them for the work loads they manage. And as a manager, knowing that with the skillsets our teachers have, they could easily be making far more money, with far less stress, in the private sector.

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## Demographics

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

**Ethnicity**

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Caucasian/Non-Hispanic

**Gender**

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Female

**Socio-Economic Group**

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[REDACTED]

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**Verification**

Please indicate your agreement with the following statement

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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.

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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](mailto: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.**

## Contact

bessieweiss@yahoo.com

[www.linkedin.com/in/bessieweiss](http://www.linkedin.com/in/bessieweiss)  
(LinkedIn)

## Top Skills

Content Development

Content Management

Publishing

## Languages

French

# Bessie Weiss

EdTech Executive

Oakland

## Summary

Edtech executive who harnesses the power of learning to change lives and organizations. Run training businesses that drive profits and growth through enablement of customers, employees, and individuals. Manager with a record of motivating teams through change, extremely good at listening, making hard calls, driving strategy, defining and delivering on key metrics. Experience running learning content, platforms, certifications, labs, subscriptions. Know just enough about instructional design to be dangerous.

Currently focusing on my family as we navigate this pandemic, but open to both consulting and full-time opportunities starting in 2022.

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## Experience

### Coursera

Sr. Director, Project-Based Learning

March 2021 - September 2021 (7 months)

Led content development and product market fit efforts for project-based learning Guided Projects. Performed market research (including designing surveys and completing multiple customer interviews), identified key market targets, and necessary content focus to meet the needs of those markets.

Managed team in oversight of vendors and contractors to rapidly and inexpensively build library of content, the first wholly owned by Coursera.

Collaborated with Product, Marketing, Services, and Sales. Reported regularly to CEO and estaff on progress and strategy.

### AppDynamics

3 years

Sr. Director of Education

November 2018 - March 2021 (2 years 5 months)

- Run customer training business designed to improve customer health for enterprise software company.
- Manage \$13 million P&L with 38%+ contribution margin.

- Manage team of 25+ including education platform, content, instructional design, delivery, operations, and certifications.
- Increased subscription revenue 600% and total revenue 33% in two years.
- Work cross-functionally with Professional Services, Customer Success, Sales, Marketing, and Channel teams to drive enablement throughout entire customer lifecycle.

### Director Of Knowledge Management

April 2018 - November 2018 (8 months)

Lead Customer Education, Documentation, and Community teams for enterprise software company to strengthen our relationships with, and the success of, our customers.

### Cloud Academy, Inc.

#### Head of Content

January 2016 - March 2018 (2 years 3 months)

San Francisco

- Ran content for online cloud computing edtech training startup during period of 300% sales growth.
- Defined and executed on strategy, roadmap , and operations for all learning materials, increasing publishing velocity 170% year-over-year.
- Managed global team of SMEs in the Americas, EMEA, and APAC. Drove alignment on KPIs.

### BRW Consulting

#### Consultant

March 2014 - January 2016 (1 year 11 months)

San Francisco Bay Area

Content development consultant services for multiple clients, including:

- Designed and developed professional training materials for Airbnb hosts.
- Oversaw development of curriculum for SkilledUp bootcamp program.

### Callisto Media

#### Vice President of Publishing

2013 - 2014 (1 year)

Berkeley, CA

- Oversaw end-to-end book publishing process for startup publisher using big data to drive success.
- Improved time-to-market by 50% while reducing negative product reviews by 80%.
- Collaborated with CEO and executive team on strategic vision.

## Cengage Learning

6 years 8 months

### Director of Content Development

April 2011 - May 2013 (2 years 2 months)

- Drove strategy for print and digital products for \$180 million business with \$8 million budget.
- Worked cross-functionally with Engineering, Product Management, and User Experience to ensure that high-quality, market-driven products were released on time and on budget.
- Grew digital revenue for Social Science disciplines from 4% to 10% of total revenue (2010-2012), a growth rate 44% higher than the rate for all of higher education.

### Managing Media Editor

October 2006 - April 2011 (4 years 7 months)

### Senior Media Editor

October 2006 - January 2008 (1 year 4 months)

## KeepMedia

### Editorial Programming Manager/Project Manager

June 2004 - October 2006 (2 years 5 months)

## Virage, Inc.

### Senior Content Manager/Editor

February 2000 - December 2003 (3 years 11 months)

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## Education

### University of California, Santa Cruz

Bachelor's, Literature · (1994 - 1997)