

**MEASURE N AND H – COLLEGE AND CAREER READINESS COMMISSION**

1016 Union Street, #940  
Oakland, CA 94607-

**OAKLAND UNIFIED  
SCHOOL DISTRICT***Community Schools, Thriving Students***Measure N - College & Career  
Readiness - Commission**

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**Board Office Use: Legislative File Info.**

|                   |          |
|-------------------|----------|
| File ID Number    | 25-1545  |
| Introduction Date | 6/3/2025 |
| Enactment Number  |          |
| Enactment Date    |          |

# Memo

**To** Board of Education

**From** Measure N and H – College and Career Readiness Commission

**Board Meeting Date:** June 11,2025

**Subject** Services For: Leadership Public School

**Action Requested and Recommendation**

Adoption by the Board of Education, upon recommendation by the Measures N and H Commission of a 2024-2025 Education Improvement Plan/Budget modification for Leadership Public School to the following two line items: (1) reduce \$3,500.00 Equipment for Media Studio by \$3,500.00 to \$0.00 (2) reduce \$2,500.00 PD and Coaching for Art and Design Teacher by \$2,500.00 to \$0.00, and establish a new strategic action to increase \$15,000.00 General Consulting: Partnership with REEL Oakland by \$6,000.00 to \$21,000.00, as stated in the justification section of the New or Revised Strategic Action Section of the Budget Modification Form."

**Background** *(Why do we need these services?  
Why have you selected this vendor?)*

Leadership Public School would like to modify the following two line items: (1) reduce \$3,500.00 Equipment for Media Studio by \$3,500.00 to \$0.00 (2) reduce \$2,500.00 PD and Coaching for Art and Design Teacher by \$2,500.00 to \$0.00, and establish a new strategic action to increase \$15,000.00 General Consulting: Partnership with REEL Oakland by \$6,000.00 to \$21,000.00. REEL Oakland's Stories Thru Film Apprenticeship is a comprehensive, two-semester program aimed at empowering participants to explore diverse career avenues within the film industry.

**Competitively Bid** Was this contract competitively bid? No  
If no, exception: N/A

**Fiscal Impact** Funding resource(s): Measure N

**Attachments** 2nd - 25-1545-LPS 9126 BMF General Consulting \$6,000.00



OAKLAND UNIFIED  
SCHOOL DISTRICT  
Community Schools, Thriving Students

## 2024-25 Measures N and H Budget Modification Form Charter Schools



College &  
Career for  
All Fund  
Established by Measure N

|                                                             |                               |               |                |
|-------------------------------------------------------------|-------------------------------|---------------|----------------|
| Date:                                                       | 4/25/25                       | Principal:    | Pengpeng Jiang |
| School Name:                                                | LPS Oakland R&D               | Program #:    | 9126           |
| Pathway Name:<br>(required for multiple use<br>of programs) | Design and Multimedia<br>Arts | Requested By: | Maafi Cook     |

### Step 1:

#### a. Enter the Original Approved Strategic Action from the Measures N and H EIP:

Directions: Copy & paste the original strategic action below. The original strategic action is where you plan to take money from and use it for a new purpose. **(REEL)**

\*You can enter up to 3 different actions below, as long as the New or Revised Strategic Action in Step 2 is the same!

| Measures N/H<br>Plan or<br>Pathway/Tab<br>Name                                       | Budget<br>Action<br>Line Item # | Original<br>Amount<br>Approved | Measures N and H Budget Original Strategic Action<br>(proper & complete justification)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Total<br>Amount<br>being<br>Transferred |
|--------------------------------------------------------------------------------------|---------------------------------|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|
| 2023-24<br>Measure N<br>Strategic<br>Carryover Plan                                  | 27                              | \$3,500.00                     | <b>Equipment for Media Studio:</b><br>Purchase of Lighting and Green Screen Equipment. The lighting and green screen equipment is identified by the industry professionals that facilitate the Digital Photography and Videography courses provided by Peralta College instructors and represent the standard used in industry. By equipping a media studio with professional lighting and green screen technology, students are able to use industry tools provided by their Adobe Professions Suite to produce professional-quality products to meet the rigorous expectations of their instructors. This expenditure benefits directly all students in the digital media classes (55) as well as any LPS student with a media production request that utilizes collaboration with a digital media student that has a Digital Media Equipment badge. | \$3,500.00                              |
| 2023-24<br>Measure N<br>Strategic<br>Carryover Plan                                  | 15                              | \$2,500.00                     | <b>PD and Coaching for Art and Design Teacher (specific to grades 9 and 10)-</b><br>PD and coaching for Art and Design teachers in grades 9 and 10 improve student learning by enhancing teaching techniques, fostering creativity, and integrating real-world applications into the curriculum. This ensures students receive engaging instruction tailored to their needs, inspiring them to explore their artistic potential and develop essential skills for future success in the pathway.                                                                                                                                                                                                                                                                                                                                                        | \$2,500.00                              |
| The total amount being transferred from the 2 different actions above is \$6,000.00. |                                 |                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                         |

**b. What will be the impact on your Measures N and H plan, pathway development, and students for not doing your original strategic action?** (*\*Do not insert links or use Acronyms. \*If taking from multiple actions - respond to each action or the overall impact.*)

No impact.

**c. Enter the Object Codes and Expenditure Types for the Original Approved Strategic Actions:**

4400 - Non-Capitalized Equipment  
5804 - Professional Development and Consulting

**d. Total amount being transferred: \$6,000.00**

- ☐ Please check this box if this is a **NEW** expenditure and it's not in the approved Measures N and H Budget.
- Please check this box if this is an **EXISTING** expenditure and you're only amending the approved amount.
- ☐ Please check this box if this request is to create a new position or change the FTE of an existing position. If so, please attach a Measures N/H Duty Statement form to the Budget Modification form request.

## Step 2.

**a. Enter the New or Revised Strategic Action (Explicitly state the expenditure type and how it supports pathway development):**

*This will become the new proper justification for this expenditure. \*Only one justification is allowed. \*You'll use this new or revised justification for all future applicable requests connected to this modification.*

| Measure N/H Plan or Pathway/Tab Name       | Budget Action Line Item # | Original Amount Approved | <b>New or Revised Measures N and H Strategic Action</b><br><i>Enter one to two sentences to create a Proper Justification using the questions below: no acronyms or hyperlinks.</i><br><br>-What is the specific expenditure or service type? Please briefly describe (no vague language) and quantify it when applicable.<br><br>-How does the specific expenditure impact students in the pathway and support your 2024-25 pathway goals and strategic actions?<br><br>Please also answer the additional questions using the Object Code linked in this <a href="#">document</a> to adequately justify your new or revised strategic action.                      | New or Amended Amount |
|--------------------------------------------|---------------------------|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| 2023-24 Measure N Strategic Carryover Plan | 30                        | \$15,000.00              | <b>General Consulting:</b><br><b>Through our Partnership with REEL Oakland for the Stories Thru Film Apprenticeship,</b> is a comprehensive two-semester program aimed at empowering participants to explore diverse career avenues within the film industry. This initiative facilitates direct engagement between students and seasoned industry professionals, fostering invaluable mentorship and hands-on learning experiences. Tailored for a select group of up to 25 highly motivated individuals, this paid apprenticeship is a cornerstone of our design, media, and visual arts pathway. Participants embark on an immersive journey, culminating in the | \$21,000.00           |

|  |  |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |
|--|--|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
|  |  |  | <p>production of a short film that aligns with their chosen genres, spanning documentary, drama, comedy, romance, and beyond.</p> <p>Beyond honing technical skills, participants grasp the transformative potential of filmmaking as a tool for advocacy and storytelling. By immersing themselves in the filmmaking process, they gain insights into how narratives shape perceptions and influence societal discourse, empowering them to become conscientious storytellers capable of shaping our collective worldview.</p> |  |
|--|--|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|

**b. Enter the Object Code and Expenditure Type for the New or Revised Approved Strategic Action:**

5805 - General Consulting

**Signature of Approvals:** *(Please enter the team member's name below the signature line)*

*Maafi Cook*

Name: Maafi Cook  
Teacher Leader/Pathway Director  
Signature

3/21/25

Date

*Pengpeng Jiang*

Name: Pengpeng Jiang  
Principal Signature Required

5/1/25

Date

**FOR MEASURES N and H STAFF USE ONLY**

Date the BMF was accurately completed & received: 5/1/2025

Program Manager, Approval Signature: *hang gomez*

Date: 5/1/2025

H.S. Network Superintendent, Approval Signature: *Vanessa Sifuentes*  
Vanessa Sifuentes (May 1, 2025 18:11 PDT)

Date: 05/01/2025