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Board Cover Memorandum

To Board of Education

From Kyla Johnson-Trammell, Superintendent
Sonali Murarka, Director - Office of Charter Schools
Madison Thomas, Compliance Specialist – Office of Charter Schools

Meeting Date August 26, 2021

Subject Appointment of OUSD Representative to Charter School Governing Board

Ask of the Board Recommendation to Board for Approval

Background Education Code §47604(c) allows authorizing districts to appoint a district-selected appointee to the governing boards of the charter schools it authorizes. The OUSD Board established that it intended to exercise this right moving forward with OUSD Board Resolution 1718-0168.

Annually, the Office of Charter Schools reviews internal records to identify schools that have received multiple Notices of Concern and/or a Notice of Concern that raised serious concerns about student safety in the previous year. Following this process in 2019, the Office of Charter Schools placed a district-selected appointee on the Bay Area Technology Charter School Board. This appointee is now leaving their position due to an out-of-state relocation, requiring a replacement appointee for the charter school to be identified.

To address this need, OCS selected a candidate based on the relevant experience and skill sets they could contribute to the charter school board, as well as a lack of conflict of interest. If appointed, the OUSD-selected candidate would become a voting member of the charter school's governing board. At the beginning of their term of service, the appointee will be required to complete 3 online trainings on the expectations and role of board members developed by Board on Track and OCS. The appointee is expected to report to the Office of Charter Schools three times per year.

The Office of Charter Schools recommends that the OUSD Board appoint **Shannon Ortland to the Bay Area Technology Charter School Board.**

Background information on the recommended appointee is included in the Appendix and corresponding Attachment.

Discussion The Office of Charter Schools staff recommend that the Charter Committee **recommend** this proposed appointment to the full Board for approval.

Fiscal Impact None

Attachment(s)

- Appendix I: Appointee Selection Rubric
- Appendix II: Recommended Appointee's Skill Overview
- Attachment I: Recommended Appointee's Application

Appendix I: Appointee Selection Rubric

Candidates must score at least 10 points on the rubric to be considered for an appointment.

	1	2	3	4
Nonprofit Board Experience	Applicant has no experience attending board meetings or serving on boards.	Applicant has experience attending and/or participating in board meetings as an audience member.	Applicant has less than 2 years experience serving on a board AND has never served on a school board.	Applicant has 2 or more years experience serving on a board OR has any experience serving on a school board.
Relevant Experience <ul style="list-style-type: none"> • Passion for role • Interest in education • Past public service • Interest in Oakland • Conflict management • Group Process 	Applicant has no relevant experience.	Applicant has minimal relevant experience.	Applicant has significant relevant experience in one area.	Applicant has significant relevant experience in multiple areas.
Targeted Skills <ul style="list-style-type: none"> • Board Governance • Strategic Planning • Finance • Academic Oversight • Board-CEO partnership • Human Resources 	Applicant has no area of expertise in the target skill set areas.	Applicant has experience in a target skill set area but is not an expert.	Applicant is an expert in a target skill set area.	Applicant is an expert in multiple target skill set areas.
Impartiality	Applicant presents a strong bias around charter sector and/or has a perceived conflict of interest to maintaining neutrality.	N/A	N/A	Applicant presents no bias and has no perceived conflict of interest to maintaining neutrality.

Appendix II: Recommended Appointee's Skill Overview

Applicant	Experience	Applicant's Skill Area(s)	Applicant's Score on Rubric
Shannon Ortland	<ul style="list-style-type: none"> • Current Coordinator of Assessment, Research, and Evaluation at Contra Costa County Office Of Education • Former Director of Assessment, Research, and Evaluation at Mt. Diablo Unified for 6 years • Former Director of Curriculum and Instruction at Pittsburg Unified for 5 years • 15 additional years in other education-based roles 	<ul style="list-style-type: none"> • Strategic Planning • Academic Oversight 	<i>Nonprofit Board Experience: 2</i>
			<i>Relevant Experience: 4</i>
			<i>Targeted Skills: 4</i>
			<i>Conflict of Interest: 4</i>
			Total Score: 14

Profile

Shannon

First Name

Ortland

Last Name

shassay@yahoo.com

Email Address

Which Boards would you like to apply for?

None Selected

1243 Main Street

Street Address

Suite or Apt

Martinez

City

CA

State

94553

Postal Code

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

Mobile: (925) 899-5978

Primary Phone

Alternate Phone

Mt. Diablo Unified School District

Employer

Director of Assessment,
Research, & Evaluation

Job Title

Director

Occupation

Employer's Street Address

1936 Carlotta Drive

Employer's City

Concord

Employer's State

CA

Employer's Zip

94519-1358

Work Phone

925-682-8000

Work Email

ortlands@mdusd.org

Interests & Experiences

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

I am interested in serving on the Board to work collectively with the governance team and the Superintendent to make decisions that will best serve the parents/students at Bay Area Technology School.

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

[Ortland Resume 2021.pdf](#)

Upload a Resume

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 Charter School Governing Board

Question applies to the Charter School Governing Board

I have worked as a district leader for over 10 years and have had many opportunities to work with local governing Boards. I have prepared and presented data reports to the Board, facilitated study sessions to Boards, and have worked with members of our Board on various committees. I believe my experience in working with Boards and understanding the alignment of LCAP goals, funding to implement goals, and the ability to analyze data to reach those goals are strengths of mine.

Question applies to the Charter School Governing Board

I don't believe so. Mr. Feldman was an employee of my current district, Mt. Diablo Unified a few years back.

Demographics

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

Ethnicity

☒ Caucasian/Non-Hispanic

Gender

☒ Female

Socio-Economic Group

☒ \$78,442 to \$187,849 annually

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.

Shannon Ortland

shassay@yahoo.com

Accomplished leader in the area of using data to improve instruction.

Specialized Training/Expertise

- | | |
|------------------------------------|---|
| *Data systems/analytics | *Instructional Frameworks |
| *Use of data to inform instruction | *Coaching for instructional delivery |
| *Instructional software programs | *Workshop facilitation |
| *iReady | *School Turnaround |
| *Explicit Direct Instruction | *Implementation Coaching-School Improvement |
| *Professional Learning Communities | |
| *Multi-Tiered Support Systems | |

Professional Experience

2015- Present: Director of Assessment, Research, and Evaluation

Mt. Diablo Unified School District, Concord, Ca: 30,000 ADA

- Coordinate state assessments and accountability programs
- Design & implement a balanced assessment system
- Create and provide professional development for teachers and administrators in the use and analysis of student data to improve student performance
- Provide leadership in the development of interim benchmark assessments and other student achievement indicators

2010-2015: Director of Curriculum & Instruction

Pittsburg Unified School District, Pittsburg, CA: 13,000 ADA

- Supervision of instructional programs
- Develop, implement, and monitor coaching models
- Develop instructional frameworks to increase student achievement
- Facilitate professional development workshops
- Participated in two years of Michael Fullan's "leading from the middle" district initiative

2005-2010: School Improvement Coordinator

Region IV System for District & School Support

Alameda County Office of Education, Hayward, CA

- Facilitate Professional Development Workshops
- Coach Districts/Sites in Standard's Based Instructional Strategies and Assessment
- Develop action plans for district/school improvement

2002-2005: Language Arts Coordinator

Marsh Elementary School, Antioch, Ca

2004-2005: Literacy Coach

Marsh Elementary School, Antioch, CA

2002-2005: After School Coordinator

Marsh Elementary School, Antioch, CA

2002-2002: Interim Vice Principal
Marsh Elementary School, Antioch, CA

1995-2002: Education Experience

- **2nd Grade Teacher:** Marsh Elementary School, Antioch, CA
- **Physical Education:** Marsh Elementary School, Antioch, CA
- **5th Grade Teacher:** Olive View Elementary, Corning, CA
- **Independent Home Study Coordinator K-8th:** Corning Union Elementary School District, Corning, CA

Education **Master of Education: Curriculum & Instruction**
American College of Education, Indianapolis, IN

Bachelor of Arts Degree in Liberal Studies
California State University, Chico

Administrative Credential
Multiple Subjects Credential
Cross-cultural, Language, and Academic Development (CLAD) Certificate

Awards Administrator of the Year 2015- Curriculum & Instruction, Association of California School Administrators, Delta Charter

Presentations “Next-Generation Student Score Reporting: Bridging the Information Gap”
presented collectively with ETS, CDE, and Spotlight, National Conference on Student Assessment, June 2019

“Readiness through Next-Generation Parent Reporting” presented collectively with ETS and Spotlight, California Educational Research Association 2018

“Scheduling iReady for Success”, Northern California iReady User Summit, October 2018

“Scheduling iReady for Success”, Northern California iReady User Summit, October 2018

“Elementary Data Teams in Action”, California School Board Association, December 2012

“Assessing in Two Languages”, 19th Annual Two-way CAFE Conference, June 2011

“Data Management for the Fiscally Challenged”, CUE Conference 2007

Publications “Using California Content Standards: Practice and Mastery to Inform Classroom Instruction”, Curriculum Associates White Paper 2009