



San Ramon Valley Unified School District
699 Old Orchard Drive, Danville
925-552-2933 * www.srvusd.net



BOARD OF EDUCATION MEETING AGENDA - WORKSHOP

March 9, 2022

1PM – 4PM

Rachel Hurd, Vice-President
Laura Bratt, Clerk

Ken Mintz, President

Shelley Clark, Member
Susanna Ordway, Member

Ronit Batra – Student

Welcome to the San Ramon Valley Unified School District Board of Education Workshop. Your interest in our schools is greatly appreciated.

Members of the public who wish to submit public comment at the SRVUSD Board Meetings, may do so in one of two ways. Because this is a special meeting of the Board, public comment will not be allowed on any item not on the agenda.

1. Attend the meeting and complete a Public Comment Card. Give the card to Cindy Fischer and you will be called up to the podium to present your comments in person.
2. Email your comments to publiccomments@srvusd.net. Emails will be automatically forwarded to each board member and will be entered into the official minutes.
 - a. Public comments received from the time the agenda is posted through the end of the open session portion of the meeting, will be included in the minutes.
 - b. Public comments received 4 hours or less prior to the start of open session will be included in the minutes, but may not be read by all Board Members prior to the meeting.
 - c. No email attachments will be accepted with electronically submitted public comment.
 - d. Email addresses will not be included in the public record in order to protect the privacy of commenters.

By law, board members can only discuss items that appear on the agenda. For this reason, board members do not engage in dialogue with individuals speaking during the non-agenda public comment section of the meeting. For individuals who wish to speak with board members in depth about an issue, contacting board members on an individual basis is recommended, although individual board members have no legal authority to make decisions without consideration by the whole board.

All public comments during the meeting will be limited to three minutes.



**WORKSHOP
Board Rooms
March 9, 2022
1PM – 4PM**

- 1.0 Call to Order**
- 2.0 Pledge of Allegiance / Attendance**
- 3.0 Acceptance of Workshop Agenda** **Action**
- 4.0 Board Workshop** **Discussion**
 - 4.1 Board Governance Workshop**
- 5.0 Public Comment on Item 4.1** **Oral**
- Adjournment**

SAN RAMON VALLEY UNIFIED SCHOOL DISTRICT
699 Old Orchard Drive, Danville, CA 94526

DATE: **March 9, 2022**

TOPIC: **BOARD GOVERNANCE**

DISCUSSION:

At the September 3, 2021 Board Governance Workshop, the Board agreed to create two trustee ad-hoc committees with a focus on creating a governance handbook and advocacy plan. The handbook and plan will be reviewed to gather input from all Trustees.

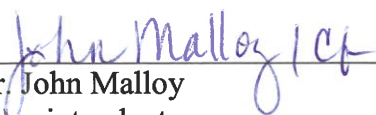
The Board Governance Workshop will also include a review of board by-laws, 2022-23 meeting schedule, public comment/yellow cards and general meeting mechanics and practices.

RECOMMENDATION:

Presentation / Discussion

BUDGET IMPLICATIONS:

None



Dr. John Malloy
Superintendent

4.1 Item Number



San Ramon Valley
Unified School District

Board of Education
Community Engagement and Advocacy Plan
DRAFT, 2022-23

Board of Trustees

Ken Mintz, President
Rachel Hurd, Vice President
Laura Bratt, Clerk
Shelley Clark, Member
Susanna Ordway, Member
Ronit Batra, Student Board Member

Superintendent

John Malloy, Ed. D.

*Dedicated to academic excellence where all students thrive and succeed in
innovative and inclusive learning environments.*



Goal

A primary responsibility of Boards of Education is to engage with the local community in order to advocate for public education, and to bring the community voice into Board discussions, deliberations and decision-making.

The goal of this plan is to ensure the Board of Education will have a comprehensive Community Engagement and Advocacy plan in place to guide its work in these areas. The Board set a target date of March 2022 to complete this draft plan.

Results

- The SRVUSD Board of Education will establish systems and strategies to be reliably accessible to the public to; (a) share information about District work, and (b) hear from the community.
- Opportunities for community engagement will be elevated.
- Board members will be seen as valuable community partners, fierce advocates for public education, and individuals with unique perspectives who work together toward common goals.
- The SRVUSD Board of Education will have an organized and strong voice when addressing local and state agencies about topics and issues of importance that impact our school district.
- Effective systems and methods of timely communication of information will be established and maintained to enhance interaction and engagement in the community.
- The San Ramon Valley community will have a stronger understanding of the role of the Board of Education.

Purpose

The Plan ensures the Board of Education will reliably engage with the community to hear from the public and advocate for our public schools. It is a guide to assist the Board and its members to:

- Actively engage our diverse community to clearly and effectively create awareness of and support for our public schools, and to build and maintain trust and strong relationships with stakeholders;
- Clarify and enhance the many ways people can share their voice regarding our schools;
- Gain a stronger voice in issues for which legislative or other advocacy is needed;
- Establish communications, community engagement and advocacy priorities for the Board that align with the Board's mission and District's Strategic Directions;
- Maintain clear communications protocols and processes that promote effective board member participation and shared leadership;
- Empower the "student voice" and promote two-way communication with students.

The WHY

- All Board members acknowledge that a proactive plan for community engagement and advocacy is critically important so that we are reliably accessible to the public.
- We want to:
 - Share the work and successes of our students, staff, schools and school district;
 - Share the goals and objectives of our school district;
 - Clarify how people can engage with the Board and share their thoughts for meaningful impact;
 - Establish and maintain strong connections with the business community and community members who do not have school-age children. This includes outreach strategies that go beyond the “involved people and organizations”;
 - Be out and visible in our community;
 - Continually improve upon protocols and internal communication with staff.
 - Be seen and trusted as effective decision-makers by our community.
 - Effectively convey the Board’s role to our community and who we are as individuals;
 - Understand and adapt to changing demographics in our community.

Key Messages

- We always base our decisions on “what is best for students.”
- We work together, with staff, to promote and engage our community in the District’s Strategic Directions. *As a Board, we are “dedicated to academic excellence where all students thrive and succeed in innovative and inclusive learning environments.”
- We are elevating our definition of excellence in education and a commitment to effectively serve ALL students. (See [SRVUSD Strategic Directions](#))
- Our work as a Board, centers around students and their learning, staff and their work.
- We strongly advocate for our schools and for public education at the regional, state and federal levels, and we want to hear from the public regarding issues that impact our students and schools.
- We are stewards of taxpayer funds.
- We create trust and community with our staff to effectively support all students.
- We engage our community in decision-making, and we create spaces for these discussions to occur.
- The Board works together to promote transparency and build trust with our community.
- While the Board is elected by area, the Board represents the District as a whole.
- Board members are elected by the community to represent the community in establishing the direction of the School District.
- As Board members, we are each unique in our opinions and perspectives, but work together to achieve a common goal.
- We promote civil discourse through healthy, two-way communication.

Audiences/Stakeholders

- Students
- Families
- Staff
- Residents/taxpayers without school-aged children
- Our diverse community
 - Business (Chambers of Commerce, local corporations, real estate associations, etc.)
 - Service Clubs (Rotary, Soroptimist, Kiwanis, etc.)
 - Community Based Organizations (Discovery Counseling Center, CASA, Discover Danville, etc.)
 - Community leaders (including elected officials, business leaders, faith leaders, etc.)
 - Municipalities
 - Faith Communities
 - Affinity Groups (APAPA, SRV Diversity Coalition, DBMG, PFLAG, etc.)
- Other government agencies and elected officials
- Higher Education
- Political organizations
- Preschools and Daycares
- Charter and private schools
- Local Media

Strategies and Delivery Channels

The following strategies and delivery channels are recommendations. These are not in priority order, and are meant to be fluid.

Communication/Messaging/Protocols

- Develop processes and protocols for Board communication that include social media guidelines, and protocols around when and how individual Board members should communicate. Similarly, develop processes and protocols for effective communication during Board meetings.
- Create Board of Education letterhead that can be used by Board members for official Board communications.
- Build into the Board's annual calendar at least two opportunities to revisit this Plan and measure its progress.
- Develop New Board Member Handbook for onboarding new Board members. Work with the Communications Department to incorporate a section on effective communication practices. Include information about the function of each District department and how Board members can and should interact with staff.
- Increase Board member access to professional development including opportunities offered through CSBA, CCCSBA, CalSSD and other professional associations. Give members opportunities to experience other professional development opportunities like executive/leadership training.
- Prior to each election cycle, conduct a District-sponsored informational meeting for potential school board candidates to discuss the role of the Board, expectations of

members, etc.

Community Engagement

- Encourage the District to create and distribute an “Annual Report to the Community.” Include at least one page for the Board of Education.
- Develop and maintain a list of key stakeholders that can be leveraged as ambassadors for the District. Identify these stakeholders who can show support from an advocacy/legislative perspective. These people need context and need to know that we need their buy-in. Engage in “coordinated advocacy.”
- Conduct an annual “Education Summit” or “State of the Schools” presentation that includes the Superintendent and Board of Education, and is open to key stakeholders by invitation.
- Develop a process to understand how people in our community are getting their information and how we can leverage those mediums (e.g. city/town newsletters, partner social media feeds, etc.).
- Establish a monthly Board article (from the Board president) to be inserted into existing community newspapers, non-profit newsletters, HOA newsletters, etc.
- Encourage Board participation in the Danville Kiwanis 4th of July Parade.
- Encourage Board participation in other signature events in the community like the annual Art and Wind Festival and SRVEF Run for Education.
- Establish protocols for Board members to visit the schools in their area as well as liaison schools. Create a direct connection between Board members and the principals of those schools. Encourage informal visitation opportunities that do not pull central administrators from their daily responsibilities.
- Create and maintain a calendar of District and School Events for Board members to be visible and provide support. Principals and District administrators should recognize and allow Board members who are present to speak at select events.
- Create and maintain a Calendar of Community Events - Board members are encouraged to show up at and be visible at events where our students/employees are showcased and/or recognized by the community.
- Consider bringing back popular business-education partnership events and opportunities like the annual Real Estate and Education Partnership Breakfast, Student Recognition Project, and Principal for a Day.
- Promote “student voice” by establishing ways for the Student Board Member and members of the Student Senate to be more visible in the local community.
- Explore ways for the Board to utilize the District’s Teacher of the Year as a spokesperson for local education.
- Encourage membership in a local service club (Rotary, Soroptimist, Kiwanis, Exchange Club, etc.).

Advocacy

- Develop a plan for “coordinated advocacy,” so Board members are more effective and efficient in their advocacy work.
- Develop and maintain a list of key stakeholders who can be encouraged to participate in education advocacy issues. Ensure that key stakeholders have the context they need to provide the proper support.
- Craft resolutions that focus on advocacy and encourage Board members to be proactive in seeking out resolutions that fall within the Board’s purview for which the Board should advocate.
- Incorporate the “student voice” in our advocacy efforts by directly involving the SRVUSD

Student Board Member and Student Senate.

- Develop a process for Board members to frequently connect with other local elected officials. For example, a monthly lunch group or virtual meeting.
- Consider a monthly article from the Board president that can be repurposed for each of the community newspapers in the San Ramon Valley. Establish a relationship with each of the editors of these publications.
- Utilize existing relationships with other elected officials and stakeholders to encourage recognition opportunities for students and staff members at city/town council meetings, community-based organizations, service club events, etc.
- Schedule regular meetings with state/local elected officials.
- Develop separate communication plans for the Board when necessary (for example, communicate flaws in the LCFF formula and advocate for the need to increase the LCFF base revenue level).

Delivery Channels

Social Media: Utilize platforms like Twitter, Facebook, LinkedIn and NextDoor to champion issues, promote good news of our schools/district, and create/share original content.

- Support Board members who wish to participate in social media platforms as a trustee.
- Coordinate efforts with Communications Department when establishing protocols and communicating through social media.

Email: Email continues to be a valuable tool for communication, community engagement and advocacy.

- Create a standard (SRVUSD branded) email signature graphic and encourage all Board members to use this as their email signature for all Board/District-related email communications.

District Website: Work with Communications Department to create and maintain a stronger presence for the Board on the District website.

- At a minimum, include contact information, photos and bios for each Board member.
- Allow for community members to interact with the Board through the website. Use website as a mechanism to invite and collect community feedback.

Video: Video is a powerful medium for Board members to use to promote school events and key initiatives.

- Provide Board member access to valuable, but inexpensive (or free) video and graphic communication tools like Canva, Doodly, Facebook and Instagram.
- Use video for Board member bios and testimonials. Post these on the District website.

At Board Meetings:

- Re-establish a certificate program and ensure that at least one staff/student recognition is built into every Board meeting.
- Create print collateral that promotes the Board's Key Messages, and is available and distributed at Board meetings. For example, a "Meet your Board of Education," "What is the Role of the Board" and "SRVUSD Budget at a Glance" brochure.
- Develop infographics for difficult concepts or key/controversial decisions by the Board to better educate the public about the issues (i.e. Budget approval process, Brown Act, etc.)
- Encourage using "Board Reports" as opportunities for positive messaging and to reinforce the Board's key messages.
- To remain accountable to this plan, incorporate a "twice yearly report/update on the Communications Plan" into the master calendar of the Board.

Conclusion

"It is a funny thing about life, if you refuse to accept anything but the best, you often get it."

- Somerset Maugham

The San Ramon Valley Unified School District Board of Education has built and continues to maintain a positive and professional reputation in the San Ramon Valley community and beyond as a thoughtful and functional elected body whose primary focus is on serving students. The desire to construct this plan and make it a living document is testimony to the Board's commitment to remain focused on enhancing an already-established reputation through effective communication and engagement.

Utilizing this document to move the Board forward should be looked upon as a great opportunity to make a positive impact on the communities we serve.

The challenge going forward will be to use this plan as a creative and strategic tool, but with the ability to pivot in a moment's notice. This is another tool to continue to cultivate a culture of accomplishment, teamwork and celebration. Celebrating success creates the appetite for more of it!

DRAFT



San Ramon Valley Unified School District

Governance Handbook

Board of Trustees

Ken Mintz
Rachel Hurd
Laura Bratt
Shelley Clark
Susanna Ordway
Ronit Batra, Student Board Member

Superintendent

John Malloy, Ed. D.

*Dedicated to academic excellence where all students thrive and succeed
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Meeting Guidelines/Norms

The Board adopted Rosenberg's Rules of Order on 8/31/21

- Focus on students' needs
- Treat everyone with dignity and respect
- Listen openly
- Be open to the ideas of others. Everyone's opinion counts
- Work toward the future, learning from the past
- Promote a stable and consistent environment
- Be mindful of the length of meetings, be brief with comments, avoiding repetition
- Share responsibility for the success of the board meeting
- Encourage Trustee conversation/discussions
- Protect confidence

Board Agenda (Reference BB 9322)

- A trustee may request an item be placed on the agenda by contacting the Superintendent, Board President or Executive Assistant.
- Agendas are set the Wednesday prior to the meeting by the President, one Trustee (on a rotating basis), Superintendent and Executive Assistant
- Questions regarding agenda items prior to the meeting should be addressed to the Superintendent or the appropriate staff member with a copy to the Superintendent and Executive Assistant.
- Consent agenda - consent items are considered routine in nature and are approved by combining them into a single vote. A member of the Board of Education or a member of the public may request that a consent item be removed from the consent agenda to action and voted on separately.
- Copies of the board agenda backup and other informational materials provided to members of the Board of Education are available for review in the Office of the Superintendent beginning at 4 pm on the last working day of the week preceding each meeting of the Board of Education. All materials will be emailed to Trustees. The community can request email agenda notifications by emailing the Executive Assistant to be added to the distribution list.
- Member of the public requesting an agenda - Refer to Board Bylaw 9322

Board Meeting Protocol

- The President will introduce the agenda item and pass to the assigned staff member.
- Staff will introduce the topic and provide the staff report and staff recommendation
- The President will ask Trustees if they have clarifying questions.
- Public comment
- Trustees discuss and deliberate the agenda item. The Board President will call on the Trustee if they have indicated they have something to say versus “going down the line”
- On action items a Trustee may make a motion and another Trustee may second. Alternatively, the Board President may ask for a motion.
- The Executive Assistant will ask for a roll call vote. Trustees may vote yes, no or abstain from the vote
- The student board member's vote is a preferential vote which shall not affect the final

numerical outcome of a vote and will be recorded in the minutes.

- All votes will be reflected in the meeting minutes.
- Board members shall not use electronic communication during the meeting.
- Regular board meetings shall be adjourned by 10 pm unless extended to a specific time determined by a majority of the Board. The meeting shall be extended no more than once and subsequently may be adjourned to a later date.

Closed Session

- Closed session meetings are not open to the public
- All information shared and discussion in closed session is confidential. Items will be reported out in accordance with the law.
- Closed session topics can include litigation, property negotiations, matters dealing with students and district employees and collective bargaining issues with employee associations.

Board Roles

- The Board will use the nomination process at the annual Organizational Meeting held in December
- Board President - Reference BB 9121
- Board Vice President
- Board Clerk - Reference BB 9123
- The SRVUSD Board has a long history of rotating the Board President, Board Vice President and Board Clerk on an annual basis.
- If a Trustee is not prepared to accept the position of President, Vice President or Clerk, they may pass.
- Trustees are seated on the dais as follows. Board President, Board Vice President, Board Clerk, Trustee, Trustee, Student Board Member
- When a new Trustee is elected they will assume the seat of the Trustee that vacated the position. At the organizational meeting, current and re-elected trustees will be seated in the same order as the previous meeting, followed by newly-elected trustees. If there is more than one newly-elected trustee, they will be seated in alphabetical order by last name. The outgoing president opens the Annual Organizational Meeting, and passes the gavel to the newly elected president, upon election. The immediate past president moves to the second Trustee seat at the next meeting.

Affiliation with School Board Associations

- The District is a member of the California School Boards Association (CSBA) and is in CSBA Region 7A.
- Each year we vote for 3 At-large Region 7A Delegates who serve 2-year terms
- As a district with more than 30,000 students, SRVUSD is entitled to an appointed delegate seat, chosen by the Board.
- CSBA hosts a statewide Annual Education Conference each year at the end of November/beginning of December. Board Members are encouraged to attend. Their registration and expenses to attend are covered by the District, in accordance with the district's conference per diem guidelines.
- New Trustee Training is held the day before the conference opens. Newly-elected trustees are highly encouraged to attend.
- The District is also a member of the Contra Costa County School Boards Association (CCCSBA), which is a county-level group that is not part of the CSBA structure. One trustee serves as the Board's representative to CCCSBA. All board members are encouraged to participate in CCCSBA general meetings/programs.
- The District is also a member of the California Association of Suburban School Districts (CALSSD). Board members are encouraged to attend these meetings, as well.

Liaison / Board

School Visits

- Trustees may schedule site visits by emailing the Supervisor who in turn will coordinate with the Principal giving appropriate notice.
- School Liaison assignments will be rotated yearly with new assignments made at the start of the school year.
- Trustees will be cautious about encroaching on administrators' time. Trustees will avoid evaluative commentary. Trustees will observe visitor protocol and wear badges and also sign in at the front office.

Communications

- Trustees will be assigned an SRVUSD email and phone number
- Emails addressed to all Trustees will be responded to by the Board President, on behalf of the Board. If a Trustee would like to respond to an email addressed to all Trustees, they should respond after the Board President has responded on behalf of the Board.

- If the communication is addressed to the Superintendent and the Board, the Superintendent will reply on behalf of the District and the Board.
- Trustees may access the SRVUSD Communications and Community Relations Department for support with communications.

Social Media

- It is each Trustee's right to use social media, however, they must clearly distinguish between their personal opinion and a board position; further, they must be careful to not offer a personal opinion on a matter that will come before the board for action
- Board members agree they will not engage in social media debates and arguments, and if they observe concerning online discussion or information they will bring it to the attention of the Superintendent for appropriate action. The governance team recognizes that electronic communication is an efficient and convenient way to communicate and expedite the exchange of information
 - Board members shall exercise caution to ensure that social media is not used as a means for the board to deliberate outside of an agendized board meeting.
 - Electronically transmitted suggestions or issues will be sent to the superintendent for appropriate response and distribution. The Superintendent may handle the issue, forward on to staff, or add to the "Board Issues Bin" for future discussion.
 - A trustee may respond, as appropriate, to an electronic communication received from a member of the community and should make clear that his/her response does not necessarily reflect the views of the Board as a whole.
 - Any concern or request for information should be forwarded to the superintendent in accordance with board bylaws and governance protocols so that the issue may be handled through the appropriate process.
 - Like other writings concerning school district business, a trustee's electronic communication may be subject to disclosure under the California Public Records Act.

Board Member Reports

- This is a time in the agenda that gives board members an opportunity to share about their attendance at meetings and information of interest about their liaison assignments, including actions taken.

Public Comment

Public Comment for both Agendized and Non-Agendized Items

- Anyone who wishes to address the Board must submit a Speaker Card to Cindy Fischer
- The Board President will call each speaker to the podium during the appropriate agenda item

- Please note that, by law, the Board cannot take action or engage in dialogue on items not on the agenda.

For Items Not on the Agenda

- A maximum of thirty minutes will be allotted for the agenda item: *Public Comment for Non-Agendized items*
- If the amount of time needed for all speakers to be heard exceeds the thirty minutes allotted, then Public Comment for Non-Agendized Items will be paused at the thirty minute mark and will be continued prior to agenda item: Administrative Matters until all remaining speakers whose cards were submitted before the pause have had an opportunity to be heard
- When there is a topic that only one speaker wishes to address, that speaker will be prioritized
- We strongly encourage speakers who wish to speak about the same topic to designate one or two individuals to speak on behalf of the entire group
- If there are many people who share a unified view of a topic, they may raise their hand or stand while the designated speakers are addressing the Board so that the Board Members are aware of the level of support

By law, board members can only discuss items that appear on the agenda. For this reason, board members do not engage in dialogue with individuals speaking during the non-agenda public comment section of the meeting. For individuals who wish to speak with board members in depth about an issue, contacting board members on an individual basis is recommended, although individual board members have no legal authority to make decisions without consideration by the whole board.

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Public comment can be limited to less than 3 minutes.

New Trustees

- On-boarding timeline will be distributed following the election and may include the following.
- CSBA new Trustee training
- 1:1 meeting the superintendent
- Check list and google doc
- Executive cabinet meeting with new trustee
- Board Workshop/Retreat in January

Trustees Areas

- Link map
- Elected by trustee areas, board members make decisions for the good of all students.

DRAFT



SAN RAMON VALLEY UNIFIED SCHOOL DISTRICT BOARD OF EDUCATION CALENDAR OF MEETING DATES 2022-23

August 16, 2022	January 17, 2023
September 20	February 14
October 18	March 14
November 15	April 18
December 13	May 16
	June 6
	June 13

PUBLIC COMMENT

The Board Members value input from the community. Members of the public can address the Board at meetings regarding items that are not on the agenda during the agenda item *Public Comment for Non-Agendized Items*. Items that are on the agenda can be addressed when that item is introduced by the Board President.

In order to ensure that the Board has adequate time to hear from the public while balancing the need to conduct its agendized work, public comment will be handled in the following way:

- A time limit of three (3) minutes per speaker has been established and will be enforced. The Board reserves the right to decrease the amount of time allotted per speaker. All speakers will be allotted an equal amount of time.
- Comments for special meetings and workshops will be limited to the agenda item only

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