

**For a Listing of Upcoming Board Meetings See Page vi of this Table of Contents**  
**Santa Monica-Malibu Unified School District**  
**Board of Education Meeting**  
**MINUTES**

**November 29, 2011**

A special meeting of the Santa Monica-Malibu Unified School District Board of Education was held on Tuesday, November 29, 2011, at Lincoln Middle School in the auditorium: 1501 California Avenue, Santa Monica, CA. The meeting was called to order at 6:08 p.m.

**I. CALL TO ORDER**

- A. Roll Call
- B. Pledge of Allegiance

6:09 pm **II. APPROVAL OF THE AGENDA**

*It was moved by Ms. Lieberman, seconded by Mr. de la Torre, and voted 6/0 (Mr. Mechur was absent) to approve the agenda.*

6:10 pm **III. CONSENT CALENDAR (30)**

As agreed by the President, Vice President, and Superintendent during agenda planning, consent agenda items are considered routine, require no discussion, and are normally approved all at once by the Board of Education. However, members of the Board of Education, staff, or the public may request an item be moved from the consent agenda to Section XI (Major Items) for clarification and/or discussion.

**Curriculum and Instruction**

A.01	Approval of Independent Contractors.....	1
A.02	Overnight Field Trip(s) 2011-2012.....	2
A.03	Acceptance of Shaheen Foundation Grant .....	3

6:10 pm **IV. PUBLIC COMMENTS**

Public Comments is the time when members of the audience may address the Board of Education on items not scheduled on the meeting's agenda. All speakers are limited to three (3) minutes. When there is a large number of speakers, the Board may reduce the allotted time to two (2) minutes per speaker. The Brown Act (Government Code) states that Board members may not engage in discussion of issues raised during "VIII. Public Comments" except to ask clarifying questions, make a brief announcement, make a brief report on his or her own activities, or to refer the matter to staff. This Public Comment section is limited to twenty (20) minutes. If the number of persons wishing to address the Board of Education exceeds the time limit, additional time will be provided in **Section XVI. CONTINUATION OF PUBLIC COMMENTS.**

- *Malibu Mayor Laura Rosenthal informed the board that last night, the Malibu City Council voted to work with the Board of Education and City of Santa Monica to come to an agreement that the Los Angeles Office of Education should conduct a feasibility study regarding Malibu becoming its own school district. She asked the board to put a topic regarding this issue on an agenda in the very near future so the City of Malibu can move forward with the County Office of Education. Ms. Rosenthal wondered about the district's next steps, now that the CA Coastal Commission had approved the football field lights at Malibu HS. Mr. Allen supported placing a discussion item on a future agenda regarding Malibu becoming its own school district. He suggested that during the discussion item, district and LA County Office of Education staff present the details associated with such a split. The board agreed.*
- *David Slavich and Jenna Troutman-Slavich addressed the board regarding the placement of their son in a Kindergarten class at McKinley Elementary School.*

**MAJOR and DISCUSSION Items**

As a general rule, items under MAJOR and DISCUSSION will be listed in an order determined by the President, Vice President, and Superintendent. Individual Board members may move to request a change in the order prior to consideration of any Major item. The Board may also move any of these items out of order to be heard immediately following PUBLIC COMMENTS if it appears that there is special interest by the public or as a courtesy to staff members making presentations to the Board.

**V. MAJOR ITEMS (180)**

These items are considered to be of major interest and/or importance and are presented for **ACTION (A)** or **INFORMATION (I)** at this time. Many have been reviewed by the Board at a previous meeting under Section XII (Discussion Items) of the agenda.

6:24 pm

A.04 Revise BP 3290 – Acceptance of Gifts (180).....4-8

**VI. INFORMATIONAL ITEMS (0)**

I.01 Announcing Openings on the Financial Oversight Committee (FOC).....9

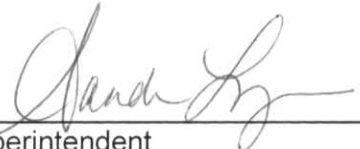
12:03 am

**VII. ADJOURNMENT**

It was moved by Mr. de la Torre, seconded by Ms. Leon-Vazquez, and voted 6/0 (Mr. Mechur was absent) to adjourn the meeting at 12:04 a.m. The next regular meeting is scheduled for **Thursday, December 15, 2011**, at the **district office**: 1651 16<sup>th</sup> Street, Santa Monica, CA.

Approved: 12-15-11

  
\_\_\_\_\_  
President

  
\_\_\_\_\_  
Superintendent

**SMMUSD Board of Education Meeting Schedule 2011-2012**

**Closed Session begins at 4:30pm**  
**Public Meetings begin at 6:00pm**

July through December 2011					
Month	1 <sup>st</sup> Thursday	2 <sup>nd</sup> Thursday	3 <sup>rd</sup> Thursday	4 <sup>th</sup> Thursday	Special Note:
July			7/20* DO	7/23* DO 7/26* DO	*Wednesday, 7/20 *Saturday, 7/23: retreat *Wednesday, 7/26: special mtg
August		8/10* DO		8/24* DO	*Wednesday, 8/10 *Wednesday, 8/24 First day of school: 8/30
September	9/8 DO			9/22 DO	
October	10/6 M		10/20 DO	10/22* DO	*Saturday, 10/22: retreat
November	11/3 M		11/17 DO	11/29* DO	Thanksgiving: 11/24-25 *Tuesday, 11/29: special mtg
December			12/15 DO	winter break	
<b>Winter Break: December 21 – January 3</b>					
January through June 2012					
<b>Winter Break: December 21 – January 3</b>					
January			1/19 DO		
February	2/2 M		2/16 DO		
March	3/1 DO		3/15 DO	<del>3/29* DO</del>	*3/22 & 3/23: Stairway *3/29: 5 <sup>th</sup> Thursday
<b>Spring Break: April 2 – April 13</b>					
April	spring break	spring break	4/19 DO		
May	5/3 M		5/17 DO		
June	6/7 DO			6/27* DO	Last day of school: 6/15 *Wednesday: 6/27

District Office (DO): 1651 16<sup>th</sup> Street, Santa Monica.  
 Malibu City Council Chambers (M): 23815 Stuart Ranch Road, Malibu, CA

**Santa Monica-Malibu Unified School District  
Board of Education  
November 29, 2011**

**I. CALL TO ORDER**

A. Roll Call

Jose Escarce – President  
Ben Allen – Vice President  
Oscar de la Torre  
Maria Leon-Vazquez  
Laurie Lieberman  
Ralph Mechur – *excused absence*  
Nimish Patel

Student Board Members

B. Pledge of Allegiance

*Led by Ms. Lieberman*

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## **CONSENT ITEMS**



TO: BOARD OF EDUCATION

ACTION/CONSENT

11/29/11

FROM: SANDRA LYON / CHIUNG-SALLY CHOU / JANECE L. MAEZ / PEGGY HARRIS / STUART SAM

RE: APPROVAL OF INDEPENDENT CONTRACTORS

RECOMMENDATION NO. A.01

It is recommended that the Board of Education enter into an agreement with the following Independent Contractors. These contracts are included in the 2011-2012 budget.

<b>Contractor/ Contract Dates</b>	<b>Description</b>	<b>Site</b>	<b>Funding</b>
Ed-Tech Support Kevin McKeown  7/1/11-6/30/12  Not To Exceed: \$70,000	To provide support for repairs to Macintosh computers as Directed by the Information Service Dept <b>(Apple Certified)</b>	Information Services	01-00001-0-19100-21000-5802-054-2540
CSM Consulting, Inc.  Correction of dates (approved 11/3/11): <del>7/1/12 to 6/30/14</del> <u>7/1/11 to 6/30/13 or until complete</u>  Not to exceed:\$32,000 (\$16,000 per year)	E-Rate Application Process for the filing year 2012-2013 AKA funding year fifteen (15) and filing year 2013-2014 AKA funding year sixteen (16). Application process consists of file all required FCC forms for services District has requested including but not limited to Form 470, 471, 486 & 500.	Purchasing	01-00000-0-00000-72000-5802-055-2550

MOTION MADE BY: Ms. Leon-Vazquez  
SECONDED BY: Mr. de la Torre  
STUDENT ADVISORY VOTE: N/A  
AYES: All (6) (Mr. Mechur was absent)  
NOES: None (0)

TO: BOARD OF EDUCATION

ACTION/CONSENT

11/29/11

FROM: SANDRA L. LYON / CHIUNG-SALLY CHOU / MAUREEN BRADFORD

RE: OVERNIGHT FIELD TRIP(S) 2011-2012

RECOMMENDATION NO. A.02

It is recommended that the Board of Education approve the special field trip(s) listed below for students for the 2011-2012 school year. No child will be denied due to financial hardship.

School Grade # students	Destination Dates of Trip	Principal/Teacher	Cost Funding Source	Subject	Purpose Of Field Trip
Samohi 9 <sup>th</sup> -12 <sup>th</sup> 60	University of the Pacific, Stockton  12/1/11-12/3/11	L. Fretz/ J. Swenson/ J. Aiello	\$300 per student paid by parents	Music	Students who successfully auditioned for the CODA (California Orchestra Directors Associations) will be performing during this event.
Samohi 9 <sup>th</sup> – 12 <sup>th</sup> 16	Best West Volleyball Tournament, Poway High School in San Diego, CA  3/8/12-3/10/12	L. Fretz/ L. Boone/ L. Sato/ G. Sato	\$100 per student paid by parents	PE (Boys Volleyball)	Boys Volleyball Team will be participating in the volleyball tournament.
Samohi 9 <sup>th</sup> – 12 <sup>th</sup> 43	Jazz Festival, Reno, NV  4/27/12-4/29/12	L. Fretz/ T. Whaley	\$325 per student paid by parents	Music	Jazz students will participate in the largest Jazz Festival on the west coast. Students will have the opportunity to attend clinics, hear some of the best bands and jazz artists in the country.
Samohi 9 <sup>th</sup> – 12 <sup>th</sup> 15	Virtual Enterprise Trade Show and Business Competition, Bakersfield, CA  11/29/11-12/1/11	L. Fretz/ T. Jones/ Y. Strahn	\$220 per student paid by parents	ROP	Students will participate in the Virtual Enterprise Trade Show and Business Competition.

MOTION MADE BY: Ms. Leon-Vazquez

SECONDED BY: Mr. de la Torre

STUDENT ADVISORY VOTE: N/A

AYES: All (6) (Mr. Mechur was absent)

NOES: None (0)



TO: BOARD OF EDUCATION

ACTION/CONSENT

11/17/11

FROM: SANDRA LYON / CHIUNG-SALLY CHOU

RE: ACCEPTANCE OF SHAHEEN FOUNDATION GRANT

RECOMMENDATION NO. A.03

It is recommended that the Board of Education accept the Shaheen Foundation Grant in the amount of \$8,000 for FY 2011-12 to support programs at Webster Elementary Schools.

COMMENT: Webster Elementary School has received a grant from the David and Linda Shaheen Foundation, Inc to provide Homework Club (\$4,000), Shane's Inspiration – a program that provides opportunities for Webster students to interact with special needs students at Brandon's Village (\$1,200), Websterville Simulation – a history culminating activity through the recreation of Colonial Williamsburg (\$1,500), and Ballroom Madness (\$1,300).

MOTION MADE BY: Ms. Leon-Vazquez

SECONDED BY: Mr. de la Torre

STUDENT ADVISORY VOTE: N/A

AYES: All (6) (Mr. Mechur was absent)

NOES: None (0)



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## **MAJOR ITEMS**



TO: BOARD OF EDUCATION

ACTION/MAJOR

11/29/11

FROM: SANDRA LYON

RE: REVISE BP 3290 – ACCEPTANCE OF GIFTS

RECOMMENDATION NO. A.04

It is recommended that the Board of Education revise BP 3290 – Acceptance of Gifts.

COMMENTS: This item was discussed at the November 3, 2011, board meeting in Malibu and November 17, 2011, board meeting in Santa Monica.

At the August 10, 2011, Board meeting where Linda Gross, Director of the Santa Monica-Malibu Education Foundation, presented the Foundation’s strategic plan, the Board directed Superintendent Lyon to investigate districts that had successful district-wide fundraising efforts, to examine their policies and practices, and to make a recommendation to the Board regarding changes that would need to be made in practice and/or policy to benefit all students in our district.

In examining this issue, it was clear that districts for which foundations raised the most funds have policies and practices that require that any money used for school personnel be raised through a centralized education foundation to ensure program parity. In the Santa Monica-Malibu Unified School District, individual school PTAs raise funds to pay for staff who provide instructional support and/or program during the school day, and this amount varies greatly from school to school. In order for the Santa Monica-Malibu Unified School District to create a structure for increased giving and to create program parity during the school day, the Board Policy regarding Acceptance of Gifts, must be amended. This change must reflect the redirection of large corporate gifts, as well as funds to be used for personnel and professional development, through the Santa Monica-Malibu Education Foundation.

Following the approval of this policy revision, the Superintendent will immediately begin the formation of a Superintendent’s Advisory Group comprised of parents, community members, and district staff. This group will create opportunities for community members to hear from other districts that have successfully moved into this model as well as work with the Superintendent to create a process and timeline that allows for a successful transition from school-site based fundraising to a districtwide model that supports a premium learning environment at each of SMMUSD’s schools.

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Public Comments:

- *Haxley Frankel, Marie Noonan, Maurice Maxwell, Steve Gallardo, Jonathan Blinderman, Tom Larmore, Kate Knight-Weber, Keri King, Mary Long Blinderman, Corey Cosby, Lisa King, Laurie Lathem, Noelle Wright, Sally Miller, Erin Inatsugu, Larry George, Erika Verba, Angi Noff, Joan Krenik, Genitrix Georges, Jim Dodd, Craig Hamilton, Andy Lauer, Trevor Belden, Eric Brooks, Michael Dowling, Patrick Adams, Gia Dowling, Jamila Salih, Zakiya Salih, Ann Hoover, Riley Adams, Abby Adams, Mark Cohen, Kerri Johnson, Leslie Mickshaw, Janet Heizile, Katherine Caubend, Ana Beldin, Patricia Hoffman, Herb Stahl, Gerda Newbold, Liz Patterson, Kim Moran, Richard Tahvildaran-Jesswein, Ali Thonson, Kerry Hernandez, Craig Foster, Rochelle Fanali, Maria Rodriguez, Anne Holmes, Sonya Sultan, Lisa Balfus, Jessica Garcia, Theresa Harris, Frances Anderton,*

*Monica Mejia, Marianne Riggins, Cynthia Torres, Joan Chu-Reese, Carrie Wagner, Britta Slinger, Suraj Gohill, Lizette Gold, Lori Whitesell, Karen Farrer, Karla Quiros, Patti Braun, and Karen Gardner addressed the board regarding this item.*

*Superintendent Lyon's presentation can be found under Attachments at the end of these minutes.*

*Mr. de la Torre asked why the recommendation for a Director of Development for the Education Foundation was not included in the revised policy. Ms. Lyon said that if the board agreed with this recommendation, she would include it in her formal memo to the Executive Director of the Education Foundation to share with her Board of Directors. It would also appear in the MOU. Ms. Lieberman suggested that Ms. Lyon be included in the hiring process for the Director of Development.*

*Ms. Lyon clarified for Mr. Allen potential unintended consequences associated with having PTA funds support certain employee positions. Mr. Allen emphasized the need for a deliberate process in researching and implementing districtwide fundraising. He said that if the Education Foundation was to function as the district's main fundraising arm, it could help to concentrate solicitations for donations from businesses and large corporations, rather than the scattered approach of individual sites asking companies. Mr. Allen said he was concerned about inequities of teacher quality and training across the district that can result from a non-centralized fundraising model. He said he supported the goals of the policy revisions and was looking forward to working with and hearing from the Superintendent's Advisory Committee. He would like the Education Foundation to report to the Board of Education on its progress more than once per year.*

*Ms. Lyon explained for Ms. Lieberman why she thought it was important to keep the professional development piece and implementation dates in the policy. Regarding Ms. Lieberman's and Mr. Allen's questions about the corporate giving language in the policy, Ms. Lyon said that could be removed from the policy and recommended for the administrative regulation. Ms. Lieberman asked how the district would ensure the proposed policy changes would not automatically result in reduced programs. Ms. Lyon said the goal was not to reduce all sites to the lowest common denominator, but rather ensure access to great programs at all sites. The district will examine existing programs and best practices. Ms. Lieberman said it was important for the superintendent to have flexibility in the categories of representatives she will have on her Advisory Committee to better address needs as they arise. She emphasized the need to integrate the efforts of the district and the Education Foundation, eliminating boundaries that could be a barrier to accomplishing the districtwide fundraising goals. In order to improve communication between the district, sites, and parents, Ms. Lieberman suggested that board members and the superintendent meet with PTA site presidents and discuss districtwide fundraising. She said it was the board members' duty to offer equity in program for children during the school day, and this policy revision will help to do that.*

*Mr. de la Torre asked how many programs were funded by corporate donations. Ms. Lyon said the district does not have that detailed information because it does not oversee PTA finances. Ms. De la Torre asked about booster clubs. Ms. Lyon said booster clubs and PTAs would still exist in districtwide fundraising; the goal is to centralize access to programs for all sites. Mr. de la Torre suggested adding, "The Memorandum shall address, at a minimum, the role of parents and the governance structure..." to the seventh paragraph. Ms. Leon-Vazquez warned that such language would introduce a third party (parents) into the MOU. Ms. Lyon said Mr. de la Torre's recommendation would be communicated to the Education Foundation's board when developing the MOU language. Mr. de la Torre said he supported the revised policy in order to address education funding shortages from the state and federal government.*

*Mr. Patel raised questions about the accountability of the Education Foundation as well as the relationship among the Board of Education, the Board of Directors, and the Director of Development. Mr. Patel agreed with Mr. Allen's mention of a communication person at the*

*district and wondered if this could be incorporated into the districtwide fundraising plan. Ms. Lyon replied that a Public Information Officer has come before the board in the past, but budget constraints have prevented it moving forward. Perhaps the district could hire a communications person under contract during the Superintendent's Advisory Committee phase as a pilot project. Mr. Patel suggested that the Superintendent's Advisory Committee have representation from the community's large donors. He said he supported the revised policy, stating that districtwide fundraising will help to alleviate inequities that he has personally seen at the sites.*

*Ms. Leon-Vazquez suggested adding something about "excellent and sustainable programs" in the policy. Mr. De la Torre suggested adding, "This policy will strive to evaluate, sustain, and respect existing programs that are special to a school community's learning goals," before the sixth paragraph. Ms. Lieberman offered her own language along the same theme: "In developing an implementation plan for this policy, the board is committed to program parity for all schools and students in the district by increasing programming and resources at underserved schools. Consideration of 'best practices' should inform the evaluation of existing programs and development of a 'premium program' that the District will endeavor, through centralized fundraising, to offer at all schools. In addition, the Superintendent's Advisory Committee is tasked with developing a proposal for centralizing certain donations from the corporate community." Ms. Leon-Vazquez said she supported the policy revisions with some combination of Mr. de la Torre's and Ms. Lieberman's suggested language changes.*

*Dr. Escarce said the revised policy has the potential to narrow inequities among the sites, bring people together, and raise more money than had been raised in the past. He clarified the board members' suggested language changes to the policy.*

Ms. Lieberman **MOVED** the item with the following changes: 1) Add a new fifth paragraph: "The Superintendent will create an Advisory Committee that will study best practices and propose an implementation plan for this policy. The Committee will work to devise a plan that actualizes the Board's goal of achieving program parity and equity for all schools and students in the district by increasing programming and resources at underserved schools, while preserving and sustaining programs of excellence that are important to a school community's learning goals. Consideration of 'best practices' should inform the evaluation of existing programs and development of a 'premium program' that the District will endeavor, through centralized fundraising, to offer at all schools. In addition, the Advisory Committee is tasked with developing a proposal for centralizing certain donations from the business/corporate community;" 2) change the date of implementation to read, "no earlier than July 1, 2013, and no later than July 1, 2014;" 3) delete the prescriptive language regarding corporate gifts and include it later in the administrative regulation; and 4) delete "...on July 1, 2013" from the end of the eighth paragraph.

SECONDED BY: Ms. Leon-Vazquez

STUDENT ADVISORY VOTE: N/A

AYES: All (6) (Mr. Mechur was absent)

NOES: None (0)

**ACCEPTANCE OF GIFTS**

The Board of Education ~~acknowledges~~ believes that education is a fundamental right. Every child has a right to an education that will prepare him or her to be a skilled and productive member of our society. The goal of the Board is to provide equitable and high quality educational opportunities for all students in Santa Monica-Malibu Unified School District.

The Board recognizes that ~~the needs of~~ students require ~~various~~ a variety of learning opportunities, and it is the responsibility of the Board to identify and remove barriers that contribute to gaps in achievement for different groups of students. It is the intent of the Board that gifts accepted by the District provide equitable access to educational opportunities to meet the needs of all students.

The board recognizes the community's desire to participate in promoting excellence in our schools through fundraising and gifts. In that regard, the Board of Education acknowledges and appreciates financial contributions made by parents, PTAs, businesses, and community members for the benefit of students in the Santa Monica-Malibu unified School District. ~~While greatly appreciating acceptable donations, the Board discourages any gifts which may directly or indirectly impair its commitment to providing equal educational opportunities for all district students.~~

The Board recognizes that there are differences among various communities in their ability to contribute additional funds for programs and services at their local schools and that these differences may perpetuate inequalities in educational opportunities ~~from~~ between one district school ~~to~~ and another. Therefore, to ensure program parity and equity across all schools and students in the District, the Board is establishing a centralized and collaborative fundraising model that will enable the District to provide equity in program and personnel in all District schools while preserving flexibility at each school. This model will be implemented in phases. The Board designates the Santa Monica-Malibu Education Foundation as the central fundraising entity for the School District. Once this centralized model is implemented, the Education Foundation will be the only fundraising entity to raise funds for the district to use to pay for personnel and professional development. ~~Therefore, the Board may not accept gifts by individuals, groups or organizations to specific schools intended to replace personnel, programs or services cut by the Board in the process of budget reduction, unless sufficient funds are received to restore those programs, services or personnel at all sites from which they were cut.~~

This policy will be implemented in all elementary schools beginning July 1, 2013. However, effective July 1, 2012, all corporate gifts to District elementary schools in an amount over \$2,500 (and smaller gifts that cumulatively total \$2,500 or more in a year) shall be directed through the Education Foundation; corporate gifts already budgeted for, and committed to, projects prior to July 1, 2013, shall be exempt from this requirement.

Should the Board be required to make cuts to personnel, programs, or services as a result of budget reductions, only the Education Foundation, on behalf of the District, may accept gifts by individuals, groups, and gifts to fund replacement of those personnel, programs, or services; moreover, sufficient funds must be raised to reinstate such personnel, programs, or services at all schools from which they were cut.

The Board will approve a Memorandum of Understanding between the Santa Monica-Malibu Unified School District and the Santa Monica-Malibu Education Foundation formalizing this centralized fundraising relationship and clearly specifying the role of each entity. The Memorandum shall address, at a minimum: the role and governance structure of the Education



Foundation as it relates to serving as the central fundraising entity for the school District; transparency regarding reporting revenues and expenditures; accountability for meeting fundraising goals; the process and frequency of District review regarding the effectiveness of the Education Foundation and actions that the Board may take based on that review; and the frequency with which the Memorandum will be renewed between the District and the Education Foundation.

The Equity Fund will remain intact, and shall be administered pursuant to Administrative Regulation 3290, until implementation of centralized fundraising begins on July 1, 2013.

~~To achieve a greater level of equalization, the Board will establish an Equity Fund, which will be administered by the Education Services Department in conjunction with the Education Foundation. Contributions to this fund and distributions from this fund will be made in accordance with Administrative Regulations 3290. The purpose of the Equity Fund grants will be to improve the achievement of ALL students while simultaneously closing the achievement gap by mitigating the effects of the unequalized enrichment of schools.~~

Before accepting a gift made to the District directly or to the Education Foundation the Board shall consider whether the gift:

1. Has a purpose consistent with the district's vision and philosophy.
2. Begins a program which the Board would be unable to continue when the donated funds are exhausted.
3. Entails undesirable or excessive costs.
4. Implies endorsement of any business or product.

The Board shall carefully evaluate any conditions or restrictions imposed by the donor in light of district philosophy and operations. If the Board feels the district will be unable to fully satisfy the donor's conditions, the gift shall not be accepted.

Gift books and instructional materials shall be accepted only if they meet regular district criteria.

All gifts, grants and bequests shall become district property. At the Superintendent or designee's discretion, a gift may be used at a particular school.

Legal Reference:

*EDUCATION CODE*

*1834 Acquisition of materials and apparatus*

*35162 Power to sue, be sued, hold and convey property*

*41030 School district may invest surplus monies from bequest or gifts*

*41031 Special fund or account in county treasury*

*41032 Authority of school board to accept gift or bequest; investments; gift of land requirements*

*41035 Advisory committee*

*41036 Function of advisory committee*

*41037 Rules and regulations*

**Policy SANTA MONICA-MALIBU UNIFIED SCHOOL DISTRICT**

**adopted: January 23, 1984**

**revised: September 9, 2004, May 15, 2008, May 7, 2009**



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## **INFORMATION ITEMS**



TO: BOARD OF EDUCATION

INFORMATION

11/29/11

FROM: SANDRA LYON / JANECE L. MAEZ

RE: ANNOUNCING OPENINGS ON THE FINANCIAL OVERSIGHT COMMITTEE (FOC)

INFORMATION ITEM NO. I.01

This item is to inform the Board of Education that the terms for three Financial Oversight Committee members are set to expire in December 2011.

COMMENTS: The FOC roster is as follows:

<b>Term Ends 12/31/11</b>	<b>Term Ends 12/31/12</b>	<b>Term Ends 12/31/13</b>	<b>Term Ends 12/31/14</b>
Joan Chu Reese	Craig Hamilton	Patricia Hoffman	
Cynthia Torres	Gordon Lee	Paul Silvern	
David Vukadinovich	Carrie Wagner	Shelly Slaugh Nahass	
	Thomas Larmore	Craig Foster	

Staff will be sending out a press release announcing how members of the public can apply to serve on the FOC. Applications can be found online at [www.smmusd.org/fiscal/financialDAC.html](http://www.smmusd.org/fiscal/financialDAC.html). Completed applications are due to the Superintendent's office by Tuesday, December 20, 2011.

At the November 15, 2011, Financial Oversight Committee meeting, the FOC voted to recommend the reappointment of Ms. Chu Reese, Ms. Torres, and Mr. Vukadinovich at the December 15, 2011, Board Meeting. As per the FOC's *Statement of Purpose, Section III. Application Process*, the Board of Education may consider the FOC's recommendation along with other applications to serve on the committee.



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## **ATTACHMENTS**





ATTACHED ARE THE FOLLOWING DOCUMENTS:

- Presentation: "Districtwide Fundraising in SMMUSD" (*associated with Item No. A.04*)



# Districtwide Fundraising in SMMUSD

Board Presentation  
November 29, 2011

## Santa Monica-Malibu Unified School District

### **Mission Statement**

- Extraordinary achievement for all while simultaneously closing the achievement gap.

### **Vision Statement**

- As a community of learners, the Santa Monica-Malibu Unified School District works together in a nurturing environment to help students be visionary, versatile thinkers; resourceful, life-long learners; effective, multilingual communicators and global citizens. We are a rich, culturally diverse community that values the contributions of all its members and strives to promote social justice. We exist to assist all students in their pursuit of academic achievement, strength of character, and personal growth, and to support them in their exploration of the intellectual, artistic, technological, physical and social expression.

## Vision for SMMUSD students

- o Strategic Plan 2011-2016: Promote Excellence and Equity
- o A premium program for all students in our district, which includes excellent academic instruction, intervention as needed, extension, enrichment, the arts, rigor—all aspects associated with a rich educational environment
- o To know that all students in our district have access to equity in programs and educational experiences, regardless of which school they attend

## Districtwide Fundraising

- o Districts have moved to centralized fundraising because of the issue of “haves” and “have nots”
- o Clearly a widespread issue—internet searches find articles about centralized fundraising in school districts from Toronto to Santa Monica-Malibu
- o The weekend of October 9, 2011, there were articles about this issue in the Sacramento Bee, San Francisco Examiner, and the Santa Monica Daily Press
- o LA Times editorial on November 27, 2011

## Current Status of Fundraising in SMMUSD

- o Santa Monica-Malibu Education Foundation
  - o \$400,000-\$500,000 annually
- o S.O.S. Campaign (total contributions)
  - o \$1,580,361.44
- o PTAs (total raised in 2009-10)
  - o \$3,932,739
  - o Elementary high: \$2,136.59 / student
  - o Elementary low: \$ 96.56 / student
- o Booster Clubs

## Instructional Personnel Expenditures\*

School	Commitment for Instructional Salaries	Enrollment	\$ per Enrollment
Cabrillo	\$115,000	244	\$471
Edison	\$47,778	457	\$105
Franklin	\$186,185	751	\$248
Grant	\$154,900	610	\$254
McKinley	\$29,000	443	\$65
Muir	\$54,000	290	\$186
Pt. Dume	\$279,400	255	\$1,096
Rogers	\$17,500	491	\$36
Roosevelt	\$224,200	775	\$289
Webster	\$248,500	340	\$731
SMASH	\$98,000	150	\$653

\* Estimated based on current commitment forms

## Comparing Instructional Personnel Expenditures\* between Two Schools

### Highest elem. school expenditure per student

- o \$1,100 / student
- o Instructional aides (\$170,000)
- o Reading teacher (\$12,000)
- o Choral music (\$4,000)
- o Marine science (\$27,000)
- o Reading, primary grades (\$15,000)
- o Reading, upper grades (\$13,000)
- o Art (\$16,000)
- o Reading Recovery (\$22,000)

### Second-to-lowest elem. school expenditure per student

- o \$65 / student
- o K-2 music (\$4,000)
- o K-5 art (\$5,000)
- o Science teacher (hourly, up to \$11,000)
- o Instructional assistant (\$5,000)

\* Estimated commitment forms

## Categorical Funding

- o Goal:
  - o To **supplement general funds** so that underperforming students have the **ability to reach the academic level** of their not-at-risk peers
- o Targeted & specific
  - o Support students who are low-income, academically at-risk, &/or are English Learners
- o Monitored
  - o Schools & the district are **held accountable** for appropriate use of these funds and their effect on student achievement
- o Schools that are funded with categorical funds are subjected to the federal categorical system

## Other Funds

- o Funds raised by PTA or central fundraising model can be used for **any purpose** deemed appropriate by the district and school site

## SMMUSD Council of PTAs Resolution of Priorities (2009)

- o Achievement & equity for **all**
- o Funding: “We feel that the continued reliance of the District on the PTA to provide these core educational services and programs has **negative impacts**, such as:
  - o **Inequity** in the delivery of services, programs and even class size for students across our district.
  - o PTAs needing to focus on fundraising to the **detriment of its core mission** to provide information, advocacy and support to children and families.”

## Where is Districtwide Fundraising Working?

## Ed Foundations Raising More Than \$1 Million Per Year

- o Beverly Hills
- o Carlsbad
- o La Cañada-Flintridge
- o Manhattan Beach
- o Moraga
- o Palo Alto
- o Pasadena
- o Peninsula (PV)
- o San Francisco



## Manhattan Beach: Before & After

- o Before districtwide fundraising:
  - o \$404,314
- o First year after implementation:
  - o \$1,963,497
- o Currently, they raise:
  - o **\$4.6 million**
  - o Funds 67 educators in 7 schools
  - o 84% of revenue comes from parents; 16% comes from non-parents

## Palo Alto Superintendent Staffing Policy Recommendation\*

- o “The current site-based fundraising process has resulted in an inequitable distribution of resources (primarily between elementary schools). **In order to ensure greater equity between schools, align District employment practices with the California Education Code and maintain fiscal integrity**, it is proposed that all schools use their site allocations, including General and Categorical funds, for salaries and employee benefits. Donations to individual sites and/or school-based fundraising contributions may not be used for personnel costs during the school day.”

\* Ap

## Palo Alto: Before & After

- o Before districtwide fundraising:
  - o \$100,000 (Ed Found)
- o First year after implementing centralized fundraising:
  - o \$1.6 million (All Schools Fund - 2002)
- o Currently, PiE raises:
  - o **\$3.4 million**
  - o 73% of revenue comes from parents; 27% of revenue comes from non-parents (foundations, community/corporations)

Note: Ed Found established in 1988; All Schools Fund established in 2002; combined to form PiE in 2005

## Conclusions

## Analysis

- o Allowing individual PTAs to raise and expend money to hire staff in SMMUSD is a practice **fraught with difficulties**, and has created:
  - o **Great inequities** across the district during the school day; allows schools to add personnel who may or may not be a part of best practices and/or supportive of the initiatives of the district
  - o A climate in which the instruction and instructional experiences students receive and the conditions in which teachers work are **determined by the amount of money individual PTAs can raise**, rather than a common expectation as a district

## Benefits of Districtwide Fundraising

- o **Consolidates fundraising** at the district level and moves to a more community-based fundraising effort
- o Provides a **consistent revenue stream** for the district in the future
- o **Builds synergy** among fundraising efforts and targets larger corporate donors

## Benefits of Districtwide Fundraising (cont.)

- o Provides more **equity** among the schools
  - o Important, since most children in the district will pool into the same three middle schools, then into the same high schools
- o Allows for **flexibility** for sites to maintain unique programs
- o Helps **relieve the site PTAs** from having to fundraise for salaries
  - o PTA can return to fundraising for its core activities

## Next Steps / Timeline

- o Update Board Policy 3290 – Acceptance of Gifts
  - o November 29, 2011

## Policy vs. Administrative Regulation

- o Board Policy (BP)
  - o States a principal or goal the Board wants to achieve. May establish basic controls and assign general responsibility.
- o Administrative Regulation (AR)
  - o Provides details about what to do, what not to do, and who does it.

## Policy vs. Administrative Regulation

- o To determine whether something is truly a Board Policy (as opposed to an AR or department procedure), ask: Does it...
  - o Affect governance or overall direction for the district?
  - o Establish a governing principle that mandates or constrains actions?
  - o Have district-wide application?
  - o Change infrequently and set a course for the foreseeable future?
  - o Ensure compliance or help enhance the district's mission?
- o If the answer to any of the above is "no," then an administrative regulation or departmental procedure may be more appropriate.

## Recommended Changes to BP 3290

### o Phasing In

- o “This model will be implemented in phases.”

### o Corporate Donations

- o “The policy will be implemented in all elementary schools beginning July 1, 2013. However, effective July 1, 2012, all corporate gifts to District elementary schools in an amount over \$2,500 (and smaller gifts that cumulatively total \$2,500 or more in a year) shall be directed through the Education Foundation; corporate gifts already budgeted for, and committed to projects prior to July 1, 2013, shall be exempt from this requirement.”

## Recommended Changes to BP 3290

### o A Memorandum of Understanding (MOU)

- o “The Board will approve a Memorandum of Understanding (MOU) between the Santa Monica-Malibu Unified School District and the Santa Monica-Malibu Education Foundation formalizing this centralized fundraising relationship and clearly specifying the role of each entity. The Memorandum shall address, at a minimum: the role and governance structure of the Education Foundation as it relates to serving as the central fundraising entity for the school District; transparency regarding reporting revenues and expenditures; accountability for meeting fundraising goals; the process and frequency of District review regarding the effectiveness of the Education Foundation and actions that the Board may take based on that review; and the frequency with which the Memorandum will be renewed between the District and the Education Foundation.”



## Next Steps / Timeline

- o Form the **Superintendent's Advisory Group**
  - o Constituted by the first week of January 2012
  - o Composition of group:
    - o Superintendent
    - o PTA Council President and 1 Council Representative
    - o 1 representative from each PTA (MHS = 1 rep for MS, 1 for HS) – the president of the site PTA or his/her designee
    - o Representative from DELAC
    - o Representative from the African-American Parent Student Staff Support Group
    - o Representative from the Financial Oversight Committee
    - o The Director of the Education Foundation and 2 designees
    - o 2 SMMCTA representatives
    - o 2 SEIU representatives
    - o 5 school administrators, representing pathways and elementary, middle, and high schools
    - o Senior Cabinet

## Next Steps / Timeline

- o **Initial Meeting** of Superintendent's Advisory Group
  - o By the end of January 2012
    - o Establish norms and create meeting schedule
    - o Calendar of meetings will be published so community members may attend

## Next Steps / Timeline

- o Determine the **“Premium Program”**
  - o Examine existing programs at all schools
  - o Identify common themes
  - o What do we want all students to have access to?
  - o ELA, math, science, visual and performing arts
  - o Support, extension
  - o Best practices
  - o Are we being creative in using our resources?  
What are we doing well? What could we do better?
  - o What does it cost to offer these programs?

## Next Steps / Timeline

- o **Meet with districts** that have successfully moved to centralized fundraising
  - o Offer panel discussions with representatives from these districts
  - o Lessons learned
  - o What worked?



## Next Steps / Timeline

- o **Develop subcommittees to research and report** to the Superintendent and Advisory Group on such topics as:
  - o PTA/Education Foundation collaboration
  - o MOU and fundraising models
  - o Corporate gift issues (grants, in-kind)
  - o Elementary school issues
  - o Secondary school issues

## Next Steps / Timeline

- o **Conduct Pathway Meetings**
  - o Share subcommittee findings and get feedback
- o **Ongoing Communication**
  - o Principals
  - o PTAs
  - o Reports to the Board
  - o Updates to the public/media
  - o Website information

## Next Steps / Timeline

- o Superintendent presents Advisory Group's suggestions/considerations for implementation to the Board of Education by **Spring 2012**
- o Superintendent recommends implementation plan and timeline to the Board of Education by **June 7, 2012**
- o Superintendent recommends update to Acceptance of Gifts administrative regulation by **June 7, 2012**

## Next Steps / Timeline

- o Memorandum of Understanding
  - o Developed and signed by SMMUSD and SMM Education Foundation by July 1, 2012
- o The MOU will:
  - o **Formalize centralized fundraising relationship** between SMMUSD and SMMEF
  - o **Specify the role** of each entity
  - o Establish **governance structure** of SMMEF as it relates to serving as central fundraising entity for SMMUSD
  - o Determine **mechanisms for transparency** regarding reporting revenues and expenditures
  - o Require **accountability** for meeting fundraising goals
  - o Establish process and frequency of SMMUSD **review regarding effectiveness** of SMMEF and actions the Board may take based on that review
  - o Determine frequency with which MOU will be **renewed** between the SMMUSD and SMMEF

“Whatever course you decide upon,  
there is always someone to tell you that you  
are wrong.

There are always difficulties arising  
which tempt you to believe that your critics  
are right.

To map out a course of action and follow it  
to an end requires **courage.**”

– *Ralph Waldo Emerson*  
(*American Poet, Lecturer, and Essayist, 1803-1882*)

“Honest disagreement is  
often a good sign of  
**progress.**”

– *Mohandas K. Gandhi*