

PLACENTIA-YORBA LINDA UNIFIED SCHOOL DISTRICT
1301 E. Orangethorpe Avenue
Placentia, CA

Agenda
Special Board Meeting
Board of Education

12:00 p.m., Monday, September 27, 2021
District Educational Center
1301 E. Orangethorpe Avenue
Placentia, CA 92870

A Special Meeting of the Board of Education of the Placentia-Yorba Linda Unified School District, called by Mrs. Karin Freeman, President, in accordance with Executive Order N-29-20, Government Code Sections 54950 et. seq., and Education Code Sections 35140 et seq., is to be held at 12:00 p.m., Monday, September 27, 2021 at the District Educational Center, 1301 E. Orangethorpe Avenue, Placentia, CA.

Time: _____

Call-in to listen during Public Session: 1 669 900 6833
Webinar ID: 895 4015 9975##

SUBJECT OF THE CALL

General Functions

- Niche Digital Marketing
- Resolution No. 21-11, Week of the Administrator

Business and Financial

- June 30, 2021 Fund Balances and Unaudited Actuals
- Self-Insured Schools of California (SISC) Medical Insurance

PLEDGE OF ALLEGIANCE

ROLL CALL

Members Present	_____
Members Absent	_____
Late Arrivals	_____
Early Departures	_____

PUBLIC COMMENT ANNOUNCEMENT

Those audience members wishing to address the Board during the Public Comment segment of the agenda are reminded to fill out a public comment form available at the staff desk and turn it in prior to the Board holding Public Comment. The Board’s bylaws do not allow forms to be submitted once the presiding officer has called for Public Comment. Masks are optional for vaccinated individuals, but required for unvaccinated individuals. Comments will be accepted on the subject of the meeting only.

Public comment speakers are expected to abide by Board Policy 1312, *Civility Policy*, which promotes mutual respect, civility, and orderly conduct among district employees, parents, and the public. This policy is not intended to deprive any person of his/her right to freedom of expression, but only to maintain, to the extent possible and reasonable, a safe, harassment-free environment. Any individual who disrupts or threatens to disrupt school/office operations; threatens the health and safety of students or staff; willfully causes property damage; uses loud and/or offensive language which could provoke a violent reaction; or who has otherwise established a continued pattern of unauthorized entry on school district property, will be directed to leave school or school district property promptly.

PUBLIC COMMENT ANNOUNCEMENT (Continued)

A maximum of thirty (30) minutes is set aside for public comment at each meeting; speakers are allowed a maximum of five minutes to address the Board in English and/or in their primary language on any item(s) within the Board’s jurisdiction. When translation is requested, up to five additional minutes will be provided for English translation.

Persons with a disability who require a disability-related modification or accommodation, including auxiliary aids, in order to participate in a meeting, and persons who need translation assistance or services, may request such modification, accommodation, or services from the PYLUSD District Office at (714) 985-8400 or by fax at (714) 993-4875. Notification 48 hours prior to the meeting will enable the District to make reasonable arrangements.

APPROVAL OF AGENDA

Approve the September 27, 2021 Special Meeting of the Board of Education agenda as recommended by the Superintendent.

Action _____
Ayes _____ Noes _____

Motion _____
Second _____

PUBLIC COMMENT – The Board will accept comments on the subject of the meeting only.

GENERAL FUNCTIONS

- 1. Approve the service agreement with Niche for digital marketing solutions effective October 1, 2021, to September 30, 2022. 1

Action _____
Ayes _____ Noes _____

Motion _____
Second _____

- 2. Adopt Resolution No. 21-11 to designate the week of October 10-16, 2021 as Week of the School Administrator. 2

Action _____
Ayes _____ Noes _____

Motion _____
Second _____

BUSINESS AND FINANCIAL

- 1. Approve the June 30, 2021 fund balances and unaudited actuals as reflected in the SACS Financial Report. 4

Action _____
Ayes _____ Noes _____

Motion _____
Second _____

- 2. Approve contract renewal for medical insurance with Self-Insured Schools of California from October 1, 2021 through September 30, 2022. 6

Action _____
Ayes _____ Noes _____

Motion _____
Second _____

ADJOURNMENT

Time: _____

Action _____
Ayes _____ Noes _____

Motion _____
Second _____

TO: Dr. James Elsasser, Superintendent
FROM: Alyssa Griffiths, Public and Media Relations Specialist
SUBJECT: **SERVICE AGREEMENT WITH DIGITAL MARKETING SOLUTION NICHE**
DATE: September 27, 2021

BACKGROUND: In an effort to increase online advertising, the Placentia-Yorba Linda Unified School District will begin using the digital marketing solution Niche. Niche (www.niche.com) is the market leader in connecting schools and school districts with students and families. With in-depth profiles on every school in America, over 140 million reviews and ratings, and powerful search and data tools, Niche helps millions of students and families find and enroll in the right school for them. Twenty-eight million families used Niche to research schools last year.

RATIONALE: Approval of the service agreement with Niche will allow the district to increase online advertising in an effort to offset the loss in enrollment due to slowing population growth and the COVID-19 pandemic.

FUNDING: General Fund (0101) – Discretionary \$13,000

BOARD FOCUS AREA: This board agenda item supports Focus Area 3.0, *Engaged Community* – “Stakeholders play a vital role in the educational process. We value their opinions and feedback and seek to involve them in decisions which impact the education of our students. We establish a culture which encourages positive relationships among our students, staff, and parents as well as educational, business, and community partners.”

RECOMMENDATION: Approve the service agreement with Niche for digital marketing solutions effective October 1, 2021, to September 30, 2022.

PREPARED BY: Alyssa Griffiths, Public and Media Relations Specialist

TO: Dr. James Elsasser, Superintendent
FROM: Rick Lopez, Assistant Superintendent, Human Resources
SUBJECT: RESOLUTION 21-11, WEEK OF THE SCHOOL ADMINISTRATOR
DATE: September 27, 2021

BACKGROUND: The Board periodically issues proclamations in recognition of important school-related observances to highlight the outstanding services that our employees dedicate to students of the Placentia-Yorba Linda Unified School District.

RATIONALE: This year's Week of the School Administrator is October 10-16, 2021. The PYLUSD has a cadre of outstanding leaders who are committed to creating a dynamic learning community that prepares each and every student for success now and in the future.

FUNDING: No cost to the district

BOARD FOCUS AREA: This board agenda item supports Focus Area 2.0, *Effective Instruction and Leadership* – “A dynamic, high quality instructional program facilitates lifelong habits of intellectual Inquiry. We actively engage each student in the learning process through the implementation of the core curriculum and effective instructional strategies, including the use of technology. To this end, we strive to attract, train, and retain employees as well as develop strategic leaders who embrace the vision and values of our district.”

RECOMMENDATION: Adopt Resolution No. 21-11 to designate the week of October 10-16, 2021 as Week of the School Administrator.

PREPARED BY: Martha Suarez, Administrative Secretary

PLACENTIA-YORBA LINDA UNIFIED SCHOOL DISTRICT

RESOLUTION NO. 21-11

Week of the School Administrator

WHEREAS, leadership matters for California’s public education system and the more than 6 million students it serves;

WHEREAS, school administrators are passionate, lifelong learners who believe in the value of quality public education, and

WHEREAS, the title “school administrator” is a broad term used to define many education leadership posts. Superintendents, assistant superintendents, principals, assistant principals, special education and adult education leaders, curriculum and assessment leaders, school business officials, classified educational leaders, and other school district employees are considered administrators; and

WHEREAS, providing quality service for student success is paramount for the profession; and

WHEREAS, research shows great schools are led by great principals, and great districts are led by great superintendents. These site leaders are supported by extensive administrative networks throughout the state; and

WHEREAS, the State of California has declared the second full week of October as the “Week of the School Administrator” in Education Code 44015.1; and

WHEREAS, the future of California’s public education system depends upon the quality of its leadership;

NOW, THEREFORE, BE IT RESOLVED, by the Placentia-Yorba Linda Unified School District that all school leaders be commended for the contributions they make to successful student achievement.

AYES:

NOES:

ABSENT:

State of California)

)

County of Orange)

Approved by the Governing Board of the Placentia-Yorba Linda Unified School District on September 27, 2021.

Dr. James Elsasser
Secretary, Board of Education

TO: Dr. James Elsasser, Superintendent
FROM: David Giordano, Assistant Superintendent, Business Services
SUBJECT: **2020-21 UNAUDITED ACTUALS (SACS FINANCIAL REPORT)**
DATE: September 27, 2021

BACKGROUND: The Unaudited Actuals Financial Report represents the financial position and results of operations of the District for the fiscal year ending June 30, 2021. The District is required to submit its Unaudited Actuals to the Orange County Department of Education by September 15 of each fiscal year. The SACS format satisfies the reporting requirement for the District’s financial position.

RATIONALE: Board approval of the Unaudited Actuals is required.

FUNDING: Not applicable

BOARD FOCUS AREA: This board agenda item supports Focus Area 5.0, *Optimized Resources* – “A critical measure of a school district’s performance is the effectiveness with which it utilizes and generates resources. We ensure that all fiscal and capital resources maximize educational opportunities.”

RECOMMENDATION: Approve the June 30, 2021 fund balances and unaudited actuals as reflected in the SACS Financial Report.

PREPARED BY: Phuong Tran, Director, Fiscal Services
Dinah Felix, Director, Business Services

Placentia-Yorba Linda Unified School District
2020-21 Unaudited Actuals

I	<u>Revenues</u>	
	LCFF Sources	231,093,054
	Federal Revenues	32,536,721
	Other State Revenues	58,067,827
	Other Local Revenues	4,891,140
	Total Revenues	\$326,588,742
II	<u>Expenditures</u>	
	Certificated Salaries	130,338,835
	Classified Salaries	46,641,495
	Employee Benefits	79,107,351
	Books and Supplies	15,235,559
	Services, Other Operating Expenses	19,940,682
	Capital Outlay	2,624,275
	Other Outgo	7,632,956
	Direct Support/Indirect Costs	(285,137)
	Total Expenditures	\$301,236,016
	Excess (Deficiency) of Revenues Over Expenditures	\$25,352,726
III	<u>Other Financing Sources/Uses Interfund Transfers</u>	
	Interfund Transfers In	2,200,000
	Interfund Transfers Out	3,977,770
	Total Other Financing Sources/Uses	(\$1,777,770)
	Increase/(Decrease) in Fund Balance	\$23,574,956
IV	<u>Fund Balance</u>	
	Beginning General Fund Balance, 7/1/2020	61,707,890
	Increase/(Decrease) in Fund Balance	23,574,956
	Ending General Fund Balance, 6/30/2021	\$85,282,846
V	<u>Components of Ending General Fund Balance</u>	
	Revolving Cash	169,000
	Stores Inventory	91,065
	Restricted Grants & Programs	35,238,393
	Unrestricted Grants & Programs	34,523,699
	Designated for Economic Uncertainties; 5%	15,260,689
	Ending General Fund Balance, 6/30/2021	\$85,282,846

TO: Dr. James Elsasser, Superintendent
FROM: David Giordano, Assistant Superintendent, Business Services
SUBJECT: **MEDICAL INSURANCE**
DATE: September 27, 2021

BACKGROUND: Self-Insured Schools of California (SISC) is a Joint Power Authority (JPA) administered by the Kern County Superintendent of Schools to provide medical insurance to benefit eligible employees, retirees, and dependents. The increase for 2021-22 varied by plan with an overall increase of 1.5%.

RATIONALE: Approving this agreement will provide continuous medical coverage for the District's benefit eligible employees, retirees, and dependents.

FUNDING: Health and Welfare Fund (6769) \$33,000,000

BOARD FOCUS AREA: This board agenda item supports Focus Area 5.0, *Optimized Resources* – "A critical measure of a school district's performance is the effectiveness with which it utilizes and generates resources. We ensure that all fiscal and capital resources maximize educational opportunities."

RECOMMENDATION: Approve contract renewal for medical insurance with Self-Insured Schools of California from October 1, 2021 through September 30, 2022.

PREPARED BY: Elaine Marshall, Administrator, Risk Management