



SACRAMENTO CITY UNIFIED SCHOOL DISTRICT BOARD OF EDUCATION

Agenda Item 10.3

Meeting Date: August 17, 2017

Subject: Board Bylaw (BB) 9002: Constituent Service

- Information Item Only
- Approval on Consent Agenda
- Conference (for discussion only)
- Conference/First Reading (Action Anticipated: September 7, 2017)
- Conference/Action
- Action
- Public Hearing

Division: Board Office

Recommendation: Receive information for consideration in adopting a constituent service bylaw on September 7, 2017.

Background/Rationale: The purpose of the proposed Board Bylaw is to define standards and outline processes for Governing Board Member service to constituents. The Board of Education has expressed a desire to develop policies and initiatives that support Operational Excellence across the District as outlined in the Strategic Plan and Local Control Accountability Plan. The Board of Education also realizes that its role in appropriate constituent service is to facilitate management's ability to resolve problems efficiently and effectively without becoming personally involved in solving problems or handling management issues.

Financial Considerations: N/A

LCAP Goal(s): Operational Excellence

Documents Attached:

1. Executive Summary
2. Proposed Board Bylaw 9002

Estimated Time of Presentation: 5 minutes

Submitted by: Nathaniel Browning, Special Assistant to the BOE

Approved by: Jorge A. Aguilar, Superintendent

Board of Education Executive Summary

Board of Education Office

Board Bylaw (BB) 9002: Constituent Service

August 17, 2017



I. Overview/History of Department or Program:

The district has recognized the need to develop a focus on constituent and customer services in order to address parent, community, and employee concerns in an efficient and effective manner. Staff have reviewed best practices in the area of constituent and customer service programs, including those in Natomas Unified School Districts and Fresno Unified School District, and are in the initial stages of developing a similar program within Sacramento City Unified School District. The adoption of this Board Bylaw would further outline the Board of Education's role in constituent services and provide the structure of a constituent service system within the district.

II. Driving Governance:

- Board Bylaw 9000 Role of the Board
- Education Code 35010 Power of Governing board to adopt rules for its own governance

III. Budget:

No measureable impact

IV. Goals, Objectives and Measures:

V. Major Initiatives:

Operational Excellence

VI. Results:

N/A

VII. Lessons Learned/Next Steps:

Next steps include the adoption of this Board Bylaw and the accompanying Civility Policy at the September 7, 2017. Afterwards, staff begin developing the systems and protocols necessary to roll out a constituent and customer service initiative in the near future. An overall timeline is yet to be determined.

Constituent Service

Purpose

The purpose of this bylaw is to define standards and outline processes for Governing Board Member service to constituents. The Board Members' role in appropriate constituent service is to facilitate management's ability to resolve problems efficiently and effectively without becoming personally involved in solving problems or handling management issues.

This policy sets forth standards and describes processes. It is the intention of the Board to meet these standards and follow these processes.

Governance Standards

The Board and individual Board Members will observe professional governance standards in their constituent service and interaction with district management.

(cf. BB 9005 Governance Standards)

Definitions of Constituent Service

As elected officials and trustees acting on behalf of the public, Board Members have an obligation to outreach, listen, and be accessible to the public and assist citizens with suggestions, questions or complaints regarding the district.

Constituent service is defined as ensuring that management takes responsibility for helping citizens receive the services the state and Board intend. Board Members ensure this by following a defined and public process that facilitates management's ability to respond to questions in a timely manner, resolve problems effectively, and identify opportunities for improvement.

To guarantee fairness and equity, Board Members further recognize their obligation not to confer special advantage on employees, parents, students, vendors or any person or entity outside regular management decision-making processes established by policy or management directive.

Systems for Constituent Service

Recognizing the need to provide service to constituents, the need of Board Members to be answerable to constituents, and the need to improve district systems, the Board and Superintendent will develop a system for constituent service with the following components:

A protocol for handling constituent requests for information or assistance

A primary contact person to whom Board Members will refer constituent service requests

A form for the primary contact person to document constituent service requests

An information management system for storing, tracking, categorizing, and analyzing requests A feedback process so that Board Members know the resolution of requests

System oversight personnel to keep the Superintendent informed of priority requests that require his/her attention

Quarterly written reports to the Superintendent and Board regarding constituent service request trends, patterns and system improvements

Bylaw SACRAMENTO CITY UNIFIED SCHOOL DISTRICT
adopted: