



EAST SIDE
HIGH SCHOOL DISTRICT
Silicon Valley

Preparing every student to thrive in a global society.



Welcome Back!

Dear Friends of East Side Union High School District,

Welcome back to the 2014/15 school year. The new school year always brings forward a sense of renewal, hope and challenges that we must face together. Fortunately, with the work that we completed with our many stakeholders last spring, we have the opportunity to implement our Local Control Accountability Plan (LCAP). We are excited about hiring 104 new employees to serve, teach and support our students. These positions include, but are not limited to the following:

- **Instructional Coaches** - We have invested \$1.2 million in this initiative to support the professional learning of our most valued resource, our educators. The goal of instructional coaching is to harness the talents and aspirations of our teachers who volunteer to participate in the program, while working collaboratively to adapt the art of teaching and learning to meet the demands and opportunities of the Common Core classroom.
- **Parent & Community Specialists** - We have invested \$800,000 dollars in this initiative to reach out to and engage with our parent community. We are creating a parent outreach office at every comprehensive high school in the district. The parent outreach office will provide a plethora of resources, including parenting classes, leadership classes, parent outreach and a point of contact to get questions answered or to make an appointment with a teacher, counselor or administrator.
- **Social Workers** - We have invested \$1.1 million in this initiative by placing a licensed social worker at every school in the district to help support the social and emotional needs of our students. The social worker will provide counseling services, as well as coordinate the School Linked Services with our community and county providers.

The Common Core Standards are another opportunity for our organization to make sweeping changes in how we teach and how our students demonstrate learning. All of our schools are working to transition to the Common Core Standards. The main changes that students and parents will see is the type of work that students will be asked to complete to demonstrate their learning, as well as the type of assessments that are required in the Common Core. These

assessments will be computer generated and will be adaptive to the student's learning progression.

We are excited about the transformation taking place at James Lick High School. James Lick is now a member of the New Tech Network. Beginning with this year's ninth grade class, students of New Tech at James Lick High School are empowered with one-to-one laptops. These students are being challenged to think critically, collaborate and find success in problem-based learning events taught by an interdisciplinary teaching team.

It should be an exciting new year and we, as an organization, are working hard to transform how we educate our children and serve our community. Thank you in advance for your continued support for East Side Union High School District.

ESUHSD Technology Bond Election

In today's world, it is critical that our children learn how to use and master modern technology. However, statewide funding for classroom technology has simply not kept pace with the educational needs of our children.

On November 4th, the citizens of East Side Union High School District are to vote on a general obligation bond measure that will provide an ongoing source of funding for school technology for the next 18 years.

If passed by voters, an Ed-Tech Bond would allow East Side Union High School District to keep pace with today's rapidly changing educational technology, while saving taxpayers millions of dollars in reduced borrowing costs.

If passed by voters, an Ed-Tech Bond would provide a locally controlled source of technology funding for the next 18 years.

Projects Funded with Ed-Tech Bonds®

East Side Union High School District

Wide Range of Technology Projects Qualify for Funding

Devices and Technology Systems

- Computers, computer tablets, peripheral hardware
- Classroom technology tools
- Smart boards/document cameras
- Wireless microphones
- Printers, copiers, scanners
- Teacher-parent communications systems
- Data backup systems
- Classroom and district-wide security system hardware
- Technology equipment for use in science labs

Software

- Educational and student performance assessment software
- Remote learning software
- Telecommunications software
- Website development and maintenance
- Vocational education training software
- Disaster recovery hardware and software
- Classroom and district-wide security software
- Document retention software
- District instructional, business, and human relations software

Infrastructure

- Wiring of data centers, classrooms, and school facilities
- Servers, routers, switches, and other information devices
- District-wide wireless access infrastructure

Implementation

- Installation and upgrading of various technology systems
- Training related to various technology projects
- Future technology projects approved by the Board

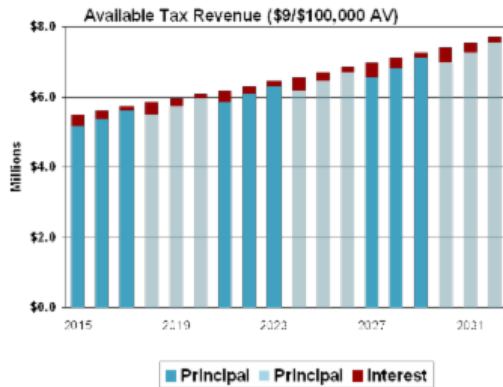
School districts across California have traditionally used conventional construction bonds to support technology. We have always found this to be incongruent with purchasing computers with bond funds that is amortized for thirty years, yet the life of the computer is 3-5 years. Ed-

Tech bonds matches the useful life of the technology. If passed by voters, the principal and interest of each series of bonds would be paid off before the issue of the next series of bonds. (click [here](#) to view larger image of slide)

Ed-Tech Bonds®: Amortized for 3 Years to Match Useful Life

Ed-Tech Bonds® May Provide Ongoing Source of Funding for Future Needs

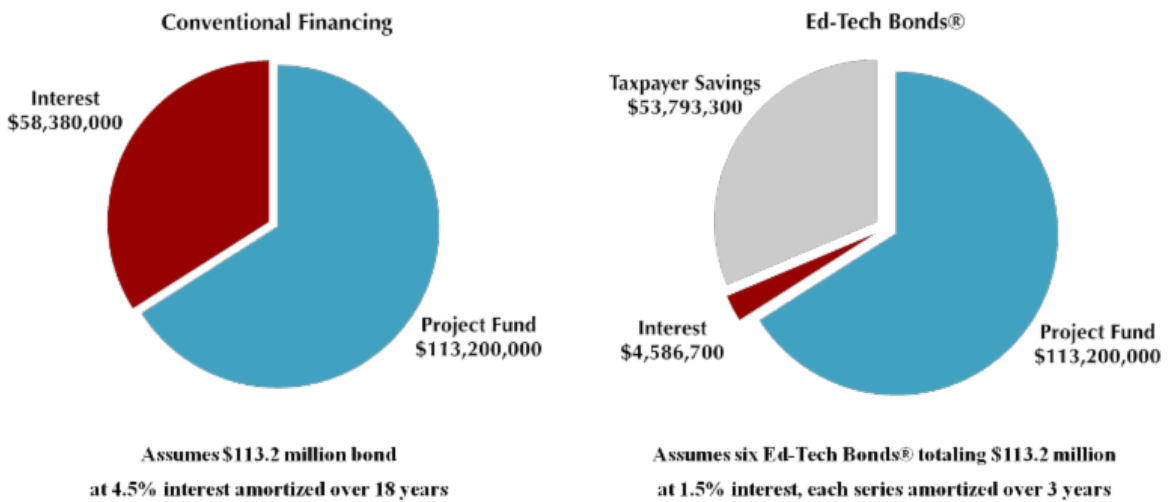
Series	Available Funding/Principal	Interest	Total
2015	\$16,200,000	\$655,539	\$16,855,539
2018	\$17,200,000	\$695,663	\$17,895,663
2021	\$18,200,000	\$738,243	\$18,938,243
2024	\$19,300,000	\$783,429	\$20,083,429
2027	\$20,500,000	\$831,382	\$21,331,382
2030	\$21,800,000	\$882,269	\$22,682,269
Total	\$113,200,000	\$4,586,524	\$117,786,524



Taxpayers must also pay the interest of a bond. As you can see, the traditional way of financing this proposed bond would generate almost \$58 million in interest. The proposed Ed-Tech bond would generate only \$4.5 million in interest. (click [here](#) to view larger image of slide)

Ed-Tech Bonds®: Comparison to Conventional Bonds

Ed-Tech Bonds® Reduces Borrowing Costs Compared to Conventional Debt



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Ed-Tech bonds are the smartest way to provide ongoing funding to meet the technology needs of the future. Technology changes day-by-day. The education sector must keep up with technology in order to provide our students the best possible opportunity to access jobs right here in Silicon Valley.

EAST SIDE UNION HIGH SCHOOL DISTRICT
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