September 3, 2014

TO: Santa Clara County Board of Education

FROM: Toni Cordova, Chief Strategy Officer
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VIA: Jon R. Gundry, Santa Clara County Superintendent of Schools

SUBJECT: Web Streaming of Board Meetings

Associated Goals
Goal 2: Provide support to districts, communities, schools and students.
Goal 4: Improve organizational effectiveness and efficiency.

Intro/Background
Recently, the Board of Education expressed a renewed interest in video broadcasting and/or video web streaming its meetings for public view. At the May 21, 2014 meeting, the Board was presented with updated information on online web streaming of Board of Education meetings.

Policy Ramifications Specific to Taping of Board Meetings
Our Board Policy BB 9324 (b) states that Board meetings may be taped and broadcast provided that the Board President announces such at the beginning of the meeting and that the recorder and camera be placed in plain view of meeting participants. It also says that recordings, which are public records, may be erased or destroyed 30 days after the meeting.

Proposed Distribution Method and Costs for Web streaming
Our proposed distribution method for the live web streaming of Board meetings is through a third-party solution, Granicus. The cost utilizing the “Government Transparency Suite” would be $800 per month ($9,600 per year) with a one-time $4,500 setup cost.

Implementation Time Line
When approved by the Board, field-testing for web streaming board meetings can begin. The target date for our first live web streamed meeting will be determined after the Board approves the web streaming.