



Magnolia Public Schools

Community and Parent Engagement Committee Meeting

Date and Time

Thursday November 17, 2016 at 7:00 PM

Location

Teleconference Dial: 1.844.572.5683 Code:1948435

Regular Community and Parent Engagement Committee Meeting

Access to the Board Meeting: Any interested parties or community members from remote locations may attend the meeting at the following school sites or the addresses where the Board members are joining the meeting from:

Remotely by dialing in to the numbers provided above

- 5113 Babette Ave Los Angeles, CA 90066 (Ms. Diane Gonzalez)
- 2734 N Tustin St #2 Orange, CA 92865 (Dr. Remzi Oten)

In compliance with the Americans with Disabilities Act (ADA) and upon request, Magnolia Public Schools may furnish reasonable auxiliary aids and services to qualified individuals with disabilities. Individuals who require appropriate alternative modification of the agenda in order to participate in Board meetings are invited to contact the MPS central office. If you need special assistance to attend the meeting or translation services, please notify Barbara Torres at (213) 628-3634 x100 to make arrangements and accommodations.

Any public records relating to an agenda item for an open session of the Board which are distributed to all, or a majority of all, of the Board members shall be available for public inspection at 250 East 1st Street Los Angeles, CA 90012.

Community and Parent Engagement Committee Members:

Mrs. Diane Gonzalez
Dr. Remzi Oten

CEO and Superintendent
Dr. Caprice Young

Agenda

	Purpose	Presenter	Duration
I. Opening Items			
A. Record Attendance and Guests			
B. Call the Meeting to Order			
C. Public Comments			5
D. Approval of Agenda	Vote		1
E. Approve Minutes of Regular Community and Parent Engagement Committee Meeting- February 11, 2016	Approve Minutes		1
F. Approve Minutes of Regular Community and Parent Engagement Committee Meeting- June 02, 2016	Approve Minutes		1
II. Discussion Items			
A. 2016-17 OCD Goals and Objectives and MPS Stakeholder Survey Results for 2015-16	Discuss	Alfredo Rubalcava	55
III. Closing Items			
A. Adjourn Meeting	Vote		

Coversheet

Approve Minutes of Regular Community and Parent Engagement Committee Meeting- February 11, 2016

Section: I. Opening Items
Item: E. Approve Minutes of Regular Community and Parent Engagement
Committee Meeting- February 11, 2016
Purpose: Approve Minutes
Submitted by:
Related Material:
Minutes for Community and Parent Engagement Committee Meeting on February 11, 2016

APPROVED



Magnolia Public Schools

Minutes

Community and Parent Engagement Committee Meeting

Date and Time

Thursday February 11, 2016 at 4:30 PM

Location

MSA 6: 3754 Dunn Drive, Los Angeles, CA 90034 Teleconference Information:

Dial:1.844.572.5683 Code:1948435

Regular Community and Parent Engagement Committee Meeting:

Access to the Board Meeting: Any interested parties or community members from remote locations may attend the meeting at the following school sites or the addresses where the Board members are joining the meeting from:

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Any public records relating to an agenda item for an open session of the Board which are distributed to all, or a majority of all, of the Board members shall be available for public inspection at 13950 Milton Ave Ste 200 Westminster, CA 92683.

Community and Parent Engagement Committee Members:

Mrs. Diane Gonzalez
Dr. Remzi Oten

Committee Members Present

A. Rubalcava, D. Gonzalez, R. Oten

Committee Members Absent

None

Guests Present

A. Gokce, B. Torres

I. Opening Items

A. Record Attendance and Guests

Both committee members attended in person.

B. Call the Meeting to Order

D. Gonzalez called a meeting of the Community and Parent Engagement Committee of Magnolia Public Schools to order on Thursday Feb 11, 2016 at 4:37 PM.

II. Discussion Items

A. Review all MPS Schools SPSA's and Update (PECC) on Schools Progress on the LCAP Timeline

A. Rubalcava, Chief External Officer explained the roles of the SPSA plans and how each school addresses their own needs in these plans. He explained that SPSAs are where all academic plans are discussed including English Learner goals and academic measurable goals. Committee members requested a report that states goals for high achieving, reclassified and gifted students. Representatives and MPS staff addressed all committee member questions. This was a discussion item and no actions were taken.

III. Closing Items

A. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 5:30 PM.

Respectfully Submitted,
D. Gonzalez

Coversheet

Approve Minutes of Regular Community and Parent Engagement Committee Meeting- June 02, 2016

Section: I. Opening Items
Item: F. Approve Minutes of Regular Community and Parent Engagement
Committee Meeting- June 02, 2016
Purpose: Approve Minutes
Submitted by:
Related Material:
Minutes for Community and Parent Engagement Committee Meeting on June 2, 2016

APPROVED



Magnolia Public Schools

Minutes

Community and Parent Engagement Committee Meeting

Date and Time

Thursday June 2, 2016 at 6:00 PM

Location

Dial: 1.844.572.5683 Code: 1948435

Regular Community and Parent Engagement Committee Meeting

Committee Members:

Mrs. Diane Gonzalez

Dr. Remzi Oten

CEO and Superintendent

Caprice Young

Committee Members Present

D. Gonzalez (remote), R. Oten (remote)

Committee Members Absent

None

I. Opening Items

A. Record Attendance and Guests

Both committee members joined remotely.

B. Call the Meeting to Order

D. Gonzalez called a meeting of the Community and Parent Engagement Committee of Magnolia Public Schools to order on Thursday Jun 2, 2016 at 6:05 PM.

C. Approve Minutes of Special Community and Parent Engagement Committee Meeting- March 8, 2016

D. Gonzalez made a motion to approve minutes from the Special Community and Parent Engagement Committee Meeting on 03-08-16 Community and Parent Engagement Committee Meeting on 03-08-16.

R. Oten seconded the motion.

The committee **VOTED** unanimously to approve the motion.

Roll Call

R. Oten Aye

D. Gonzalez Aye

II. Discussion Items

A. Presentations of Local Control and Accountability Plan (LCAP) for all Magnolia Science Academies

A. Rubalcava, Chief External Officer, presented a brief overview of the Local Control and Accountability Plan (LCAP). Principals of all Magnolia Science Academies except MSA 3 and MSA Santa Clara gave a brief overview of their schools' LCAP. The schools who did not present will present their LCAPs to the full board during the June 6 board meeting. All questions were address, no actions were taken as this was a discussion item.

B. Invitation to Parent Recognition Breakfast

A. Rubalcava, Chief External Officer, invited committee members to the Parent Recognition event. He informed them of the event details.

III. Action Item- Recommendations to Full Board

A. Approval of Partnership Agreement for LA Schools (Parent College Proposal)

A. Rubalcava, Chief External Officer, presented the Parent College program. He went over the details of the program, benefits, budget implications and the school roles and requirements. Nine Magnolia Science Academies will be participating in these Saturday sessions, MSA San Diego and MSA Santa Clara will not be participating in the program.

D. Gonzalez made a motion to recommend approval of the Parent College program, to the full board.

R. Oten seconded the motion.

The committee **VOTED** unanimously to approve the motion.

Roll Call

D. Gonzalez Aye

R. Oten Aye

IV. Closing Items

A. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 6:56 PM.

Respectfully Submitted,

D. Gonzalez

Coversheet

2016-17 OCD Goals and Objectives and MPS Stakeholder Survey Results for 2015-16

Section: II. Discussion Items
Item: A. 2016-17 OCD Goals and Objectives and MPS Stakeholder Survey
Results for 2015-16
Purpose: Discuss
Submitted by:
Related Material: II A OCD Goals and Stake Holder Survey Results.pdf



Board Agenda Item #	Agenda # II A
Date:	November 17, 2016
To:	Parent and Community Engagement Committee
From:	Caprice Young, Ed.D., CEO & Superintendent
Staff Lead:	Alfredo Rubalcava, Chief External Officer
RE:	Outreach and Communications Department (OCD) goals and objectives for the 16-17 school year and MPS stakeholder surveys for the 15-16' school year.

Proposed Board Recommendation

Discussion items, no action required.

Background

OCD goals and objectives for the 16-17' school year

The OCD in collaboration with the home office and school leadership teams have developed its goals and objectives for the school year. These overarching goals are specific to the OCD's four major areas of concentration: Parent and Community Engagement, Communications, Marketing, and partnerships. The OCD seeks the committee's feedback on our goals and objectives for the school year.

Stakeholders (student, parent, and staff) surveys for the 15-16' school year

During April 2016, MPS students, parents, and staff participated in the "Panorama Stakeholder Surveys, both online and paper-based surveys. Surveys were sent home and emailed to stakeholders and each schools website had links to the surveys.

After MPS and school sites received their survey results they created action plans for the 16-17' school year. MPS principals or designees will share their action plans with the committee. Additionally, we will compare MPS 15-16' survey results with the 14-15' results.

Budget Implications

There are no budget implications.

Name of Staff Originator:

Alfredo Rubalcava, Chief External Officer

Attachments

OCD goals and objectives Power Point document
MPS Stakeholder Survey for the 15-16' school year



OUTREACH & COMMUNICATIONS DEPARTMENT (OCD) OVERVIEW AND GOALS

PARENT AND COMMUNITY COMMITTEE – OCTOBER 12, 2016



MEET THE OCD TEAM!



Alfredo Rubalcava, Chief External Officer, founding MPS teacher, and previous Principal of MSA-8 Bell.

arubalcava@magnoliapublicschools.org, (213) 628-3634 Ext. 124



Ismael Soto, Director of Partnerships, has over twenty years of experience in public charter schools in Los Angeles. He has recently served as the Director of Visual and Performing and Communications Manager for a district-wide CMO.

isoto@magnoliapublicschools.org, (213) 628-3634 Ext. 126



Thalia Velazquez, Communications Associate, MSA-I alumna and Azusa Pacific University graduate. She majored in Communications with a minor in Graphic Design.

tvelazquez@magnoliapublicschools.org

PARENT & COMMUNITY ENGAGEMENT GOALS



1. **Achieve positive relationships with authorizers, elected officials, local business leaders, and other charter organizations.** All relationships encounters or meetings will be tracked on Google drive. The goal will be to have each school site meet With VIP at local office or have VIP visit school. MPS wide, 75-90 visits will occur by June 10, 2017.
2. **400 MPS families system-wide will attend 20 hours worth of school and community events** as it relates to the Partnership for Success Timeline by June 30, 2017.
3. **In collaboration with Deans of Culture we will average 30-40 families during our Saturday Parent College Program.**
4. All MPS schools will complete **HOME VISITS** with 20% of their families in accordance with LCAP goals.





COMMUNICATION GOALS

- 1. Create a clear communications pipeline between all school sites and the home office.** We will utilize and streamline these communications using our: **website, newsletter, and social media (Facebook and Twitter) platforms** to increase viewership by 10% year-to-year beginning October 2016.
- 2. At least fifteen to twenty positive media stories** that are channeled through local media outlets featuring school site stories such as, MSA-SD's Robotics story published by the San Diego Tribune by June 10, 2017.
- 3. Participation and Outcomes:** Parent, teacher, student surveys show 85% or higher support for MPS, and show these audiences feel informed about MPS, and are proud of brand. Additionally, 85% of our stakeholders will complete all surveys in accordance with LCAP goals.



PARTNERSHIPS GOALS

1. Develop **8-10 impactful outreach partnerships** with a focus in areas of Science, Technology, Engineering, Arts, and Math (STEAM) institutions.
2. **In collaboration** with MPS school sites acquire \$250,000 in education grants.
3. Develop a 10 page Magnolia Public Schools **business plan**.





PARTNERSHIPS

CURRENT PARTNERSHIPS:

Murmuration

- Civic engagement project across 5 MSA schools.

Larta Institute

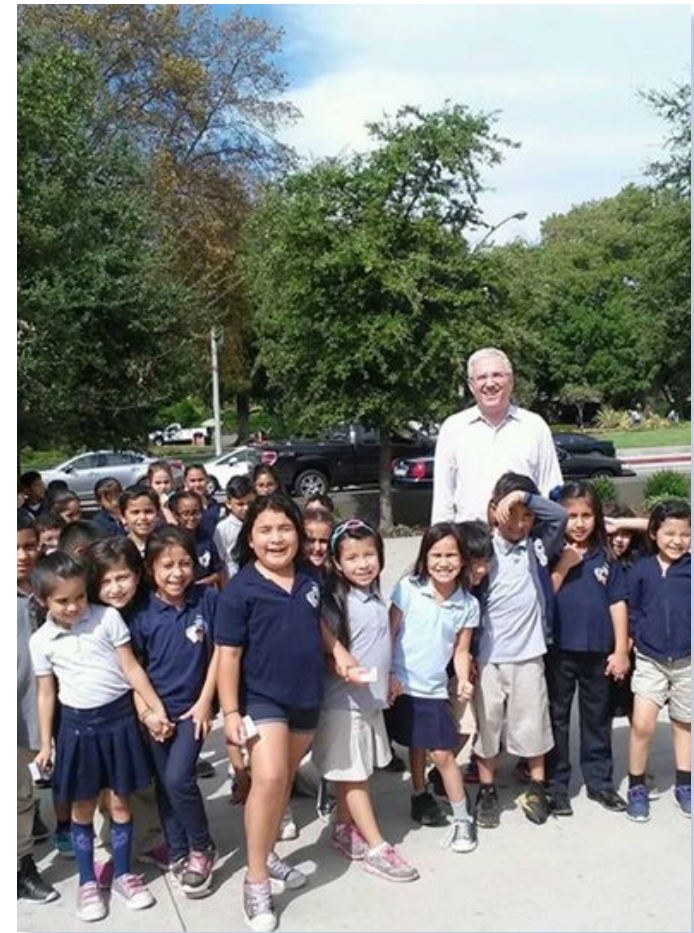
- Includes coordinating and managing National Science Foundation SBIR Phase 1 grantees such as SimInsights and KillerSnails.

K12Nest

- EdTech Coordinating pilot will roll out at MSA schools.

Arts for All

- Will guide MPS in building an Arts infrastructure that will allow the organization to successfully roll out a holistic STEAM education model.
- MPS will form of a Community Arts Team (CAT) with the assistance of an assigned Arts for All coach.





PARTNERSHIPS

Mt. Wilson Observatory

- Working with Mt. Wilson and Carnegie Astronomy to develop an education learning center for students with a focus Next Generation Science Standards.

SLAM!

- Partner with MSA 4-Venice for the 2016-17 academic school year to engage a network of passionate college student volunteers to teach after school music.

TEAL (Technology Enhanced Arts Learning)

- Technology Enhanced Arts Learning (TEAL) Project will increase the knowledge and skills of K-6 pre-service and in-service teachers and administrators throughout Los Angeles County in the fundamentals and best practices of arts integration.

Panorama Education

- To measure and act on data about social-emotional learning, school climate, family engagement and more.

Wallis Annenberg Center for the Performing Arts

- Partnership between the education team at the Wallis and the MSA 7- Northridge K-5 cohort of teachers.





MARKETING GOALS

1. In collaboration with MPS school leadership **increase enrollment from 3,875 students to 4,375** by the end of August 30, 2017.
2. **In collaboration with Deans of Culture we will develop school specific marketing recruitment campaigns** which include items such as: postcards, language specific one-pagers, large eight-foot recruitment banners, promotional materials, and business cards.
3. **Rollout the MPS fifteen-year campaign** which includes: promotional video, anniversary logo, promotional materials, social media campaign, and formal announcement at MSA-SA ribbon cutting by August 1, 2017.
4. Plan a ribbon cutting event for MSA 1-Reseda expansion and new MSA-San Diego site



MARKETING MATERIALS

1. Promotional videos
2. Professional Photography
3. Post card design
4. Banner design (wall, vinyl recruitment, etc.)
5. Business Cards
6. One-Pagers
7. Recruitment Items (pens, stress ball, pencils, highlighters)
8. Website alerts
9. Table Throws
10. School branding (logo, mascot)
- 11. Newspaper advertisement**
12. Live radio promotional spot
- 13. Advertisement campaigns (billboard, bus, etc.)**



ADMIN WEBSITE ASSISTANCE

1. Collaborate with the Deans of Culture to ensure website content is accurate and up to date
2. Assist school site IT administrators
3. Urgent news and announcement alerts

The screenshot shows the admin interface for Magnolia Science Academy Reseda. At the top left is the logo and name. To the right are links for 'Latest Features' and 'Tips'. Below the logo is a user profile for 'admin' and a navigation menu with links for 'Statistics', 'Settings', 'Sponsors', 'Webinars', 'Help Desk', and 'Log Off'. On the left side, there is a sidebar menu with categories like 'Home', 'My Account', 'My Pages', 'My Videos', 'News', and 'Calendars'. The main content area is divided into two sections: 'Recent Tickets' and 'Technical Support'. The 'Recent Tickets' section contains a table with the following data:

Ticket Number	Department	Created	Status
3710-160819-01	Edunet	Aug 19	Closed
3710-160722-01	Edunet	Jul 22	Closed

The 'Technical Support' section features a phone icon, the number (866) 473 0400, the word 'OR', and a 'Create a ticket' button. A 'more info' link is located at the bottom right of this section.

SOCIAL MEDIA

Twitter: @MagnoliaSchools

Facebook: @MagnoliaPublicSchools

Magnolia Public Schools (MPS)
Education Management
201-500 employees
16 followers Follow

Magnolia Public Schools
@MagnoliaPublicSchools

Home
About
Photos
Likes
Events
Videos
Posts

Create a Page

Magnolia Public Schools
August 16 at 3:48pm · 🌐

Happy #FirstDayofSchool! We're glad you're back!

MagnoliaPublicSchool
@MagnoliaSchools · Sep 11

Today we remember and honor all those we lost 15 years ago on September 11, 2001 #NeverForget

96 Photos and videos

Los Angeles, CA
magnoliapublicschools.org
Joined September 2011

TWEETS 265 FOLLOWING 122 FOLLOWERS 185 LIKES 423 LISTS 2

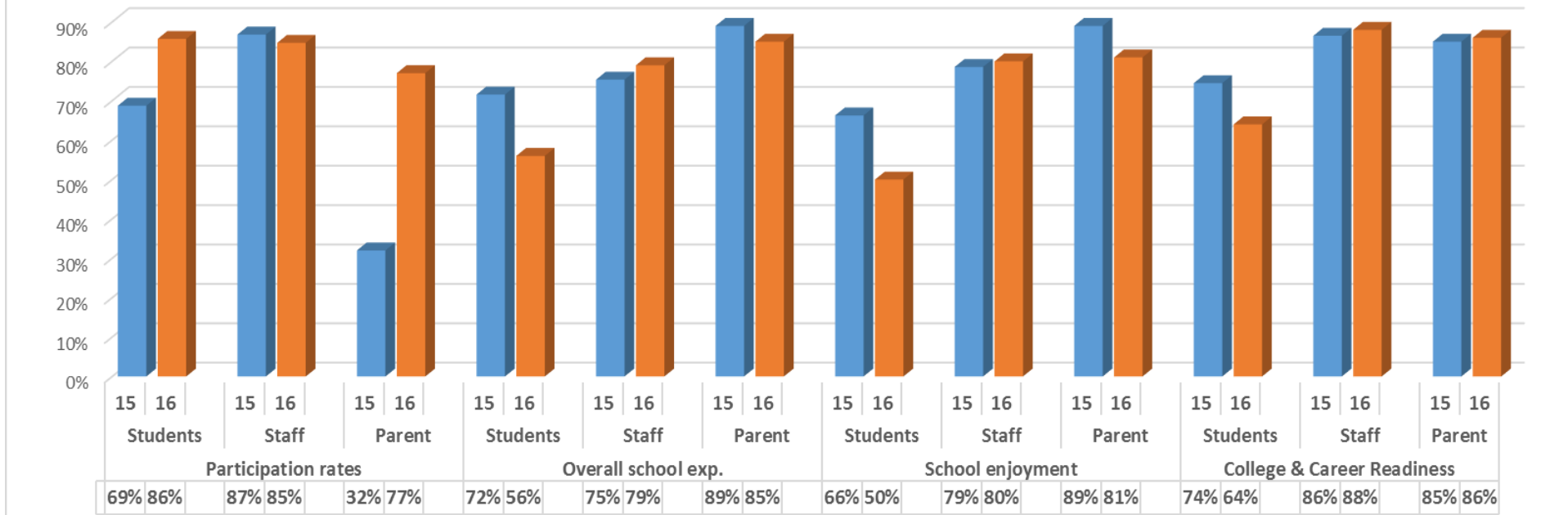
Your Tweet activity
Your Tweets earned 1,076 impressions over the last week

Who to follow · Refresh · View all

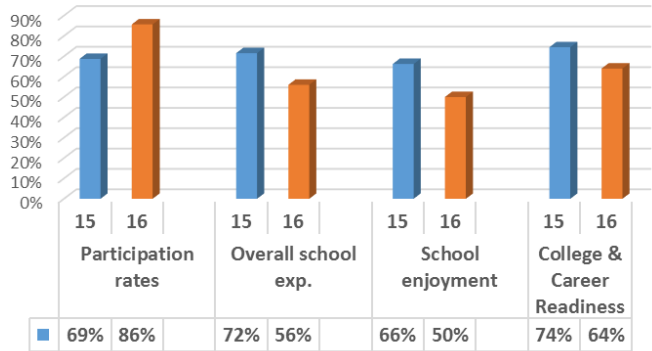
- Mrs. Gardner @the_fish_r... Follow
- BoardOnTrack @BoardOn... Follow
- L.A. Daily News @ladail... Follow

Facebook | Twitter | LinkedIn

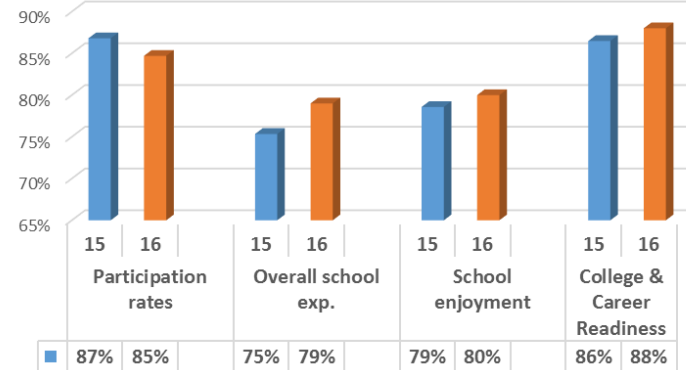
MPS Overall 2015 vs 2016



MPS Overall - Student



MPS Overall - Staff



MPS Overall - Parents

