



Magnolia Public Schools

Stakeholder Engagement Committee Meeting

Date and Time

Wednesday November 14, 2018 at 6:00 PM PST

Location

Teleconference 1.844.572.5683 Code: 1948435

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

By dialing into; 1.844.572.5683 Code: 1948435

- 940 Steward Dr. Sunnyvale, CA 94085 (Dr. Umit Yapanel)
- 7401 Madora Ave. Winnetka, CA 91306 (Ms. Sandra Covarrubias)
- 5113 Babette Ave. Los Angeles, CA 90066 (Ms. Diane Gonzalez)

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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 250 East 1st Street Ste 1500 Los Angeles, CA 90012.

Committee Members:

Ms. Sandra Covarrubias
Dr. Umit Yapanel
Ms. Diane Gonzalez
Mr. Haim Beliak (Alternate)

CEO & Superintendent:

Mr. Alfredo Rubalcava

Agenda

	Purpose	Presenter	Time
I. Opening Items			6:00 PM
A. Call the Meeting to Order			

B. Record Attendance and Guests

C. Public Comments 2 m

D. Approval of Agenda Vote 1 m

E. Approve Minutes from the Community and Parent Engagement Committee Meeting on May 3, 2018 Approve Minutes 2 m

Approve minutes for Community and Parent Engagement Committee Meeting on May 3, 2018

F. Approve Minutes from the Regular Personnel Committee Meeting on February 22, 2018 Approve Minutes 2 m

Approve minutes for Regular Personnel Committee Meeting on February 22, 2018

II. Discussion Items

6:07 PM

A. Enrollment Update Discuss Ismael Soto 25 m

B. Parent and Community Engagement (PACE) Program & Community Partner Update Discuss Ismael Soto 25 m

III. Closing Items

6:57 PM

A. Adjourn Meeting Vote

Cover Sheet

Approve Minutes from the Community and Parent Engagement Committee Meeting on May 3, 2018

Section: I. Opening Items

Item: E. Approve Minutes from the Community and Parent Engagement Committee Meeting on May 3, 2018

Purpose: Approve Minutes

Submitted by:

Related Material:

Minutes for Community and Parent Engagement Committee Meeting on May 3, 2018



Magnolia Public Schools

Minutes

Community and Parent Engagement Committee Meeting

Date and Time

Thursday May 3, 2018 at 6:00 PM

Location

Teleconference: Dial:1.844.572.5683 Code:1948435

Committee members joined remotely from the following locations:

11000 Wilshire Blvd. Suite 1100, Los Angeles, CA 90024 (Ms. Diane Gonzalez)
17125 Victory Blvd., Van Nuys, CA 91406 (Ms. Sandra Covarrubias)
9715 Lockford St., Los Angeles, CA 90035 (Mr. Haim Beliak)
Community and Parent Engagement Committee Members:

Ms. Diane Gonzalez
Mr. Haim Beliak
Ms. Sandra Covarrubias

CEO and Superintendent
Dr. Caprice Young

Committee Members Present

D. Gonzalez (remote), H. Beliak (remote), S. Covarrubias (remote)

Committee Members Absent

None

I. Opening Items

A. 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 May 3, 2018 @ 6:03 PM at Teleconference: Dial:1.844.572.5683 Code:1948435.

B. Record Attendance and Guests

Refer to attendance information stated above.

C. Public Comments

There were no public comments.

D. Approval of Agenda

H. Beliak made a motion to approve the agenda as presented.

D. Gonzalez seconded the motion.

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

Roll Call

D. Gonzalez Aye

H. Beliak Aye

S. Covarrubias Aye

E. Approve Minutes

H. Beliak made a motion to approve minutes from the Regular Community and Parent Engagement Committee Meeting on 12-14-17.

D. Gonzalez seconded the motion.

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

Roll Call

H. Beliak Aye

D. Gonzalez Aye

S. Covarrubias Aye

II. Discussion Items

A. Parent Survey Results

I. Soto, MPS Interim Chief External Officer, gave a brief overview of the parent survey participation rates, 2016-17 and 2017-18 survey results comparison, and Local Control and Accountability Plan (LCAP) participation rate goals. He explained that these surveys are conducted every year and allow MPS to see what is being done well and what needs refinement. Parents, students, and staff participate annually in the completion of these surveys. Included in the survey is a "Free Response" section that allows for all stakeholders to input their opinions and suggestions. The survey has a variety of questions ranging from school climate to perceptions and improvements. I. Soto explained that the survey participation throughout all ten MPS school sites increased from the previous year, except for MSA-8 Bell who can no longer increase since they continue to be at 100% survey participation rate. He later went on to share the highlights and growth from each school. All in all, a total of 2,768 families participated in the surveys across the organization.

All school site principals presented their survey results and what they are doing to ensure all parent input and concerns are addressed and improved. All committee member questions were addressed.

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 7:16 PM.

Respectfully Submitted,
D. Gonzalez

Cover Sheet

Approve Minutes from the Regular Personnel Committee Meeting on February 22, 2018

Section: I. Opening Items
Item: F. Approve Minutes from the Regular Personnel Committee Meeting on February 22, 2018
Purpose: Approve Minutes
Submitted by:
Related Material:
Minutes for Regular Personnel Committee Meeting on February 22, 2018

DRAFT



Magnolia Public Schools

Minutes

Regular Personnel Committee Meeting

Date and Time

Thursday February 22, 2018 at 6:30 PM

Location

MPS Central Office: 250 E. 1st St. Suite 1500 Los Angeles, CA 90012

Committee members who joined remotely joined from the following location:

- 11935 Dorothy Street, Los Angeles, CA 90049 (Dr. Saken Sherkhonov)

Personnel Committee Members:

Dr. Saken Sherkhonov

Ms. Diane Gonzalez

CEO and Superintendent

Dr. Caprice Young

Committee Members Present

D. Gonzalez, S. Sherkhonov (remote)

Committee Members Absent

None

I. Opening Items

A. Call the Meeting to Order

D. Gonzalez called a meeting of the Personnel committee of Magnolia Public Schools to order on Thursday Feb 22, 2018 @ 6:36 PM at MPS Central Office: 250 E. 1st St. Suite 1500 Los Angeles, CA 90012.

B. Record Attendance and Guests

All committee members participated in the meeting.

C. Pledge of Allegiance

B. Torres, MPS Executive Assistant led the Pledge of Allegiance.

D. Public Comments

There were no public comments.

E. Approval of the Agenda

D. Gonzalez made a motion to approve the agenda as presented.

S. Sherkhanov seconded the motion.

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

Roll Call

S. Sherkhanov Aye

D. Gonzalez Aye

F. Approve Minutes of Personnel Committee Meeting- January 16, 2017

S. Sherkhanov made a motion to approve minutes from the Regular Personnel Committee Meeting on 01-16-18.

D. Gonzalez seconded the motion.

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

Roll Call

S. Sherkhanov Aye

D. Gonzalez Aye

II. Recommended Action Item

A. Recommendation to Approve the Proposed School Leader Salary Scale

Item II A Approval of the Proposed School Leader Salary Scale and Item II B Approval of the MPS Employee Pay Raise Scale for Full-Time Teaching Positions were presented and discussed together. C. Young, MPS CEO and Superintendent, explained the proposed changes to the salary scales. She explained that the proposed scale would increase the base salary and salaries will vary based on performance, experience and other categories that are explained in detail in the scale. C. Young, explained that with the current budget, MPS does fall in the negative but staff is confident that with higher student enrollment numbers and budget cuts, all schools will be able to meet their budget targets. N. Montijo, MPS Chief Financial Officer, explained that each school budget was reviewed individually to ensure all schools were able to sustain the new scale. O. Revish, MPS Human Resources Director, explained that she had done a comparison of salary scales amongst other charter management organizations, she stated that even with the new proposed scales, MPS salaries are lower than other similar organizations. D. Yilmaz, MPS Chief Accountability Officer, explained the process of the creation of the proposed salary scale, he explained that input from different stakeholders was considered. There was a lengthy discussion on the proposed salary scales, all questions were addressed.

S. Sherkhanov made a motion to approve Item II A Approval of the Proposed School Leader Salary Scale and Item II B Approval of the MPS Employee Pay Raise Scale for Full-Time Teaching Positions .

D. Gonzalez seconded the motion.

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

Roll Call

D. Gonzalez Aye

S. Sherkhanov Aye

B. Recommendation to Approve the MPS Employee Pay Raise Scale for Full-Time Teaching Positions

Item II A Approval of the Proposed School Leader Salary Scale and II B Approval of the MPS Employee Pay Raise Scale for Full-Time Teaching Positions were presented and discussed together. Refer to information above for more details.

III. Discussion Item

A. Home Office Salary Benchmarks

C. Young, MPS Chief Executive Officer, explained the Home Office Salary Benchmarks to the committee. She explained that staff had done a comparison of salaries amongst similar executive teams at other charter management organizations before presenting this item. Her recommendation was to adjust the salary band for the Chief Financial Officer position which was the only position that was reaching the higher end of the salary band. S. Sherkhanov, Committee Member, recommended that this item be reviewed by the Finance Committee. This was a discussion item, no actions were taken.

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 7:16 PM.

Respectfully Submitted,
D. Gonzalez

Cover Sheet

Enrollment Update

Section: II. Discussion Items
Item: A. Enrollment Update
Purpose: Discuss
Submitted by:
Related Material: IIA - Enrollment Update.pdf



Board Agenda Item #	IIA - Discussion Item
Date:	November 7, 2018
To:	Magnolia Board of Directors – Stakeholders Committee
From:	Alfredo Rubalcava., CEO & Superintendent
Staff Lead:	Ismael Soto, Director of Partnerships
RE:	Enrollment Update as of October 26, 2018

PROPOSED BOARD MOTION

Information item, no actions required.

BACKGROUND

ENROLLMENT UPDATE:

The following enrollment figures are pulled directly from the NEW student information system Illuminate on October 26, 2018, which delivers up to date enrollment numbers for all Magnolia schools.

MPS	TARGET ENROLLMENT 2018-2019	CURRENT ENROLLMENTS 2018-2019	MPS	TARGET ENROLLMENT 2018-2019	CURRENT ENROLLMENTS 2018-2019	MPS TARGET ENROLLMENTS	ENROLLMENTS NEEDED
MSA-SD	480	406	MSA-4	181	175	4182	
MSA-SA	771	676	MSA-5	241	247	CURRENT ENROLLMENTS	229
MSA-1	635	591	MSA-6	152	155		
MSA-2	465	435	MSA-7	292	292	3953	
MSA-3	485	507	MSA-8	480	469		

MARKETING CAMPAIGNS

In partnership with Digital First Media, and aPunto Advertising Agency has developed a multi-faceted enrollment marketing campaign. These include:

DIGITAL FIRST MEDIA:

CENSUS DAY PUSH - To continue an effective use of the budget, we created a campaign using only the best platforms based on past performance. We grouped schools together to minimize costs.

- o Group A- The 4 Valley Schools (MSA-1, 2, 5, and 7)
 - Method: eblast/Facebook. These schools received a combined 100,000 count eblast targeting a radius geography from each school, with no duplication and

specific demographics. There was also a companion Facebook campaign. Parents were able to submit an enrollment request through the eblast link or the Facebook “Learn More” button, which was logged and routed to the appropriate campus from the main office.

- o Group B- MSA-4 and MSA-6
 - Method: Eblast/Facebook. These schools received a combined 50,000 count eblast targeting a radius geography from each school, with no duplication and specific demographics. There was also a companion Facebook campaign. The process mirrored Group A.

ALPUNTO ADVERTISING:

Census Day Push Summary:

- o The digital campaign ran from September 9th to September 28th
- o Strategies to included:
 - SEM (Search Engine Marketing)
 - Facebook
 - Video Pre-roll
 - Postcard mailer
- o The campaign generated 142,505 impressions;
- o and 1,930 clicks to the landing page;
- o alPunto also tracked 10 phone calls with an average duration of 1.37 minutes

Parent and Community Engagement (PACE): The Parent and Community Engagement (PACE) program coordinators from various MSA’s as part of the Outreach & Communications Department (OCD) are working directly with MSA schools who have not met their enrollment targets for the 18-19’ school year.

ANALYSIS (NEXT STEPS)

NEXT STEPS:

Enrollment Marketing Campaign Strategy - October 2018 through January 2019

Open Enrollment during Winter Break

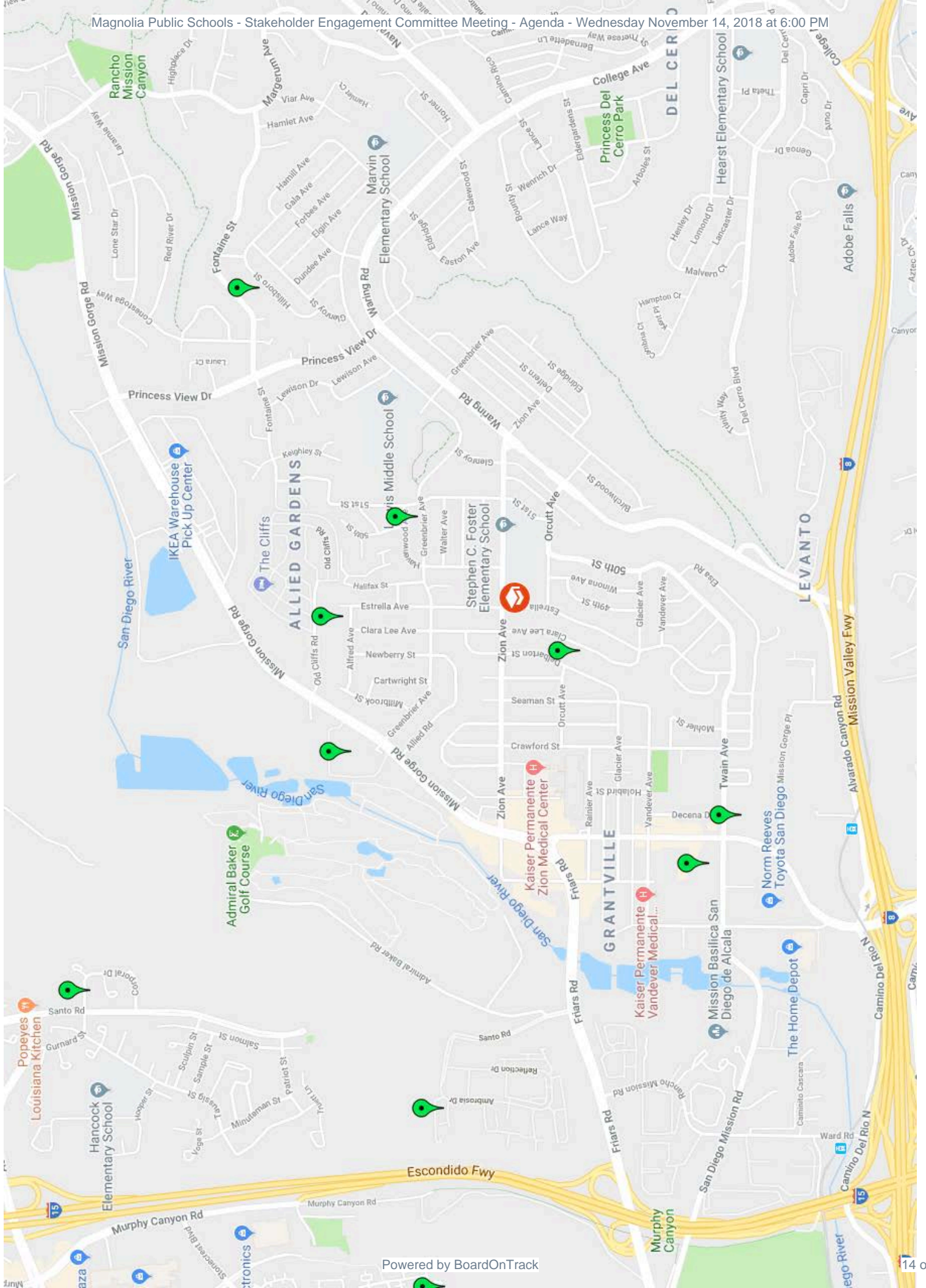
- Timeline: Pre-Winter Break Campaign December 11th - December 14th
 - o MSA focus schools by enrollment need include :
 - Group 1: Valley - 1, 2, 5, and 7
 - MSA-Santa Ana
 - MSA-San Diego

BUDGET IMPLICATIONS

- No budget implications

EXHIBITS (ATTACHMENTS)

- MSASD_HeatMap



Cover Sheet

Parent and Community Engagement (PACE) Program & Community Partner Update

Section: II. Discussion Items
Item: B. Parent and Community Engagement (PACE) Program & Community Partner Update
Purpose: Discuss
Submitted by:
Related Material: IIB - PACE Program & Community Partner Update.pdf



Board Agenda Item #	IIB - Discussion Item
Date:	November 7, 2018
To:	Magnolia Board of Directors – Stakeholders Committee
From:	Alfredo Rubalcava., CEO & Superintendent
Staff Lead:	Ismael Soto, Director of Partnerships and Bryant Olandes, Lead Parent and Community Engagement (PACE) Coordinator
RE:	Parent and Community Engagement (PACE) Program and Community Partner update

PROPOSED BOARD MOTION

Information item, no actions required.

BACKGROUND

PARENT AND COMMUNITY ENGAGEMENT (PACE) - THE CHALLENGE:

Magnolia Public Schools faced a myriad of arising challenges beginning as early as 2015 that led to the phasing out of the Dean of Culture position. These challenges included the need for additional support staff such as an in-school psychologist to address the growing Mental Health needs.

Accountability for the Deans of Culture lacked, forcing the role to focus on other duties that didn't allow for the cultural support which was required by all parents and students throughout our network of 10 schools.

Home Office and School Site leadership guidance did not allow for a sustainable growth of the Dean of Culture position at Magnolia. The role suffered being assigning a variety of day to day administrative duties while also being required to complete additional Dean of Culture duties.

Yet, the high need for stakeholder support at all Magnolia school sites and the tremendous lack of opportunities for our families to build the capacity for partnerships was still present.

The Magnolia Public Schools - Home Office Support Team (HOST) responded by creating the Parent and Community Engagement (PACE) Program with PACE Coordinators under the direction of Ismael Soto-Director of Partnerships represent nine of the ten Magnolia schools.

PROGRAM DESCRIPTION & MISSION

The PACE program is comprised of a cohort of school-site coordinators and home office support staff servicing all Magnolia Science Academy's. To allow every student to reach their full potential, the PACE program is dedicated to empowering all school stakeholders by bringing focus to the needs of the families and communities we serve.

The PACE program mission is to empower school stakeholders to deepen their connection with the families and communities they serve, support advocacy efforts, and develop transformational leaders who are committed to Innovation, Connection, and Excellence.

PACE PROGRAM COORDINATOR ROLE

The PACE Coordinator works to build social capital by fostering person-to-person and people-to-place relationships, develop the skill and will of parents and community leaders to take on leadership roles within schools and in their community, and encourage civic engagement in order to build neighborhoods where the stakeholders want to invest their time and resources to transform their communities. They make connections with residents to broaden and deepen the community network, support local advocacy, and develop leaders who will carry out the mission of Magnolia Public Schools to provide a college preparatory educational program emphasizing Science, Technology, Engineering, Arts, and Mathematics (STEAM) in a safe environment that cultivates respect for self and others.

KEY FUNCTIONS OF THE PACE COORDINATOR

The PACE Coordinator is responsible for outreach functions including volunteer engagement, community partnerships, communications and outreach, and community mobilization that lead to stronger engagement and partnerships within the Magnolia School Communities.

1. The position will be responsible for developing the plan to accomplish broader community awareness and engagement, as well as execution on those strategies.
2. The position requires active participation in COMMUNITY engagement events, marketing, communications, public speaking, writing skills, events management, and the ability to manage and cultivate volunteer leadership.
3. PACE Coordinator will play an active role in recruiting families to strengthen student enrollment at each MSA school site.

PARENT LIAISON

The PACE Coordinator will perform parent and student liaison duties, which may include:

1. Coordinate, schedule, and track the school's home visit program
2. Support parent activities/volunteering through an active involvement with parents/parent organizations
3. Prepare school's daily announcements
4. Promote the Parent Task Force (PTF), Parent College, and other engagement activities through ongoing outreach
5. Support Associated Student Body (ASB) and attend ASB meetings and provide guidance as needed

ADVOCACY

The PACE Coordinator will perform advocacy duties, which may include:

1. Host elected officials at the school site for events & meetings
2. Develop and execute a strategy to drive voter registration of families and team members to enable them to participate in local and national elections.
3. Execute events such as tabling and phone banking sessions in support of voter registration and get out the vote campaigns
4. Mobilize families to participate and advocate during public hearings and any other school led events, maximizing turnout

COMMUNITY ENGAGEMENT

The PACE Coordinator will perform community engagement duties, which may include:

1. Develop a strategic plan for community engagement specific to your assigned MSA site(s)
2. Define annual and long-term goals to drive this work along with Director of Partnerships and school Principals
3. Build partnerships with community organizations that can provide services to students, families, and Magnolia Science Academy’s
4. Attend community events to build external relationships
5. Seek and recruit community partners
6. Project manage school led community events

PARENT ENGAGEMENT

- Parent Task Force (PTF): The Parent Task Force (PTF) groups within Magnolia Public Schools has always needed a support system at each school site. The administrative team at each individual school facilitate these monthly meetings, yet cannot make it a priority. School leadership has an unnumbered list of responsibilities, and often times don’t dedicate the necessary energy to developing parent leaders. Rather, their role is simply to disseminate information and expect them to keep up. Administrators don't have the bandwidth to lead outreach efforts to bring these parents out, but with the help of PACE, there has been an increase in parent engagement. Below is a chart that shows the comparison of previous attendance at PTF versus current numbers.

Previously	Currently:
❖ MSA-1: 40 to 50 Parents	❖ MSA-1: 50 to 60 Parents
❖ MSA-2: 10 Parents	❖ MSA-2: 17 to 20 Parents
❖ MSA-3: N/A	❖ MSA-3: N/A
❖ MSA-4: 3 to 6 Parents	❖ MSA-4: 11 to 15 Parents
❖ MSA-5: 2 to 3 Parents	❖ MSA-5: 4 to 6 Parents
❖ MSA-6: 7 to 9 Parents	❖ MSA-6: 19 to 23 Parents
❖ MSA-7: N/A	❖ MSA-7: N/A

❖ MSA-8: 50 to 80 Parents	❖ MSA-8: 20 to 40 Parents
❖ MSA-SA: N/A	❖ MSA-SA: N/A
❖ MSA-SD: N/A	❖ MSA-SD: N/A

COMMUNITY ENGAGEMENT

- **Parent College with Partnership for Los Angeles Schools**
Partnerships for Los Angeles Schools’ Parent College program is in its third year run at Magnolia Public Schools. PACE has stepped up to not only facilitate this program at our schools but also develop a structure that will allow its sustainability long term. During this years kick off training, there was PACE representation from 4 out of the 8 participating schools.
- **Parent Education Bridge for Student Achievement Foundation (PEBSAF)**
In addition to the Parent College program, PEBSAF serves in:
 - Empowering our families through educational workshops, keeping in mind cultural and generational differences related to parenting
 - Supporting Life Skills/ Advisory classes with lessons focused on healthy living

ADVOCACY

- National Voter Registration Day (NVRD), September 25th, 2018
Magnolia Public Schools, in partnership with the National Association of Latino Elected Officials (NALEO), participated in various campaign action for this years NVRD. Magnolia Public Schools broadcasted the NVRD message through all its forms of social communication bringing prospective eligible registrants to our campuses. In total, with PACE in the forefront, we registered **51** new voters. Below is the breakdown of registered stakeholders:
 - MSA-1: **27**
 - MSA-2: **4**
 - MSA-3: **N/A**
 - MSA-4: **17**
 - MSA-5: **3**
 - MSA-6: **N/A**
 - MSA-7: **N/A**
 - MSA-8: **N/A**
 - MSA-SA: **N/A**
 - MSA-SD: **N/A**

COMMUNITY ENGAGEMENT

- Street Team Campaigns - Canvassing the Communities:
In efforts to boost enrollment at the following schools:
 - MSA-Santa Ana
 - MSA-San Diego
 - MSA-1, 2, 5, and 7

(Please refer to the attachment titled “MSASD_HeatMap” to view the areas targeted for the canvassing in San Diego)

ADDITIONAL DUTIES:

1. Enrollment: The PACE Coordinator will perform enrollment duties, which may include:
 - a. Support and manage year-long enrollment campaigns including working with community partners, forming street teams, mass mailing, email campaigns, ads on local publications
 - b. Managing the family-led events, including Parent Task Force (PTF) meeting coordination, parent and student recruitment, activities/initiatives, schedule yearly open houses dates, and finally, manage the parent referral program
2. Outreach Duties: The PACE Coordinator will perform outreach duties, which may include:
 - a. Managing the creation and execution of an overall plan for community outreach and engagement by establishing lines of communication with key community leaders, stakeholders, local nonprofit organizations, businesses, and leadership organizations
 - b. Outreach and follow-up with school’s guest speakers/special guests- including local elected officials, professors, and other pertinent stakeholders, neighbors, community organizations/entities
 - c. Coordinating and executing key community engagement events such as:
 - i. Magnolia Community Festivals, Multi-Cultural food festivals, family engagement activities, school beautification, and community volunteer recognition events
 - d. Networking and collaborating with local organizations and community leaders
3. Communications/Media: The PACE Coordinator will perform communications and media duties, which may include:
 - a. Compose and distribute the school’s weekly newsletter (ex. Flash Fridays) in languages that reflect the school community
 - b. Maintain and regularly update the school’s social media platforms and website (Twitter, Facebook, etc.)
 - c. Regularly update the school’s activity calendar
 - d. Compose and disseminate school-related communication to staff, students, teachers, parents and community stakeholders (re: school events, field trips, announcements, and emergencies, etc.)
 - e. Perform other communications duties as needed (i.e. take pictures during events, media release forms, etc.)
 - f. Support media coverage efforts by the Outreach and Communications Department
4. Meeting Coordination: The PACE Coordinator will perform meeting coordination duties, which may include:
 - a. Organize and follow-up with school meetings which may include:
 - i. Staff meetings, Admin meetings, Committee meetings (ELAC, SSC, Title I, and LCAP), Staff Professional Development meetings, Back to School

Night, Parent Orientation, 2nd Cup of Coffee with the Principal, Parent Breakfasts, etc.

- b. Prepare and post meeting agendas and disseminate minutes to stakeholders

ANALYSIS (NEXT STEPS)

1. **CCSA Families:**
 - a. CCSA Families will act as the ADVOCACY backbone organization to support and guide the MPS PACE Program. Several lead representatives will attend the November 29th PACE monthly meeting to facilitate the following discussion items:
 - i. Charter School 101
 - ii. Board District 5 (BD5) elections
 - iii. State Policy Overview
2. **Parent Surveys:** One item that will be conducted is a survey for families, facilitated by the PACE coordinators, regarding which workshops parents/guardians would like to see on their campus and incorporate that input as the program develops.
3. **Research:** Research organizations such as the department of health, First 5 California, that align with the Magnolia Mission.
4. **Partner Building:** Look to partnering with community colleges, city sports, and recreation programs to offer options for our students to participate in physical fitness especially for the older high school children and sports options on campus for our younger students

BUDGET IMPLICATIONS

- No budget implications

EXHIBITS (ATTACHMENTS)

- MSASD_HeatMap

