



Magnolia Public Schools

Development and Stakeholder Committee Meeting

Date and Time

Thursday December 9, 2021 at 5:00 PM PST

Location

<https://zoom.us/j/91251775517?pwd=STNrZStjdmRpbVByU2g0V0dBQmUzZz09>

Meeting ID: 912 5177 5517

Passcode: 800690

One tap mobile

+16699009128,,91251775517#,,,,*800690# US (San Jose)

+13462487799,,91251775517#,,,,*800690# US (Houston)

All members of the public can participate by calling in using the numbers provided above.

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. Members of the public who need special accommodations or translation are strongly encouraged to contact Magnolia Public Schools at least 24 hours in advance of the Board meeting so assistance can be assured.

Any public records relating to an agenda item for an open session which are distributed to all, or a majority of all, of the Board Members shall be available for public inspection. Magnolia Public Schools values public comment during Board meetings. For members of the public who would like to speak, we have speaker cards to be filled out prior to the beginning of the meeting. For teleconference meetings you can email us your request for public comment. We limit individual speakers to three (3) minutes and speakers with interpreters to six (6) minutes. For any questions regarding this meeting email board@magnoliapublicschools.org or call 213-628-3634 Ext. 100.

Committee Members:

Ms. Sandra Covarrubias, Chair

Dr. Umit Yapanel

Mr. Mekan Muhammedov (Alternate)

CEO & Superintendent:

Mr. Alfredo Rubalcava

Agenda

	Purpose	Presenter	Time
I. Opening Items			5:00 PM
Opening Items			
A. Call the Meeting to Order			
B. Record Attendance and Guests			
C. Approval of Agenda	Vote		1 m
D. Public Comments			2 m
E. Announcements from CEO & Superintendent & Committee Members			5 m
F. Approve Minutes from the Development & Stakeholder Committee Meeting - September 9, 2021	Approve Minutes		1 m
II. Recommended Action Items			5:09 PM
A. Committee Approval of Findings to Conduct Virtual Meetings Pursuant to AB 361/Government Code Section 54953	Vote	A.Rubalcava	5 m
B. Approval of MPS Recruitment and Retention Plan	Vote	D.Hajmeirza	20 m
III. Information/Discussion Items			5:34 PM
A. Development Updates	Discuss	Ismael Soto	20 m
IV. Closing Items			5:54 PM
A. Adjourn Meeting	FYI		

Coversheet

Approve Minutes from the Development & Stakeholder Committee Meeting - September 9, 2021

Section: I. Opening Items
Item: F. Approve Minutes from the Development & Stakeholder Committee Meeting - September 9, 2021
Purpose: Approve Minutes
Submitted by:
Related Material: Minutes for Development and Stakeholder Committee Meeting on September 9, 2021

APPROVED



Magnolia Public Schools

Minutes

Development and Stakeholder Committee Meeting

Date and Time

Thu Sep 9, 2021 at 5:00 PM

Location

<https://zoom.us/j/99963030945?pwd=MWJ1bC9vcTZOL1E0aFNjMCsvL1Frdz09>

Meeting ID: 999 6303 0945

Passcode: 880583

One tap mobile

+16699009128,,99963030945#,,,,*880583# US (San Jose)

Committee Members:

Ms. Sandra Covarrubias, Chair

Dr. Umit Yapanel

Mr. Mekan Muhammedov (Alternate)

CEO & Superintendent:

Mr. Alfredo Rubalcava

Committee Members Present

S. Covarrubias (remote), U. Yapanel (remote)

Committee Members Absent

None

I. Opening Items

A. Call the Meeting to Order

S. Covarrubias called a meeting of the Educational Partners & Development Committee of Magnolia Public Schools to order on Thursday Sep 9, 2021 at 5:04 PM.

B.

Record Attendance and Guests

C. Approval of Agenda

S. Covarrubias made a motion to approve the agenda as presented.

U. Yapanel seconded the motion.

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

D. Public Comments

No public comments were made.

E. Announcements from CEO & Superintendent & Committee Members

No announcements were made from CEO & Superintendent or Committee Members.

F. Approve Minutes from the Special Development & Stakeholder Committee Meeting - June 3, 2021

U. Yapanel made a motion to approve the minutes from Special Development and Stakeholder Committee on 06-03-21.

S. Covarrubias seconded the motion.

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

II. Information/Discussion Items

A. Marketing Update

B.Lopez, Chief External Officer presented the marketing update that detailed the marketing strategies that are currently used and what are some areas of growth and needs based on what we are currently doing. She went on to explain that current efforts are partly focused on digital marketing with partners, Larson Communications who provide support through social media and advertisement. She walked committee members through the process of following up with leads who are interested in enrolling or learning more about our schools. U. Yapanel requested that there be data on how these digital marketing efforts are proving to show a return on investment to see what is working and what needs to be modified.

B. Development Plan and Strategies for the 2021-22 School Year

I.Soto, Senior Director of Development and Communications, went over the overall strategy for the organization for the 2021-22 school year. An explanation of the priorities and focus areas on how that will impact schools positively was given. He also went over the current and previous campaigns at schools that helped inform the document and how we can help empower schools to run their campaigns. Committee Members expressed his excitement with the direction of development and fundraising and encouraged staff to train teachers to pursue smaller grants.

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 6:03 PM.

Respectfully Submitted,
S. Covarrubias

Coversheet

Committee Approval of Findings to Conduct Virtual Meetings Pursuant to AB 361/Government Code Section 54953

Section: II. Recommended Action Items
Item: A. Committee Approval of Findings to Conduct Virtual Meetings Pursuant to AB 361/Government Code Section 54953
Purpose: Vote
Submitted by:
Related Material: AB 361 Initial Findings (Development.Stakeholder Committee).pdf



Board Agenda Item #	II A: Recommended Action Item
Date:	December 9, 2021
To:	Magnolia Public Schools – Development & Stakeholder Committee
From:	Alfredo Rubalcava, CEO & Superintendent
Staff Lead:	Alfredo Rubalcava, CEO & Superintendent
RE:	Committee Approval of Findings to Conduct Virtual Meetings Pursuant to AB 361/Government Code Section 54953

Proposed Board Recommendation

I move for the Development & Stakeholder Committee to adopt the findings relating to the ability of the Magnolia Public Schools Development & Stakeholder Committee to conduct meetings due to teleconference during the State of Emergency, in reference to AB 361/Government Code Section 54953.

Introduction

In September 16, 2021, Governor Newsom signed executive order Assembly Bill (AB) 361 into law which gives local agencies, included local educational agencies (LEA) governing boards, flexibility in conducting public meetings virtually during a declared state of emergency. While AB 361 offers flexibilities similar to the expiring Executive Order N-29-20, there are some key difference in regards to public comment and meeting operations.

In order for Magnolia Public Schools (MPS) Board Meetings to trigger the AB 361 teleconferencing provisions, any of the following circumstances must follow:

- The legislative body holds a meeting during a proclaimed state of emergency, and state or local officials have imposed or recommended measures to promote social distancing
- The legislative body holds a meeting during a proclaimed state of emergency for the purpose of determining by majority vote whether, as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees
- The legislative body holds a meeting during a proclaimed state of emergency and has determined by majority vote that, as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees

Requirements under this new law include; notice of the meeting and post agendas as the Brown Act requires on our MPS websites and school sites; allow public to access the meeting and give notice for how the public can access the

meeting; include in the agenda an opportunity for all persons to attend via call-in or internet-based service; provides opportunity for the public to offer comment in the real time; provide public comment period; conduct meetings in a manner that protects the statutory and constitutional rights of the parties and the public appearing before the board; in an event of a disruption that prevents MPS from broadcasting the meeting or prevents members of the public from offering public comment, the meeting must stop and no action can be taken until access is restored.

MPS Board of Directors must make the following findings every 30 days by majority vote in order to continue utilizing the bills teleconferencing provisions which include:

- The legislative body has reconsidered the circumstances of the state of emergency
- Any of the following circumstances exist:
 - The state of emergency continues to directly impact the ability of the members to meet safely in person
 - State or local officials continue to impose or recommend measures to promote social distancing

Background

In March 2020, Governor Newsom issued Executive Order N-29-20, which, among other things, temporarily suspended certain Brown Act teleconference meeting requirements for as long as public health agencies have imposed or recommended social distancing measures, as the COVID-19 pandemic has made them unsafe. This law will sunset through September 30, 2021.

Analysis

As recommended by MPS legal counsel, Young, Minney & Corr, LLP all MPS Committee's must vote on a separate for those Committee's to follow the provisions under AB 361.

Budget Implications

N/A

Exhibits (Attachments):

- Findings for Development & Stakeholder Committee Pursuant to Government Code 54953(e)(3)



INITIAL FINDING FOR DEVELOPMENT & STAKEHOLDER COMMITTEE

Magnolia Public Schools

Charter School Board Findings pursuant to Government Code Section 54953(e)(1)(A)

Pursuant to Government Code Section 54953(e)(1)(A), the Magnolia Public Schools Development & Stakeholder Committee finds as follows:

- (1) a state of emergency exists in California (see, Proclamation of State of Emergency declared March 4, 2020) related to COVID-19; and

- (2) the County of Los Angeles Department of Public Health currently recommends measures to promote social distancing (see, LADPH Reducing Risk Guidance dated September 22, 2021.)

Therefore, the Committee may conduct this meeting via teleconference pursuant to Government Code Section 54953(e).

DATE: December 9, 2021

VOTE

AYE:

NOES:

ABSENT:

BOARD SECRETARY: _____

Coversheet

Approval of MPS Recruitment and Retention Plan

Section: II. Recommended Action Items
Item: B. Approval of MPS Recruitment and Retention Plan
Purpose: Vote
Submitted by:
Related Material: MPS Recruitment and Retention Plan (Committee).pdf



Board Agenda Item #	II B: Recommended Action Item
Date:	December 9, 2021
To:	Magnolia Public School – Development & Stakeholder Committee
From:	Alfredo Rubalcava, CEO & Superintendent
Staff Lead:	Derya Hajmeirza, Director of Human Resources
RE:	MPS Recruitment and Retention Plan

Proposed Motion:

I move for the MPS Development and Stakeholder Board Committee to recommend the approval of the Magnolia Public Schools’ (“MPS”) Recruitment and Retention Plan to the MPS Board of Directors.

Introduction:

The MPS’ recruitment and retention plan will serve as the blueprint for recruiting, hiring, and retaining highly qualified staff members that contribute to the MPS’ mission and vision.

Background:

The outlined steps in the plan will help the MPS Human Resources (“HR”) Department find the qualified team members and utilize resources for retaining staff to give the best services to all MPS stakeholders. The recruitment plan will be implemented on an ongoing basis as the HR Department develops processes to meet all steps mentioned in the plan. The plan was presented to the C-team and the MPS principals for feedback.

Budget Implications:

The MPS HR Department’s related expenditures are budgeted under the Operations/Human Resources section of the Home Office budget.

Attachments:

MPS Recruitment and Retention Plan



EMPLOYEE RECRUITMENT & RETENTION PLAN

2021-2022

PURPOSE

Magnolia Public Schools' ("MPS") Recruitment and Retention Plan serves as the blueprint for recruiting, hiring, and retaining highly qualified staff members that contribute to the MPS' mission and vision.

This plan elaborates on the details of the recruitment and retention strategies including methods, planning and timeline.

RECRUITMENT

Recruitment Strategies

1. Recruitment Methods

- ▶ **Talent Pool:** Talent Pooling within MPS is the concept of keeping a group of candidates in the hiring platform. The Human Resources Information System (HRIS) system archives submitted resumes, which allows Hiring Managers to revisit the talent pool when needed.
- ▶ **Passive Candidate Strategy:** Refers to sending mass emails to individuals who may or may not be currently looking for a job. This helps MPS be visible and introduce itself to potential future candidates by sharing the mission and vision in non-recruiting settings. This is done through newsletters to various stakeholders, LinkedIn posts, and other social media platforms posts.
- ▶ **Job/Career Fairs:** The HR department continuously seeks career fair opportunities to participate in that are focused on educational recruitment. This is mostly done through university partnerships where the HR department is notified of upcoming university events.
- ▶ **Open House:** Regional open houses hosted by the HR department to present and introduce MPS to prospective candidates.
- ▶ **MPS Website:** The website is linked to the HRIS, all postings are reflected on the MPS website. MPS has a notification system on the career page where any stakeholder can sign up to get notified of open positions.
- ▶ **Recruitment Platforms:** MPS utilizes various recruitment platforms to link MPS career opportunities such as; Indeed, LinkedIn, Edjoin, etc.

2. Advertisement of MPS Benefits: MPS advertises benefits within job postings and at recruitment events.

- ▶ Health, dental, vision, life insurance;
- ▶ Tuition Reimbursement including new teacher induction financial support;
- ▶ Performance pay;
- ▶ One-time and annual add-on pay;
- ▶ Signing Bonus: MPS provides a one-time sign in bonus for hard-to-fill positions;
- ▶ Retirement;
- ▶ Generous paid time off (sick hours, floating, etc.).

3. Networking: Connecting with other HR professionals to learn more about different recruitment strategies and best practices.

4. Partnership:

- ▶ **Colleges/Universities:** Arranging student teacher partnerships and internship opportunities; they can become part of the MPS talent pool.
- ▶ **Marshall Street Teacher Residency Program:** Sponsoring candidates with BA degrees to earn teaching credentials in one year.

5. Staffing Vendor Collaboration: MPS works with different vendors who provide temporary staffing needs. Through their partnership, MPS has the ability to onboard them into permanent MPS staff.

6. International Staff Recruitment: MPS is looking for international candidates in the critical shortage subject areas who have valid teaching credentials in their home country with teaching experience in their field. International teacher candidates must meet all necessary employment, credential, and experience requirements to be considered for employment. All interested candidates may submit their applications via the MPS career page and/or by using the social media and recruitment platforms (LinkedIn, Facebook, Edjoin, Indeed, etc.).

Planning

1. **Evaluate prior year recruitment practices and job postings:** It is important for the MPS HR Department to review, modify and improve current practices. The following will help the planning process.
 - ▶ Check for pros and cons
 - ▶ Check for trends, identify hard to find subject areas
 - ▶ Get principals' feedback
 - ▶ Define goals pertaining to areas of improvement
 - ▶ Evaluation of current student teachers and interns with principals
 - ▶ Prepare recruitment budget

Timeline

1. **November - December**
 - ▶ Review job requisitions: descriptions, qualifications, etc.
 - ▶ Search for career fair opportunities
 - ▶ Plan and prepare for open house
 - ▶ Contact universities and employment agencies for partnership
2. **January - March**
 - ▶ Attend job fairs
 - ▶ Announce open positions in social media
 - ▶ Conduct in-person/online open houses
 - ▶ Send emails to passive candidates
 - ▶ Identify hiring needs for new school year
 - ▶ Share career page link in various job posting platforms

3. April - June

- ▶ Interview MPS interns, student teachers, and substitute teachers

Marketing

- ▶ Develop and annually review the information package for recruitment and new hires. (i.e. About MPS, benefits, salary scale, growth opportunities)
- ▶ Develop testimonial videos for social media and MPS website
- ▶ Select/Design marketing materials
- ▶ Create onboarding video

RETENTION

Retention Strategies

1. **Employee surveys:** The HR Department conducts surveys to collect feedback.
 - ▶ New hire 60 days / 6 month check-in (in person or online survey) to learn about new hire engagement and satisfaction.
 - ▶ Create annual staff feedback survey
 - ▶ Review the results with the principals and discuss growth opportunities.
2. **Leadership pathway programs** for staff members who show interest in professional growth within the organization.
3. **Academic support for newly hired teachers** to assist them in capturing the org-wide curriculum and inform them of MPS resources.
4. **Individualized development plans** to be used for professional development and to support growth and leadership pathways.
5. **Employee intent to return form**
 - ▶ Review of intent to return forms annually.
 - ▶ Collaborate with the school administration to review employee relocation requests.
6. **Employee exit interview form**
 - ▶ Generate a data tracking system for exit interview forms.
 - ▶ Review of exit interview forms with C-level team members.

7. Employee recognition program

- ▶ 5-10-15-20 year... veteran employee recognition (sponsor partnership).

8. Employee Referral Program: Current staff will receive a monetary incentive when they recommend a candidate that goes through the entire hiring process and becomes a staff member of MPS.

Planning

1. Evaluate prior year retention plan

- ▶ Check for pros and cons;
- ▶ Define goals pertaining to areas of improvement.

Coversheet

Development Updates

Section: III. Information/Discussion Items
Item: A. Development Updates
Purpose: Discuss
Submitted by:
Related Material: DevUpdate_DevandStakCommittee_Dec9_2021.pdf



Board Agenda Item #	IIIA Information Discussion Item
Date:	December 9, 2021
To:	Magnolia Public Schools - Development & Stakeholder Committee
From:	Alfredo Rubalcava, CEO & Superintendent
Staff Lead:	Ismael Soto, Senior Director of Development and Communications
RE:	Development Update for Quarters 1 and 2

PROPOSED BOARD MOTION

This is an information item only, no action is required.

BACKGROUND

Giving Trends

A big question is whether giving will return to pre-pandemic levels. **Although there had been strong giving in the first quarter of 2021, growth slowed thereafter.** See [2021 Fundraising Slightly Ahead of 2020 Figures, Buoyed by New Donor Retention | Association of Fundraising Professionals \(afpglobal.org\)](#)

An annual survey on giving by **Give.org** revealed that **millennials would like to be approached more often for charitable gifts (far fewer baby boomers want to be tapped).** See [Are Donors Returning to Pre-Pandemic Giving Patterns? \(philanthropy.com\)](#)

A leader in education philanthropy, Chan Zuckerberg Initiative has just made major grants to expand the pipeline of diverse teachers, administrators, and education leaders nationwide. [CZI awards \\$9 million to advance racial equity in education pipeline | Philanthropy news | PND \(philanthropynewsdigest.org\).](#)

Another leader, **Walton Foundation, announced grants in November 2021 of \$20M for "career-connected learning."** [Walton Foundation invests \\$20 million in career-connected learning | Philanthropy news | PND \(philanthropynewsdigest.org\)](#)

Funders like Walton and CZI are talking about this moment of learning loss and pandemic disruption as an opportunity to transform education - with a focus on the hardest-hit kids. [Helping Kids Learn: Foundations Should Give More as Assets Grow \(Opinion\) \(philanthropy.com\)](#).

Also, recognizing this as a time of crisis, there have been changes in how local foundations operate. The Parsons Foundation Board, for instance, authorized a 10% increase in payouts for 2020 and likely for 2021. Some foundations remain in "crisis response mode" and have not reopened to unsolicited applications yet.

INTRODUCTION

Below is a snapshot of the fiscal year (FY) quarterly giving metrics for quarters 1 and 2:

SOURCE OF REVENUE	FY21-22 Goal	Q1	Q2	Q3	Q4	YTD TOTAL GIVING
INSTITUTIONS						
Foundations	\$200,000	\$28,800	\$10,000			\$38,800
Organizations	\$5,000	\$30,800.00	\$14,000			\$44,800
Matching Gifts	\$2,000	\$200.00	\$2,000			\$2,200
Corporations	\$50,000	\$139,463.74				\$139,463.74
GOVERNMENT SUPPORT & GRANTS						
Federal Funding	\$75,000					\$0
Local Government (City, State, County)	\$50,000	\$68,341				\$68,341
INDIVIDUALS						
Individuals	\$50,000					\$0
Board Members	\$6,000		\$2,000			\$2,000
Alumni	\$2,000					\$0
Annual Fundraiser Campaigns			\$22,733			\$22,733
Other (Faculty/Staff, Friends, Parents)	\$60,000	\$4,000				\$4,000
	\$500,000					\$322,337.66

Variance: We will add a variance column next to the YTD total giving prior to the next Development and Stakeholder Committee meeting.

Alumni: Would love input/feedback from the Development & Stakeholder Committee. **How much energy should we be giving this, they are the givers of the future (See "Giving Trends" below).**

[Development Work Folder - Snapshot](#)

Below you will find the Development Work Folder which is the instrument used to capture the details of the three sources of revenue including institutions, government support and grants, and individuals. The details include areas such as purpose, term of the grant, grant report due dates, and contact information.

	A	B	C	D	E	F	G	H	I	J	K	L
	Institution (Fdn's, Corp, Orgs, and Matching Gifts)	Type	Grant Name	Purpose	Available Funding	Requested Amount	Date Requested	Date Received	Funding Awarded	Quarter / Date	Awardee	Term of Grant
1	Arts Ed Collective (LA Arts and Culture Dept.)	Foundation	Advancement Grant	TOSA, Art Leads, PD with Everyday Arts, Contra Tiempo, and Curriculum Development with Mindful Strategies		\$30,000.00	3/10/2021		\$28,800.00	Q1 - 7/1/2021	MERF	July 2021-June 2022
2												
3	Oltmans Construction	Corporation	Donation for MSA-1	Reopening efforts		\$15,000.00	8/1/2021	8/16/2021	\$5,000.00	Q1		
4	Universal Service Administrative Co.	Corporation	Schools and Libraries Program (E-rate) funding						\$119,463.74	Q1 - 7/1/2021		
5	Qualcomm	Matching Gift	Matching grant						\$200.00	Q1 - 7/12/2021		
6	Music Center	Organization	Music Center on Tour: Online	educational performing arts assemblies	\$660 cash value per performance		8/15/2021	8/31/2021	\$3,300.00	Q1	MSAs 1, 3, 6, 7, 8	
7	Dicks Sporting Goods	Corporation	Sports Matter Program		n/a	\$15,000.00		9/10/2021	\$15,000.00	Q1	MSA-Santa Ana	
8	CA MTSS School & Community Transformation Seed Grant	Organization	CA MTSS School & Community Transformation Seed Grant	To test out innovative models, or to better understand the efficacy of existing efforts that align with the CA MTSS framework and the CA School Climate and Conditions Work Group.	n/a	n/a	8/1/2021	9/9/2021	\$27,500.00	Q1		
9	Qualcomm	Organization	Matching grant	MSA-SD				9/30/2021	\$2,000.00	Q2		
10	California State Dominquez Hills	Organization	In-kind donation	Art classes provided by Cal-State Dominquez Hills-PRAXIS City Arts Parks program via a grant program they were awarded	n/a	n/a	10/18/2021	11/1/2021	\$14,000.00	Q2		
11	Pivot Learning	Foundation	Pivot Learning's EL Assignments project	EL Research across all MPS	n/a				\$10,000.00	Q2 - 11/12/2021		
12												
13												

Proactive Planning with the Academic Team

We are working with the Academic Department to craft a Strategic Plan for 2022-23. The plan will provide a fundraising framework that is academically aligned with the department’s priorities now and into the future. The document will aim to recapture the MPS competitive edge.

Our RATIONALE is that *we want to be selective, and not jump on every grant opportunity that surfaces.*

Recommendations for the Development and Stakeholder Committee

Giving Expectations from MPS Board Members 2021-22

If we want to attract wealthy supporters and continue to shift the **CULTURE OF GIVING at Magnolia**, our board is a smart place to start!

Although we launched the Magnolia Give of Get initiative in 2020-21, our MPS Board members are not already expected or required to give each year.

PERFORMANCE GOAL

1. Ensure that all Board members make personal restricted or unrestricted gifts - or secure their equivalent- by June 30, 2022
2. Ensure that each Board member introduces Magnolia to 3+ prospective donors/partners before June 30, 2022

OBJECTIVES

- 1. GIVE OF GET - Achieve 100% giving among Board members**
 - a. Recommendation: Development and Stakeholder Committee to lead the Give or Get initiative with fellow MPS board members for a minimum Give or Get contribution of \$500 by June 30, 2021.
- 2. MOBILIZE board members to tap into their philanthropic networks**
 - a. Recommendation:
 - b. Development and Stakeholder Committee chair to:
 - i. Acknowledge donations and prospective donors and partner introductions during board meetings with Ismael Soto
 - ii. Funding asks during MPS Board meetings and other settings
 - iii. Provide direct support to board members - send any materials they need to solicit their contacts

Who are We Competing Against

KIPP:SOCAL (19 schools, 9500 students):

- **Chief External Impact Officer**
- **Development Department: 1)** Director of Development, **2)** Associate Director/Leadership Giving Officer, **3)** Corporate and Foundation Relations Manager, **4)** Individual Giving Manager, and **5)** Lead of Events, and Development Associate
- **Marketing Department:** Director of Marketing, Marketing Associate, and Design Coordinator
- **Advocacy and Community Engagement Department:** Associate Director of Advocacy and Community Engagement, Policy and Community Engagement Associate, ACE Associate- Family Engagement, and ACE Associate- Civic Engagement.

Below is a chart that compares MERF and three of our CMO partners fundraising initiatives including Bright Star, Ednovate, and KIPP: SoCal:

Charter School Revenue Comparison for FY 2019					
	2018 Revenue	2018 Government Grants	2018 Fundraising		Fundraising Expense (the cost to run that department)
			Fundraising Total	% of Total Revenue	
MERF	47,041,355	46,435,214	606,141	1%	0
Bright Star Schools	45,180,804	43,357,849	1,822,955	4%	113,811
Ednovate*	25,557,108	22,940,796	2,616,312	10%	26,800
KIPP SoCal	108,363,153	95,761,066	12,602,087	12%	1,598,391
*2020 990 is available for Ednovate. See below.					
	2019 Revenue	2019 Government Grants	2019 Fundraising		Fundraising Expense
				% of Total Revenue	
Ednovate	30,929,052	26,989,369	3,939,683	13%	173,216

ANALYSIS

Where to Invest in 2022-23: Staffing

If we want to attract wealthy supporters and continue to shift the CULTURE OF GIVING at Magnolia, our board is a smart place to start!

Staffing: Our MPS analysis shows positive movement in our philanthropic efforts since the beginning of July 2020 when the development work at MPS was prioritized. **\$300K of a \$500K annual fundraising goal while still in Q2.**

An investment next year 2022-23 with an additional staff member such as a Grants and Development Manager will support grant writing, fundraising, research, donor relations for all Magnolia Public Schools. Keeping us competitive in a saturated charter landscape.

WHY INVEST: Increased non-public funding will allow Magnolia to regain its COMPETITIVE EDGE.

BUDGET IMPLICATIONS

No budget implications

EXHIBITS (attachments):

Attachments included:

1. 12_9_21 Development & Stakeholder Development Update.pdf



Development & Stakeholder Committee Update

Quarters 1 and 2

By Ismael Soto - Senior Director of Development and Communications

TODAY'S AGENDA

- 1. Development YTD Updates**
 - Quarter 1 (July, Aug, Sept) & Quarter 2 (Oct, Nov, and Dec)
 - Development Work Folder Overview
- 2. Proactive Planning**
 - Academic Department Strategic Plan for 2022-23
- 3. Recommendations for the Development and Stakeholder Committee**
 - Giving expectations from MPS board members 2021-22
- 4. Where to Invest in 2022-23**
 - Who we are competing with
 - Where to invest in 2022-23

DEVELOPMENT YEAR TO DATE (YTD)

- *Q1 (July, Aug, Sept) & Q2 (Oct, Nov, and Dec)*
- **Development Work Folder**

Development YTD Update - Q1 & Q2

Fiscal Year (FY) 2021-22 Quarterly Giving Metrics

SOURCE OF REVENUE	FY21-22 Goal	Q1	Q2	Q3	Q4	YTD TOTAL GIVING
INSTITUTIONS						
Foundations	\$200,000	\$28,800	\$10,000			\$38,800
Organizations	\$5,000	\$30,800.00	\$14,000			\$44,800
Matching Gifts	\$2,000	\$200.00	\$2,000			\$2,200
Corporations	\$50,000	\$139,463.74				\$139,463.74
GOVERNMENT SUPPORT & GRANTS						
Federal Funding	\$75,000					\$0
Local Government (City, State, County)	\$50,000	\$68,341				\$68,341
INDIVIDUALS						
Individuals	\$50,000					\$0
Board Members	\$6,000		\$2,000			\$2,000
Alumni	\$2,000					\$0
Other (Faculty/Staff, Friends, Parents)	\$60,000	\$4,000				\$4,000
	\$500,000					\$299,604.74

Development Work Folder Overview

Development Work Folder												
File Edit View Insert Format Data Tools Add-ons Help <small>Last edit was 35 minutes ago</small>												
100% \$ % .00 123 Arial 11 B I U A [Icons]												
	A	B	C	D	E	F	G	H	I	J	K	L
	Institution (Fdn's, Corp.Orgs, and Matching Gifts)	Type	Grant Name	Purpose	Available Funding	Requested Amount	Date Requested	Date Received	Funding Awarded	Quarter / Date	Awardee	Term of Grant
1	Arts Ed Collective (LA Arts and Culture Dept.)	Foundation	Advancement Grant	TOSA, Art Leads, PD with Everyday Arts, Contra Tiempo, and Curriculum Development with Mindful Strategies		\$30,000.00	3/10/2021		\$28,800.00	Q1 - 7/1/2021	MERF	July 2021-June 2022
2												
3	Oltmans Construction	Corporation	Donation for MSA-1	Reopening efforts		\$15,000.00	6/1/2021	8/16/2021	\$5,000.00	Q1		
4	Universal Service Administrative Co.	Corporation	Schools and Libraries Program (E-rate) funding						\$119,463.74	Q1 - 7/1/2021		
5	Qualcomm	Matching Gift	Matching grant						\$200.00	Q1 - 7/12/2021		
6	Music Center	Organization	Music Center on Tour: Online	educational performing arts assemblies	\$660 cash value per performance		8/15/2021	8/31/2021	\$3,300.00	Q1	MSAs 1, 3, 6, 7, 8	
7	Dicks Sporting Goods	Corporation	Sports Matter Program		n/a	\$15,000.00		9/10/2021	\$15,000.00	Q1	MSA-Santa Ana	
8	CA MTSS School & Community Transformation Seed Grant	Organization		To test out innovative models, or to better understand the efficacy of existing efforts that align with the CA MTSS framework and the CA School Climate and Conditions Work Group.	n/a	n/a	8/1/2021	9/9/2021	\$27,500.00	Q1		
9	Qualcomm	Organization	Matching grant	MSA-SD				9/30/2021	\$2,000.00	Q2		
10	California State Dominquez Hills	Organization	In-kind donation	Art classes provided by Cal-State Dominquez Hills-PRAXIS City Arts Parks program via a grant program they were awarded	n/a	n/a	10/18/2021	11/1/2021	\$14,000.00	Q2		
11	Pivot Learning	Foundation	Pivot Learning's EL Assignments project	EL Research across all MPS	n/a				\$10,000.00	Q2 - 11/12/2021		
12												
13												

PROACTIVE PLANNING

- Academic Department Strategic Plan for 2022-23

Proactive Planning with the Academic Team

Academic Department Strategic Plan for 2022-23:

1. **Provide the fundraising framework that is academically aligned with the department's priorities now and into the future.**
2. The document will aim to recapture the MPS competitive edge
3. **RATIONALE: *We want to be selective, and not jump on every grant opportunity that surfaces.***

RECOMMENDATIONS

for the Development and Stakeholder Committee

- **Giving expectations from MPS board members 2021-22**
- **Performance goal and expectations**

Giving Expectations from MPS Board Members 2021-22



If we want to attract
wealthy supporters and
continue to shift the
CULTURE OF GIVING at
Magnolia, our board is a
smart place to start!

Giving Expectations from MPS Board Members 2021-22

PERFORMANCE GOAL

1. Ensure that all Board members make personal restricted or unrestricted gifts - or secure their equivalent- by June 30, 2022
2. Ensure that each Board member introduces Magnolia to 3+ prospective donors/partners before June 30, 2022

Although we launched the Magnolia Give of Get initiative in 2020-21, our MPS Board members are not already expected or required to give each year.

Giving Expectations from MPS Board Members 2021-22

OBJECTIVES

1. **GIVE OF GET - Achieve 100% giving among Board members**
 - a. **Recommendation:** Development and Stakeholder Committee to lead the Give or Get initiative with fellow MPS board members for a minimum Give or Get contribution of \$500 by June 30, 2021.

Giving Expectations from MPS Board Members 2021-22

OBJECTIVES

2. **MOBILIZE board members to tap into their philanthropic networks**
 - a. **Recommendation:**
 - b. Development and Stakeholder Committee chair to:
 - i. Acknowledge donations and prospective donors and partner introductions during board meetings with Ismael Soto
 - ii. Funding asks during MPS Board meetings and other settings
 - iii. Provide direct support to board members - send any materials they need to solicit their contacts

WHERE TO INVEST IN 2022-23: **Investing in the future of MPS Advancement**

- **Who we are competing with**
- **Where to invest in 2022-23**

Who We Are Competing With

KIPP:SOCAL (*19 schools, 9500 students*):

- **Chief External Impact Officer**
- **Development Department:** 1) Director of Development, 2) Associate Director/Leadership Giving Officer, 3) Corporate and Foundation Relations Manager, 4) Individual Giving Manager, and 5) Lead of Events, and Development Associate
- **Marketing Department:** Director of Marketing, Marketing Associate, and Design Coordinator
- **Advocacy and Community Engagement Department:** Associate Director of Advocacy and Community Engagement, Policy and Community Engagement Associate, ACE Associate- Family Engagement, and ACE Associate- Civic Engagement.

	2018 Revenue	2018 Government Grants	2018 Fundraising		Fundraising Expense (the cost to run that department)
			Fundraising Total	% of Total Revenue	
MERF	47,041,355	46,435,214	606,141	1%	0
Bright Star Schools	45,180,804	43,357,849	1,822,955	4%	113,811
Ednovate*	25,557,108	22,940,796	2,616,312	10%	26,800
KIPP SoCal	108,363,153	95,761,066	12,602,087	12%	1,598,391

*2020 990 is available for Ednovate. See below.

	2019 Revenue	2019 Government Grants	2019 Fundraising		Fundraising Expense
				% of Total Revenue	
Ednovate	30,929,052	26,989,369	3,759,333	13%	173,216

Where to Invest in 2022-23: Staffing

Staffing: Our MPS analysis shows positive movement in our philanthropic efforts since the beginning of July 2020 when the development work at MPS was prioritized. **\$300K of a \$500K annual fundraising goal while still in Q2.**

An investment next year 2022-23 with an additional staff member such as a Grants and Development Manager will support grant writing, fundraising, research, donor relations for all Magnolia Public Schools. Keeping us competitive in a saturated charter landscape.

WHY INVEST: Increased non-public funding will allow Magnolia to regain its **COMPETITIVE EDGE.**



Thank You D & S Commitee

Q & A