



## Magnolia Public Schools

### Development and Stakeholder Committee Meeting

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**Date and Time**

Thursday March 10, 2022 at 5:30 PM PST

**Location**

<https://zoom.us/j/93372532774?pwd=ektidFY3UWJEeVZQL0l2ZDRFWWdkZz09>

Meeting ID: 933 7253 2774 Passcode: 001933

One tap mobile: +16699009128,,93372532774#,,, \*001933# US (San Jose)

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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](mailto:board@magnoliapublicschools.org) or call 213-628-3634 Ext. 100.

**Development/Stakeholder Committee Members:**

Ms. Sandra Covarrubias, Chair

Dr. Umit Yapanel

Mr. Mekan Muhammedov (Alternate)

**CEO & Superintendent:**

Mr. Alfredo Rubalcava

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**Agenda**

	Purpose	Presenter	Time
<b>I. Opening Items</b>			<b>5:30 PM</b>
Opening Items			
A. Call the Meeting to Order			1 m
B. Record Attendance and Guests			1 m
C. Approval of Agenda	Vote		1 m
D. Public Comments			3 m
E. Announcements from CEO & Superintendent & Committee Members			3 m
F. Approve Minutes from the Development & Stakeholder Committee Meeting - February 8, 2022	Approve Minutes		1 m
<b>II. Recommended Action Items</b>			<b>5:40 PM</b>
A. Approval to Revise Committee Name to Educational Partners & Development Committee	Vote	B.Lopez	5 m
<b>III. Information/Discussion Items</b>			<b>5:45 PM</b>
A. Q3 Fundraising Update	Discuss	B.Lopez	5 m
<b>IV. Closing Items</b>			<b>5:50 PM</b>
A. Adjourn Meeting			1 m

## Coversheet

### Approve Minutes from the Development & Stakeholder Committee Meeting - February 8, 2022

**Section:** I. Opening Items  
**Item:** F. Approve Minutes from the Development & Stakeholder Committee Meeting - February 8, 2022  
**Purpose:** Approve Minutes  
**Submitted by:**  
**Related Material:** Minutes for Development and Stakeholder Committee Meeting on February 8, 2022

APPROVED



## Magnolia Public Schools

### Minutes

#### Development and Stakeholder Committee Meeting

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**Date and Time**

Tue Feb 8, 2022 at 5:00 PM

**Location**

<https://zoom.us/j/93372532774?pwd=ektidFY3UWJEeVZQL0I2ZDRFWWdkZz09>

Meeting ID: 933 7253 2774 Passcode: 001933

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**Development/Stakeholder Committee Members:**

Ms. Sandra Covarrubias, Chair

Dr. Umit Yapanel

Mr. Mekan Muhammedov (Alternate)

**CEO & Superintendent:**

Mr. Alfredo Rubalcava

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**Committee Members Present**

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

**Committee Members Absent**

*None*

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**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 Tuesday Feb 8, 2022 at 6:01 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** to approve the motion.

**Roll Call**

U. Yapanel     Aye  
S. Covarrubias     Aye

**D. Public Comments**

No public comments were made.

**E. Announcements from CEO & Superintendent & Committee Members**

There were no announcements from the CEO & Superintendent, or Committee Members.

**F. Approve Minutes from the Development & Stakeholder Committee Meeting - January 13, 2022**

S. Covarrubias made a motion to approve the minutes from Development and Stakeholder Committee Meeting on 01-13-22.  
U. Yapanel seconded the motion.  
The committee **VOTED** unanimously to approve the motion.

**Roll Call**

S. Covarrubias     Aye  
U. Yapanel     Aye

**II. Recommended Action Items**

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

S. Covarrubias made a motion 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.

U. Yapanel seconded the motion.

Development & Stakeholder Committee considered the circumstances of the State of Emergency related to COVID-19 in which meeting in person can directly impact the ability of

the Board and public to meet safely. As such, local officials are still continuing to recommend measures to promote social distancing.

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

**Roll Call**

U. Yapanel Aye

S. Covarrubias Aye

**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 6:07 PM.

Respectfully Submitted,  
S. Covarrubias

# Coversheet

## Approval to Revise Committee Name to Educational Partners & Development Committee

**Section:** II. Recommended Action Items  
**Item:** A. Approval to Revise Committee Name to Educational Partners & Development Committee  
**Purpose:** Vote  
**Submitted by:**  
**Related Material:**  
IIA - Revise Committee Name to Educational Partners & Development Committee.pdf



Board Agenda Item #	II.A - Recommended Action Items
Date:	March 10, 2022
To:	Magnolia Public Schools - Development & Stakeholder Committee
From:	Alfredo Rubalcava, CEO & Superintendent
Staff Lead:	Dr. Brenda D. Lopez, Chief External Officer
RE:	Revise Committee Name to Educational Partners & Development Committee

### **PROPOSED BOARD MOTION**

I move that the committee recommend approval to the Magnolia Board of Directors to revise the title of the Development & Stakeholder Committee to Educational Partners & Development Committee.

### **BACKGROUND**

In alignment with the State Board of Education's (SBE) November 2021 meeting, the use of the term "stakeholder" is no longer being utilized when referring to parents, staff, and community members. To stay consistent with the SBE, we have adopted the replacement term of "educational partners."

With that, our current committee name does not align with the proper term which is why we are proposing to revise the term "stakeholder" to "educational partners. All responsibilities and functions of the committee will remain the same.

### **INTRODUCTION**

The Educational Partners & Development Committee will continue to be responsible for supporting the areas of development, communications, supporting educational partners, community engagement, and personnel items. The Educational Partners & Development Committee is a standing committee of the MPS board with a chair and members who are appointed to serve as one of the assignments for their board service.



Key functions of the committee will continue to remain the same under the revised title of Educational Partners & Development Committee and are listed below:

- Seeking that each board member is active and engaged by soliciting annual gifts, and if appropriate, for a capital gift.
- Cultivate donors to make sure campaigns bring in the maximum amount to support MPS and all ten schools.
- Review policy and procedures for all fundraising programs and accountability.
- Review annual MPS internal Educational Partner surveys for students, parents and MPS teachers.
- Attend community events alongside MPS team members.
- Review the benefit and compensation structure to ensure that MPS retains the best talent.

**Development:**

1. Actively lead in identifying prospects, making introductions, requesting contributions, and expanding the reach of the organization to develop new resources.
2. Spearheading annual day of giving activities, assigned jobs working with VIP's at our events, and bringing potential supporters into the building.
3. Fundraising events and special projects.
4. Kickstart a major gifts program.
5. Setting a "give or get" base annual gift amount for the entire board
6. Take responsibility for peer-to-peer solicitation via the "give or get" initiative of all board members for their base annual gift and also make an additional gift they care about.
7. Review all policies related to the solicitation and acceptance of gifts to ensure that donors and their gifts are treated ethically and legally.
8. Work alongside the head of the Development Department and Office of the CEO & Superintendent to recommend achievable fundraising goals for approval by the full board; set achievable goals, with accountability measures to ensure that goals are met each fiscal year.
9. Review development staffing, organizational structure, and budgets. Review cost of funds raised to ensure that this cost is within peer and industry standards.
10. Assist with hiring of development staff and fundraising consultant/s.
11. Review all materials, electronic and print, that present the fundraising case; not to design by the committee, but to ensure that MPS, our mission, and goals are fairly and accurately represented to potential donors.
  - a. This could include the Magnolia Quarterly Report that is development focused
12. Oversee standards for gift accounting, gift receipts, thank-yous, and donor stewardship to ensure that donors are being treated fairly and that funds are deposited efficiently and restricted according to the wishes of the donor.

13. Training: Provide opportunities for training for the Development department at the MPS Home Office, all Development & Stakeholder Committee board members, and Magnolia school leadership teams so that fundraising leadership can be exercised as a whole.

### **Educational Partners (Internal and External)**

- Internal educational partners are those who work within the school system on a daily basis and who largely control what goes on there. They include school staff, district staff, and, to some extent, school boards.
  - External educational partners are those outside the day-to-day work of the schools who have a strong interest in school outcomes but who do not directly determine what goes into producing those outcomes.
1. Review annual Magnolia Public Schools internal educational partners surveys for students, parents, and Magnolia teachers.
  2. Engaging Educational Partners in Education:
    - a. Parent training: How to be a good parent; how to promote the importance of education to your child; how to talk to your child about important issues.
    - b. Parent Volunteering: Ranging from volunteering in the classroom to helping out with social activities at school (e.g., class parties, school events, field trips,) or with fundraising activities.
  3. Advocacy:
    - a. Statewide advocacy efforts with community partners.
    - b. Districtwide community partnerships.

### **Parent and Community Engagement**

1. School-level collaboration with all MPS educational partners including student, staff, family, and community members.
2. Support the Parent and Community Engagement (PACE) program at MPS, including PACE Coordinators and Deans of Culture.
3. Provide opportunities and resources for the PACE Coordinators across MPS schools.
4. Attend community events alongside MPS team members.

### **Personnel**

1. To ensure that MPS is able to retain the best talent through:
  - a. The design and implementation of a comp/benefit structure.
  - b. Increasing employee engagement.
  - c. Providing growth and development opportunities
2. To ensure compliance with all applicable State, Federal laws as well as EdCode.

3. To create a formal recruiting program that focuses on proactive sourcing versus reactive recruiting.

**BUDGET IMPLICATIONS**

- No budget implications

**EXHIBITS (attachments):**

- Attachments included: None

# Coversheet

## Q3 Fundraising Update

**Section:** III. Information/Discussion Items  
**Item:** A. Q3 Fundraising Update  
**Purpose:** Discuss  
**Submitted by:**  
**Related Material:** IIIA - Q3 Fundraising Update.pdf



Board Agenda Item #	III.A - Discussion Items
Date:	March 10, 2022
To:	Magnolia Public Schools - Development & Stakeholder Committee
From:	Alfredo Rubalcava, CEO & Superintendent
Staff Lead:	Dr. Brenda D. Lopez, Chief External Officer
RE:	Fundraising Update for Quarter 3

## PROPOSED BOARD MOTION

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

## INTRODUCTION

Below is a snapshot of the fiscal year (FY) quarterly giving metrics for quarter3:

### Fiscal Year (FY) 2021-22 Quarterly Giving Metrics

SOURCE OF REVENUE	FY21-22 Goal	Q1	Q2	Q3	Q4	YTD TOTAL GIVING	Variance
<b>INSTITUTIONS</b>							
Foundations	\$200,000	\$28,800	\$10,000			\$38,800	-\$161,200
Organizations <i>(Note 1)</i>	\$5,000	\$30,800	\$16,000			\$46,800	\$41,800
Matching Gifts	\$2,000	\$200	\$2,000			\$2,200	\$200
Corporations	\$50,000	\$139,464	\$438,622	\$696,873		\$1,274,959	\$1,224,959
<b>GOVERNMENT SUPPORT &amp; GRANTS</b>							
Federal Funding	\$75,000					\$0	-\$75,000
Local Government (City, State, County)	\$50,000	\$68,341	\$545,000	\$156,139		\$769,480	\$719,480
<b>INDIVIDUALS</b>							
Individuals <i>(Note 2)</i>	\$50,000		\$22,062			\$22,062	-\$27,938
Board Members	\$6,000		\$2,000			\$2,000	-\$4,000
Alumni	\$2,000					\$0	-\$2,000
Other (Faculty/Staff, Friends, Parents)	\$60,000	\$4,000				\$4,000	-\$56,000
	<b>\$500,000</b>					<b>\$2,160,301</b>	<b>\$1,660,301</b>

**Variance:** We have added a “variance” column next to the YTD total since the last Development and Stakeholder Committee meeting. The positive variance YTD is \$1,660,301

## Development Work Folder - Snapshot

Below you will find the up to date 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.

Individuals (Individuals, Board Members, Alumni, Annual Campaign Fundraisers, Other)	Type	Grant Name	Purpose	Available Funding	Requested Amount	Date Requested	Date Awarded	Funding Awarded	Quarter / Date	Awardee	Term of Grant
2nd Supervisorial District Discretionary Funding Grant	Local Government	Discretionary Funding		n/a	\$8,000.00	11/15/2021			Q2		
CA MTSS	Local Government	CA MTSS School Climate Phase 3 Grant	90% CA MTSS Pathway Program, focus on building or enhancing the social-emotional well being of youth using UDL, Trauma Informed Practices and CLRT practices	Consortium: o up to \$315,000 (Up to 6 partners with one of the partners being identified as the lead agency. Each partner will receive \$50,000 regardless of school enrollment and the lead agency will receive an additional \$15,000.00)	\$545,000.00	10/29/2021	12/6/2021	\$545,000.00	Q2	All MSA's, MSA 1, 6, 8, SA are Consortium leads.	Cohort B: September 1, 2022 - June 30, 2026
Schools Not Prisons 2021-22 - Dept. of Education	LOCAL Government				\$75,000.00	11/1/2021			Q2		
Schools Partnership Grant	LOCAL Government				\$5,000.00	12/8/2021					
Cal-SHAPE	LOCAL Government	Plumbing Program	MSA-Santa Ana		\$50,000.00			\$49,620.58	Q3	MSA-Santa Ana	
Cal-SHAPE	LOCAL Government	Plumbing Program	MSA-7		\$50,000.00			\$45,599.05	Q3	MSA-7	
Cal-SHAPE	LOCAL Government	Plumbing Program	MSA-1		\$50,000.00			\$60,920.29	Q3	MSA-1	
Jacob Thies-MSA-6 DOS	Other	Benevity	MSA-6		\$2,000.00	n/a	8/1/2021	\$4,000.00	Q1	MSA-6	
Dr. Salth Dikbas, PH.D.	Board	Qualcomm	MSA-SD		\$2,000.00		9/30/2021	\$2,000.00	Q2		
MSA-7	Annual Fundraiser	Stay Cool	MSA-7		\$20,000.00		12/2/2021	\$6,362.67	Q2		
MSA-San Diego	Annual Fundraiser	Big Give	MSA-SD		\$15,000.00			\$15,700.00	Q2		
					\$1,140,304.74			\$2,160,302.56			

  

KEY	
GREEN	Fundraising effort led by the MPS Outreach and Communications Department
ORANGE	Direct involvement or collaboration with another MPS department/MSA site
YELLOW	Provided support services for a fundraising effort
LIGHT BLUE	No involvement

### ADDED KEY

Due to the structures at MPS, the development department has multiple levels of engagement on fundraising efforts across the organization. Thus, the colored key aligns the level of engagement for each grant identified in the development work folder.

See screenshot below:

KEY	
GREEN	Fundraising effort led by the MPS Outreach and Communications Department
ORANGE	Direct involvement or collaboration with another MPS department/MSA site
YELLOW	Provided support services for a fundraising effort
LIGHT BLUE	No involvement

## Proactive Planning with the Academic Team

We will continue to work 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

### **[ROLL OVER ITEM] 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. Development and Stakeholder Committee chair to:
    - i. Acknowledge donations and prospective donors and partner introductions during board meetings with Brenda Lopez
    - 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

## **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:** An investment next year 2022-23 with additional staff members 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.

**WHO ARE WE COMPETING AGAINST:**

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

<b>Charter School Revenue Comparison for FY 2019</b>					
	2018 Revenue	2018 Government Grants	2018 Fundraising		Fundraising Expense (the cost to run that department)
			Fundraising Total	% of Total Revenue	
<b>MERF</b>	<b>47,041,355</b>	<b>46,435,214</b>	<b>606,141</b>	<b>1%</b>	<b>0</b>
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	
<b>Ednovate</b>	<b>30,929,052</b>	<b>26,989,369</b>	<b>3,939,683</b>	<b>13%</b>	<b>173,216</b>

**BUDGET IMPLICATIONS**

No budget implications

**EXHIBITS (attachments):**

Attachments included: None