



Board Agenda Item #	II A: Recommended Action Item
Date:	May 6, 2021
To:	Magnolia Public Schools - Board of Directors, Stakeholder and Community Engagement Committee
From:	Alfredo Rubalcava, CEO & Superintendent
Staff Lead:	Ismael Soto, Director of Development and Communications
RE:	Creation of the Development and Stakeholder Committee

### **PROPOSED BOARD MOTION**

I move that the board recommend approval of the creation of the new "Development & Stakeholder Committee," a revised version of the Stakeholders and Community Engagement Committee that will now include development as a key function. The committee members would remain the same. They include Dr. Umit Yapanel, Ms. Diane Gonzalez-current chair, Ms. Sandra Covarrubias, and Mekan Muhammedov as the alternate. The revised committee would support the major areas of the MPS Home Office - Development and Communications Department including, development, communications, stakeholder surveys, advocacy, and parent and community engagement in addition to personnel items.

## **BACKGROUND**

### **Development Committee**

The Development & Stakeholder Committee is an essential work unit of the Magnolia Public Schools board. As an effective committee, we will let more people become involved and expand MPS' support base. Just as important, the Development & Stakeholder Committee nurtures people's commitment to Magnolia Public Schools.

The Development & Stakeholder Committee is a standing committee of the MPS board with a chair and members who are appointed to serve as one of the assignments of their board service. The Development & Stakeholder Committee is responsible for seeing that each board member is active and engaged by soliciting annual gifts, and if appropriate, for a capital gift to ensure we have complete (100%) board participation. These are markers of good governance and make the case for outside investment.

We are here to support our principals and our schools. The Development & Stakeholder Committee will cultivate donors to make sure campaigns bring in the maximum amount to support our ten Magnolia schools and the MPS home office.

## INTRODUCTION

### Constituents

Constituent Groups and what's at stake?

- Students: Personal success throughout school, future opportunity
- Parents: Pride, success, and opportunity for the students they care about
- School Staff: Professional efficacy and job satisfaction
- School & Home Office Staff: "Adequate yearly progress," meeting accountability expectations
- School Board: Fulfilling the district's mission, fundraising, accountability

### Charge To The Development and Stakeholder Committee

Beyond ensuring giving across the board, the Development & Stakeholder Committee charge is to ***review policy and procedures for all fundraising programs and accountability:***

- Setting goals
- Measuring progress against goals
- Reviewing policies for giving
- Ensuring the appropriate use of funds donated

### 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.

## **Stakeholders**

Internal and External Stakeholders at Magnolia Public Schools:

- Internal stakeholders 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 stakeholders 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 stakeholder surveys for students, parents, and Magnolia teachers.
2. Engaging Stakeholders 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 stakeholders 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 pro-active sourcing versus reactive recruiting.

## **Time Requirements**

The Development & Stakeholder Committee will meet quarterly. Committee members are expected to prep for meetings by reviewing committee materials in advance. Also, work on action items between board meetings.

## **Reporting**

The chair of the Development Committee will report to the MPS board each quarter.

## **Committee Members Selection**

We seek members of the MPS board who are more experienced in fundraising and are good at articulating the needs of the schools and Magnolia community.

We will choose Development and Stakeholder Committee members based on people skills, interests, and dedication to the mission of Magnolia Public Schools. We will also consider having non-board volunteers as members of committees.

## **Term of Office**

Development committee terms range from one year to five years. Longstanding knowledge of the organization and its donors is useful, so long service is often preferable on this committee.

## **BUDGET IMPLICATIONS**

- No budget implications

## **EXHIBITS (attachments):**

Attachments included:

1. None