



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