



MAGNOLIA PUBLIC SCHOOLS

Board Of Directors

Board Agenda Item #	Parent and Community Committee meeting
Date:	1-21-16
To:	Magnolia Board of Directors
From:	Caprice Young, Ed.D., CEO & Superintendent
Staff Lead:	Alfredo Rubalcava, Chief External Officer
RE:	18 Month goals plan for the Parent and Community Committee

Proposed Board Recommendation

I move that the committee approve the attached 18-month Parent and Community Goals plan.

Additionally, I would like to inform our committee about our “Civic Engagement program initiative” partnership with Murmuration.

Background

In its October, 2015 retreat, MPS Board of Directors set 6 major goals to accomplish in the next 5 years:

Wildly Successful in Three Years?

1- All current schools are financially stable, have happy engaged stakeholders, and are famous for STEAM excellence

2- Our new Parent Trigger School and NV schools add 4,000+ students and prove we can turnaround failing schools

3- We WIN the XQ Super Schools Prize!! And Create An Awesome International Model School!!

4- We win a national High Quality Charter School Replication Grant and begin an accelerated growth plan in 2017-18

5- All financial operating systems working AEB clean audits, sufficient cash flow, positive S&P outlook and 90% customer reviews

6- Our people become the most highly sought after educators in the world (and they stay anyway!)

As a follow up to our board established goals, MPS Home Office Departments have been tasked with developing draft departmental goals aligned with these overarching organizational goals. These departmental goals aligned with the overarching organizational goals call for committee



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goals, meetings and plans and eventually acknowledgement and/or approval of MPS Board of Directors.

In this meeting, we would like to seek guidance, input and feedback from our committee members to shape an action plan for the Parent and Community Committee as well as other MPS board members and Home Office personnel.

After finalized by our parent and community committee, this plan will be presented to MPS Board of Directors at their January 21, 2016 meeting.

Budget Implications

There are no budget implications.

Name of Staff Originator:

Alfredo Rubalcava, Chief External Officer

Attachments

18-Month Committee Goals Plan for MPS Board of Directors – Parent and Community Committee
Civic Engagement program

Notes from the meeting: I met with MPS Board Chair Diane Gonzalez on December 29 to review the 18 month goals in draft form. All notes reflect Diane Gonzalez feedback on December 29. All comments have been added in crafting the 18 month goals. Recommendations that initiative include Alumni and student leadership from each grade to be involved in the process. Recommendations will be and personnel involved in the program complete a form which details the content of their visit and the next steps taken with the elected official. Also, we have to ensure that parents are fully engaged in the educational portion of the community engagement program. Explain to students why voting is so important; how do we protect those members that don't have wide presentations asking parents to volunteer in the civic engagement program. Report to the C-Team and the board a progress report of our community engagement initiative during our parent and community committee in June 2016

Report to C-Team weekly outreach efforts during Monday morning calls

Report to C-team the number of support letters that we have during our June 2016 meeting

Report to the C-Team and the board a progress report of our community engagement initiative during our parent and community committee in June 2016

Report progress to the C-level team during our June 2016 meeting

Report progress to the C-level team during our June 2016 meeting

Report progress to C-level team during the April 2016 meeting

Discuss the vendor contract with the C-level team during our May 2016 meeting

Discuss the vendor contract with the C-level team during our May 2016 meeting

Inform the C-level team about our partnership at the April 2016 meeting

Discuss the vendor contract with the C-level team during our May 2016 meeting

Report progress to C-level team during the April 2016 meeting

Expected Board Decision	Parent and Community Committee Overarching and Sub goals	Related Board Goal	Lead C-Team Member	Required Internal Processes	Regulatory Deadline (if any)	Date of the Board Decision	Date and name of Committee	Notes from the meeting: I met with MPS Board Chair Diane Gonzalez on December 29 to review the 18 month goals in draft form. All notes reflect Diane Gonzalez feedback on December 29. All comments have been added in crafting the 18 month goals. Recommendations that initiative include Alumni and student leadership from each grade to be involved in the process. Recommendations will be and personnel involved in the program complete a form which details the content of their visit and the next steps taken with the elected official. Also, we have to ensure that parents are fully engaged in the educational portion of the community engagement program. Explain to students why voting is so important; how do we protect those members that don't have wide presentations asking parents to volunteer in the civic engagement program. Report to the C-Team and the board a progress report of our community engagement initiative during our parent and community committee in June 2016	Date of C-Team Final Review of Issue	Dependent Goals
Not Applicable	1. Achieve positive relationships with authorizers, elected officials, local business leaders, and other charter organizations. All relationships encounters or "Community Engagement and Civic Engagement Project. Specifically, each MPS site is currently identifying the community members who will comprise the parent and community coordinating committees (PCCC). All schools partnering with "Murmuration" with the goal of implementing a "Civic Engagement project/Voter Mobilization program by January 23, 2016. The goal is to have 1500 parents, alumni, and (C) Two MPS leaders form part of their local Neighborhood Councils or Neighborhood Watch community groups. One of the major goals is to have six MPS leaders be a part of education advisory councils of elected officials (June 2017)	happy engaged stakeholders, who engage their broader communities civically	Alfredo Rubalcava	Assist schools weekly to attend or create VIP school visits	All MPS schools will complete fifty percent of task list by August 2016	N/A	MPS Parent and Community Committee			
Not Applicable	All Magnolia Schools have happy engaged stakeholders, who engage their broader communities civically	happy engaged stakeholders, who engage their broader communities civically	Alfredo Rubalcava	creation of parent and Community coordinating committees by February 2016. Collect all support letters from all stakeholders in June 2016	Presented our Community engagement and democracy model initiative to the MPS Board during our September meeting	N/A	MPS Parent and Community Committee			
Not Applicable	All Magnolia Schools have happy engaged stakeholders, who engage their broader communities civically	happy engaged stakeholders, who engage their broader communities civically	Alfredo Rubalcava	Begin the civic engagement program on January 23, 2016. Meet with School Site Staffers on a weekly basis to gauge the progress of the initiative; monthly trainings with murmuration	Inform the Parent and Community Committee about the Civic engagement program during our January Board meeting	N/A	MPS Parent and Community Committee			
Not Applicable	(D) Three MPS leaders are part of the CCSA Capitol Advocacy leaders. By June 2017, six MPS leaders will be part of the CCSA CAL program.	happy engaged stakeholders, who engage their broader communities civically	Alfredo Rubalcava	Work with principals and community leaders on a weekly basis to create these partnerships; attend community events together to create partnerships with community.	Inform the Parent and Community Committee about the principals progress during the June meeting	N/A	MPS Parent and Community Committee			
Not Applicable	(D) Three MPS leaders are part of the CCSA Capitol Advocacy leaders. By June 2017, six MPS leaders will be part of the CCSA CAL program.	happy engaged stakeholders, who engage their broader communities civically	Alfredo Rubalcava	Work with principals and community leaders on a weekly basis to create these partnerships; attend community events together to create partnerships with community.	Inform the Parent and Community Committee about the principals progress during the June meeting	N/A	MPS Parent and Community Committee			
Not Applicable	2. 300-400 MPS families system-wide will attend 20 hours worth of school and community events as it relates to the Partnership for Success	happy engaged stakeholders, who engage their broader communities civically	Alfredo Rubalcava	Monitor Partnership for Success timelines of all schools on a quarterly basis. Last check-up for the year will in May 2016 in preparation for the MPS recognition dinners	Inform the parent and community committee about the progress of the partnership for success timelines		MPS Parent and Community Committee			
Board action will be required if costs exceed 25k. Vendor contract will be reviewed and approved by the MPS board during the June 2016 meeting	Incorporate the "Parent Teacher Home Visit Project" trainings at all MPS schools (August 2016)	happy engaged stakeholders, who engage their broader communities civically	Alfredo Rubalcava	Have representative from the parent and teacher home visit project meet with principals and deans before June 2016	Inform our parent and community committee during our June 2016 meeting	Board action will be required if costs exceed 25k. Vendor contract will be reviewed and approved by the MPS board during the June 2016 meeting	MPS Parent and Community Committee			
Board action will be required if costs exceed 25k. Vendor contract will be reviewed and approved by the MPS board during the June 2016 meeting	Incorporate the "Families in schools" trainings at all MPS schools (August 2016)	happy engaged stakeholders, who engage their broader communities civically	Alfredo Rubalcava	Have representatives from Families and schools meet with MPS principals by June 2016	Inform our parent and community committee about Families in schools during our April 2016 meeting	Board action will be required if costs exceed 25k. Vendor contract will be reviewed and approved by the MPS board during the June 2016 meeting	MPS Parent and Community Committee			
Not Applicable	Provide ESL classes at all schools where there is a community need (August 2016)	happy engaged stakeholders, who engage their broader communities civically	Alfredo Rubalcava	Select a vendor by June 2016 to administer all ESL classes at school sites. Have vendor meet with principals during the May 2016 principals meeting	Inform our parent and community committee about Families in schools during our April 2016 meeting	N/A	MPS Parent and Community Committee			
Not Applicable	LA schools "Parent College program (Board Approval required) Begin the program in August of 2016.	happy engaged stakeholders, who engage their broader communities	Alfredo Rubalcava	Observe the parent college program with all principals in January 2016. Have representative from the Parent college meet with our principals during the May principals meeting	parent college program with the parent and community committee during our April meeting.	N/A	MPS Parent and Community Committee			
Not Applicable	Provide specific trainings to parents regarding raising socially healthy children (6 weeks program) all schools will receive these trainings by January 2017.	happy engaged stakeholders, who engage their broader communities civically	Alfredo Rubalcava	Meet with Jennifer Beas on January 21 to discuss the 6 weeks program; all interested principals will attend. Principals will decide if they are interested in the program for their schools by February 2016	Inform our parent and community committee during our February 2016 meeting	N/A	MPS Parent and Community Committee			

The MPS Board will take action during the May 2016 meeting and the May 2017 meeting	<ul style="list-style-type: none"> Monitor and support all MPS LCAP processes so it reflects shared decision making by parent and community members. In addition, support schools in the attainment of parent engagement LCAP goals. For example, all 	All Magnolia Schools have happy engaged stakeholders, who engage their broader communities civically	Alfredo Rubalcava	Assist and monitor LCAP progress for all schools relative to the parent and community engagement activities listed on the LCAP. Work with principals to assure that schools are following the prescribed LCAP timeline for the 2016 school year. Next monthly check will be in February 2016	Principals will present to the parent and community committee during the April Board meeting; Parent and community committee will make a recommendation to the	The MPS Board will take action during the May 2016 meeting and the May 2017 meeting	MPS Parent and Community Committee	Ensure that all schools and stakeholders are highly involved in the process. Monitoring and support should be offered on a constant basis. LCAP timeline will be followed and principals will report out bi-weekly on Monday	Report LCAP progress to C-level team on a monthly basis. Next report will be on February
The MPS Board will take action during the May 2016 meeting and the May 2017 meeting	<ul style="list-style-type: none"> Present LCAP Executive summaries (all principals) to the Parent and Community Committee (PCC). PCC will review all recommendations and advise the MPS Board of Directors during the May 2016 and 2017 Board meetings. 	All Magnolia Schools have happy engaged stakeholders, who engage their broader communities civically	Alfredo Rubalcava	Assist and monitor LCAP progress for all schools relative to the parent and community engagement activities listed on the LCAP. Work with principals to assure that schools are following the prescribed LCAP timeline for the 2016 school year. Next monthly check will be in February 2016	Principals will present to the parent and community committee during the April Board meeting; Parent and community committee will make a recommendation to the full MPS board during the May 2016 board meeting	The MPS Board will take action during the May 2016 meeting and the May 2017 meeting	MPS Parent and Community Committee	Ensure that all schools and stakeholders are highly involved in the process. Monitoring and support should be offered on a constant basis. LCAP timeline will be followed and principals will report out bi-weekly on Monday morning principal call	Report LCAP progress to C-level team on a monthly basis. Next report will be on February
The MPS board will approve all schools SPSA's during the February 2016 meeting	<ul style="list-style-type: none"> Bring all MPS SPSA's to the PCC for review. Then, the PCC will advise the MPS Board of directors whether to approve or deny the SPSA's for all schools. (Board approval required; February 2016 and 2017). 	All Magnolia Schools have happy engaged stakeholders, who engage their broader communities civically	Alfredo Rubalcava	Principals will present SPSA's to parent and community committee during the February meeting. The academic, finance, and compliance teams will be working with principals with their SPSA's throughout the school year.	The MPS parent and community committee will make a recommendation to the MPS board during the February 2016 meeting	The MPS board will approve all schools SPSA's during the February 2016 meeting	MPS Parent and Community Committee	MPS Academic, finance, and compliance team will report to the C-team the progress of the SPSA's on a weekly basis (Monday morning calls)	
Not Applicable	<ul style="list-style-type: none"> Review parent attendance database for all schools (June 2016 and 2017). 	All Magnolia Schools have happy engaged stakeholders, who engage their broader communities civically	Alfredo Rubalcava	Review Parent attendance database on a weekly basis.	During the month of May 2016 we will see if all schools have met their 2016 target	N/A	MPS Parent and Community Committee	Report progress of parent database to C-level team during our May meeting	
Not Applicable	<ul style="list-style-type: none"> Hold two "parent recognition dinners" at the end of the school year to celebrate all MPS parents who met the 20 hours of school and community participation (300 parents at June 2016 event and 600 parents at June 2017 event. Additionally, twenty elected officials or representatives will attend these events during this school year, and forty will attend the May 2017 event. 	All Magnolia Schools have happy engaged stakeholders, who engage their broader communities civically	Alfredo Rubalcava	Collaborate with all stakeholders in preparation for the May 2016 recognition dinner; will begin monthly meeting during the month of March 2016	Inform the Parent and community committee during our April/May 2016 meeting	N/A	MPS Parent and Community Committee	Report progress to C-level team on a monthly basis	
Not Applicable	<ul style="list-style-type: none"> Hold annual Health education fairs and Education forums at several MPS schools (2 events this year, and 11 events by the end of the 16-17 school year. 	All Magnolia Schools have happy engaged stakeholders, who engage their broader communities civically	Alfredo Rubalcava	Work with principals and deans on a monthly basis to create these events. The first MPS Health Fair and Education forum will be held on September 2016. All other related venues will follow.	Work with the parent and community committee during the June and July 2016 meetings to create the logo.	N/A	MPS Parent and Community Committee	Recommended that our department in collaboration with the schools contact the fire department, red cross, community hospitals, people from the city, and Kaiser disaster preparedness. Also, ask senior citizens community members, health care fraud, and identify theft entities to present. All MPS health fair chairs will implement recommended suggestions and contact these entities.	Report progress to C-level team on a monthly basis beginning June 2016
MPS Board Approval during the July Board meeting	<ul style="list-style-type: none"> MPS branding for the 15th year anniversary; create a new logo for Magnolia Public Schools 	All Magnolia Schools have happy engaged stakeholders, who engage their broader communities civically	Alfredo Rubalcava	Community feedback forums with all MPS stakeholders beginning in March 2016 and ending in May 2016	Work with the parent and community committee during the June and July 2016 meetings to create these events.	MPS Board Approval during the July Board meeting	MPS Parent and Community Committee	Report progress to C-level team on a monthly basis beginning in March 2016	
	<ul style="list-style-type: none"> MPS Board of directors will partner with several entities in fundraising activities. 	All Magnolia Schools have happy engaged stakeholders, who engage their broader communities civically	Alfredo Rubalcava	Outreach and communications team will work with CEO and MPS Board of directors	Monthly presentations to the parent and community committee beginning in March 2016	N/A	MPS Parent and Community Committee		

The word "murmuration" is written in a white, lowercase, serif font. The letters are slightly irregular and surrounded by a trail of small white dots and arrows, suggesting movement or a flock of birds. The logo is centered on a dark blue background.

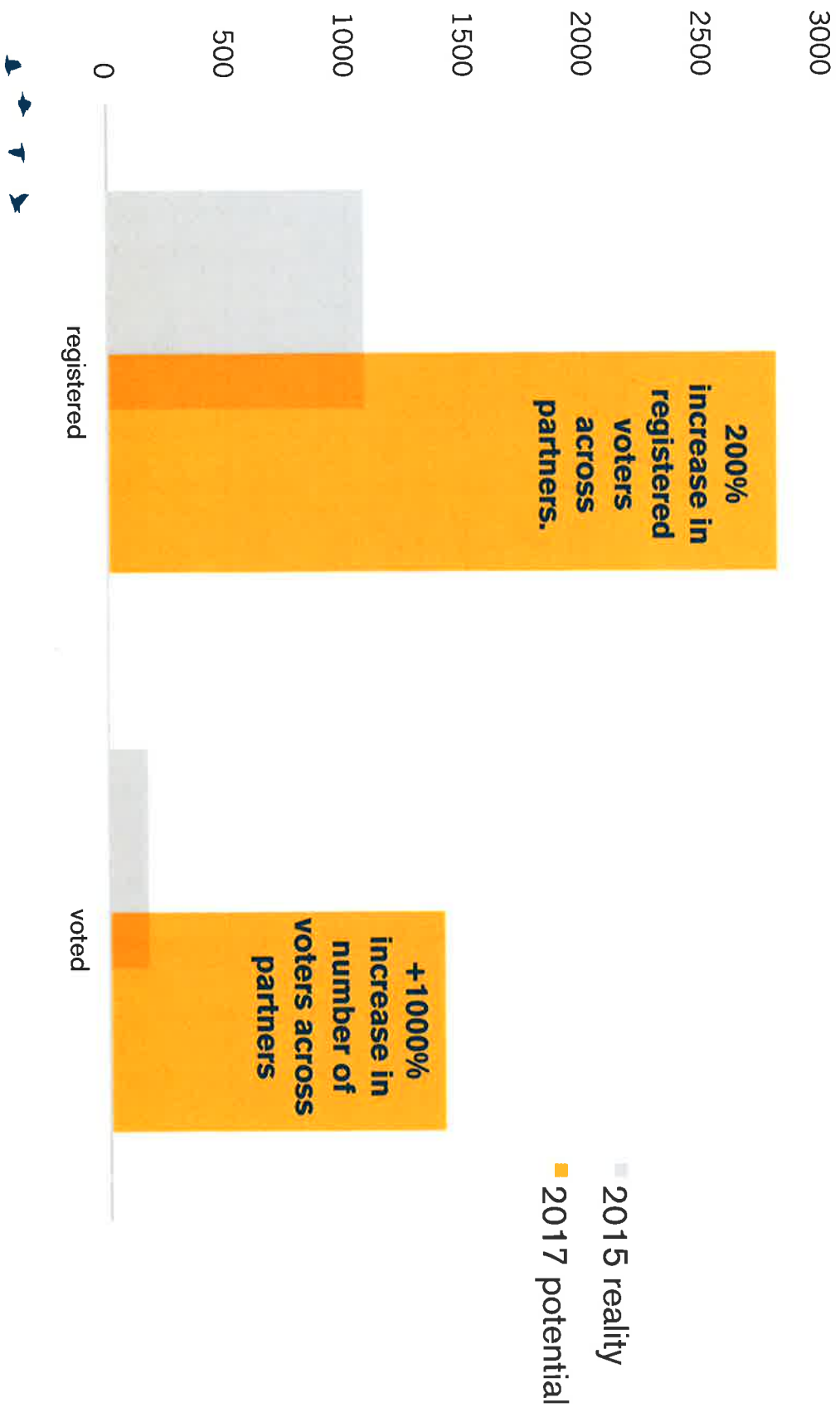
murmuration

Voter Mobilization Program

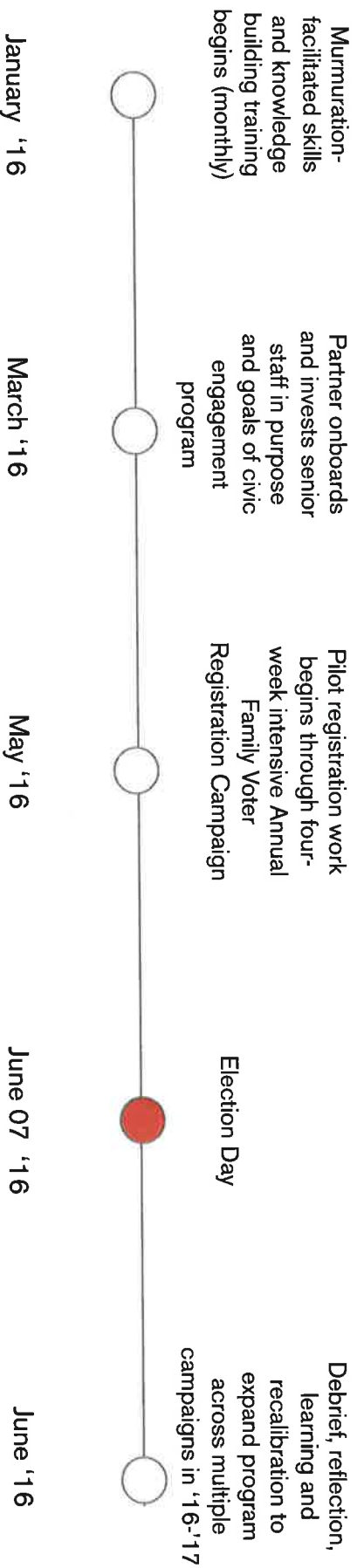
Partner Cultivation
12.2015

Doing this Right has Profound Potential

Comparison of Turnout with Voter Mobilization Program



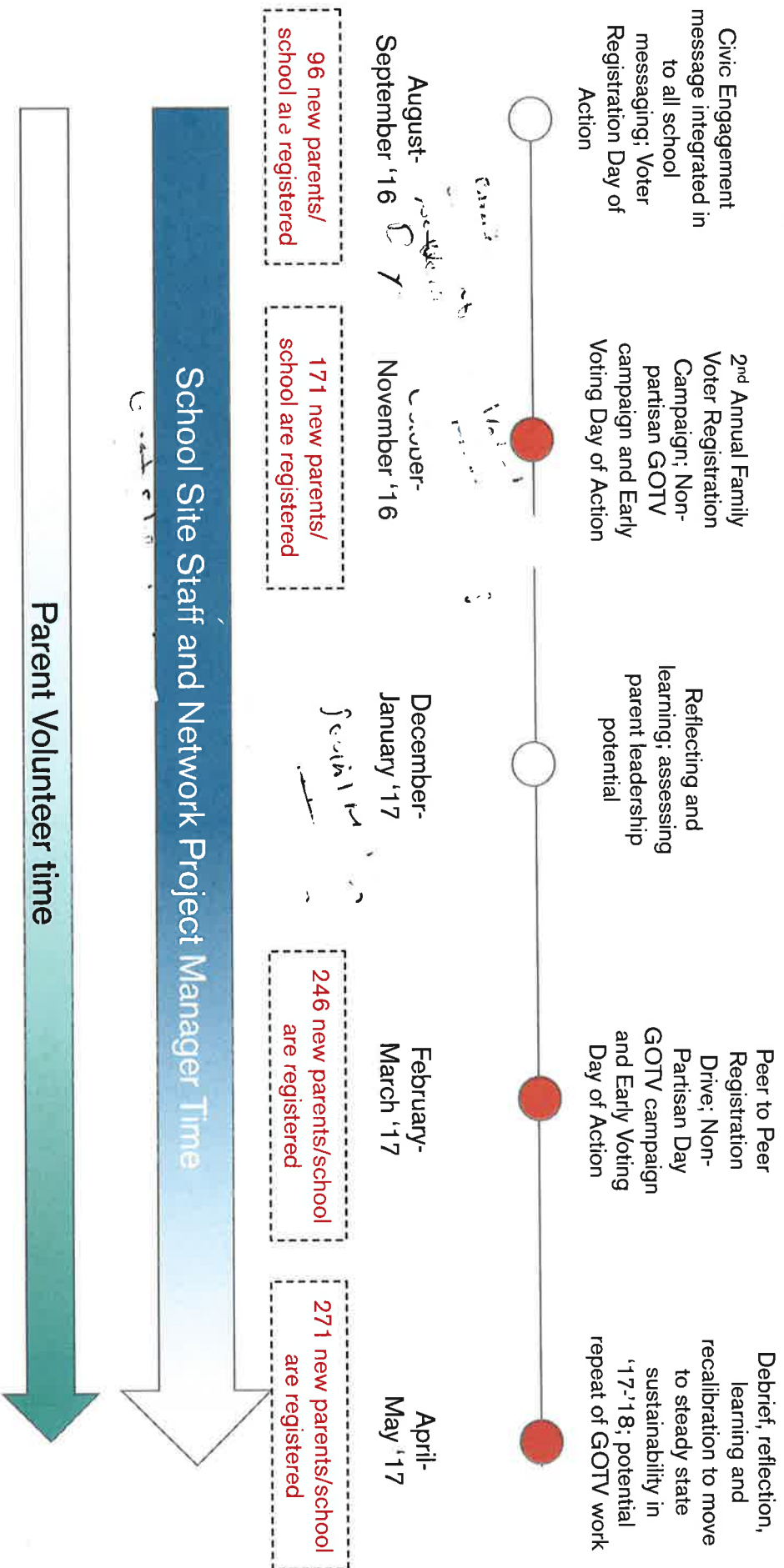
Year 1 of Cohort Program



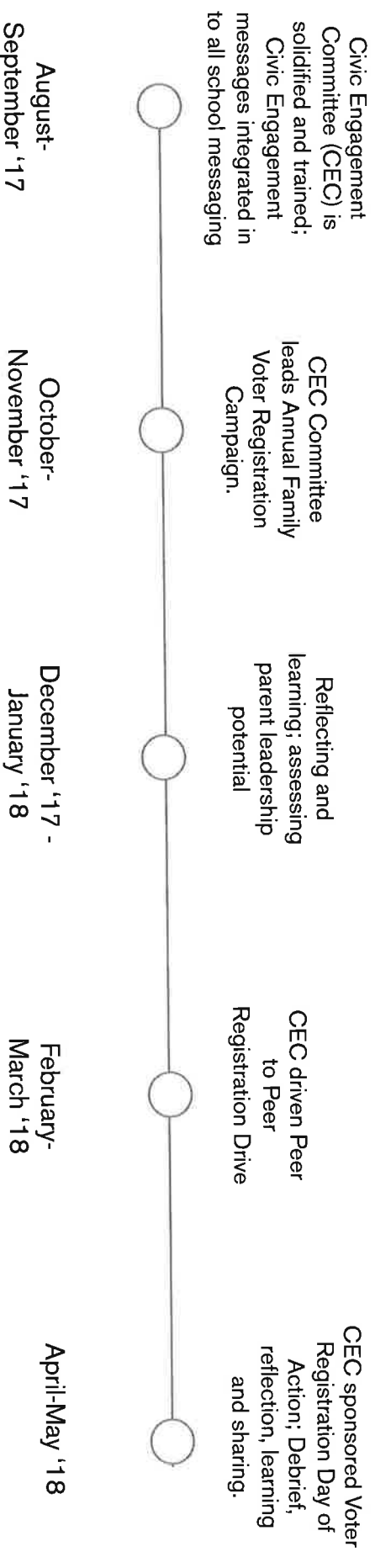
50 new parents/
school are registered



Year 2 of Cohort Program



Year 3, Post-Cohort: Steady-State Program



School Site Staff and Network Project Manager Time

Parent Volunteer time



Your Participation in the Cohort: Skills & Knowledge Gained

Foundational Organizing Skills

- Why Civic Engagement matters
- How to tell your story
- Identifying and developing volunteer leaders
- How to register voters

mInsights Usage

- Accessing and optimizing mInsights usage
- Ensuring Data Fidelity: tracking and uploading data to maximize data quality

Data Analytics

- Incorporating real-time data in to your daily execution
- Analyzing Civic Engagement Patterns of Members
- Analyzing Efficacy of Initiatives

Campaign Execution

- Non-partisan campaign planning and goal setting
- Non-partisan compliance
- How to phone bank
- Non-partisan communication tools and strategies to move people to action



Voter Mobilization Program Tenet

Our **theory of action** is grounded in the belief that the series of activities we have outlined combined with the training, skills, and tools we offer will yield mindsets and capacity to achieve ambitious voter registration and turnout goals.



Your Commitment to the Cohort: Your Roles & Responsibilities

Overall Programmatic

- **VMP is a top network-wide priority**

Staffing

- Project Manager commits 1 day a week to execute core functions with fidelity
- School Based Staffer commits 2-3 days a week to execute core functions with fidelity

Cohort Participation

- Program Manager and School Based Staffer attend and actively participate in all cohort meetings
- Program Manager and School Based Staffer complete surveys and grant reporting requirements

Campaign Execution

- 2 Annual Family Voter Registration Campaigns
- 1 Peer to Peer Voter Registration Drive
- 3-4 Days of Action

Data Management/ Tool Usage

- Disseminate pre-prepared communication materials
- Update and maintain validity of member data
- Support staff in usage of mlnsights data and reports
- Provide regular updates of outreach data in mlnsight templates



How We Get There: Staffing

Murmuration Resources for Staffing

We anticipate that it will take a school site staffer ~2.5 days/week to implement the work well.

- To offset the costs of this staffer, we are offering participating organizations **\$44,000 to cover part-time salary and benefits for 18 months.**
- Additionally, **we are offering \$10,000 to cover programmatic costs** for the course of 18 months.

Next Steps on Staffing

By 1/15/16	Partners commit to program and identify their Regional Project Manager
1/28/16	Cohort meeting #1, with Regional Project Manager in attendance
By 2/15/16	Partners identify School Site Staffer for each of their participating schools.
2/25/16	Cohort meeting #2, includes Regional Project Manager AND School Site Staffer



How We Get There: Legal Review

Legal Compliance

- ✓ Data Sharing
- ✓ Non-Partisan Civic Engagement Work
- ✓ Resource Allocation from Murruration, including incentives and staffing/operational grants.

Next Steps on Legal Review

From now until 12/15	<ul style="list-style-type: none">- Review Legal Guidance- Review Grant Agreement- Confer with your leadership and legal team
12/15-1/8*	Engage Murruration's team on Q&A
By 1/15/16 <small>*This window assumes</small>	Sign on by January 15, 2016 <small>you will be closed for the holidays (12/21-1/3)</small>



Next Steps

1. Review Legal Memo and Grant Agreement.
2. Check-in with Murruration on agreement before 1/8.
3. Assess staffing options.
4. Commit to participate by January 15th, 2016
5. Cohort Launches January 28th, 2016



Will you join us?

