



MAGNOLIA PUBLIC SCHOOLS

Board Of Directors

Board Agenda Item #	V B
Date:	June 6, 2016
To:	Magnolia Board of Directors
From:	Caprice Young, Ed.D., CEO & Superintendent
Staff Lead:	Alfredo Rubalcava, Chief External Officer
RE:	Outreach & Communications Department (OCD) End of Year Report

Proposed Board Recommendation

Does not require board action: Written Update.

Background

Mission:

The Outreach and Communications Department (OCD) mission is to foster a culture of collaboration amongst Magnolia schools. We strive to build on partnerships, promote a high parent community engagement, and strengthen stakeholder communications with the ultimate goal of student success.

We are very proud of all our accomplishments in our inaugural year as a department. As such, we wanted to share a glimpse of all the great things that occurred during the 15-16 school-year. Additionally, we wanted to highlight all of our department's deliverables.

Budget Implications

No budget implications.

Name of Staff Originator:

Alfredo Rubalcava, Chief External Officer

Attachments

OCD Narrative and Deliverables

Outreach & Communications Department Narrative

INTRODUCTION

The Outreach and Communications Department is comprised of ten individuals with a diverse set of skills and personalities focused on our mission:

The Outreach and Communications Department (OCD) mission is to foster a culture of collaboration amongst Magnolia schools. We strive to build on partnerships, promote a high parent community engagement, and strengthen stakeholder communications with the ultimate goal of student success.

While building a coherent and collective outreach and communications infrastructure, our department tackled many challenges and obstacles head on throughout our inaugural year. We are very proud of all our accomplishments in our inaugural year as a department. As such, we wanted to share a glimpse of all the great things that occurred during the 15-16 school-year.



MAJOR ACCOMPLISHMENTS FOR 15-16

- For the first time ever we were able to create a comprehensive and user-friendly website that tells our story. We now have a great parent tab that gives all stakeholders an opportunity to view all the latest events, stories, videos, among other things. Additionally, we have simplified our online CoolSIS enrollment process.
- Through the collective efforts of students, parents, teachers, administrators, and the Outreach & Communications Department we were able to generate fifty positive media stories that featured all the great things that make Magnolia Public Schools stand out as a premiere STEAM organization.
- The U.S. State Department of Education, “Executive Director of the White House Initiative on Educational Excellence for Hispanics - Alejandra Ceja gives remarks at Magnolia Science Academy 8 Bell”
- Magnolia Public Schools took on the challenge presented by the XQ: Super School Project to rethink the National high school model. This work entailed a collaborative effort between parents, students, administrators, businesses, governmental agencies,

nonprofits, and community based organizations. Over the course of eight months we developed the XQ: Magnolia Academy of Innovation (XQ: MAI) model around our flagship MSA-1 Reseda school. Win or lose this contest, the work that has come out of this process has already impacted MPS. So much so, that our 2016-17 instructional model pillars were influenced by our XQ: MAI model.

- The Wallis Annenberg partnership initiated the STEM to STEAM shift in the Magnolia Public Schools' academic model, specifically spearheaded at MSA-7 Northridge. The arts has created a positive culture shift at MSA-7 Northridge by giving students, teachers, administrators, and parents an instructional model that tapped into the various learning modalities. As a result, we have partnered with Arts for All and SLAM! to develop an arts long-term infrastructure which will enhance arts education across all of our schools. At the 2016 STEAM Expo students across our schools were able to showcase over 100 visual arts pieces with a theme of 'Space Travel in the 21st Century'.
- In 2015, Magnolia Public Schools successfully launched its Parent Engagement and Community Program. We partnered with a nonprofit organization to bring a civic engagement program to five school sites that focus primarily on parent and community empowerment, and civic and voter education. Additionally, the OCD team worked collaboratively with the Dean of Cultures to bring a diverse set of parent workshops that address the community needs at each respective site. Due to these efforts we are proud to host our first ever Parent Recognition Breakfast which will recognize over 100 parent ambassadors who work tirelessly everyday to ensure that all Magnolia students get a world class education.
- We acquired over \$300,000 in grants in 2015-16
 - Murmuration – Civic Engagement Project
 - Wallis Annenberg Center for Performing Arts Center
- By June 24th, Magnolia Public Schools will apply for the 2016 Charter Schools Program Grants for Replication and Expansion of High-Quality Charter Schools. In March 11, Magnolia Public Schools applied for the The 2016 Broad Prize for Public Charter Schools. Unfortunately, on May 20th, the Broad Prize announced three finalist and MPS not one of them. We take this as a great learning experience for upcoming years.

Outreach and Communications Department Deliverables

MISSION

The Outreach and Communications Department (OCD) mission is to foster a culture of collaboration amongst Magnolia schools. We strive to build on partnerships, promote a high parent community engagement, and strengthen stakeholder communications with the ultimate goal of student success.

Communications

1. Educational Networks:
 - Trainings with EdNet
 - Choose a provider
 - Set up photography
2. Social Media:
 - During weekly standing meeting with Larson
 - Connect school site stories with broader audience
 - Communicate our need
 - La Kaliente
 - Organizing speakers for Magnolia promotional videos.
3. Review school petitions and provide demographic/outreach data.
4. MCing for all requested school-site events.
5. Any emergency communication tasks needed/requested by the schools is fulfilled by OCD.
6. Proactive communications campaigns/leadership visibility
7. Rapid response / Media inquiries
8. Crisis communications engagement
9. Strategic counsel and message development
10. Opinion media
11. Long lead-time story development
12. Regional-based P.R. support
13. Media / P.R. training
14. Speaking opportunities
15. Stakeholder communications
16. Created PowerPoint presentations for events such as: open houses, school synopsis, and recruitment.

Marketing

1. Finding appropriate advertising agencies to work collaboratively with home office and school sites.
2. Calling prospective parents to find out status of enrollment.
3. Working with Charter Zone to enhance recruitment strategies.
4. Assist schools with recruitment events.
5. Assist schools with school-wide events.
6. Act as direct representatives with external partners such as: Foot Locker, KidWorks, Jamboree, STEAM Expo (visual/performing arts), and MSA-Santa Ana Groundbreaking event.
7. Designed all STEAM Expo collateral materials: banners, t-shirts, programs, logo, posters, postcards, buttons, and lanyards.
8. Created and produced promotional videos for MSA- Santa Ana and MSA-7.
9. Work closely with schools to create signage such as, MSA-Santa Ana banners and street signage/banners.

Outreach and Communications Department Deliverables

10. Photography at most school-site events for the purpose of marketing.
11. Reach out to local newspapers to advertise schoolsites.
12. Liaison with LA Fitness for MSA -SA's student enrollment marketing campaign. Additionally, OCD created the artwork for the campaign.
13. Work with Xpress Graphics to distribute school-site postcards around their communities.
14. Create one-pagers and school specific recruitment flyers for each school.
15. Provide recruitment/promotional materials to school sites, such as: brochures, door hangers, banners, folders, pens, water bottles and football stress balls.
16. Designed and new business cards for all of Magnolia.
17. Revamp school websites by uploading up to date content such as: pictures, news & announcements, calendar, and important petition documents.
18. Helped the New School Development team in organizing open houses.
19. Created certificates for school-wide events such as: parent recognition breakfast, graduation, award assemblies, and special recognitions.
20. Assisted the home office design team by providing school-site pictures that capture the essence of each school's culture.

Partnerships

1. Larta Inc.
 - Includes coordinating and managing all SBIR Phase 1 grantees such as SimInsights and K12Nest
 - Coordinating pilot roll outs at MSA schools
2. XQ: The Super School Project
 - Lead the challenge which requires writing, editing, scheduling, meeting, etc.
 - Manage all internal and external submission teams.
 - Attend and participate in XQ related events
 - Host focus groups and conduct surveys
3. Arts for All
 - Partnership with MPS to enhance visual and performing arts education at all Magnolia Public Schools.
 - Form of a Creative Arts Team (CAT) with the assistance of an assigned coach from with different stakeholders across MPS such as teachers, parents, and administrators.
 - Build an Arts infrastructure
 - Mt. Wilson
 - Working to develop an education learning center for students with a focus on astronomy, science, arts such as photography, etc.
 - Work directly with the Executive Director and active Board Member
 - Is an active partner with the XQ: Magnolia Academy of Innovation project
 - SLAM!
 - Partner with MSA 4-Venice for the 2016-17 school year
 - SLAM! engages a network of passionate college student volunteers to teach after school music programs
 - CharterZone
 - Educational Strategic planners
 - Visual data on GIS maps
 - Panorama Education



Outreach and Communications Department Deliverables

- Surveys and analytics to better understand our students
- Wallis Annenberg Center for the Performing Arts
 - Manage partnership between the education team at the Wallis and MSA 7-Northridge leadership
 - Present to MSA 7 Parent Task Force (PTF)
- Board on Track
 - External partner for the XQ project with a focus on governance
- Murmuration
 - Civic engagement project across 5 MSA schools
- Gooru
 - Goal: To provide a consistent personalized learning experience for all students, with a specific short-term need of filling individualized learning gaps in math for middle school and high school students to make those students “algebra-ready.”
 - “Navigate Math” pilot program
 - Collaborating with the MPS academic team
- The Los Angeles County Board of Supervisors
- The Los Angeles City Council
 - CA State Assemblymen
 - CA State Senators
- USA Science & Engineering Festival

Parent Community Engagement

1. Assisted schools with LCAP Stakeholder events.
2. LAUSD oversight visits (stakeholder engagement)
3. Dean of Culture parent engagement policies and practices
4. Help schools acquire meetings with a myriad of parents, administration and elected officials.
 - Parent attended the Families in Schools Gala and spoke with elected officials.
 - Elected officials parent meetings with North MSA schools.
5. Collaborate with school leaders to attend parent community events.
6. Participate in ELAC, Advisory Council, LCAP, PTF/PTO, Coffee with the Principal, and Parent workshop meetings monthly
7. Parent Recognition Breakfast
8. Collaborate with school leaders to develop parent ambassadors (CCSA Advocacy Day).
9. Supporting parent-teacher-Dean of Culture-Principal partnerships (Meet with all Dean of Cultures' or designees)
10. Collaborate with schools to address any parent concerns.
11. Identify and integrate community resources with school programs, family practices, and student development and learning.
12. Collaborate with school leadership to communicate with Parents about the Charter renewal process.
13. Identify and integrate parent workshops within the schools (Healthy Emotional Children Workshop, Wallis Annenberg Parent Workshop, Parent College, and LA Up).
14. Implement civic engagement program at five MPS sites.