

MAGNOLIA PUBLIC SCHOOLS

Board Of Directors

Board Agenda Item #	II B
Date:	June 28, 2016
То:	MPS Board of Directors
From:	Caprice Young, Ed.D., CEO & Superintendent
Staff Lead:	Oswaldo Diaz, Chief Financial Officer
RE:	Charter School Benchmark Metrics- CMO Allocation Fees

CHARTER SCHOOL BENCHMARK METRICS

During the June 6, 2016 Board meeting, the Board requested an operating metrics surveying competing charter school management organizations to compare Magnolia Publics Schools to. As such, Oswaldo Diaz and Steven Kao analyzed the latest available Tax Form 990 filings and audited financial statements for numerous charter school management organizations operating in the State of California and created a spreadsheet displaying the findings. It should be noted that the latest available tax filings and financial statements ranged between 2012 and 2015. This memo will focus on the Tax 990 Forms since they provide more detailed expense breakouts. A table of metrics derived from the latest available audited financial statements will be included in the Appendix for support and backup. Below is a summary of the dataset's Tax Form 990 filings adjusted to exclude charitable donations, which skewed the data (explained in following sections):

	Magnolia	High Tech High	ICEF	King Chavez	Aspire	Green Dot	KIPP LA	Rocketship	Dataset
	Tax Year 2014	Tax Year 2013	Tax Year 2013	Tax Year 2013	Tax Year 2014	Tax Year 2014	Tax Year 2013	Tax Year 2013	Average
Districts	4	2	1	1	13	3	1	6	4
Schools	11	12	14	6	38	16	11	13	15
Enrollment	3,790	5,000	4,200	2,000	14,600	10,257	2,873	4,500	5,903
Revenue	34,357,458	41,671,872	39,500,276	20,032,005	176,632,038	126,810,769	49,304,617	51,673,472	67,497,813
Revenue Per Student	9,065	8,334	9,405	10,016	12,098	12,363	17,161	11,483	11,241
Revenue Per School	3,123,405	3,472,656	2,821,448	3,338,668	4,648,212	7,925,673	4,482,238	3,974,882	4,223,398
Charitable Grants	-	-	3,110,297	-	22,708,825	6,259,188	17,963,638	7,581,197	7,202,893
Revenue (Excluding Charity)	34,357,458	41,671,872	36,389,979	20,032,005	153,923,213	120,551,581	31,340,979	44,092,275	60,294,920
Revenue Per Student	9,065	8,334	8,664	10,016	10,543	11,753	10,908	9,845	9,891
Revenue Per School	3,123,405	3,472,656	2,599,284	3,338,668	4,050,611	7,534,474	2,849,180	3,391,713	3,794,999
Program Expenses	24,546,342	31,217,926	30,471,152	13,903,936	125,187,472	104,851,715	23,324,928	48,982,630	50,310,763
Per Student	6,477	6,244	7,255	6,952	8,574	10,222	8,118	10,885	8,091
% of Revenue (excl. Charity)	71%	75%	84%	69%	81%	87%	74%	111%	82%
% of Expenses (excl. Charity)	78%	76%	83%	71%	81%	83%	72%	93%	80%
Per District	6,136,586	15,608,963	30,471,152	13,903,936	9,629,806	34,950,572	23,324,928	8,163,772	17,773,714
Management Expenses	6,748,723	9,975,710	6,085,377	5,680,515	29,764,204	21,268,501	9,197,680	3,852,369	11,571,635
Per Student	1,781	1,995	1,449	2,840	2,039	2,074	3,201	856	2,029
% of Revenue (excl. Charity)	20%	24%	17%	28%	19%	18%	29%	9%	20%
% of Expenses (excl. Charity)	22%	24%	17%	29%	19%	17%	28%	7%	20%
Per District	1,687,181	4,987,855	6,085,377	5,680,515	2,289,554	7,089,500	9,197,680	642,062	4,707,465
Total Expenses	31,295,065	41,193,636	36,556,529	19,584,451	154,951,676	126,120,216	32,522,608	52,834,999	61,882,398
Per Student	8,257	8,239	8,704	9,792	10,613	12,296	11,320	11,741	10,120
Per District	7,823,766	20,596,818	36,556,529	19,584,451	11,919,360	42,040,072	32,522,608	8,805,833	22,481,180
Operating Income	3,062,393	478,236	- 166,550	447,554	- 1,028,463	- 5,568,635	- 1,181,629	- 8,742,724	- 1,587,477
% margin	9%	1%	0%	2%	-1%	-5%	-4%	-20%	-2%
EBITDAR	6,387,604	9,361,879	3,898,870	2,642,543	17,207,707	9,593,747	1,858,710	515,591	6,433,331
% margin	19%	22%	11%	13%	11%	8%	6%	1%	11%
Per Student	1,685	1,872	928	1,321	1,179	935	647	115	1,090
EBITDA	3,357,219	2,409,063	25,892	1,555,375	3,099,960	-2,016,768	-953,464	-8,476,196	-124,865
% margin	10%	6%	0%	8%	2%	-2%	-3%	-19%	0%
Per Student	886	482	6	778	212	-197	-332	-1,884	-21

Revenue

Revenue per student ranged between \$8,334 and \$17,161 based on the Tax 990 Forms and between \$8,841 and \$13,342 based on audited financial statements. Size of the organization plays a factor as smaller organizations earn less per student compared to larger organizations. Smaller organizations such as Magnolia (\$9,065/student), High Tech High (\$8,334/student), ICEF (\$9,405/student) and King Chavez (\$10,016/student) obtain significantly less than larger organizations such as Aspire (\$12,098/student), Green Dot (\$12,363/student), KIPP LA (\$17,161/student) and Rocketship (\$11,538/student).

Larger organizations that garner higher revenue per student rates do so through grants and charitable contributions. For example, KIPP LA raised \$18MM in contributions translating to \$6,252 per student in Tax Year 2013. To accomplish this they spent \$743k in expenses to support their fundraising platform. Three companies did not show explicit fundraising expenses but still raised substantial funds: ICEF raised \$3.1MM (\$741 per student) in 2013; Aspire raised \$22MM (\$1,555 per student) in 2014 and Green Dot raised \$6.3MM (\$610 per student) in 2014.

Other than charitable grants, revenue per student is affected by the free and reduced level of the students served and the locality that the school resides in.

In conclusion, Magnolia Public School's revenues are in line with other charter school management organizations of similar size. An opportunity exists to obtain charitable grants if human resources are allocated to the fundraising function.

Revenues Excluding Charitable Donations

Larger organizations that have the resources to put into the fundraising function have an unfair advantage over smaller organizations that do not have such a platform. The average revenue per student contribution obtained by fundraising is \$2,170 per student, which is 24% of the per student revenue of Magnolia in 2014. As such, fundraising revenue and expense were excluded in the chart on the first page to provide an accurate comparison of costs and operations.

Without the benefit of charitable contributions, revenue per student rates fall in a tighter range, which is between \$8,334 and \$11,753. Magnolia falls in the middle of the range at \$9,065 per student.

Program Expenses

Program expenses per student ranged from \$6,244 to \$10,937 as per the latest Tax 990 Forms. The average was \$8,091 per student. As expected, the larger organizations with greater revenues and resources tend to have the higher end of the range, whereas smaller organizations have the lower end of the range. Magnolia's program expenses are \$6,477/student, 71% of revenue and 78% of expenses. This is in range of competing organizations of all sizes. Adjusted for charity revenues, the set had a percent of revenue range between 69% to 111% and a percent of total expense range between 71% and 93%.

Management Expenses

Management expenses per student ranged from \$856 and \$3,201, with an average of \$2,029. Magnolia's management fees were below average at \$1,781 per student, 20% of revenue and 22% of expenses. Magnolia was able to accomplish this level of management fees with 4 districts, whereas each additional district adds a layer of complexity in the form of reporting and

compliance work. In comparison, High Tech High had management fees per student of \$1,995 with 2 districts and King Chavez had management fees of \$2,840 per student with 1 district. The dataset had a percent of revenue range between 17% and 29% and a percent of expense range between 7% and 29%.

Districts/Authorizers

As previously stated, the more districts or authorizers an organization serves, the greater the amount of compliance, reporting and administrative work. Amongst 8 organizations in the data set, the average number of districts served was 4, with the outlier being 13 for Aspire on the high side. KIPP LA, King Chavez and ICEF all served only 1 district on the lower end. Total expenses/Districts had a range of \$7.8MM to \$42MM. Magnolia came in at \$7.8MM, which was the lowest rate in the dataset.

Earnings before interest, taxes, depreciation, amortization and restructuring or rent costs (EBITDAR)

EBITDAR margin is a measure of the managerial prowess of an organization in a certain marketplace, before factoring in expenses related to real estate, which have a wide variance based on situation and timing of the real estate cycle. The dataset's EBITDAR margin ranged from 1% to 22%. Magnolia had an EBITDAR margin of 19%, which was the second highest in the dataset.

EBITDA

Magnolia produced EBITDA of \$3.36MM (10% margin or \$886 per student) in Tax Year 2014. On a charity-adjusted basis, Magnolia's EBITDA margin was greater than all other organizations in the data set, with an EBITDA margin of 10%.

Factoring in charity revenues, Magnolia's EBITDA margin was equal to the average of the dataset, which was also of 10%. This was achieved despite Magnolia's challenges of lower revenue per student rate driven by a lack of charitable contribution revenues and a lower student per school levels that deprives Magnolia of economies of scale.

CMO Fees

Obtaining CMO fee data was challenging, as only some organizations provided such information on their audited financial statements or Tax 990 Forms. Data was available only for Magnolia, King Chavez, Green Dot and Rocketship. Magnolia's CMO fees were \$4.8MM in the FYE 6/30/2015 period, representing: \$1,270/student, \$437,482/school, 14% of revenue and 15% of expenses.

	Magnolia FYE 6/30/2015	King Chavez 6/30/12	Green Dot 6/30/15	Rocketship FYE 6/30/2015	Dataset Average(
Districts	4	1	3	6	4
Schools	11	6	19	13	16
Enrollment	3,790	2,000	10,257	4,831	6,210
Students Per School	345	333	540	372	371
Management Fees	4,812,297	2,050,067	15,573,817	7,736,987	7,543,292
% of revenue	14%	12%	11%	11%	12%
% of expense	15%	12%	12%	11%	13%
per Enrollment	1,270	1,025	1,518	1,602	1,354
per School	437,482	341,678	819,675	595,153	548,497

Magnolia's CMO fees appear to be in line. In more detail, Magnolia's CMO fees are low on a per student and per school basis, but on the higher side when viewed as a percentage of revenue or expense. Two possible explanations for this are:

- 1) Magnolia's revenue per student figure is low compared to the set due to a lack of charitable contribution revenue -- Rocketship obtains \$1,087/student and Green Dot obtains \$1,159/student in charitable contributions.
- Magnolia's enrollment per school is low at 345 students per school on average –
 Rocketship has 439 students per school on average and Green Dot has 540 students per
 school on average.

Management Salary

Per the latest tax 990 forms, below is a summary chart of management compensation:

	Schools	Districts	Students	Employees	CEO	CFO/CBO	coo	CAO	Facilities	HR Director
High Tech High	12	2	5,000	644	400,735	202,752	194,944	173,641	147,462	128,310
ICEF	14	1	4,200	517	215,088	162,745		136,159	119,065	107,031
King Chavez	6	1	2,000	298	234,045	122,729		167,114	132,593	120,952
Aspire	38	13	14,600	2,407	321,092	235,316	173,191	245,686	188,902	259,470
Green Dot	16	3	10,257	1,235	246,922	208,394	168,490	193,599	178,079	157,865
KIPP LA	11	1	2,873	403	225,908	157,670	145,855	155,558	151,861	131,139
Rocketship	13	6	4,500	833	183,929	283,379	212,181	223,616	203,155	162,355
Dataset Avg.	16	4	6,204	905	261,103	196,141	178,932	185,053	160,160	152,446

Conclusion

This memo should be used as a supplemental benchmark guideline for CMOs operating in California. It should be taken into account that this study was based on the latest publicly available data, which is not the most up to date. Based on the findings included in the document, MPS CMO fees are in line with the fees charged by other comparable CMO organizations. Per the study conducted by VLS the range of CMO fees are between 10 to 20 percent of total expenditures. It is worth noting that the larger CMO's had a lower fee to income ratio due to the fundraising amounts collected. The larger CMO organizations have a strongly developed fundraising platform that supports the annual campaign.

Lead Staff

Oswaldo Diaz, Chief Financial Officer

Appendix 1: Audited Financial Statement Data

Debrations: PYE 6/30/2015 PYE 6/30/2013 6/30/15 6/30/15 6/30/15 6/30/15 7/E 6/30 Debrations:	Appendix 1: Aud	Rocketship Datase	et
Districts	F	FYE 6/30/2015 Averag	
Schools	ons:		
Enrollment 3,790 4,200 2,000 14,600 10,257 3,790 Godes Grades 12 12 K12 K12 K12 K12 K12 K12 K12 K12 K		6	4
Sarders S.12 K.12 K.12 K.12 K.12 K.12 K.12 S.10 S.1		13	16
Students Per School 345 300 333 417 540 729	ent	4,831	6,210
Nome		K-6	
Revenue	s Per School	372	371
Program Expenses	Statement		
Program Expenses 24,626,442 33,018,947 13,030,789 12,6842,622 12,280,345 39,769,976 42,610,103 43,040,103 9,021,410,103 9,021,410,103 9,021,410,103 9,021,410,103 13,040,756 45,610,013 68,1		67,909,435 75,32	23,739
Management Expenses 6,668,723 1,769,948 4,601,614 27,561,037 9,021,411 5,840,037 21,85 1,7614 Expenses 31,295,055 34,788,95 17,632,030 154,403,559 131,301,756 45,610,130 68,1			59,798
Total Expenses 31,295,065 34,788,895 17,632,403 154,403,659 313,301,756 45,610,013 63,1	•		50,297
Income	'		20,094
	F		55,034
Contributions & Grants - - 3,274,440 11,245,167 12,874,583 5,21	ising:	2,00	,
Donated Services & Property - - -		5,251,662 4,663	3,693
Other - - - - 3,346,918 11,890,311 12,874,883 5,21 % of Revenue 0% 0% 0% 0% 22% 9% 22% mortarising Expenses 0 0 0% 5229 51,159 83,397 Revenue excl. Fundraising Cont. 34,357,458 43,204,074 17,682,876 166,402,093 124,960,557 44,637,866 62,61 Profitability 1 1 1,682,876 166,402,093 124,960,557 44,637,866 62,61 margin 3,062,393 8,415,179 50,473 19,975,077 5,491,112 11,902,436 1 Rent 2,669,178 3,223,473 1,085,382 3,480,818 9,129,508 4,373,382 2,51 Interest 8,845 738,288 1,789,655 35,837,372 22,891,214 18,160,093 9,5 Berrich 1,666,397 12,901,558 1,78,965 35,837,372 22,891,214 18,160,093 9,5 Berrich 1,066			9,604
Total Contributed Revenue	.,		-
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per Firoliment \$0		8%	6%
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Revenie extl. Fundraising Cont. 34,357,458 43,204,074 17,682,876 166,402,093 124,960,557 44,637,866 62,69 706			4,324
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Rent	n	-0.3%	9.3%
Interest			6,335
Depreciation & Amort. 286,341 524,578 43,110 5,583,539 4,072,279 1,034,981 2,01			0,058
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Expenses/Enrollment \$8,257 \$8,283 \$8,816 \$10,576 \$12,801 \$12,033 \$2,814 Return Spread \$808 \$2,004 \$25 \$1,051 \$541 \$3,140 EBITDA/Enrollment \$886 \$2,304 \$47 \$2,216 \$1,342 \$3,637 Program Expenses/Enrollment \$6,498 \$7,862 \$6,515 \$8,688 \$11,922 \$10,492 % Program Expenses/Expenses 79% 76% 74% 75% 89% 69% % Program Expenses/Expenses 79% 95% 74% 82% 93% 87% Management Expenses/Expenses 79% 95% 74% 82% 93% 87% Management Expenses/Expenses 79% 95% 74% 82% 93% 87% Management Expenses/Expenses 79% 95% 26% 16% 7% 10% Management Expenses/Expenses 21% 5% 26% 18% 7% 13% 6 of revenue 14% 0%		\$14.057	1 770
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Management Expenses/Enrollment \$1,760 \$421 \$2,301 \$1,888 \$880 \$1,541 % Management Expenses/Revenue 19% 4% 26% 16% 7% 10% % Management Expenses/Expenses 21% 5% 26% 18% 7% 13% Management Fees 4,812,297 2,050,067 15,573,817 7,75 % of revenue 14% 0% 12% 0% 11% 0% % of expense 15% 0% 12% 0% 11% 0% % of expense 15% 0% 12% 0% 11% 0% % of expense 15% 0% 12% 0% 12% 0% per Enrollment 1,270 - 1,025 - 1,518 - per School 437,482 - 341,678 - 819,675 - 55 Return Assets 12% 32% 1% 8% 3% 15% Return on Equity	•	68%	75%
% Management Expenses/Revenue 19% 4% 26% 16% 7% 10% % Management Expenses/Expenses 21% 5% 26% 18% 7% 13% Management Expenses/Expenses 4,812,297 2,050,067 15,573,817 7,75 % of revenue 14% 0% 12% 0% 11% 0% % of expense 15% 0% 12% 0% 12% 0% per Enrollment 1,270 - 1,025 - 1,518 - per School 437,482 - 341,678 - 819,675 - 55 Return 8 33,482 - 341,678 - 819,675 - 55 Return on Assets 12% 32% 1% 8% 3% 15% Return on Equity 24% 116% 3% 22% 16% 32% Working Capital Efficiency 4 116% 3% 22% 16% 32% AWC/Revenue 0.06 0.18 0.21 0.11 0.04 0.02		68%	83%
% Management Expenses/Expenses 21% 5% 26% 18% 7% 13% Management Fees 4,812,297 2,050,067 15,573,817 7,75 % of revenue 14% 0% 12% 0% 11% 0% % of expense 15% 0% 12% 0% 12% 0% per Enrollment 1,270 - 1,025 - 1,518 - per School 437,482 - 341,678 - 819,675 - 55 Return 8 37,482 - 341,678 - 819,675 - 55 Return on Assets 12% 32% 1% 8% 3% 15% Return on Capital 14% 36% 1% 9% 4% 17% Return on Equity 24% 116% 3% 22% 16% 32% Working Capital Efficiency 4 16% 3% 22% 16% 32% AWC/Revenue 0.06 0.18 0.21 0.11 0.04 0.02 ARD Day			1,903
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per Enrollment 1,270 - 1,025 - 1,518 - per School 437,482 - 341,678 - 819,675 - 55 Return Seturn Seturn on Assets 12% 32% 1% 8% 3% 15% 15% Return on Capital 14% 36% 1% 9% 4% 17% 4 17% 4 4 17% 4 4 17% 4 4 17%		11%	12%
per School 437,482 - 341,678 - 819,675 - 55 Return Return on Assets 12% 32% 1% 8% 3% 15% Return on Capital 14% 36% 1% 9% 4% 17% Return on Equity 24% 116% 3% 22% 16% 32% Working Capital Efficiency Adjusted Working Capital 2,184,087 7,651,040 3,632,195 17,881,510 5,666,718 900,653 7,35 AWC/Revenue 0.06 0.18 0.21 0.11 0.04 0.02 AWC Days 23 65 75 38 15 6 AR Days 44 86 105 52 52 52 40 AP Days 30 30 35 41 34 56 Cash Conversion Cycle 14 55 69 11 18 (16)		11%	13%
Return Return on Assets 12% 32% 1% 8% 3% 15% Return on Capital 14% 36% 1% 9% 4% 17% Return on Equity 24% 116% 3% 22% 16% 32% Working Capital Efficiency Adjusted Working Capital 2,184,087 7,651,040 3,632,195 17,881,510 5,666,718 900,653 7,35 AWC/Revenue 0.06 0.18 0.21 0.11 0.04 0.02 AWC Days 23 65 75 38 15 6 AR Days 44 86 105 52 52 40 AP Days 30 30 35 41 34 56 Cash Conversion Cycle 14 55 69 11 18 (16)		· ·	1,354
Return on Assets 12% 32% 1% 8% 3% 15% Return on Capital 14% 36% 1% 9% 4% 17% Return on Equity 24% 116% 3% 22% 16% 32% Working Capital Efficiency Adjusted Working Capital 2,184,087 7,651,040 3,632,195 17,881,510 5,666,718 900,653 7,33 AWC/Revenue 0.06 0.18 0.21 0.11 0.04 0.02 AWC Days 23 65 75 38 15 6 AR Days 44 86 105 52 52 40 AP Days 30 30 35 41 34 56 Cash Conversion Cycle 14 55 69 11 18 (16)	ol	595,153 548	8,497
Return on Capital 14% 36% 1% 9% 4% 17% Return on Equity 24% 116% 3% 22% 16% 32% Working Capital Efficiency Adjusted Working Capital 2,184,087 7,651,040 3,632,195 17,881,510 5,666,718 900,653 7,33 AWC Pevenue 0.06 0.18 0.21 0.11 0.04 0.02 AWC Days 23 65 75 38 15 6 AR Days 44 86 105 52 52 40 AP Days 30 30 35 41 34 56 Cash Conversion Cycle 14 55 69 11 18 (16)			
Return on Equity 24% 116% 3% 22% 16% 32% Working Capital Efficiency Adjusted Working Capital 2,184,087 7,651,040 3,632,195 17,881,510 5,666,718 900,653 7,31 AWC/Revenue 0.06 0.18 0.21 0.11 0.04 0.02 AWC Days 23 65 75 38 15 6 AR Days 44 86 105 52 52 40 AP Days 30 30 35 41 34 56 Cash Conversion Cycle 14 55 69 11 18 (16)		0%	10%
Working Capital Efficiency Adjusted Working Capital 2,184,087 7,651,040 3,632,195 17,881,510 5,666,718 900,653 7,333 AWC/Revenue 0.06 0.18 0.21 0.11 0.04 0.02 AWC Days 23 65 75 38 15 6 AR Days 44 86 105 52 52 40 AP Days 30 30 35 41 34 56 Cash Conversion Cycle 14 55 69 11 18 (16)	•	0%	12%
Adjusted Working Capital 2,184,087 7,651,040 3,632,195 17,881,510 5,666,718 900,653 7,333 AWC/Revenue 0.06 0.18 0.21 0.11 0.04 0.02 AWC Days 23 65 75 38 15 6 AR Days 44 86 105 52 52 40 AP Days 30 30 35 41 34 56 Cash Conversion Cycle 14 55 69 11 18 (16)		-2%	30%
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AP Days 30 30 35 41 34 56 Cash Conversion Cycle 14 55 69 11 18 (16)		39	37
Cash Conversion Cycle 14 55 69 11 18 (16)		31	59
		27	36
	•	5	22
<u>Capital Structure</u>	<u>Structure</u>		
Debt/EBITDA 2.53 1.66 39.09 4.09 7.03 2.47	ITDA	40.35	13.89
Debt/Equity 0.65 2.21 2.23 1.43 2.86 0.91	luity	7.19	2.50
EBITDA/Interest 395.67 13.11 - 4.76 3.32 16.23	Interest	0.37	61.92
S&P Key Metrics	<u>/ Metrics</u>		
Days Cash on Hand 120 92 26 105 76 224		89	105
Lease-Adjusted MADS Coverage 2.06x 0.94x 0.25x 2.71x 0.67x 3.05x			1.48x
Debt/Total Capital 40% 69% 69% 59% 74% 48%	-	88%	64%
	•		7,301
Credit Rating BB/Stable BB/Stable BB+/Stable N/A N/A BB+/Stable		N/A	

The chart on the previous page summarizes figures of our dataset (excluding High Tech High which did not have financial statements available) derived from the latest available audited financial statements. This chart is added as an appendix to supplement the body of this memo.