



MAGNOLIA PUBLIC SCHOOLS

Board Of Directors

Board Agenda Item #	II E Revised
Date:	July 21, 2016
To:	MPS Board of Directors
From:	Caprice Young, Ed.D., CEO & Superintendent
Staff Lead:	Caprice Young, Ed.D.
RE:	Routine Annual Contracts Over \$25,000 (Revised)

Proposed Board Recommendation

I move that the board adopt the contracts and contract extensions described in this memo.

Background

Magnolia Public Schools contracts with several vendors annually on a routine basis because their skill sets and experience make them uniquely qualified to provide the professional services we need.

The list below identifies the contractor, the amount of each contract on an annual basis, a description of the services provided.

Board on Track: (Board Support) \$36,999, annual

Board on Track provides our digital boardroom management application used to ensure that our meeting posting and documents comply with the Brown Act and support the efficient management of our meetings. Our membership includes on demand webinars and various evaluation tools. In addition, we contract for two facilitated board retreats per year (October and March).

Bob Burke: (Stakeholder Engagement) \$36,000, annual

Bob Burke provides strategic advice to MERF regarding the response to the statements or actions taken by entities to misrepresent the credibility of MERF and its programs. During 2016-17 he also will provide advice to MERF regarding the charter renewal and authorization process. He supports MERF and school site staff in identifying and reaching out to community stakeholders and leaders to inform them of the actions and activities of our schools. He has been especially helpful in the collaboration with community organizations.

David Cunningham, Jr. and Associates: (Stakeholder Engagement and Parent Training) \$60,000, annual

David Cunningham, Jr. provides introductions to community leaders for potential partnerships with our schools. He provides specialized advice to MERF regarding the charter renewal and authorization process. He supports MERF staff in reaching out to community stakeholders and leaders to understand, participate in and endorse the actions and activities of our schools. In addition, he will plan and execute at least 10 parent leaders workshops during 2016-17, as well as taking care of other duties as identified through the course of this contract.

Educational Facilities Group: (Facilities) \$168,000 (funded through Capital Projects), annual

Frank Gonzalez provides MPS with an extensive score of services and unmatched expertise in the education facilities field. His scope of work includes:

- Analyzing all facilities leases and agreements to determine current and future issues with respect to costs, site suitability, safety and other pertinent factors.
- Renegotiating and renewing leases and agreements as needed.
- Working with Magnolia Public Schools home office and school site leadership to address facility issues.
- Developing mid- and long-term facilities plan for all schools operated by Magnolia Public Schools.
- Immediately addressing all critical issues at current sites pertaining to legal compliance, accessibility, fire life safety and student well being.
- Assessing current and future viability of existing school sites operated by Magnolia Public Schools and determining mid- and long- range plans to develop permanent school facilities through a portfolio approach that includes leased space, Prop. 39 colocations, state bond funded facility projects and privately financed permanent facilities.
- Advise on current facilities projects including state funded bond projects, Proposition 39 co- locations and privately leased facilities.
- Develop plans to develop permanent long-term facilities solutions as appropriate, including project scoping, site selection, finance, and development services, in consultation with professionals in the field.
- Leading all aspects of facility development projects over the course of the next school year including:
 - A new 27,000 square foot building and upgrading the current space for MSA 1;
 - Adding new classrooms and capacity to MSA 7;
 - Constructing the gymnasium at MSA Santa Ana;
 - Constructing the new campus for MSA SD;
 - Identifying new sites in targeted neighborhoods; and,
 - Other support as needed and requested by principals and home office staff.
- Interacting with the California School Finance Authority, CDE, DSA and all other state agencies on all facilities funding matters.
- Negotiating on behalf of Magnolia with school district authorizers to develop short-term solutions as well as long-term viable facility projects for all Magnolia schools.
- Expanding the number of Magnolia schools throughout California.

- Advocating for the best interests of Magnolia schools and MERF at all times.

Larson Communications: (Communications) \$240,000 annual

Larson Communications (LC) works with Magnolia Public Schools (Magnolia) to proactively define Magnolia's brand and to strengthen internal capacity to execute on communications strategy. LC works closely with the Magnolia communications team to develop social media guidelines and templates, cultivate branding directions, draft stakeholder communications and align communications strategy with collateral. LC also works with reporters to proactively and positively define Magnolia's brand of student achievement and success, landing placements in the *L.A. School Report* and the *Orange County Register*, among others.

During the summer, LC will continue work building on the positive momentum created through the first quarter of the year with proactive media campaigns. These stories will include stand-alone human-interest pieces, local TV coverage of student events and stories of academic accomplishment. Centered on Magnolia's STEAM work and student competitions, LC will work to drive coverage across Magnolia's regions and schools. The focus during the summer months should be to continue speaking to national and local reporters and putting the pressure on Magnolia's detractors.

During this fiscal year, we will move forward full-force on the 15th-year anniversary campaign to show a *track record* of success and excellence. We will continue to proactively define Magnolia in its own terms, we ensure that parents know Magnolia schools high-performing, STEAM-focused schools preparing students for college and career. Already, the recent release of the U.S. News & World Report rankings further bolstered Magnolia's position as having some of the best public schools in the state. LC is confident that together we can continue to mine and pitch these stories, spreading awareness of Magnolia's brand and pave the path towards the organization serving even more students.

Arnold Torres: (Community and Civic Engagement) \$60,000 annual

Arnold Torres provide strategic advice to MERF regarding the response to the statements or actions taken by entities to misrepresent the credibility of MERF and its programs. He supports the CXO in drafting and placing articles and editorials about MERF and education in general in the Spanish language community print and electronic media. He will continue to support and carry out the Civic Engagement activities in the scope of the Muration grant, and identify and help apply for other grant opportunities to engage families in improving the quality of education their children receive. He will support the CXO in reaching out to communities to increase enrollment in targeted neighborhoods.

RegisterEverywhere: (Communications) \$36,000 (six months)

RegisterEverywhere maintains a mix of more than 20 custom sites, blogs and links to push negative incorrect information about Magnolia lower on search engine lists and to raise

positive accurate information about Magnolia schools. They do not use black-hat software like SENUke, which as noted by Matt Cutts of Google, “Sites that aggressively use such black-hat linking methodologies will ultimately get penalized by Google.” Please search for “Google Penalty” for more details. Upon expiration of reputation enhancement services, links pointing to the custom sites and blogs will drop off. We will provide before and after screen captures of search results for the below target key phrases to demonstrate improvements. An update of the RegisterAnywhere success during their first six months is located elsewhere in the agenda.

Budget Impact

The over \$25,000 contracts listed above total \$637,000 and are budgeted in our currently proposed budget as continuing expense items from 2015-16 (Line 5822). Copies of the actual contracts are available to board members; however, because some of the information contained in them relates to potential litigation or real estate negotiations, they are not attached to this item.

Respectfully submitted:

Caprice Young, Ed. D.