



Board Agenda Item #	Agenda # II A
Date:	November 17, 2016
To:	Parent and Community Engagement Committee
From:	Caprice Young, Ed.D., CEO & Superintendent
Staff Lead:	Alfredo Rubalcava, Chief External Officer
RE:	Outreach and Communications Department (OCD) goals and objectives for the 16-17 school year and MPS stakeholder surveys for the 15-16' school year.

Proposed Board Recommendation

Discussion items, no action required.

Background

OCD goals and objectives for the 16-17' school year

The OCD in collaboration with the home office and school leadership teams have developed its goals and objectives for the school year. These overarching goals are specific to the OCD's four major areas of concentration: Parent and Community Engagement, Communications, Marketing, and partnerships. The OCD seeks the committee's feedback on our goals and objectives for the school year.

Stakeholders (student, parent, and staff) surveys for the 15-16' school year

During April 2016, MPS students, parents, and staff participated in the "Panorama Stakeholder Surveys, both online and paper-based surveys. Surveys were sent home and emailed to stakeholders and each schools website had links to the surveys.

After MPS and school sites received their survey results they created action plans for the 16-17' school year. MPS principals or designees will share their action plans with the committee. Additionally, we will compare MPS 15-16' survey results with the 14-15' results.

Budget Implications

There are no budget implications.

Name of Staff Originator:

Alfredo Rubalcava, Chief External Officer

Attachments

OCD goals and objectives Power Point document
MPS Stakeholder Survey for the 15-16' school year



OUTREACH & COMMUNICATIONS DEPARTMENT (OCD) OVERVIEW AND GOALS

PARENT AND COMMUNITY COMMITTEE – OCTOBER 12, 2016



MEET THE OCD TEAM!



Alfredo Rubalcava, Chief External Officer, founding MPS teacher, and previous Principal of MSA-8 Bell.

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Ismael Soto, Director of Partnerships, has over twenty years of experience in public charter schools in Los Angeles. He has recently served as the Director of Visual and Performing and Communications Manager for a district-wide CMO.

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Thalia Velazquez, Communications Associate, MSA-I alumna and Azusa Pacific University graduate. She majored in Communications with a minor in Graphic Design.

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PARENT & COMMUNITY ENGAGEMENT GOALS



1. **Achieve positive relationships with authorizers, elected officials, local business leaders, and other charter organizations.** All relationships encounters or meetings will be tracked on Google drive. The goal will be to have each school site meet With VIP at local office or have VIP visit school. MPS wide, 75-90 visits will occur by June 10, 2017.
2. **400 MPS families system-wide will attend 20 hours worth of school and community events** as it relates to the Partnership for Success Timeline by June 30, 2017.
3. **In collaboration with Deans of Culture we will average 30-40 families during our Saturday Parent College Program.**
4. All MPS schools will complete **HOME VISITS** with 20% of their families in accordance with LCAP goals.





COMMUNICATION GOALS

- 1. Create a clear communications pipeline between all school sites and the home office.** We will utilize and streamline these communications using our: **website, newsletter, and social media (Facebook and Twitter) platforms** to increase viewership by 10% year-to-year beginning October 2016.
- 2. At least fifteen to twenty positive media stories** that are channeled through local media outlets featuring school site stories such as, MSA-SD's Robotics story published by the San Diego Tribune by June 10, 2017.
- 3. Participation and Outcomes:** Parent, teacher, student surveys show 85% or higher support for MPS, and show these audiences feel informed about MPS, and are proud of brand. Additionally, 85% of our stakeholders will complete all surveys in accordance with LCAP goals.



PARTNERSHIPS GOALS

1. Develop **8-10 impactful outreach partnerships** with a focus in areas of Science, Technology, Engineering, Arts, and Math (STEAM) institutions.
2. **In collaboration** with MPS school sites acquire \$250,000 in education grants.
3. Develop a 10 page Magnolia Public Schools **business plan**.





PARTNERSHIPS

CURRENT PARTNERSHIPS:

Murmuration

- Civic engagement project across 5 MSA schools.

Larta Institute

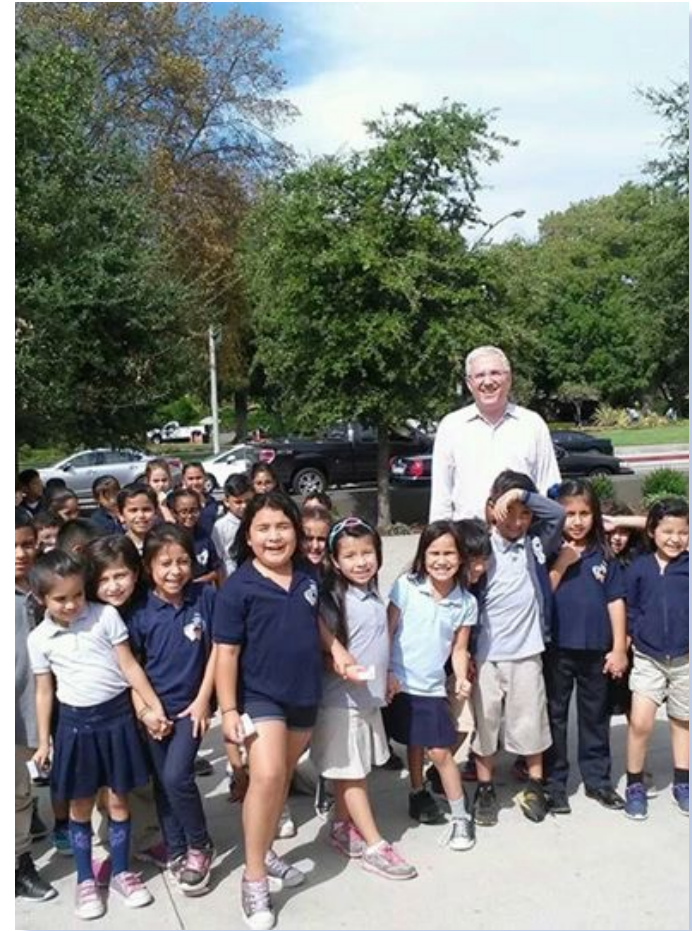
- Includes coordinating and managing National Science Foundation SBIR Phase 1 grantees such as SimInsights and KillerSnails.

K12Nest

- EdTech Coordinating pilot will roll out at MSA schools.

Arts for All

- Will guide MPS in building an Arts infrastructure that will allow the organization to successfully roll out a holistic STEAM education model.
- MPS will form of a Community Arts Team (CAT) with the assistance of an assigned Arts for All coach.





PARTNERSHIPS

Mt. Wilson Observatory

- Working with Mt. Wilson and Carnegie Astronomy to develop an education learning center for students with a focus Next Generation Science Standards.

SLAM!

- Partner with MSA 4-Venice for the 2016-17 academic school year to engage a network of passionate college student volunteers to teach after school music.

TEAL (Technology Enhanced Arts Learning)

- Technology Enhanced Arts Learning (TEAL) Project will increase the knowledge and skills of K-6 pre-service and in-service teachers and administrators throughout Los Angeles County in the fundamentals and best practices of arts integration.

Panorama Education

- To measure and act on data about social-emotional learning, school climate, family engagement and more.

Wallis Annenberg Center for the Performing Arts

- Partnership between the education team at the Wallis and the MSA 7- Northridge K-5 cohort of teachers.





MARKETING GOALS

1. In collaboration with MPS school leadership **increase enrollment from 3,875 students to 4,375** by the end of August 30, 2017.
2. **In collaboration with Deans of Culture we will develop school specific marketing recruitment campaigns** which include items such as: postcards, language specific one-pagers, large eight-foot recruitment banners, promotional materials, and business cards.
3. **Rollout the MPS fifteen-year campaign** which includes: promotional video, anniversary logo, promotional materials, social media campaign, and formal announcement at MSA-SA ribbon cutting by August 1, 2017.
4. Plan a ribbon cutting event for MSA 1-Reseda expansion and new MSA-San Diego site



MARKETING MATERIALS

1. Promotional videos
2. Professional Photography
3. Post card design
4. Banner design (wall, vinyl recruitment, etc.)
5. Business Cards
6. One-Pagers
7. Recruitment Items (pens, stress ball, pencils, highlighters)
8. Website alerts
9. Table Throws
10. School branding (logo, mascot)
- 11. Newspaper advertisement**
12. Live radio promotional spot
- 13. Advertisement campaigns (billboard, bus, etc.)**



ADMIN WEBSITE ASSISTANCE

1. Collaborate with the Deans of Culture to ensure website content is accurate and up to date
2. Assist school site IT administrators
3. Urgent news and announcement alerts

The screenshot shows the admin interface for Magnolia Science Academy | Reseda. The header includes the school logo and name, a user profile for 'admin', and navigation links for Statistics, Settings, Sponsors, Webinars, Help Desk, and Log Off. A 'Latest Features' and 'Tips' button is also present. The main content area is divided into a left sidebar and a main panel. The sidebar contains sections for Home, My Account (Change My Password, Update My Profile, View My Profile), My Pages (My Album, My Links, My Videos), and News (Add News, Calendars, Add Event, Photo Album, Video Gallery, Rotating Images, Spotlight). The main panel features a 'Recent Tickets' table and a 'Technical Support' section.

Ticket Number	Department	Created	Status
3710-160819-01	Edunet	Aug 19	Closed
3710-160722-01	Edunet	Jul 22	Closed

Technical Support

(866) 473 0400 OR [more info](#)

SOCIAL MEDIA

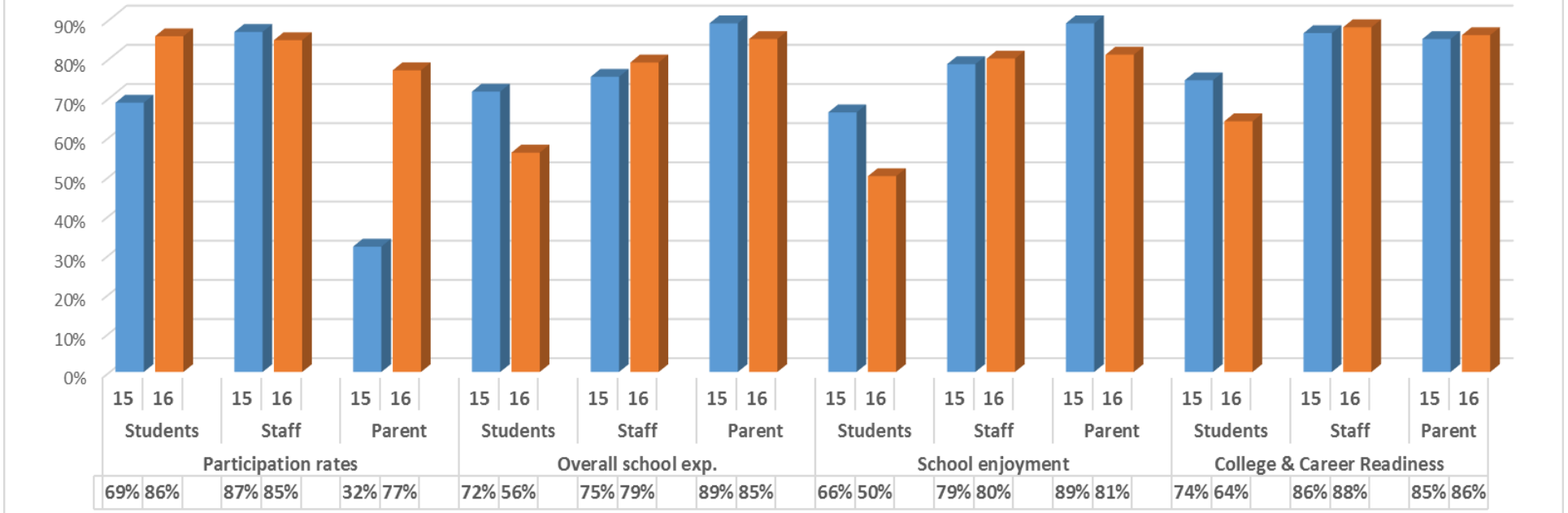
Twitter: @MagnoliaSchools

Facebook: @MagnoliaPublicSchools

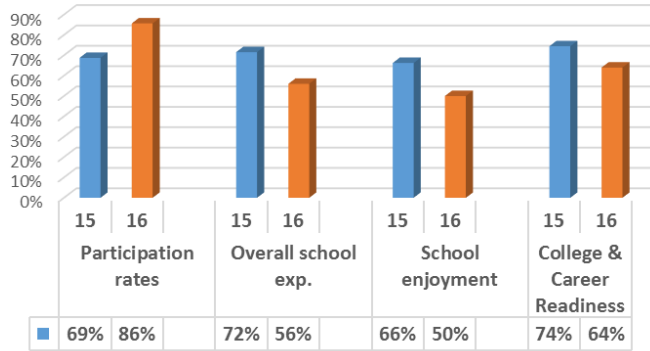
The image is a collage of social media content for Magnolia Public Schools. It features a Facebook profile page on the left, a Twitter profile page on the right, and several photographs of students and staff. The Facebook page shows the profile header for 'Magnolia Public Schools (MPS)' with 16 followers and a 'Follow' button. Below the header is a navigation menu with 'Home', 'About', 'Photos', 'Likes', 'Events', 'Videos', and 'Posts'. A post from August 16 at 3:48pm says 'Happy #FirstDayofSchool! We're glad you're back!'. The Twitter page shows the profile for 'MagnoliaPublicSchool' with 265 tweets, 122 following, 185 followers, 423 likes, and 2 lists. A tweet from September 11 says 'Today we remember and honor all those we lost 15 years ago on September 11, 2001 #NeverForget'. The photographs include students in graduation gowns, a large group of people holding signs, and a teacher interacting with students in a classroom.

Facebook | Twitter | LinkedIn

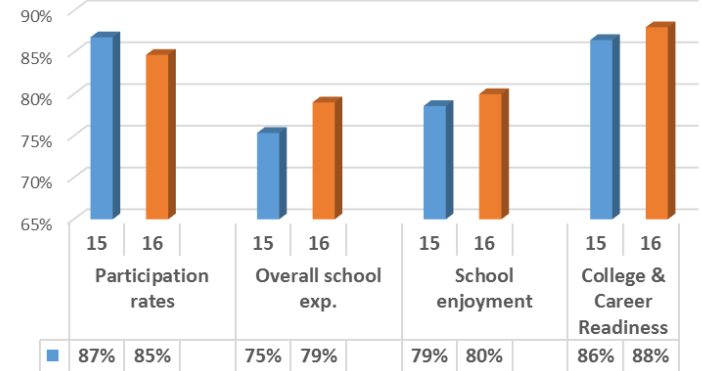
MPS Overall 2015 vs 2016



MPS Overall - Student



MPS Overall - Staff



MPS Overall - Parents

