



Board Agenda Item #	IV A- Presentation
Date:	February 8, 2018
To:	Magnolia Public Schools - Board of Directors
From:	Caprice Young, Ed.D., CEO & Superintendent
Staff Lead:	Ismael Soto, Interim Chief External Officer
RE:	Larson Communications Mid-Year Report

PROPOSED BOARD MOTION

Information, no action required. Ismael Soto - Interim Chief External Officer and Larson Communications will present the mid-year report in the meeting.

BACKGROUND

When Larson Communications began its work with Magnolia Public Schools in February 2015, the organization was under siege. These schools were subject to LAUSD non-renewal and MPS was subject to major high-profile audits from the State Auditor, LAUSD’s Office of Inspector General, and various related organizations. The situation escalated in August 2015 as Magnolia Public Schools faced negative press stemming from a well-financed smear campaign by Amsterdam & Partners, who were hired by the Republic of Turkey. A Uniform Complaint filed in February 2016 caused the allegations by Amsterdam to resurface, including questions in the press regarding Magnolia’s financial integrity, administration and overall transparency in the governance of their schools. In addition, the Anaheim Union High School District called for a moratorium on all charter schools, citing due to Amsterdam’s accusations, and official investigations into Magnolia by the state and LAUSD. All of these issues since been resolved.

ANALYSIS (IF APPLICABLE)

As of January 2018, Magnolia Public Schools is now in the process of regaining its ground.

With the support provided by Larson Communications, the Los Angeles Unified School District - Office of Inspector General dropped their investigation of Magnolia Public Schools. Reporters are indicating they no longer have interest in covering the assertions made by Amsterdam & Partners due to its complexity, and attitude which demonstrates the strong success of Magnolia's communication team in educating reporters positively and proactively.

Larson Communications has effectively corrected the record by building upon relationships with reporters, curbing developing stories and providing inquiring reporters with facts and key information related to Magnolia's success and positive practices.

Stories that mention Magnolia Public Schools no longer also mention the Amsterdam attacks. Magnolia's positive news stands alone!

Budget Implications

N/A

Exhibits (attachments):

Attachments:

1. Outreach & Communications Department 2017-18 Plan and Update
2. Larson Communications - Overview of Successfully Shifting Public Perception & Amplifying Magnolia's Achievements through Communications
3. Larson Communications - Magnolia Public Schools 2017 Communications Report
4. Larson Communications -Monthly Report for January 2018



Outreach & Communications Department

Department Plan and Update 2017-18

Updated January 2018

Outreach & Communications Department: *Background*

OCD Mission Statement:

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 community engagement, and strengthen stakeholder communications with the goal of student success.

Key Responsibilities:

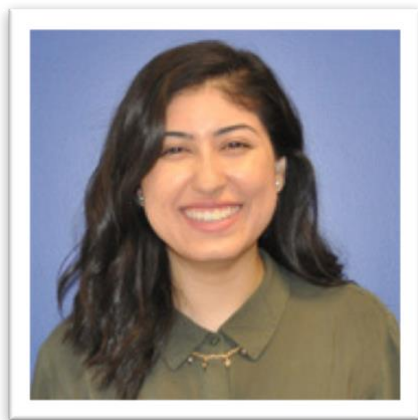
1. Enrollment
2. Funding
3. Communications
4. Parent & Community Engagement
5. Partnerships

Ismael Soto - Interim Chief External Officer

This is a highly strategic, dynamic and analytical role that will drive impact by developing effective donor engagement strategies, building a better Magnolia Public Schools brand through compelling events and outreach, implementing best-in-class operational and management practices, and leveraging the expertise and networks of Magnolia Public Schools staff, board of directors, and leadership teams. Also, this leader will shape Magnolia Public Schools overall strategy and culture as part of the executive C-Team.

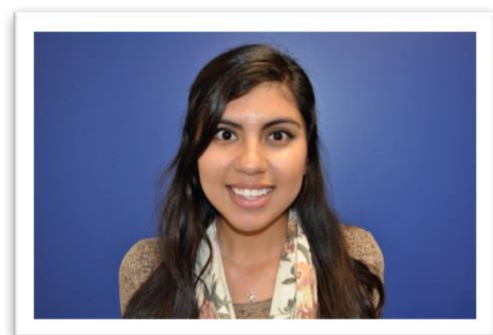


In his role as Interim Chief External Officer, Mr. Soto is charged with leading efforts in the areas of external relations, enrollment, funding, communications, parent and community engagement, and partnerships. He has over twenty-one years of experience leading in public charter schools in Los Angeles. He previously served as the Director of Partnerships where he managed numerous external partners across Los Angeles, Orange, and San Diego Counties.



Thalia Velazquez - Communications Associate

Ms. Velazquez currently serves as the Communications Associate at Magnolia Public Schools. She received her Bachelor's in Communications and minor in Graphic Design from Azusa Pacific University. Prior to her work at Magnolia, she assisted in many red-carpet events as an event planner and coordinator. Thalia brings a unique student perspective, as she is an alumna from Magnolia Science Academy-1, the flagship campus for Magnolia Public Schools. She recently received her certificate in Advanced Social Media Strategy from Hootsuite and Syracuse University.



Lilia Guerra - Grant and Communications Intern

Lilia graduated from Magnolia Science Academy 1 - Reseda as valedictorian of the class of 2013. She received her acceptance from the University of California, Santa Barbara at a reception held for the top 10% of applicants of 2013. She recently graduated from UCSB with a Bachelor of Arts in English with a specialization in Literature and the Mind. For three years, she worked with a non-profit that provided service to those with physical and mental disabilities in the Santa Barbara community. She is also an alumna of the Gamma Theta chapter of Delta Delta Delta where, along with her sorority members and national chapters, helped raise \$15 million in less than their 5-year commitment to St. Jude Children's Hospital. In Tri Delta, she held a position on the Officers' Committee as Body Image Coordinator, promoting the mental, physical, and emotional health of collegiate members.

Among a few job responsibilities, Ms. Guerra currently serves in the Outreach & Communications Department as the Grant and Communications Intern. Being a Magnolia Science Academy alumna, she has a personal voice to lend in her role.



Bryant Olandes – Parent and Community Engagement Associate

The Parent and Community Engagement (PACE) coordinator works to build social capital by fostering person-to-person relationships with all stakeholders in the Magnolia schools. The PACE coordinator takes on leadership in the school community, as well as encourage civic engagement to empower communities that align with Magnolia's overall mission and vision. As a PACE coordinator, Bryant is responsible for outreach functions including parent and volunteer engagement, communications and outreach, and community mobilization that lead to stronger collaborative partnerships.



Ana Garcia – Parent and Community Engagement Associate

Ana Garcia received her bachelor's in political science from the University of California Santa Cruz. As a P.A.C.E associate, Ana's priorities involve getting parents and students involved with their school, community, and each other. Furthermore, as an alumnus from MSA 1, her presence alone will serve as an example to help student realize that college is a real possibility for them.

She is currently working with MSA 5 and MSA 7 and will work on building stronger parent engagement and participation by hosting school events in which parents would get to know one another and encouraged to attend Parent Task Force (PTF) meetings. Additionally, she will begin to meet with her assigned schools' student council members to start encouraging them to look for volunteer opportunities and other programs within their community that would help them get accepted into colleges.

Outreach & Communications Department:

Individualized Approach

Our aim is to individualize our approach while also maintaining unity and progress. We understand that each MPS is led by a diverse number of leaders that see through different lenses and have different approaches. With this new individualized approach, we hope to create a collaborative and strong relationship across all Magnolia schools while giving them the opportunity to contribute to the overall success of Magnolia Public Schools.

The Outreach and Communications Department has developed a list of key FOCUS AREAS based on areas of focus between the years of 2015-2017. The OCD distributed surveys to MSA Principals and Deans of Academics to determine INDIVIDUALIZED goals for each MSA school site.

With this approach, we will identify each school's individualized needs and plan accordingly. This will create an environment that supports the MPS vision to graduate students who are scientific thinkers that contribute to the global community as socially responsible and educated members of society.

Outreach & Communications Department: *Focus Areas*

ENROLLMENT
1. Assist schools with recruitment events by supplying marketing kits and being physically present
2. Act as direct representatives with external partners
3. Assist with developing artwork and initiating contact with external vendors for marketing materials
4. Graphic Design that is on brand for all marketing materials for distribution
5. Help school sites with organizing open house events
6. Starter kit for recruitment/promotional marketing materials
7. Door to door canvassing, placing door hangers within a 3 to 5-mile radius (1-2 events per year depending on need)
8. Working with videographer and photographer to capture school culture

FUNDING
1. Collaborate with schools to acquire education grants
2. Collaborate with schools to acquire Science funding
3. Collaborate with schools to acquire Technology funding
4. Collaborate with schools to acquire Engineering funding
5. Collaborate with schools to acquire Arts funding
6. Collaborate with schools to acquire Math funding

COMMUNICATIONS

1. Train school sites on key and learning practices to best utilize social media using the newly developed MPS Social Media Guidelines
2. Support schools with on-site and online website training
3. Crisis Communication
4. Generating human interest and/or academic success stories
5. Media/P.R. Training
6. External and Internal Stakeholder communication
7. Petition Development with internal and external outputs (consultants and academic team)
8. Creation of PowerPoints for open house, recruitment, etc.
9. MC for major school events

PARENT & COMMUNITY ENGAGEMENT
1. Help schools set up meetings with Elected (State and Federal) and Local Officials
2. Plan and execute Parent Recognition Breakfast for 17-18
3. Collaborate with schools to maximize the impact of school-wide events.
4. Identify and integrate parent workshops within schools (Parent College, Families in Schools, LA UP, etc.)
5. Collaborate with schools to communicate with parents about the Charter Renewal Process
6. Supporting the Dean of Culture or designee partnering with local community-based non-profits
7. Supporting school sites with communicating organizational goals and challenges in in-person meetings with parents
8. Assist with stakeholder surveys (communicating to the board and other entities)
9. Technical assistance with mandated parent programs (ELAC, SSC, and LCAP) and UCP (Parent Complaints)

PARTNERSHIPS
1. Collaborate with schools to acquire education grants
2. Collaborate with schools to acquire Science partnerships
3. Collaborate with schools to acquire Technology partnerships
4. Collaborate with schools to acquire Engineering partnerships
5. Collaborate with schools to acquire Arts partnerships
6. Collaborate with schools to acquire Math partnerships
7. Provide workshops for teachers focusing on how to best seek and acquire grants and partnerships

The Result of the Principal and Dean of Student Surveys are Presented Below:

MSA-1: FOCUS AREAS FOR 2017-18	
1.	Parent & Community Engagement: Identify and integrate parent workshops within schools (Parent College, Families in Schools, LA UP, etc.)
2.	Communications: Crisis Communication
3.	Communications: Generating human interest and/or academic success stories
4.	Partnerships: 32-36 Collaborate with schools to acquire STEAM partnerships
5.	Partnerships: Provide workshops for teachers focusing on how to best seek and acquire grants and partnerships
6.	Enrollment: Assist schools with recruitment events by supplying marketing kit and being physically present
7.	Enrollment: Act as direct representatives with external partners
8.	Communications: MC for major school events
9.	Enrollment: Working with videographer and photographer to capture school culture

MSA-2: FOCUS AREAS FOR 2017-18

1. **Partnerships:** 32-36 Collaborate with schools to acquire STEAM partnerships
2. **Communications:** Media/P.R. Training
3. **Communications:** Generating human interest and/or academic success stories
4. **Communications:** Crisis Communication
5. **Parent & Community Engagement:** Technical assistance with mandated parent programs (ELAC, SSC, and LCAP) and UCP (Parent Complaints)
6. **Parent & Community Engagement:** Assist with stakeholder surveys (communicating to the board and other entities)

MSA-3: FOCUS AREAS FOR 2017-18

1. **Communications:** Crisis Communication
2. **Communications:** Generating human interest and/or academic success stories
3. **Enrollment:** Working with videographer and photographer to capture school culture
4. **Partnerships:** 32-36 Collaborate with schools to acquire STEAM partnerships
5. **Enrollment:** Assist with developing artwork and initiating contact with external vendors for marketing materials
6. **Enrollment:** Act as direct representatives with external partners
7. **Parent & Community Engagement:** Technical assistance with mandated parent programs (ELAC, SSC, and LCAP) and UCP (Parent Complaints)
8. **Parent & Community Engagement:** Assist with stakeholder surveys (communicating to the board and other entities)
9. **Parent & Community Engagement:** Supporting the Dean of Culture or designee partnering with local community-based non-profits.
10. **Parent & Community Engagement:** Identify and integrate parent workshops within schools (Parent College, Families in Schools, LA UP, etc.).
11. **Parent & Community Engagement:** Collaborate with schools to maximize the impact of school-wide events.
12. Need help with immigration/DACA/Dream Act

MSA-4: FOCUS AREAS FOR 2017-18

1. **Communications:** Petition Development with internal and external outputs (consultants and academic team)
2. **Parent & Community Engagement:** Help schools set up meetings with Elected (State and Federal) and Local Officials
3. **Enrollment:** Assist with developing artwork and initiating contact with external vendors for marketing materials
4. **Enrollment:** Starter kit for recruitment/promotional marketing materials
5. **Enrollment:** Assist schools with recruitment events by supplying marketing kit and being physically present
6. **Partnerships:** Collaborate with schools to acquire education grants
7. **Parent & Community Engagement:** Plan and execute Parent Recognition Breakfast for 17-18
8. **Partnerships:** Collaborate with schools to acquire Science partnerships
9. **Communications:** Support schools with on-site and online website training

MSA-5: FOCUS AREAS FOR 2017-18

1. **Parent & Community Engagement:** Collaborate with schools to communicate with parents about the Charter Renewal Process
2. **Communications:** Petition Development with internal and external outputs (consultants and academic team)
3. **Communications:** Media/P.R. Training
4. **Parent & Community Engagement:** Technical assistance with mandated parent programs (ELAC, SSC, and LCAP) and UCP (Parent Complaints)
5. **Enrollment:** Working with videographer and photographer to capture school culture
6. **Parent & Community Engagement:** Identify and integrate parent workshops within schools (Parent College, Families in Schools, LA UP, etc.)
7. **Communications:** Train school sites on key and learning practices to best utilize social media using the newly developed MPS Social Media Guidelines
8. **Enrollment:** Assist schools with recruitment events by supplying marketing kit and being physically present
9. **Enrollment:** Assist with developing artwork and initiating contact with external vendors for marketing materials
10. **Enrollment:** Starter kit for recruitment/promotional marketing materials
11. **Partnerships:** Provide workshops for teachers focusing on how to best seek and acquire grants and partnerships

MSA-6: FOCUS AREAS FOR 2017-18

1. **Enrollment:** Assist schools with recruitment events by supplying marketing kit and being physically present.
2. **Enrollment:** Starter kit for recruitment/promotional marketing materials.
3. **Parent & Community Engagement:** Identify and integrate parent workshops within schools (Parent College, Families in Schools, LA UP, etc.).
4. **Parent & Community Engagement:** Collaborate with schools to communicate with parents about the Charter Renewal Process.
5. **Enrollment:** Door to door canvassing, placing door hangers within a 3 to 5-mile radius (1-2 events per year depending on need).
6. **Communications:** Support schools with on-site and online website training.
7. **Communications:** Generating human interest and/or academic success stories.
8. **Parent & Community Engagement:** Help schools set up meetings with Elected (State and Federal) and Local Officials.
9. **Parent & Community Engagement:** Collaborate with schools to maximize the impact of school-wide events.
10. **Partnerships:** Collaborate with schools to acquire Science partnerships.
11. **Partnerships:** Provide workshops for teachers focusing on how to best seek and acquire grants and partnerships.
12. **Communications:** External and Internal Stakeholder communication

MSA-7: FOCUS AREAS FOR 2017-18

1. Parent & Community Engagement: Identify and integrate parent workshops within schools (Parent College, Families in Schools, LA UP, etc.)
2. Parent & Community Engagement: Plan and execute Parent Recognition Breakfast for 17-18
3. Enrollment: Assist schools with recruitment events by supplying marketing kit and being physically present
4. Communications: Train school sites on key and learning practices to best utilize social media using the newly developed MPS Social Media Guidelines
5. Parent & Community Engagement: Technical assistance with mandated parent programs (ELAC, SSC, and LCAP) and UCP (Parent Complaints)
6. Enrollment: Assist with developing artwork and initiating contact with external vendors for marketing materials
7. Enrollment: Graphic Design that is on brand for all marketing materials for distribution
8. Communications: Creation of PowerPoints for open house, recruitment, etc.
9. Parent & Community Engagement: Plan and execute Parent Recognition Breakfast for 17-18
10. Partnerships: Provide workshops for teachers focusing on how to best seek and acquire grants and partnerships
11. Partnerships: Collaborate with schools to acquire education grants
12. Partnerships: 32-36 Collaborate with schools to acquire STEAM partnerships
13. Enrollment: Working with videographer and photographer to capture school culture
14. Enrollment: Banners advertising HS grads (not for MSA-7)

MSA-8: FOCUS AREAS FOR 2017-18

1. **Parent & Community Engagement:** Identify and integrate parent workshops within schools (Parent College, Families in Schools, LA UP, etc.)
2. **Enrollment:** Working with videographer and photographer to capture school culture
3. **Partnerships:** Collaborate with schools to acquire Science partnerships
4. **Partnerships:** Collaborate with schools to acquire Engineering partnerships
5. **Enrollment:** Graphic Design that is on brand for all marketing materials for distribution
6. **Enrollment:** Starter kit for recruitment/promotional marketing materials
7. **Communications:** Creation of PowerPoints for open house, recruitment, etc.

MSA-SANTA ANA: FOCUS AREAS FOR 2017-18

1. **Enrollment:** Assist schools with recruitment events by supplying marketing kit and being physically present
2. **Enrollment:** Act as direct representatives with external partners
3. **Enrollment:** Assist with developing artwork and initiating contact with external vendors for marketing materials
4. **Enrollment:** Door to door canvassing, placing door hangers within a 3 to 5-mile radius (1-2 events per year depending on need)
5. **Parent & Community Engagement:** Help schools set up meetings with Elected (State and Federal) and Local Officials
6. **Parent & Community Engagement:** Collaborate with schools to communicate with parents about the Charter Renewal Process
7. **Parent & Community Engagement:** Supporting the Dean of Culture or designee partnering with local community-based non-profits
8. **Parent & Community Engagement:** Supporting school sites with communicating organizational goals and challenges in in-person meetings with parents
9. **Parent & Community Engagement:** Assist with stakeholder surveys (communicating to the board and other entities)
10. **Parent & Community Engagement:** Parent Workshops
11. **Communications:** Crisis Communication
12. **Communications:** External and Internal Stakeholder communication
13. **Communications:** Petition Development with internal and external outputs (consultants and academic team)
14. **Partnerships:** Collaborate with schools to acquire education grants
15. **Partnerships:** 32-36 Collaborate with schools to acquire STEAM partnerships

MSA-SAN DIEGO: FOCUS AREAS FOR 2017-18

1. **Communications:** External and Internal Stakeholder communication
2. **Communications:** Crisis Communication
3. **Enrollment:** Assist schools with recruitment events by supplying marketing kit and being physically present
4. **Communications:** Generating human interest and/or academic success stories
5. **Parent & Community Engagement:** Assist with stakeholder surveys (communicating to the board and other entities)
6. **Parent & Community Engagement:** Collaborate with schools to communicate with parents about the Charter Renewal Process
7. **Enrollment:** Working with videographer and photographer to capture school culture
8. **Partnerships:** Collaborate with schools to acquire education grants
9. **Partnerships:** Collaborate with schools to acquire Arts partnerships
10. **Partnerships:** Collaborate with schools to acquire Science partnerships
11. **Partnerships:** Provide workshops for teachers focusing on how to best seek and acquire grants and partnerships



**Larson Communications & Magnolia Public Schools:
*Overview of Successfully Shifting Public Perception &
Amplifying Magnolia's Achievements through Communications***

February 8, 2018
Magnolia Public Schools
Larson Communications

Where We Were

When Larson Communications (LC) began its work with Magnolia Public Schools in 2015, the organization was under siege.

Magnolia was facing:

- Negative press stemming from a well-financed smear campaign by Amsterdam and Partners, who were hired by the Republic of Turkey.
- Questions in the press regarding Magnolia's financial integrity, administration and overall transparency in the governance of their schools.
- The Anaheim Union High School District calling for a moratorium on all charter schools due to Amsterdam's accusations.
- Official investigations into Magnolia by the state and LAUSD.



Regaining our Ground: *Shifting the Narrative*

How Larson combatted the negative narrative surrounding the Amsterdam campaign:

- Over the past three years, LC worked with reporters behind the scenes to provide them with information that would counteract the false claims they had received from Amsterdam and Turkey's representative, to discourage negative coverage, and encourage factual coverage.
- LC was able to effectively turn reporters who had come in ready to bury Magnolia by establishing relationships with them and providing accurate and reliable information to counteract the prevailing narrative. For example, the Washington Post story has not yet seen the light of day.
- Worked with Magnolia leadership team to promote transparency and accountability.
- Went on the offensive with positive press and proactive news stories.
- LC worked to place opinion pieces by Caprice Young to continuously reinforce that Magnolia's CEO is one of the top leaders in education-reform. Her interactions with reporters allowed her to repeatedly drive home our key messages, i.e. Magnolia schools are high-achieving, STEAM public schools that are valued assets to their communities.



What Has LC Done?

- **Crisis Communications** – In addition to the Amsterdam campaign, LC has been on hand to implement crisis communications strategies to assist Magnolia in addressing:
 - Major safety issues; i.e. students brought weapons/drugs to school
 - Facilities issues
 - Facilities were not ready or did not meet the students' needs by start dates
 - Disputes involving campuses with co-location issues
 - Staff turnover
- **Thought Leadership & Opinion Media** – LC continued to establish Dr. Young – and by extension Magnolia – as an expert in the education reform field.
 - Dr. Young was frequently a sought-after quote for Los Angeles- and reform-based media outlets.
 - LC placed opinion pieces written with Dr. Young in prominent outlets, such as EdSource, 89.3 KPCC and the Hoover Institution. Dr. Young's voice came through in each piece as thoughtful and factual, giving authority and credence to Magnolia.



➤ **Proactive Communications**

- Pitching positive stories
- Amplifying positive news nationally through education blogs
- Driving negative and hostile press lower in the Google stack.



What has LC Done?

Proactive Communications

- LC has worked to create campaigns to demonstrate what Magnolia schools do and showcase its core values as an organization.
- The news coverage, particularly over the past six months, is the closest Magnolia has come to capturing the media coverage in the early days of the organization—academically excellent public schools serving low-income communities.
- Once officials at Magnolia schools started engaging with us and providing story ideas, we were able to place them. In fact, **each and every time they provided a story, we were successful in getting media interest.**

Since LC began working with Magnolia Public Schools we have:

- Executed **16** proactive media campaigns
- Resulting in **92 positive** news placements!



Regaining our Ground

Where We Are Now

- LAUSD' Office of Inspector General **DROPPED** their investigation of Magnolia.
- Reporters are indicating they no longer have interest in covering the assertions made by Amsterdam.
 - The story is too complex with too many moving parts.
 - Larson has effectively turned the tide by building upon relationships with reporters, curbing developing stories and providing inquiring reporters with facts and key information related to Magnolia's administration practices to shift the narrative.
- Stories that mention Magnolia no longer also mention the Amsterdam attacks. Magnolia's positive news stands alone.



Proactive Communications: Our Results



EDUCATION

Santa Clara middle school holds medieval catapulting competition

THE BOND BUYER

Magnolia Charter Schools Receive Improved Outlook

LA SCHOOL REPORT

Top 10 LA high schools in national poll include 4 charters, 3 magnets; LACES scores best in LAUSD

Los Angeles Daily News

LOCAL NEWS

Here are the Valley high schools that made U.S. News' top rankings

OPINION

A lesson in innovative education: Brian Calle and James Poulos



LOS ANGELES

Presentan un plan para que los estudiantes indocumentados asistan a las escuelas de Los Angeles sin temor a ser deportados

The Mercury News

South Bay students tops in math contest



Los Angeles Times

Former L.A. board member to head embattled Magnolia schools



DAILY BREEZE

Hidden Figure: Pioneering black exec at NASA tells how she rocketed to success

An interview with Caprice Young, Charter School Hall of Fame inductee



Issue 1703 California's School Daze »

The New Pro-Charter LA School Board Means A Chance To Treat Students As Individuals, Not Assembly-Line Products

by Caprice Young
Thursday, August 17, 2017












Proactive Communications: *What's Next?*

2018 Communications Objectives

- **Increase enrollment** (see schools that need a bump, MSA-1 needs to go from 540-910)
- **Increase positive stories in media about Magnolia:** 12-15 positive/human-interest stories
- **Build strong collateral** (that can be used to apply for foundation grants)
- **Reach out to Spanish-language media**

What do we want to be known for?

- | | |
|--|--|
|  STEAM |  Good citizenship |
|  Academic excellence |  Character development |
|  100% graduation rate |  Fostering sense of community |
|  College-readiness |  Serving high-need, low- |
|  Scientific-thinkers | income populations |



Building upon our Successes: *Who are We Trying to Reach?*

Target Audiences

- Our own people
- Families of prospective students
- Ed reform/foundation community
- Key influencers/authorizers/elected officials

Media Targets

 **LA Times**

 **LA Daily News**

 **Telemundo**

 **KTLA**

 **CNN**

 **ABC**

 **CBS**

 **NBC**

 **Univision**

 **Hoy**

 **Aviso**

 **K-LOVE**

 **Don Cheto**

 **Guadalupe Radio**

 **Radio Centro**

 **La Raza**

 **El Clasificado**

 **La Opinion**

 **FOX 11**

 **KIIS 102.7 FM**

 **The Daily Breeze**

 **Sentinel**

 **Our Weekly**

 **Neighborhood Newsletters**



Building upon our Successes: *Stories in the Pipeline?*

We know who we are... now how do we tell that story?

- 🦋 Mt. Wilson Observatory Field Trips
- 🦋 Teacher-to-Teacher Training
- 🦋 Spotlight on a MPS board member
- 🦋 \$103,000 Annenberg Grant
- 🦋 Food Drive at MSA-SA
- 🦋 Parent College - University Day
- 🦋 World Robotics Competition
- 🦋 U.S. News and World Report
- 🦋 LEGO Robotics Competition
- 🦋 College Signing Day
- 🦋 Washington Post Rankings

- 🦋 Recruitment Fairs
- 🦋 Ribbon-cutting for MSA-San Diego
- 🦋 Groundbreaking for MSA-1
- 🦋 Student earned \$100,000+ in scholarships
- 🦋 Parent and Community Engagement
- 🦋 STEAM EXPO
- 🦋 Black College Expo
- 🦋 Virtual Reality Program
- 🦋 Wonder Media – Story Maker



Building upon our Successes: *What We Need from Magnolia*

Our ability to execute proactive media campaigns depends on Magnolia:

- Success of the media campaigns is dependent on the buy-in of principals.
- We need to work on partnership to mine for positive story ideas to share with our audiences.
- We encourage all school leaders – teachers and students included! – to offer story suggestions.
- Happy to talk through any ideas to help determine if it is newsworthy.
- Appropriate lead time is always appreciated, as larger outlets and features require more advance notice.



2018: *This is just the beginning*

MSA-Santa Ana's CyberPatriot Team in the news

In January alone, Principal Laura Schlottman collaborated with Larson and with just a little notice we were able to get two high-value placements! Imagine the possibilities!

Univision

89.3 KPCC



ESTACIONES  LOS ANGELES

MAGNOLIA
SCIENCE ACADEMY
SANTA ANA

00:28 02:14

Escuela en Santa Ana educa a estudiantes sobre la prevención de ataques cibernéticos

Para Univision | Publicado: Jan 18, 2018 | 09:09 AM EST



89.3 KPCC Member-supported news for Southern California

Take Two News and culture through the lens of Southern California. Hosted by A Martinez

High school cybersecurity team cracks code for competition and fun



Thank You For Your Time!

We welcome questions!



For a copy of this presentation, contact:

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www.larsonpr.com
www.twitter.com/larsonpr





Monthly Communications Report Magnolia Public Schools January 2018

January 2018 Review:

In January 2018, Larson Communications (LC) continued to focus on proactive communications work for Magnolia Public Schools (MPS), as well as supporting Magnolia through the renewal of MSA-5.

The work included:

- LC connected with Laura Schlottman, principal of MSA-Santa Ana, to learn more about the monthly food drive and its positive effect on student outcomes. The CWC is interested in a three-part morning show segment.
- In connecting with Laura, LC also learned about an interesting afterschool program taking place at the school: a cybersecurity team that had advanced to compete at the state level. LC quickly crafted a pitch and released the story to local reporters, which garnered two news placements in key publications.
 - The resulting positive stories on [Univision](#) and [KPCC](#) highlight Magnolia's ability to reach students in creative ways and provide a high-quality STEAM education.
- LC continued to **advise on communications and political strategy** for the renewal of MSA-5 at the LACOE.
 - Drafted and distributed (very gently) a press release to announce renewal.

Next Steps:

The Univision and KPCC placements are perfect examples of what LC can do when it has access to the most compelling school-level stories taking place at Magnolia. In this case, LC was able to learn of the story in enough time to attract two primary outlets that will reach key audiences.

Magnolia has already felt the impact of the news segments on enrollment. Also, the press generated seems to have shown to other school leaders what wonderful results can come from just a bit of effort on their end and they have expressed interest in gaining similar media coverage. We look forward to working with other Magnolia school sites.



MAGNOLIA
PUBLIC SCHOOLS

Magnolia Public Schools 2017 Communications Report

Summary

In 2017, Larson Communications (LC) focused on a proactive communications strategy, sharing positive stories that continued to build Magnolia's brand as a high-performing, STEAM-oriented school system preparing students for college and career.

This represents a significant shift from the previous year, when it was necessary to primarily focus on reacting to external crises. In 2017, LC continued to monitor the ongoing situation and provide strategic guidance to mitigate further involvement in the media frenzy surrounding the campaign financed by the Turkish government. However, LC was able to spend more time identifying, crafting and placing positive news stories that proactively show the real high-quality, STEAM-based education taking place at Magnolia.

As a result, LC successfully executed **seven communications campaigns, generating 20 news placements** in 2017. These positive placements directly highlight the items that Magnolia most wants to focus on: STEAM-focused, high-quality education that promotes rigorous academics and creates scientific, civic-minded thinkers.

LC also continued to work with reporters to offer Caprice Young as an education thought leader. Through crafting and placing op-eds in key outlets and making sure Dr. Young's voice was included in larger news stories, we continued to keep Magnolia in the spotlight as one of the quality public charter organizations in Southern California.

Finally, LC helped guide Magnolia through two school renewals: MSA-4 and MSA-5. Throughout the process, LC served as a strategic partner, providing guidance on the best way to navigate the complex politics of LAUSD. LC also worked with reporters to ensure fair coverage of MSA-5's denial, highlighting the recent campus move as well as the school's high special education population in key outlets.

LC has served as a member of the Magnolia team, providing strategic guidance to team members on internal and external communications, executing school- and organization-related crises to minimize media coverage and designing and executing campaigns that will amplify in the public Magnolia's mission and vision.

2017 Media Placements

U.S. News and World Report rankings

- ["Best California High Schools 2017: U.S. News And World Report List,"](#) San Mateo Patch, April 25, 2017.
- ["Here are the Valley high schools that made U.S. News' top rankings,"](#) Los Angeles Daily News, April 25, 2017.
- ["U.S. News ranks America's top public high schools — and for the first time, charters dominate Top 10,"](#) LA School Report, April 26, 2017.

Hidden Figures speech

- [“Hidden Figures’ Scientist Honored,”](#) KCAL9, May 2, 2017.
- [“Hidden Figure: Pioneering black exec at NASA tells how she rocketed to success,”](#) Daily Breeze, May 4, 2017.
- [“Hidden Figure: Pioneering black exec at NASA tells how she rocketed to success,”](#) Press-Telegram, May 4, 2017.

National Charter School Hall of Fame

- [“Meet the 3 New Education Advocates to Be Inducted Into the National Charter School Hall of Fame,”](#) The 74 Million, May 3, 2017.
- [“An interview with Caprice Young, Charter School Hall of Fame inductee,”](#) Thomas Fordham Institute: Flypaper Blog, June 13, 2017.

Undocumented Students

- [“Presentan un plan para que los estudiantes indocumentados asistan a las escuelas de Los Ángeles sin temor a ser deportados \(translated: Present a plan for undocumented students to attend Los Angeles schools without fear of deportation\),”](#) Univision 34, May 13, 2017.

Mt. Wilson Observatory

- [“A lesson in innovative education: Brian Calle and James Poulos,”](#) Los Angeles Daily News, August 4, 2017.
- [“A lesson in innovative education,”](#) The Orange County Register, August 6, 2017.
- Carnegie Science has committed to cover the next field trip – originally scheduled for December 9, 2017, but postponed due to the fires.

Thought Leadership: Caprice Young

- [“Questions from California: What education leaders would ask Betsy Devos – if they could,”](#) Ed Source, January 24, 2017.
- [“How big a factor is Trump’s school choice support in the LA charter school debate?”](#) 89.3 KPCC, January 31 2017.
- [“The New Pro-Charter LA School Board Means A Chance To Treat Students As Individuals, Not Assembly-Line Products,”](#) Hoover Institution, August 17, 2017.

Los Angeles Unified School District

- [“One L.A. campus, divided between traditional school and charters, may offer window into future,”](#) Los Angeles Times, May 17, 2017.
- [“Most charters were approved Tuesday, but here are the 3 that were turned down,”](#) LA School Report, November 7, 2017.
- [“LAUSD board reaches compromise with several charter schools for renewal,”](#) ABC 7 News, November 7, 2017.
- [“Agreement paves way for L.A. Unified to approve most old and new charter schools,”](#) Los Angeles Times, November 7, 2017.

Next Steps

In 2018, LC will keep the focus on proactive communications. A robust media calendar has helped us generate local news coverage. In order to keep the story pipeline full, LC recommends that Magnolia continue to find ways to elicit story ideas from individual school sites to ensure we are capitalizing on all upcoming opportunities. For example, we recently heard of a story about MSA-7 teaching kids how to ride bikes. We only learned about this wonderful program after it happened.

The reality is that when we are provided the stories, we are placing them. And, what is noteworthy in the media shift is that stories mentioning Magnolia now, no longer also mention the Amsterdam attacks. Magnolia’s positive news stands alone. That’s why we’re excited about the possibilities in 2018. It feels like a fresh start, a clean slate, so this is our opportunity to tell Magnolia’s story as it should be told.