



OUTREACH & COMMUNICATIONS DEPARTMENT

**Presented by Ismael Soto,
*Interim Chief External Officer***





GLOWS

ENROLLMENT

- The OCD along with our Parent and Community Engagement (PACE) program Associates led efforts in mobilizing parents during the renewal process for MSA 4 and 5's LAUSD and/or LACOE charter renewal
- Partnership with the Southern California News Group and Staples Print and Marketing for all MSA marketing efforts that support the INDIVIDUALIZED APPROACH the OCD developed in August of 2017
- Magnolia Public Schools mobile app

FUNDING

- To date, grants awarded for 2017-18 total \$203,650

MEDIA

- Worked closely with Larson Communications on proactive communications which drove negative and hostile press down
- Positive Media Coverage from KTLA channel 5, Univision channel 34, and KPCC 89.3



GROWS

ENROLLMENT

- Pre-enrollment and enrollment process
- No formalized and uniform intake form at MPS
- The MPS and MSA websites are over populated with outdated content
- We need to improve the way we track and communicate with MSA parents
- Parent and Community Engagement priority at Magnolia school sites

FUNDING

- Efficient grant writing structure
- Development and Grant Writing tracking system

MEDIA

- Increase our Social Media presence
- A steady stream of story ideas
- Access to MSA school site stories

PRIORITIES



ENROLLMENT

- Enrollment Process at MPS: Launch a more effective Online Electronic Enrollment platform that integrates with our new Magnolia Student Information System (SIS) platform Illuminate
- Collaborate with the Accountability team at the MPS home office to create an intake process when parents inquire about our schools
- Organize the MPS and MSA websites to be more concise and accurate
- Put together a more efficient way to track and communicate with MSA parents (ex. Messaging App, new MPS App, School Cell Phones for PACE Associates)
- Build a sustainable long-term plan to secure Parent and Community Engagement Associates at our Magnolia school sites, beginning with those approaching renewal dates

FUNDING

- Develop a plan to aid in the pursuit of large scale state and federal grants. Part of the plan will include working closely with EdTec grant writing services and Grant Writing consultants to identify and increase the number of grants we are awarded
- Create a Development and Grant Writing accountability and tracking system

MEDIA

- Increase our Social Media presence with a focus on enrollment via Twitter and Facebook
- Developing dynamic original content and effectively tapping in to school sites to get a steady stream of story ideas