



Board Agenda Item #	IIB - Discussion Item
Date:	November 7, 2018
To:	Magnolia Board of Directors – Stakeholders Committee
From:	Alfredo Rubalcava., CEO & Superintendent
Staff Lead:	Ismael Soto, Director of Partnerships and Bryant Olandes, Lead Parent and Community Engagement (PACE) Coordinator
RE:	Parent and Community Engagement (PACE) Program and Community Partner update

PROPOSED BOARD MOTION

Information item, no actions required.

BACKGROUND

PARENT AND COMMUNITY ENGAGEMENT (PACE) - THE CHALLENGE:

Magnolia Public Schools faced a myriad of arising challenges beginning as early as 2015 that led to the phasing out of the Dean of Culture position. These challenges included the need for additional support staff such as an in-school psychologist to address the growing Mental Health needs.

Accountability for the Deans of Culture lacked, forcing the role to focus on other duties that didn't allow for the cultural support which was required by all parents and students throughout our network of 10 schools.

Home Office and School Site leadership guidance did not allow for a sustainable growth of the Dean of Culture position at Magnolia. The role suffered being assigning a variety of day to day administrative duties while also being required to complete additional Dean of Culture duties.

Yet, the high need for stakeholder support at all Magnolia school sites and the tremendous lack of opportunities for our families to build the capacity for partnerships was still present.

The Magnolia Public Schools - Home Office Support Team (HOST) responded by creating the Parent and Community Engagement (PACE) Program with PACE Coordinators under the direction of Ismael Soto-Director of Partnerships represent nine of the ten Magnolia schools.

PROGRAM DESCRIPTION & MISSION

The PACE program is comprised of a cohort of school-site coordinators and home office support staff servicing all Magnolia Science Academy's. To allow every student to reach their full potential, the PACE program is dedicated to empowering all school stakeholders by bringing focus to the needs of the families and communities we serve.

The PACE program mission is to empower school stakeholders to deepen their connection with the families and communities they serve, support advocacy efforts, and develop transformational leaders who are committed to Innovation, Connection, and Excellence.

PACE PROGRAM COORDINATOR ROLE

The PACE Coordinator works to build social capital by fostering person-to-person and people-to-place relationships, develop the skill and will of parents and community leaders to take on leadership roles within schools and in their community, and encourage civic engagement in order to build neighborhoods where the stakeholders want to invest their time and resources to transform their communities. They make connections with residents to broaden and deepen the community network, support local advocacy, and develop leaders who will carry out the mission of Magnolia Public Schools to provide a college preparatory educational program emphasizing Science, Technology, Engineering, Arts, and Mathematics (STEAM) in a safe environment that cultivates respect for self and others.

KEY FUNCTIONS OF THE PACE COORDINATOR

The PACE Coordinator is responsible for outreach functions including volunteer engagement, community partnerships, communications and outreach, and community mobilization that lead to stronger engagement and partnerships within the Magnolia School Communities.

1. The position will be responsible for developing the plan to accomplish broader community awareness and engagement, as well as execution on those strategies.
2. The position requires active participation in COMMUNITY engagement events, marketing, communications, public speaking, writing skills, events management, and the ability to manage and cultivate volunteer leadership.
3. PACE Coordinator will play an active role in recruiting families to strengthen student enrollment at each MSA school site.

PARENT LIAISON

The PACE Coordinator will perform parent and student liaison duties, which may include:

1. Coordinate, schedule, and track the school's home visit program
2. Support parent activities/volunteering through an active involvement with parents/parent organizations
3. Prepare school's daily announcements
4. Promote the Parent Task Force (PTF), Parent College, and other engagement activities through ongoing outreach
5. Support Associated Student Body (ASB) and attend ASB meetings and provide guidance as needed

ADVOCACY

The PACE Coordinator will perform advocacy duties, which may include:

1. Host elected officials at the school site for events & meetings
2. Develop and execute a strategy to drive voter registration of families and team members to enable them to participate in local and national elections.
3. Execute events such as tabling and phone banking sessions in support of voter registration and get out the vote campaigns
4. Mobilize families to participate and advocate during public hearings and any other school led events, maximizing turnout

COMMUNITY ENGAGEMENT

The PACE Coordinator will perform community engagement duties, which may include:

1. Develop a strategic plan for community engagement specific to your assigned MSA site(s)
2. Define annual and long-term goals to drive this work along with Director of Partnerships and school Principals
3. Build partnerships with community organizations that can provide services to students, families, and Magnolia Science Academy’s
4. Attend community events to build external relationships
5. Seek and recruit community partners
6. Project manage school led community events

PARENT ENGAGEMENT

- Parent Task Force (PTF): The Parent Task Force (PTF) groups within Magnolia Public Schools has always needed a support system at each school site. The administrative team at each individual school facilitate these monthly meetings, yet cannot make it a priority. School leadership has an unnumbered list of responsibilities, and often times don’t dedicate the necessary energy to developing parent leaders. Rather, their role is simply to disseminate information and expect them to keep up. Administrators don't have the bandwidth to lead outreach efforts to bring these parents out, but with the help of PACE, there has been an increase in parent engagement. Below is a chart that shows the comparison of previous attendance at PTF versus current numbers.

Previously	Currently:
❖ MSA-1: 40 to 50 Parents	❖ MSA-1: 50 to 60 Parents
❖ MSA-2: 10 Parents	❖ MSA-2: 17 to 20 Parents
❖ MSA-3: N/A	❖ MSA-3: N/A
❖ MSA-4: 3 to 6 Parents	❖ MSA-4: 11 to 15 Parents
❖ MSA-5: 2 to 3 Parents	❖ MSA-5: 4 to 6 Parents
❖ MSA-6: 7 to 9 Parents	❖ MSA-6: 19 to 23 Parents
❖ MSA-7: N/A	❖ MSA-7: N/A

❖ MSA-8: 50 to 80 Parents	❖ MSA-8: 20 to 40 Parents
❖ MSA-SA: N/A	❖ MSA-SA: N/A
❖ MSA-SD: N/A	❖ MSA-SD: N/A

COMMUNITY ENGAGEMENT

- **Parent College with Partnership for Los Angeles Schools**
Partnerships for Los Angeles Schools’ Parent College program is in its third year run at Magnolia Public Schools. PACE has stepped up to not only facilitate this program at our schools but also develop a structure that will allow its sustainability long term. During this years kick off training, there was PACE representation from 4 out of the 8 participating schools.
- **Parent Education Bridge for Student Achievement Foundation (PEBSAF)**
In addition to the Parent College program, PEBSAF serves in:
 - Empowering our families through educational workshops, keeping in mind cultural and generational differences related to parenting
 - Supporting Life Skills/ Advisory classes with lessons focused on healthy living

ADVOCACY

- National Voter Registration Day (NVRD), September 25th, 2018
Magnolia Public Schools, in partnership with the National Association of Latino Elected Officials (NALEO), participated in various campaign action for this years NVRD. Magnolia Public Schools broadcasted the NVRD message through all its forms of social communication bringing prospective eligible registrants to our campuses. In total, with PACE in the forefront, we registered **51** new voters. Below is the breakdown of registered stakeholders:
 - MSA-1: **27**
 - MSA-2: **4**
 - MSA-3: **N/A**
 - MSA-4: **17**
 - MSA-5: **3**
 - MSA-6: **N/A**
 - MSA-7: **N/A**
 - MSA-8: **N/A**
 - MSA-SA: **N/A**
 - MSA-SD: **N/A**

COMMUNITY ENGAGEMENT

- Street Team Campaigns - Canvassing the Communities:
In efforts to boost enrollment at the following schools:
 - MSA-Santa Ana
 - MSA-San Diego
 - MSA-1, 2, 5, and 7

(Please refer to the attachment titled “MSASD_HeatMap” to view the areas targeted for the canvassing in San Diego)

ADDITIONAL DUTIES:

1. Enrollment: The PACE Coordinator will perform enrollment duties, which may include:
 - a. Support and manage year-long enrollment campaigns including working with community partners, forming street teams, mass mailing, email campaigns, ads on local publications
 - b. Managing the family-led events, including Parent Task Force (PTF) meeting coordination, parent and student recruitment, activities/initiatives, schedule yearly open houses dates, and finally, manage the parent referral program
2. Outreach Duties: The PACE Coordinator will perform outreach duties, which may include:
 - a. Managing the creation and execution of an overall plan for community outreach and engagement by establishing lines of communication with key community leaders, stakeholders, local nonprofit organizations, businesses, and leadership organizations
 - b. Outreach and follow-up with school’s guest speakers/special guests- including local elected officials, professors, and other pertinent stakeholders, neighbors, community organizations/entities
 - c. Coordinating and executing key community engagement events such as:
 - i. Magnolia Community Festivals, Multi-Cultural food festivals, family engagement activities, school beautification, and community volunteer recognition events
 - d. Networking and collaborating with local organizations and community leaders
3. Communications/Media: The PACE Coordinator will perform communications and media duties, which may include:
 - a. Compose and distribute the school’s weekly newsletter (ex. Flash Fridays) in languages that reflect the school community
 - b. Maintain and regularly update the school’s social media platforms and website (Twitter, Facebook, etc.)
 - c. Regularly update the school’s activity calendar
 - d. Compose and disseminate school-related communication to staff, students, teachers, parents and community stakeholders (re: school events, field trips, announcements, and emergencies, etc.)
 - e. Perform other communications duties as needed (i.e. take pictures during events, media release forms, etc.)
 - f. Support media coverage efforts by the Outreach and Communications Department
4. Meeting Coordination: The PACE Coordinator will perform meeting coordination duties, which may include:
 - a. Organize and follow-up with school meetings which may include:
 - i. Staff meetings, Admin meetings, Committee meetings (ELAC, SSC, Title I, and LCAP), Staff Professional Development meetings, Back to School

Night, Parent Orientation, 2nd Cup of Coffee with the Principal, Parent Breakfasts, etc.

- b. Prepare and post meeting agendas and disseminate minutes to stakeholders

ANALYSIS (NEXT STEPS)

1. **CCSA Families:**
 - a. CCSA Families will act as the ADVOCACY backbone organization to support and guide the MPS PACE Program. Several lead representatives will attend the November 29th PACE monthly meeting to facilitate the following discussion items:
 - i. Charter School 101
 - ii. Board District 5 (BD5) elections
 - iii. State Policy Overview
2. **Parent Surveys:** One item that will be conducted is a survey for families, facilitated by the PACE coordinators, regarding which workshops parents/guardians would like to see on their campus and incorporate that input as the program develops.
3. **Research:** Research organizations such as the department of health, First 5 California, that align with the Magnolia Mission.
4. **Partner Building:** Look to partnering with community colleges, city sports, and recreation programs to offer options for our students to participate in physical fitness especially for the older high school children and sports options on campus for our younger students

BUDGET IMPLICATIONS

- No budget implications

EXHIBITS (ATTACHMENTS)

- MSASD_HeatMap

