

APPROVED



Magnolia Public Schools

Minutes

Development and Stakeholder Committee Meeting

Date and Time

Thursday September 9, 2021 at 5:00 PM

Location

<https://zoom.us/j/99963030945?pwd=MWJ1bC9vcTZOL1E0aFNjMCsvL1Frdz09>

Meeting ID: 999 6303 0945

Passcode: 880583

One tap mobile

+16699009128,,99963030945#,,, *880583# US (San Jose)

Committee Members:

Ms. Sandra Covarrubias, Chair

Dr. Umit Yapanel

Mr. Mekan Muhammedov (Alternate)

CEO & Superintendent:

Mr. Alfredo Rubalcava

Committee Members Present

S. Covarrubias (remote), U. Yapanel (remote)

Committee Members Absent

None

I. Opening Items

A. Call the Meeting to Order

S. Covarrubias called a meeting of the Educational Partners & Development Committee of Magnolia Public Schools to order on Thursday Sep 9, 2021 at 5:04 PM.

B. Record Attendance and Guests

C. Approval of Agenda

S. Covarrubias made a motion to approve the agenda as presented.

U. Yapanel seconded the motion.

The committee **VOTED** unanimously to approve the motion.

D. Public Comments

No public comments were made.

E. Announcements from CEO & Superintendent & Committee Members

No announcements were made from CEO & Superintendent or Committee Members.

F. Approve Minutes from the Special Development & Stakeholder Committee Meeting - June 3, 2021

U. Yapanel made a motion to approve the minutes from Special Development and Stakeholder Committee on 06-03-21.

S. Covarrubias seconded the motion.

The committee **VOTED** unanimously to approve the motion.

II. Information/Discussion Items

A. Marketing Update

B.Lopez, Chief External Officer presented the marketing update that detailed the marketing strategies that are currently used and what are some areas of growth and needs based on what we are currently doing. She went on to explain that current efforts are partly focused on digital marketing with partners, Larson Communications who provide support through social media and advertisement. She walked committee members through the process of following up with leads who are interested in enrolling or learning more about our schools. U. Yapanel requested that there be data on how these digital marketing efforts are proving to show a return on investment to see what is working and what needs to be modified.

B. Development Plan and Strategies for the 2021-22 School Year

I.Soto, Senior Director of Development and Communications, went over the overall strategy for the organization for the 2021-22 school year. An explanation of the priorities and focus areas on how that will impact schools positively was given. He also went over the current and previous campaigns at schools that helped inform the document and how we can help empower schools to run their campaigns. Committee Members expressed his excitement with the direction of development and fundraising and encouraged staff to train teachers to pursue smaller grants.

III. Closing Items

A. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 6:03 PM.

Respectfully Submitted,
S. Covarrubias