



LOS ANGELES UNIFIED SCHOOL DISTRICT
MEMORANDUM

TITLE: LAUSD Unified Enrollment School Search Tool: “GET TO KNOW OUR SCHOOL” Message, Photos, Tour Dates and Social Media

NUMBER: MEM-044983

ISSUER: George Bartleson, Executive Director
Office of School Design Options

DATE: January 19, 2018

DUE DATE: March 2, 2018

ROUTING
Local District Superintendents
Administrators of Instruction
Administrators of Operations
Principals
Assistant Principals
School Administrative Assistants

PURPOSE: The purpose of this memorandum is to notify school administrators of the opportunity to highlight and market their school on a new school search tool that will be available to the public. School information such as a school message, photo(s), tour dates (optional), and social media (optional) are due by March 2, 2018.

MAJOR CHANGES: This is a new Memorandum.

BACKGROUND: The Unified Enrollment project was Board approved in June 2017 to increase equity and access for all families. As part of the Choices application process from October 2 through November 9, 2017, over 62,000 applications for enrollment in the 2018-2019 school year were received for Magnet, Permit with Transportation (PWT) and Dual Language/Bilingual programs.

With the closing of the Choices application window in November 2017, the next major milestone is the spring 2018 launch of a new comprehensive search tool that will enable families to search for schools based on location, academic offerings, interests and other school attributes.

The inclusion of all L.A. Unified schools in the new search tool provides schools with a unique opportunity to promote their school on its very own profile page that will feature a “GET TO KNOW OUR SCHOOL” message, photo(s), tour dates (optional), and social media addresses (optional).

INSTRUCTIONS: I. **MESSAGE DETAILS (Required)**
Goal: The goal of the “GET TO KNOW OUR SCHOOL” message is to communicate the strengths of your school site and how students and families benefit from being part of your school community. This is your opportunity to promote your school to existing and prospective families.



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Size: The message may not exceed 850 characters, which roughly equates to 5-7 sentences.

Development: To assist you in developing a personalized and compelling message, please see Attachment A for a message guide that also includes several examples of “GET TO KNOW OUR SCHOOL” messages. Utilization of the message guide to develop your message is not required.

II. PICTURE DETAILS (Required)

Goal: The goal of the photos is to provide a glimpse into what life is like on your school campus. Photos that support and reinforce your “GET TO KNOW OUR SCHOOL” message are ideal.

Photo Quantity/Size: All schools must provide at least one photo of your school, but no more than five photos. At least one photo *must* show the exterior of your school, and therefore if you only submit one photo, then it *must* be of the exterior. The minimum size for *each* photo is 200KB, and the maximum size is 20MB. Supported file types include JPG, GIF and PNG. Also note that for any photo(s) with students, please ensure you have a signed parent release form on file at the school.

Photo Development: Feel free to utilize existing photos or take new photos, it is your choice.

III. TOUR DATES (Optional)

Goal: The goal of the tour dates is to provide prospective families with the dates and times of any spring tours (April – June 2018) occurring at your school site. *Providing this information is optional.*

IV. SOCIAL MEDIA (Optional)

Goal: The goal of providing your social media links/handles is to enable prospective and existing families to learn more about your school and its culture via your social media (e.g., Facebook, Twitter). *Providing this information is optional.*

V. UPLOADING INTO CONTENT MANAGEMENT SYSTEM

The “GET TO KNOW OUR SCHOOL” message, school photo(s), tour dates (if applicable), and social media links (if applicable) **must** be uploaded into the School Search Tool Content Management System between February 1 and March 2, 2018, as follows:

- 1) Log into the Principal Portal by entering your full email address and password. <https://principalportal.lausd.net/default.aspx>
- 2) Select “School Search Tool – Content Management System” located in the School Tools category.



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- 3) Input the necessary school level information into the Content Management System.

RELATED RESOURCES: None

ASSISTANCE: Each Local District has a team of individuals (see Attachment B) that are available to assist you with message development, photography (if necessary), and uploading of your information onto a content management system.

The Office of Communications and Media Relations is also available to support your efforts. Please contact Lourdes Valentine (lourdes.valentine@lausd.net) for review of your message and additional support for other promotional materials you may be developing.

If you have any additional questions or concerns, please contact either George Bartleson, Executive Director at gbartles@lausd.net or Ani Bagdasarian Packard, Program and Policy Advisor at ani.packard@lausd.net from the Office of School Design Options.

ATTACHMENTS: Attachment A: "GET TO KNOW OUR SCHOOL" Message Guide
Attachment B: Local District Contacts for Assistance



“GET TO KNOW OUR SCHOOL” Message Guide

Every school has a story and you want to tell your school story in a clear, concise and consistent way. Your message should include direct and positive statements that share great things you can say with pride about your school. Please choose your words carefully. Words can alter, shape, and even create your school story.

The following is a guide to help you build your “GET TO KNOW OUR SCHOOL” message which may be used in multiple ways. It will appear in the new school search tool, but also could be used on your school website, brochures and other communication materials.

STEP 1: ANSWER THE FOLLOWING QUESTIONS

A. *What is your school story? What do you believe in or stand for? What do you want for your students, staff and school community?*

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B. *How is your school different, what makes your school unique? What is great or what do you love about your school? List four things that you would like the reader to take away. (For example, school philosophy, metrics of student performance, number of students and staff, test scores, student/teacher ratios, graduation requirements/rates, safety record, educational levels of teaching and administrative staff)*

1.
2.
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4.

C. *List 5 reasons why parents should send their child to your school. (For example, core programs, interscholastic or extracurricular activities, school events, awards/accomplishments, special achievements and distinctions, parental support, distinguished alumni, school environment and culture, awarded school grants)*

1.
2.
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4.
5.



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D. What are your school goals?

E. What is your slogan or tagline?

F. Are there any student or family testimonials?

G. Do you want to mention your school mascot?

STEP 2: CREATE YOUR SCHOOL MESSAGE

It's time to put your answers together. Below are general templates to help you cultivate the message. When creating the message, you want to make a connection to the reader by communicating school benefits and sparking an interest to learn more. We recommend that you share with members of your school community to check for interest, clarity and understanding.

General Template 1:

[Your school name] believes in [see A]. We provide our students and families [list your main benefits, core programs, see C].

We focus on [insert why a student should come to your school, see B]. Together, we believe we can [insert school goals, see D]. Go [team mascot, see G]

General Template 2:

[Your school name]'s is the educational foundation of our neighborhood. We focus on [insert why a student should come to your school, see C]. Together, we believe we can [insert school goals, see D]. Go [team mascot, see G].

Families have said that, "[insert testimonials, see F]." There is a reason why we [slogan or tagline, see E]. Go [team mascot, see G].



EXAMPLES OF SCHOOL MESSAGES

- **Primary Academy for Success School (PASS)** is proud to be the only primary center in Local District Northwest recognized as a **California Gold Ribbon School**. From preschool to second grade, we strive to create an exciting environment for our early learners. With only 16 classrooms, our staff gets to know each and every student by name. Our focus is developing student creativity, communication and cultivating character-building skills.
- Welcome to the 21st century one-room schoolhouse. Just like in great days past, we are bringing back the small schoolhouse feel, where every adult knows your child, and everyone in the village works together. **Yorkdale Elementary** is a public elementary school located in the heart of historic Highland Park. Yorkdale provides a rigorous learning environment, and supports each child with encouragement, enthusiasm, and high standards. As one of the higher-achieving elementary schools in Highland Park, we have devoted money and time toward strong teacher professional development. Our kids get coding and engineering instruction. Our teachers help drive our early literacy program, so that all Yorkdale second graders end their year as strong readers. With a dedicated PTA and a tireless volunteer staff, Yorkdale Elementary is your home away from home. Yorkdale Elementary, a great place to start!
- Founded in 1916, **Thomas Jefferson High School** has been a pillar in this community for more than 100 years and is the fourth oldest school in the Los Angeles Unified School District. We are often referred to as Jeff and proudly known as the Demos, short for our school mascot the Democrat. For a century, Jefferson High School has been an asset to the community by educating, transforming, and fostering talent of many notable graduates in music, sports, television, and politics. Our goals are to inspire greatness in our students and motivate change in the community by empowering them to follow in the footsteps of our prestigious alumni. Over the years, our alumni have proven that hard work and dedication will set you on a path for greatness as a Nobel Prize winner, Olympic gold medalist, Grammy winner, Oscar nominee, or a member of the U.S. House of Representatives. We are strong. We are united. We are committed. We are the mighty Demos!
- Do you want...a supportive environment? More 1-on-1 attention? A smaller campus? A shorter day? Caring teachers? **Jane Addams Continuation High** is an alternative educational setting that is fully accredited by WASC and requires the same A-G academic coursework as comprehensive high schools for the L.A. Unified diploma. What sets us apart is we accept you for who you are and where you are in the process of obtaining your diploma. *We work with you and your individual needs.* Smaller setting, smaller classes and a safe and nurturing environment afford us the ability to get to know you as an individual and help you realize your goals at your own pace.
- The **Glenfeliz Boulevard Elementary School for Advanced Studies** Gardening and Culinary Arts School is designed to give students an opportunity to learn core curriculum subjects like math, science and writing through gardening and cooking while also emphasizing environmental science and community outreach. We hope to instill a lifelong passion in our students for science, learning and social responsibility. This program begins in each grade level classroom and encompasses language arts, math,



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science, social studies and art through the following programs: Garden Ranger Program two days per week, Common Threads Garden Curriculum weekly, Small Bites cooking lessons weekly, and Basic and Advanced cooking classes after school. Our farm to table gardening and culinary arts provide rich problem-solving opportunities in real world learning environments. Students learn grade level curriculum organically as they experiment with biology, chemistry, measurement, calculation, creative expression and presentation. Glenfeliz SAS – Where Kids Grow!

- **Los Feliz STEMM Magnet School**, a recipient of the Magnet Schools of America National Merit Award, is a K-6 elementary school located in a culturally diverse neighborhood of East Hollywood. Our goal is to ensure all students are meeting grade-level standards and are college and career ready. Our focus on science, technology, engineering, mathematics, and medicine prepared students for 21st century and makes the school curriculum more engaging and meaningful. We use an interdisciplinary approach to equip students with real world problem-solving skills in a global arena and offer students opportunities for deep inquiry, theme-based learning.
- Proud home of the Eagles, **Aragon Avenue Elementary** is a neighborhood school where our students soar. Our staff is dedicated to focusing on the strengths of all students while challenging them to reach their academic potential. We take pride in the “whole child” approach to teaching as we learn about each student’s needs and interests. Our school has been a recipient of grants and donations, which have provided technology, library books, art instruction, playground equipment, special student assemblies and field trips (including the Getty Museum, California Science Center, Cabrillo Marine Aquarium). Aragon Avenue Elementary School, where students have been soaring for over 100 years!
- The **Lawrence Middle School *School for Advanced Studies*** fosters an environment that challenges each student academically and socially, promoting readiness for higher education. We focus on differentiated instruction within the core curriculum, including: extremely high levels of abstract thinking, flexible groupings, acceleration of content, independent study and above-grade-level resources. Lawrence Middle School is committed to developing the whole child by providing experiences in extracurricular classes such as: our award winning music program, foreign language electives, student leadership, media production, journalism, art, and geography. When choosing the right middle school for your child, keep Lawrence Middle School in mind, where we develop and challenge the whole child both academically and socially. Become a Lawrence Lion and start building your future today!
- Students at **Helen Bernstein High School** experience an ambitious and challenging curriculum that makes post-secondary education a reality. This neighborhood school provides an open and welcoming environment where student volunteerism and community service are the norm, parents are actively engaged in student learning, and there is strong community and business support. Our core curricular program is designed to ensure that each student meets the mandated A-G requirements for graduation. Our highly skilled veteran teaching staff is trained on differentiating instruction to accommodate a variety of learning styles. Our teachers receive ongoing professional development on teaching strategies based on Common Core State Standards ensuring instruction is rigorous, fun, and engaging.



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Contacts for Assistance with Message Development, Photography, and Message/Photo Uploading

LD	SUPPORT	NAME	EMAIL	TELEPHONE
CENTRAL	Message Development	Ana-Maria Madero Tony Cortez	amm4041@lausd.net tony.cortez@lausd.net	213-241-0118 213-241-0126
	School Photography	Ana-Maria Madero David Gonzalez	amm4041@lausd.net d.gonzalez@lausd.net	213-241-0118 213-241-0118
	Uploading of info into content mgmt. system	Tom Castillo Roger Zambrano	tom.castillo@lausd.net rogelio.zambranojr@lausd.net	213-241-8697 213-241-0111
EAST	Message Development	Joshua Borja	joshua.borja@lausd.net	323-224-3134
	School Photography	Joshua Borja	joshua.borja@lausd.net	323-224-3134
	Uploading of info into content mgmt. system	Marvin Nunez Dale O'Brien	marvin.nunez@lausd.net dale.obrien@lausd.net	213-444-8869 213-408-2967
NORTH-EAST	Message Development	Susie Parker Irene Hyland	sep0542@lausd.net ixh3811@lausd.net	818-252-5458 818-252-5400
	School Photography	Jerry Song Irene Hyland	jerry.song@lausd.net ixh3811@lausd.net	818-252-5459 818-252-5400
	Uploading of info into content mgmt. system	Phil Lucero Danny Valencia	phillip.lucero@lausd.net dev9407@lausd.net	323-219-9772 213-222-7313
NORTH-WEST	Message Development	Nader Delnavaz Gonsalo Garay	nader.delnavaz@lausd.net ggg9445@lausd.net	818-654-3600 818-654-3600
	School Photography	Joel Sanchez	jis1423@lausd.net	818-654-3636
	Uploading of info into content mgmt. system	Jackie Samuels Yamil Torrez	jacqueline.samuels@lausd.net yamil.torrez@lausd.net	213-407-8921 213-215-2177
SOUTH	Message Development	Dr. David Barrett Theresa Arreguin	dbarrett@lausd.net iarregui@lausd.net	310-354-3458 310-965-2018
	School Photography	Mayra Arriaga Rudy Rizo	mayra.arriaga@lausd.net rudy.rizo@lausd.net	310-354-3505 310-354-3400
	Uploading of info into content mgmt. system	Patrick Dawson Jacob Laughton	patrick.humedawson@lausd.net jacob.laughton@lausd.net	323-371-9347 213-222-3915
WEST	Message Development	Justin Frank	justin.frank@lausd.net	310-650-3572
	School Photography	Justin Frank	justin.frank@lausd.net	310-650-3572
	Uploading of info into content mgmt. system	Jamie Campbell Walter Contreras	jamie.campbell@lausd.net walter.contreras@lausd.net	323-376-9635 213-222-7387