



LOS ANGELES UNIFIED SCHOOL DISTRICT  
MEMORANDUM

**TITLE:** Unified Enrollment School Search Tool

**NUMBER:** MEM-050115.3

**ISSUER:** Derrick Chau, Senior Executive Director  
Strategy and Innovation, Office of the Chief  
Strategy Officer

**DATE:** August 18, 2020

**ROUTING**

Local District Superintendents  
Administrators of Instruction  
Administrators of Operations  
Community of Schools  
Administrators  
Directors  
Principals  
Assistant Principals  
School Administrative Assistants

**KEY DATES:** August 18, 2020 (School –Begins submitting changes to school profile)  
September 25, 2020 (Local District – Completes approval of all changes to school profiles)

**PURPOSE:** The purpose of this Memorandum is to notify Principals and Local District administrators:

1. To review their current school profile visible to the community in the L.A. Unified School Search Tool (SST) available at <http://explore.lausd.net>.
2. To update and approve the school profile information currently in the School Search Tool Content Management System (CMS), including Spanish translations.

**MAJOR CHANGES:** This Memorandum replaces MEM-050115.2, dated May 23, 2019, of the same name, issued by the Office of School Design Options:

- Revisions to section content and timelines are provided.
- Profile pages now include the ability to manage translation to Spanish for the “Get to Know Our School” message and other text fields.

**BACKGROUND:** The Unified Enrollment project was Board approved in June 2017 to increase equity and access for all families via the School Search Tool and the Apply application portal.

The School Search Tool provides all L.A. Unified schools with a unique opportunity to promote their school to the public on its very own school profile page. The profile page includes a “Get to Know Our School” message, photo(s), tour dates, social media addresses, and other pre-populated school information such as demographics, performance, and educational program information.



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**INSTRUCTIONS: I. SCHOOL SEARCH TOOL – REVIEW OF SCHOOL PROFILE**

- A. The School Search Tool (SST) is available to the public at <https://explore.lausd.net/>. School administrators and staff are encouraged to review their current school profile and become familiar with the functionality of the School Search Tool so that they can support families with accessing the website and comparing the attributes of different schools.
- B. The School Search Tool has a back-end Content Management System (CMS) within the [Principal Portal](#) that is used by school principals and local district administrators to maintain some of the content visible in the SST.
1. Principals are automatically granted a ‘Submitter’ role based on their current assignment.
  2. Local District Superintendents, Administrators of Operations and Instruction, Community of School Administrators, and Instructional Directors are automatically granted an ‘Approver’ role for access to all assigned schools within their local district based on the master location file with their current local assignments.
  3. Other school or local district staff can be granted Submitter or Approver roles from within the Principal Portal in *Tools > User Manager*. In the Add Users section select “School Search Tool-CMS” from the module dropdown list.

**II. SCHOOL PROFILE - UPDATING SCHOOL PROFILES IN THE CMS**

- A. Principals and other school-based designees will be able to submit changes to their school profile beginning August 18, 2020.
- B. School profiles should be updated by principals/designees and approved by the Local District by Friday, September 25, 2020 in order to be available by the start of the Choices application window.
- C. School profile information is updated and approved in the School Search Tool – CMS. To access the CMS:
1. Log into the Principal Portal at <https://principalportal.lausd.net>.
  2. Select “School Search Tool – CMS” located in the School Tools section.
  3. Select “School Search Tool – CMS” from the Select Quick Actions drop down menu.
  4. Log in using your L.A. Unified Single-Sign On a second time if prompted.
- D. Every school cost center must have a completed profile available in the School Search Tool; however, it is not mandatory for schools to update their profiles. Profiles can be edited throughout the school year. Any changes to a



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profile are not visible to the public until a Local District Administrator reviews the content and approves the changes.

- E. The following elements of a school's profile are required and can be updated throughout the school year:
- Get to Know Our School (GTKOS) message
  - Photos
  - Tour dates
  - Social media weblinks

Please refer to the job aids available within the [Principal Portal](#) for more information about each of the school profile key elements.

- F. Translation into Spanish must be completed by any school staff that is able to translate and/or receives a bilingual stipend to perform such duties.
1. The "Get to Know Our School" message and Tour Date text field are the only elements that need to be translated.
  2. Spanish is the only other language supported at this time.
  3. Translation must be updated any time a change is submitted for approval.
  4. To translate these elements, click on the "Manage Translations" button and type or paste translated text from another document.
  5. Google Translate is integrated into the system; however, this must never be published without being reviewed and edited for accuracy by a designated translator.
  6. If your school does not have personnel with a bilingual differential or otherwise comfortable with translation, you may contact the Office of School Design Options for support.
- G. The School Search Tool also includes attributes that are pre-populated from several District systems.
1. These school attributes include, but are not limited to school start and end times, after-school programs and school experiences, school awards/distinctions, sports, Linked Learning pathways, Magnet themes, special education programs, graduation rate, and Smarter Balanced Assessment Consortium (SBAC) scores.
  2. These attributes cannot be edited by school or local district staff.
  3. Principals of campuses with multiple cost centers can manage the visibility of some of these attributes at the other cost centers by using the *School Attribute Validation/Confirmation* tool that is also available in the CMS "Quick Actions" menu.
- H. Local District Administrators and Instructional Directors are designated as 'Approvers' for changes to their assigned schools within the local district.
1. A Local District Administrator or designee will receive an email alert when a school has submitted changes to their profile.



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2. Each profile element can be approved or rejected separately.
3. Spanish translation of the GTKOS message and tour dates can be completed before these items are approved, otherwise the content will be public without updated translation.
4. All changes to the existing and new school profiles must be approved before they are publicly available.
5. If any new or updated information is deemed unsatisfactory, the Local District administrator can “reject” the changes submitted.
6. The Principal or designee will receive a notification alert via email indicating whether the change to the school profile was either accepted or rejected. The Principal or submitter will then log back into the School Search Tool to make the necessary changes.

**RELATED  
RESOURCES:**

Job aids and supporting documentation is available within the Principal Portal at <https://principalportal.lausd.net/CMS/Default.aspx>

**ASSISTANCE:**

Local District staff are available to support schools with updating their school profile information and with approving updated information submitted by schools (see Attachment A for contact information).

For assistance with school name corrections, contact the Office of Data and Accountability at 213-241-2460.

If you have any additional questions or concerns, please contact Michael Kessler, Coordinator, from the Office of School Design Options at [michael.kessler@lausd.net](mailto:michael.kessler@lausd.net).



**Local District Contacts for Assistance with Updating and Approving School Profile Pages**

LD	SUPPORT	NAME	EMAIL	TELEPHONE
CENTRAL	Updating School Profile Information, e.g., message, photos, etc.	Ana-Maria Madero Tony Cortez	<a href="mailto:ana.madero@lausd.net">ana.madero@lausd.net</a> <a href="mailto:tony.cortez@lausd.net">tony.cortez@lausd.net</a>	213-241-0118 213-241-0167
	Uploading or Approval of information in Content Management System	Jamie Campbell	<a href="mailto:jamie.campbell@lausd.net">jamie.campbell@lausd.net</a>	213-241-8697
EAST	Updating School Profile Information, e.g., message, photos, etc.	Elsa Tinoco Enciso	<a href="mailto:evt6292@lausd.net">evt6292@lausd.net</a>	323-224-3313
	Uploading or Approval of information in Content Management System	Elsa Tinoco Enciso	<a href="mailto:evt6292@lausd.net">evt6292@lausd.net</a>	323-224-3313
NORTHEAST	Updating School Profile Information, e.g., message, photos, etc.	Michele Parsons	<a href="mailto:michele.parsons@lausd.net">michele.parsons@lausd.net</a>	818-252-5442
	Uploading or Approval of information in Content Management System	Phil Lucero Danny Valencia	<a href="mailto:phillip.lucero@lausd.net">phillip.lucero@lausd.net</a> <a href="mailto:dev9407@lausd.net">dev9407@lausd.net</a>	323-219-9772 213-222-7313
NORTHWEST	Updating School Profile Information, e.g., message, photos, etc.	Gonsalo Garay	<a href="mailto:ggg9445@lausd.net">ggg9445@lausd.net</a>	818-654-3600
	Uploading or Approval of information in Content Management System	Jackie Samuels	<a href="mailto:jacqueline.samuels@lausd.net">jacqueline.samuels@lausd.net</a>	213-407-8921
SOUTH	Updating School Profile Information, e.g., message, photos, etc.	Debbie Siriwardene	<a href="mailto:dsiriwar@lausd.net">dsiriwar@lausd.net</a>	310-354-3230
	Uploading or Approval of information in Content Management System	Charleen Adams	<a href="mailto:charleen.adams@lausd.net">charleen.adams@lausd.net</a>	213-408-2927
WEST	Updating School Profile Information, e.g., message, photos, etc.	Rene Martinez	<a href="mailto:rmarti16@lausd.net">rmarti16@lausd.net</a>	310-914-2159
	Uploading or Approval of information in Content Management System	Patrick Dawson	<a href="mailto:patrick.humedawson@lausd.net">patrick.humedawson@lausd.net</a>	310-914-2189