



Believe ♦ Behave ♦ Become

Calendar Dates

Assistant Principals	2/28
After the Bell	3/8
SAA Meeting	3/15
Operation School Bell	3/9
Principals' Meeting	3/21
Assistant Principals'	3/21
Safe Passages	3/22

What's Due

E-Cast Appeals Due	2/26
Spring Semester Alternative Emergency Drill	Week of 2/26
Emergency Radio Test	2/27
February Water	3/1
February On-line Metal	3/1

Friday Operation's Brief

SWPBIS through Foundations

This week seven Local District Central middle schools: Adams, Carver, Irving, Los Angeles Academy, Nava Learning Academies, Obama, and Virgil participated in their second session of Safe and Civil Schools: Foundations. Through Foundations, these middle school teams are digging deep into their school practices to enhance their welcoming and engaging school environments through SWPBIS. Using the problem solving cycle, teams identified focus areas for "common" areas such as cafeteria, hallways, etc. We are grateful to these school leaders and their teams for their time to reflect and refine their practices.

Big thanks to Castro MS, Cortines VAPA, Gratts Learning Academy, Liechty MS, Marshall HS, and Union ES. These schools highlighted their best practices in SWPBIS and completed their Rubric of Implementation for the Spring semester with the Discipline Foundation Policy Auditor. Great job!



Chief Zipperman's Message to Parents Regarding School Safety

As part of the District's ongoing communication with families regarding school safety, please find attached a letter from School Police Chief Zipperman. The letter is provided in both English and Spanish, and may be distributed to parents/guardians in your school communities (Attachment 1).

Safety and Emergency Preparedness



We're grateful for Local District Central leaders who do what it takes to ensure school campuses are safe. The 2018 Spring Semester Alternative Emergency Drill is right around the corner and will be a shelter-in-place exercise. The drill may be conducted during the week of **February 26th** and is to be scheduled by each school.



School leaders are encouraged to work with Paul Ishimaru, Director of Blackboard Connect, to assist you with putting out a test message during the drill. Using the Shelter in place exercise can provide leaders an opportunity to use a cell phone to send a blackboard connect message when staff doesn't have access to the main office nor access to a landline. By using a cell phone, schools leaders can relay messages to communicate with staff. This is a great opportunity to update every staff member's emergency information. We will be putting together a Job Aide for Making Remote Messages to Staff. Please refer to REF- 5380.7 *Spring Semester 2018 Alternate Emergency Exercise* for more information (Attachment 2).

2018 Spring Semester Radio Test

The 2018 Spring Semester Radio Test conducted in conjunction with districtwide emergency drills will take place on **Tuesday, February 27, 2018, at 10:00 a.m.** The updated [Emergency Radio Communication Tree](https://achieve.lausd.net/radiounit) is available at <https://achieve.lausd.net/radiounit>.



Creating A Positive School Climate

According to the *National Center on Safe Supportive Learning Environments*, positive school climate is linked to higher attendance rates as well as improved academic achievement. Their “Safe and Supportive Schools Model” highlights three areas that make up a positive school climate: engagement, safety, and environment. Just as attendance is everyone’s business, so is the responsibility that we have to create an environment that is welcoming and supportive for our students. This may include setting a re-entry plan in place or making referrals for students that are facing various challenges, in order to increase their chance at success. Measuring school climate can be done by surveying students, staff, and parents as well as collecting data on the community’s perception of the school. As you assess school climate, collaborate with other stakeholders to ensure that the practices in place are maximizing student learning capacity and engagement.



Unified Enrollment Report

As part of the District’s Unified Enrollment efforts to increase equity and access, we are asking you to upload your “Get To Know Our School” message by next **Friday, March 2, 2017**. The new school tool is launching this spring (Attachment 3 & 4). The message details are as follows:

- ◇ 5-7 sentence message
- ◇ Up to five school photos
- ◇ School tour dates (optional)
- ◇ Social media information (optional)

Principals, Assistant Principals, and SAAs have been granted access to upload the requested information into the school search tool’s content management system. If you need support with this effort, please utilize the LD central staff listed below.

SUPPORT	NAME	EMAIL	TELEPHONE
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 rogerio.zambranojr@lausd.net	213-241-8697 213-241-0111

Consolidated Charitable Campaign



Local District Central hosted the 2018 LAUSD *Sharing Brings Hope* Consolidated Charitable Campaign kick off meeting on Thursday, February 22, 2018 at Los Angeles Elementary School. Thank you to the school site Campaign Coordinators for your combined efforts in

supporting students and families across our local district through the *Sharing Bring Hope* Campaign. The School Site Coordinators received information about organizing the campaign, communicating about the importance of the services provided through our charities, the student materials, and the payroll giving card. Thank you for your support of the school site coordinators and for your support of this campaign as we work together to exceed our goal of raising \$50,000 this year!



School Mental Health: PSW Mid-year Reports

Each school-based Psychiatric Social Worker (PSW) is required to complete a mid-year report that they are expected to review with their principals. The mid-year report aligns with the District goal of 100% graduation and its objectives of school safety, 100% attendance and parent, student and community engagement.

The data for the report is extrapolated from each PSW's documentation and details the following information by school site: for Fall Semester 2017:

- * Number of Individual Students served and their ethnicity
- * Top 5 Issue Types of all Individual Students served
- * Top 5 Service Types of all Individual Students served
- * Targeted Student Populations data of all Individual Students served
- * Program Impact to School
- * Evidence-Based Practices utilized (individual and group)
- * Group Counseling Data
- * Crisis Intervention Services (suicidal and self-injurious behavior, threat and school site crisis team development and implementation)
- * School Wide Support (monthly campaigns and events)
- * Intern Services (if applicable)



The Mid-Year reports provides school leaders an opportunity to discuss with the PSW and School Mental Health Coordinator areas of most impact that the PSW provided during the Fall semester as well as the opportunity to plan for the remainder of this school year. Additionally, the report demonstrates how your PSW is using preventative, targeted and intensive evidence-based interventions to improve integration, coordination of care within the school and with community partnerships. An End-of-year report will provide details of both Fall and Spring semesters. For more information about School Mental Health, please contact LD Central Coordinator Maria Chua at maria.chua@lausd.net or (213) 241-2612.

Restorative Justice: Restorative Justice Signposts

You are doing Restorative Justice practices when you ...

1. Focus on the harms of crime rather than the rules that have been broken,
2. Show equal concern and commitment to victims, offenders, and their families, involving all in the process of justice,
3. Work toward the restoration of victims and families, empowering them and responding to their needs as they see them,
4. Support offenders while encouraging them to understand the harm they have done, accept and carry out their obligations,
5. Recognize that while obligations may be difficult for offenders, they should not be intended as harms and they must be achievable,
6. Provide opportunities for dialogue, direct or indirect, between victim and offender as appropriate,
7. Find meaningful ways to involve the community and to respond to the community bases of crime,
8. Encourage collaboration and reintegration rather than coercion and isolation,
9. Give attention to the unintended consequences of your actions and programs, and
10. Show respect to all parties - victims, offenders, family and community members, justice colleagues.



Friday Operation's Brief

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Staff Relations Reminder

Please review the Matrix timeline in February's Staff Relations Update to avoid missing contractual deadlines. Please contact your Staff Relations Representative immediately if you have any questions or if issues arise.

Operation School Bell on Wheels 2018



Operation School Bell on Wheels for LD Central is set for **March 9, 2018** at Mack ES. This is an opportunity for elementary school principals to participate in the program to receive: school clothing, shoes, school supplies, etc... Please look out for the e-mail sent to you last week with the attachments for parent permission, school completion and preparation instructions.

Expanded Transitional Kindergarten



Schools interested in having an Expanded Transitional Kindergarten program or adding an additional ETK class are asked to inform their respective Director. All requests will be considered on an individual basis by the Early Childhood Education Division.

California Credit Union Teacher Grant

The spring 2018 California Credit Union Teacher Grant program is now available. California Credit Union will award 10 grants of \$500 each to teachers within Los Angeles County. The grant is designed to assist educators by funding innovative learning opportunities for their students. For more information please see attached flyer (Attachment 5). Applications must be submitted online: ccu.com/teachergrant by **Friday, April 6, 2018**.



Application for Summer Administrative Positions

- ♦ **SUMMER ADMINISTRATOR, ES/MS ELOS Program (June 18-July 13, 2018)**, see MEM-45785.0. Application window is Monday, February 5 – Friday, March 2, 2018. Administrators may apply by going to <https://summer.lausd.net>. For additional position information, click [HERE](#). For other information, contact Nancy Robinson, Intervention Administrator, at 213.241.7900.
- ♦ **SUMMER ADMINISTRATOR, High School Summer Term (June 18-July 20, 2018)**, see MEM-45787.0. Application window is Monday, February 5 – Friday, March 2, 2018. Administrators may apply by going to <https://summer.lausd.net>. For additional position information, click [HERE](#). For other information, contact Betsy Castillo, Intervention Administrator, at 213.241.7900.

LOS ANGELES UNIFIED SCHOOL DISTRICT
LOS ANGELES SCHOOL POLICE DEPARTMENT



VIVIAN EKCHIAN
INTERIM SUPERINTENDENT OF SCHOOLS

Office of the Chief

125 North Beaudry Avenue, Los Angeles, California 90012
Telephone: (213) 202-4508 – Fax: (213) 202-8676



STEVEN K. ZIPPERMAN
CHIEF OF POLICE

February 20, 2018

Dear L.A. Unified Family,

The recent tragic events involving school shootings has understandably created anxiety and concern regarding overall school safety. I want to assure you that the dedicated school police officers serving the Los Angeles Unified School District are committed to providing protection for our students, employees and school communities. We take this responsibility seriously and will use every available method and practice to protect school communities.

This includes immediately responding to safety threats received, including those from social media. Unfortunately, social media posts depicting pictures of firearms and other weapons, coupled with statements suggesting a threat to school safety, tend to increase significantly following tragic incidents. Equally concerning is the fact that a large majority of these social media posts involve students and school-age children attempting to cause fear and anxiety as a simple joke or thrill of experiencing reactions.

Please know that our school police department and our law enforcement partners take these threats seriously. Investigators and school police officers immediately respond to and investigate all such threats received. These threats are unlawful, regardless of intention, and may result in serious criminal and civil consequences that include possible financial restitution for hours spent on investigations. They also may have serious administrative consequences at the school level, including possible expulsion and graduation implications. We need everyone to understand that these irresponsible actions can have life-long implications.

Here is what parents and guardians can do to help:

- Please take a moment to discuss this important issue with your children.
- Please stay connected and monitor social media activities your children are engaged in.
- Please reach out to your principal, the local police or other trained professionals if you see behavior that has potential for causing self-harm or harm to others.
- Please ensure that if you own a firearm, keep it locked in an approved storage component or locker: This is the law!
- Please ensure that your children do not have access to firearms while visiting homes of friends or relatives.
- ***If you hear or see something, say something!*** Please report safety concerns to your school or to law enforcement. The Los Angeles School Police Department also has an anonymous 24-hour Weapons Hot-Line at 1-800-954-4357 (1-800-954 HELP).

Safety is everyone's responsibility. By working, talking and listening together – especially with our students – we will continue to keep our school communities safe.

Thank you for your collaboration.

Very truly yours,

STEVEN K. ZIPPERMAN
Chief of Police

"Protecting the Future...Our Children"

LOS ANGELES UNIFIED SCHOOL DISTRICT

LOS ANGELES SCHOOL POLICE DEPARTMENT



Office of the Chief

125 North Beaudry Avenue, Los Angeles, California 90012

Telephone: (213) 202-4508 – Fax: (213) 202-8676



VIVIAN EKCHIAN
INTERIM SUPERINTENDENT OF SCHOOLS

STEVEN K. ZIPPERMAN
CHIEF OF POLICE

20 de febrero 20 del 2018

Estimada Familia del Distrito Escolar Unificado de Los Ángeles (LAUSD),

Los recientes eventos trágicos a causa de tiroteos en escuelas han creado ansiedad y preocupaciones sobre la seguridad escolar en general. Quiero asegurarles que los dedicados agentes de la Policía del Distrito Escolar Unificado de Los Ángeles se comprometen a ofrecer protección para los estudiantes, empleados y comunidades escolares. Asumimos esta responsabilidad con suma seriedad y utilizaremos todo método y práctica disponible para proteger a las comunidades escolares.

Nuestro servicio a todas las escuelas incluye responder inmediatamente ante toda amenaza que recibamos contra la seguridad, incluso aquellas que aparecen en las redes sociales. Desafortunadamente, las publicaciones en las redes sociales que muestran imágenes de armas de fuego y otras armas, junto con comentarios en tono de amenaza a la seguridad escolar, están aumentando considerablemente después de un incidente trágico. Imágenes en las redes sociales son preocupantes porque involucran a menores de edad intentando causar miedo y ansiedad como broma o para ver las reacciones del público.

Por favor recuerden que nuestro departamento de policía escolar y nuestros socios en otros departamentos de policía estamos cumpliendo con la ley al responder a estas amenazas con toda seriedad. Los investigadores y agentes de la policía escolar responden inmediatamente e investigan toda amenaza de ese tipo que recibimos. Estas amenazas son ilegales, sin importar la intención, y posiblemente podrían producir consecuencias de carácter penal o civil, que incluyen posible restitución financiera por horas dedicadas a las investigaciones. También podrían generar graves consecuencias administrativas a nivel escolar, lo cual incluye la posibilidad de ser expulsados o repercusiones en la graduación. Es necesario que todos entiendan que estos actos irresponsables pueden generar implicaciones que afectan a la persona de por vida.

Los padres pueden emplear las siguientes sugerencias para colaborar con nosotros:

- Por favor dediquen unos minutos a hablar sobre este importante tema con sus hijos.
- Por favor manténganse conectados y supervisando las actividades en redes sociales de sus hijos.
- Por favor comuníquense con el director, personal de la policía escolar u otros profesionales expertos si ven conductas que podrían producir auto-lesión o daño a otras personas.
- Por favor asegúrese de que si es dueño(a) de un arma de fuego, que la mantenga en un lugar bajo llave, dentro de un componente de almacenamiento o armario aprobado: ¡La ley lo exige!
- Por favor asegúrese de que sus hijos no tengan acceso a armas de fuego al visitar los hogares de sus amigos o familiares.

"Protecting the Future...Our Children"

- ***Si escuchas o ves algo, di algo.*** Favor de reportar sus preocupaciones sobre la seguridad a su escuela o a la policía. El Departamento de Policía del Distrito Escolar Unificado de Los Ángeles tiene una línea anónima disponible 24 horas al día para reportar armas 1-800-954-4357 (1-800-954 HELP).

La seguridad es responsabilidad de todos. Al trabajar, hablar y escuchar unidos - especialmente con nuestros estudiantes - seguiremos manteniendo seguras a nuestras comunidades escolares.

Gracias por su colaboración.

Sinceramente,



STEVEN K. ZIPPERMAN
Jefe de Policía
125 North Beaudry Avenue
Los Angeles, CA 90012



LOS ANGELES UNIFIED SCHOOL DISTRICT REFERENCE GUIDE

TITLE: Spring Semester 2018 Alternate Emergency Exercise

NUMBER: REF-5380.7

ISSUER: Darneika Watson-Davis, Ph.D., Executive Director
Division of District Operations

Diane H. Pappas, Chief Executive Officer
Office of District Operations & Digital Innovation

DATE: December 7, 2017

ROUTING

Local District
Superintendents
Administrators of
Operations
Operations Coordinators
Principals
Non-School Site
Administrators

PURPOSE: The purpose of this Reference Guide is to provide information about the Spring Semester 2018 Emergency Exercise to be conducted on any day during the week of February 26, 2018. The semi-annual radio test performed in conjunction with District-wide emergency drills will take place on Tuesday of the week specified for the Spring Alternate Emergency Exercise, as specified in REF-6537.0, *Inter-Campus/District-wide Safety Communications Test*. The spring radio communications test will be conducted on Tuesday, February 27, 2018. A Districtwide Blackboard Connect emergency test message will be sent to all parents, guardians, and employees as part of the District-wide emergency exercise.

The exercise includes a specific emergency scenario and is intended to familiarize school staff with the following:

1. Use of the Incident Command System (ICS) found in the *Integrated Safe School Plan*.
2. The responsibilities of various school teams listed in the plan.
3. The appropriate response by the principal, co-administrators, teachers, students, and staff to this particular emergency scenario.
4. The school's ability to respond effectively to populations with special needs impacted by this type of threat.
5. The school's ability to communicate with its own staff, parents, and neighboring schools during an emergency.

MAJOR CHANGES: This year's exercise involves shelter-in-place procedures, which require that staff close all windows and doors, and turn off heating and air conditioning units to keep outside air from entering buildings and classrooms. It is important that each



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site has personnel who are able to turn off all Heating/Ventilation/Air Conditioning (HVAC) systems. As personnel or duties may have changed on campuses, this exercise offers an opportunity to practice this essential emergency response procedure.

This document updates REF-5380.6 Spring Semester 2017 Alternate Emergency Exercise, dated December 9, 2016, issued by District Operations, and reflects the change in category of emergency drill for Spring 2018 as well as current organizational structure.

INSTRUCTIONS: Prior to the Spring 2018 Emergency Exercise, it is strongly suggested that site administration complete the following activities:

A. Pre-Exercise Activities

1. Review the school's Integrated Safe School Plan with all faculty and staff. Confirm that each staff member understands his or her role in response to this type of emergency. Schools are encouraged to take the online STEPS shelter-in-place training and other emergency training on the Learning Zone. More information is available at <http://steps.lausd.net>.
2. Work with the plant manager and local Maintenance and Operations personnel to review shutdown procedures for HVAC systems and individual heating and cooling units. HVAC systems draw in outside air as part of their operation, and must be turned off during shelter-in-place incidents. Ensure that multiple people on campus are trained and designated to shut off all HVAC systems in the event of an incident. Schools are encouraged to clearly label shut-off switches so that they will be easy to find and operate, and pictures of switches and shutdown directions can be stored in a binder with a school map for the utilities emergency team.
3. Assess the needs of all students and staff with special needs. This includes, but is not limited to, students on the Welligent list of students with a life-threatening condition. Ensure that those with special needs have the resources in place to successfully endure this emergency. This response scenario may be a challenge for some students and staff who are dependent on specific supplies, have respiratory challenges, are sensitive to environmental conditions, or who may not have heard or understood the initial "shelter-in-place" announcement over the intercom. One goal of this drill is to identify these people and understand their needs so that in a real emergency they will be safe and secure.



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4. Many schools have emergency supplies in their classrooms, including “lockdown kits.” These same supplies are also useful for shelter-in-place incidents. Use this drill to inspect and update classroom supplies.
5. Remind all staff that, in the event of a disaster, all District employees may be designated “Disaster Service Workers,” pursuant to Section 3100 of the California Government Code, and as such, will need to remain at school. All District employees are strongly encouraged to have a complete Home Emergency Plan and emergency supplies in place, so that they know their family will be provided for in their absence.
6. Notify parents of the drill and invite them to observe and/or participate. Parent notification sample letters in English and Spanish are attached. The sample parent notification letter is also available in Armenian, Chinese, and Korean and may be downloaded from the Administrator’s Corner tab at <http://achieve.lausd.net/emergencyservices>.
7. Encourage staff and parents to download the LAUSD emergency plan app for smartphones and tablet devices. Information is available at <http://achieve.lausd.net/emergencyapps>.
8. Remind students to discuss with their parents specific family plans in the event of this type of an emergency.
9. Ensure that student emergency cards are current and complete, and that current phone numbers for students and staff are in the Blackboard Connect database.
10. Inspect and inventory all emergency supplies and equipment in the emergency response bin. Replace or add any items as necessary.
11. Inspect the information in the School Emergency Response Box. Make sure class lists and contact information are up to date and accurate. For assistance on the contents of the School Emergency Response Box, see REF-5450.1, *School Emergency Response Boxes*, dated March 19, 2013.

B. Exercise Scenario

Your school has been notified by the Office of Environmental Health and Safety (OEHS) that there has been an accidental industrial release of an airborne toxic material near your school. The cloud of materials is being carried slowly by the wind in your direction. On the advice of authorities, you are directed to have your students and staff shelter-in-place until there is



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no longer a threat. Based on information received by OEHS, it is estimated that students and staff will have to shelter-in-place for at least 30 minutes, if not longer.

Refer to the Shelter-in-Place section of Emergency Threats and Hazards in the *Integrated Safe School Plan* for guidance on sheltering in place.

Site administration is to make plans and provisions to communicate with all classrooms and respond to needs of students and staff with medical or physical conditions. Classroom communication should include school phone system, school radios, cell phones, and e-mail distribution lists.

This type of emergency makes communication with classrooms very challenging. A critical goal of this drill is to ensure that there are at least two methods to get information to and from classrooms.

Site Administration is to confirm that all students and staff are sheltered in a safe environment. Please check that all doors, windows, and gates are closed and locked.

C. Post-Exercise Evaluation

Conduct an after-action review of the exercise with members of the staff who held an emergency position during this drill. Complete the on-line drill evaluation form at <http://emergencydrills.lausd.net>. (See REF-5803.3, *Emergency Drills and Procedures*, dated March 2, 2013, for information about the on-line emergency drill evaluation process.)

RELATED RESOURCES:

REF-5451.2, *School Site Emergency/Disaster Supplies*, dated August 15, 2016, issued by the Division of District Operations.

REF-5450.1, *School Emergency Response Boxes*, dated March 19, 2013, issued by the Office of School Operations.

REF-5803.3, *Emergency Drills and Procedures*, dated March 2, 2016, issued by the Office of School Operations.

REF-6537.0, *Inter-Campus/District-wide Safety Communications Test*, dated July 27, 2015, issued by the Office of School Operations.

Integrated Safe School Plan, Emergency Threats and Hazards section.

Administrators may consult the LAUSD Emergency Services website at <http://achieve.lausd.net/emergencyservices> for the following:



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- Sample documents to distribute to school staff
- LAUSD emergency-related guidance documents
- LAUSD Emergency Plan apps for employees and parents
- Emergency information links
- Emergency preparedness information

For on-line training, please see the Safety Training for Emergency Preparedness at Schools (STEPS) courses on shelter-in-place incidents. These courses are all available on the Learning Zone. More information about the STEPS program is located at <http://STEPS.lausd.net>.

STEPS courses include:

- STEPS 204, *What to Do if There is a Shelter-in Place at School* for classroom personnel
- STEPS 404, *Planning for and Responding to a Shelter-in-place at School* for administrators and school management team

Refer to <http://STEPS.lausd.net> for information on available LAUSD Warehouse school emergency supplies.

Refer parents to <http://ParentEmergencyInformation.lausd.net> for information on what LAUSD schools do in various emergency situations.

ASSISTANCE: For assistance or more information, please contact Dr. Jill Barnes, Executive Emergency Strategist, Division of District Operations-Emergency Services at (213) 241-5337 or jill.barnes@lausd.net.



LOS ANGELES UNIFIED SCHOOL DISTRICT REFERENCE GUIDE

ATTACHMENT A

SAMPLE LETTER TO PARENTS (School Letterhead)

(Date)

Dear Parents(s) or Guardian(s):

The safety and welfare of our students and staff are our highest priorities. To provide schools an opportunity to practice emergency response procedures, the Superintendent of Schools has asked all students and staff to participate in a District-wide emergency preparedness drill on _____, at _____. Please be advised that students will be dismissed at the regular time on this day.

The goals of the training drill are to improve our ability to protect students, save lives, and reduce injuries. As part of the drill, the students and staff will participate in the activation of our school's Safe School Plan. You are encouraged to participate in this drill. For information about how your school prepares for emergencies, you may check the website <http://ParentEmergencyInformation.lausd.net>. Information is available in five languages.

Please make sure that all contact information for your child is current at school, so that in the event of an actual emergency, we can reach you.

Prior to the drill, please discuss with your child your family's home emergency preparedness plan. Several resources are available to help you prepare. The American Red Cross has outstanding materials. You can obtain Red Cross materials in English or in Spanish from their website: <http://www.redcross.org> or by calling the Los Angeles Chapter at (310) 445-9900. Your telephone directory also has valuable information on first aid, CPR, and home preparedness.

If you have any questions or need further information, please do not hesitate to call our school office at (School Telephone Number).

Sincerely,

Principal



LOS ANGELES UNIFIED SCHOOL DISTRICT REFERENCE GUIDE

ATTACHMENT B (Spanish)

SAMPLE LETTER TO PARENTS (School Letterhead)

(Fecha)

Estimados padres de familia o tutores legales:

La seguridad y el bienestar de nuestros alumnos y del personal son nuestras prioridades fundamentales. A fin de que las escuelas tengan la oportunidad de practicar los procedimientos a seguir en caso de una emergencia, el superintendente escolar le ha solicitado a todo el personal y los estudiantes que lleven a cabo un ejercicio de simulacro de preparación para emergencias que abarcará a todo el Distrito y se realizará el _____ de _____, a las _____. Ese día, el horario de salida de clases será el habitual.

El objetivo de este ejercicio de entrenamiento es mejorar nuestra capacidad para proteger a los estudiantes, salvar vidas, y limitar las lesiones que se pudieran producir. Como parte de dicho entrenamiento, los estudiantes y el personal participarán en la activación de nuestro Plan de Seguridad Escolar. Se insta a todos a tomar parte en el simulacro. Para información sobre cómo se prepara su escuela para emergencias, pueden revisar el sitio web [http://ParentEmergency Information.lausd.net](http://ParentEmergencyInformation.lausd.net). La información se encuentra disponible en cinco idiomas.

Por favor, asegúrense de tener a día la información de su hijo(a) para poder ponernos en contacto con usted en caso de una emergencia real.

Solicitamos a los padres de familia que, antes de la fecha de realización del simulacro, conversen con sus hijos acerca del plan de preparación que tengan en sus hogares. Existe una serie de recursos disponibles para ayudarles a estar mejor preparados. La Cruz Roja cuenta con material extraordinario, el cual puede obtenerse en inglés o español visitando el portal de Internet en: <http://www.redcross.org>, o llamando a la sección de Los Ángeles al (310) 445-9900. En la guía telefónica también se puede encontrar información valiosa sobre primeros auxilios, la resucitación cardiopulmonar (CPR, por sus siglas en inglés), y preparación para el hogar.

Si tiene alguna otra pregunta o necesita más información, por favor no dude en llamar a la Dirección de la escuela al _____.
(número de teléfono de la escuela)

Atentamente,

Director(a)

REF-5380.7
Division of District Operations

December 7, 2017



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

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.

ROUTING

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



LOS ANGELES UNIFIED SCHOOL DISTRICT MEMORANDUM

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



LOS ANGELES UNIFIED SCHOOL DISTRICT
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ATTACHMENT A

“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.
3.
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.
3.
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].



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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



Unified Enrollment School Search Tool

School Information Uploading Summary

As of February 20, 2018

THE REQUEST

Schools have been requested to upload the following information into a content management system:

- A 5-7 sentences "GET TO KNOW OUR SCHOOL MESSAGE" (850 character max)
- Up to 5 photos (one MUST be of school exterior)
- School tour dates (optional)
- Social media information (optional)

by Friday, March 2, 2018. This information should also be reviewed and approved in the content management system by Directors, AIs or AOs by Friday, March 2,

THE STATUS

The table below summarizes the progress made to date for schools in each local district.

	*SCHOOLS PARTIALLY COMPLETED				**SCHOOLS COMPLETED			
	Uploading		Approval		Uploading		Approval	
	#	%	#	%	#	%	#	%
Cen	0	0%	0	0%	1	1%	0	0%
East	2	1%	0	0%	5	3%	0	0%
NE	5	4%	0	0%	6	5%	0	0%
NW	2	2%	0	0%	9	7%	0	0%
South	1	1%	0	0%	0	0%	0	0%
West	5	3%	0	0%	1	1%	0	0%
TTL	15				22			

*Schools partially completed means that the "GET TO KNOW OUR SCHOOL" message **OR** the photo(s) has been uploaded/approved

Schools completed means that the "GET TO KNOW OUR SCHOOL" message **AND the photo(s) have been uploaded/approved



Spring 2018 Teacher Grant

Have a great class project idea?

Each Spring & Fall, California Credit Union awards
10 Teacher Grants of \$500 each

California Credit Union supports teachers who make a difference with our Teacher Grant Program. Our credit union was founded over 75 years ago with a commitment to supporting the community and that commitment continues with our Teacher Grant Program, designed to assist educators in funding innovative learning opportunities for their students.

Submit your application and tell us your vision for a special class project.

NOW ACCEPTING APPLICATIONS ONLINE:

ccu.com/teachergrant

Deadline: April 6, 2018



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