



PROMOTE YOUR SCHOOL.

Resources and best practices to help you tell your school story.



 @LosAngelesSchools

 @LASchools

 @MichelleKingLA

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February 2018


Objectives and Expectations for this Presentation

Objectives:

- Share creative ways to promote your school

Outcomes:

- An invitation to think about at least three things to promote your school this school year.
- Need help? Contact me at lourdes.valentine@lausd.net or 213.241.6766



Key things needed from you during this session

Open-Minded | Creativity | Out of the ^{Box} Thinking | Collaboration





schools

What is your story?

98%
ATTENDANCE RATE



How
are
you
telling your story?

schools

Curb appeal + Main office = A welcoming environment

Promotional Materials

- School Factsheets
- Newsletters
- Brochures
- Banners
- Flyers/Posters
- Postcards

Website
Local Media
School and District Social Media
School Events
Traditional Outreach



Your students, their families, and your staff =
The power of the school story

What is the school message?

- A shared message (elevator pitch) with the school community.
- Be consistent.
- Be concise.
- Be clear.

Takeaway: If your school hasn't already, develop the consistent message for every school.

Survey Says...

*Which of the following shaped your first impression of your school?**

1. Student or staff at school 63%
2. Reputation of school shared by someone within the community 48%
3. Welcome by office staff/office decor, etc. 33%
4. School information packet 28%
5. Letter received on school or district stationary 20%
6. Telephone call response by office staff/voicemail response/telephone transfer instructions/dedicated line for upcoming events recording, etc. 19%
7. School Newsletter 17%
8. Website Design 13%
9. School flyer or poster 13%
10. Other 9%
11. Advertisement in newspaper or magazine, radio, etc. 4%
12. White or Yellow page listings 3%

* Superintendent Listen and Learn Tour Survey Responses 2016

Principals' Connection
District Office for School Leaders
January 22, 2018

Important Communication(s)
Esteemed Leaders,

Please see the following time-sensitive announcements as it relates to:

1. New opportunities to promote your school
2. DACA renewal applications

Promote Your School
As part of the District's Unified Enrollment efforts to increase equity and access for all families, a new comprehensive school search tool will be launched this spring that will enable families to search for schools based on location, academic offerings, interests, and other school attributes. All L.A. Unified schools will be included in this new search tool, thereby providing all schools with a unique opportunity to promote their school to existing and prospective families on its very own public page.

This Principals' Connection includes a memorandum outlining important information that is needed from each school by March 2, 2018, to support the school search tool launch.

Please also note that this past fall, over 62,000 on-time applications were received for Magnet, Permit with Transportation, and Dual Language/Bilingual programs. In addition, the late application window opens February 1 with 32 new Dual Language/Bilingual programs across all six local districts. Let's fill these seats!

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?

**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. _____

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?

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!

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

ID	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 rogerio.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	sep0542@lausd.net	818-252-5458
	School Photography	Jerry Song	jerry.song@lausd.net	818-252-5459
	Uploading of info into content mgmt. system	Phil Lucero Danny Valencia	phillip.lucero@lausd.net dev9407@lausd.net	323-219-9772 213-222-7313

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Students as Spokespersons

- Find the students who want to share the great experiences in your school. Find their parents.
- Student performances in the community.
- Campus tours conducted by students and parents.
- School event for community (beautification).
- Alumni – find them, have them write their stories – share in front of students, parents, staff.

Parent Ambassadors

- Parents who are passionate about a school, have credibility, connections in the community, representatives of all parent groups.
- Have them write positive online reviews i.e. school's Facebook page, their Facebook page, Twitter, Instagram, Yelp, greatschools.org, etc.

Parent Ambassadors

Home Market Trends Schools Homes & Rentals Around

Schools
Find the best schools in 91344

Elementary Schools Middle Schools High Schools Private & Charter Schools

School Name	Parent Rating	Student - Teacher	Score
Ardisson Avenue Elementary School	★★★★★	N/A	4
Cadillac Lane Charter School	★★★★★	N/A	5
Denuda Avenue Elementary School	★★★★★	N/A	4
Early Avenue Charter School	★★★★★	N/A	5
El Dorado Avenue Elementary School	★★★★★	N/A	4

* School data provided by National Center for Education Statistics, Measures and DataSchools. Intended for reference only. DataSchools Ratings compare a school's test performance to statewide results. To verify enrollment and quality, contact the school or district directly.

School Staff

- Keep staff informed of all the great things happening in your school.
- Share the staff stories – those who really help to make your school great.

School Administrator

- Guest speaker at community events (i.e., service organizations, community council meetings, chamber of commerce, etc.).
- Civic center opportunities – offer school facilities for community use.

A Welcoming Environment

- Curb enthusiasm
- Front Office / School Campus Greetings
- First impressions
- Greeters at meetings and school events

School Administrator

- Guest speaker at community events (i.e., service organizations, community council meetings, chamber of commerce, etc.).
- Civic center opportunities – offer school facilities for community use.



Curb Appeal



"You belong here."



"We are a creative school."

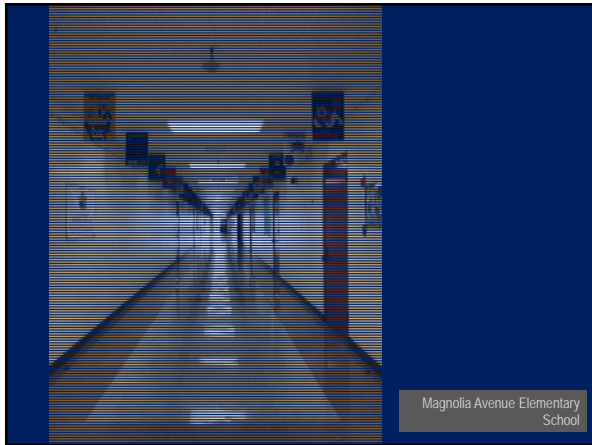


Linda Esperanza Marquez Senior High School
of Social Justice



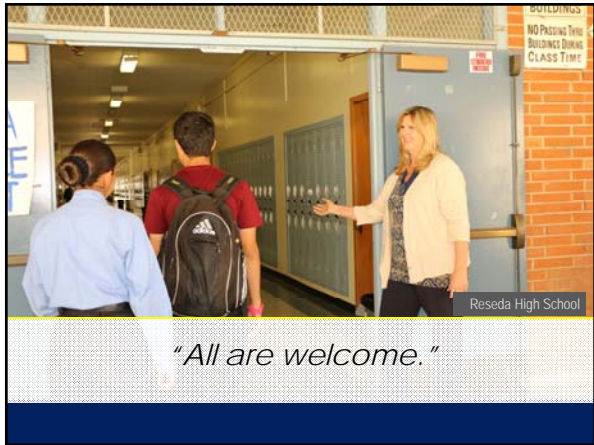
Linda Esperanza Marquez Senior High School
of Social Justice



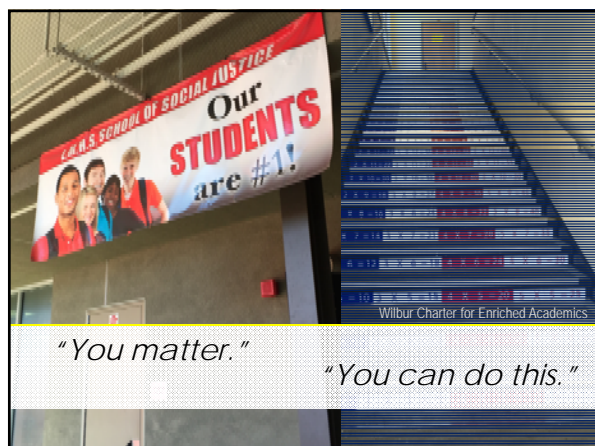


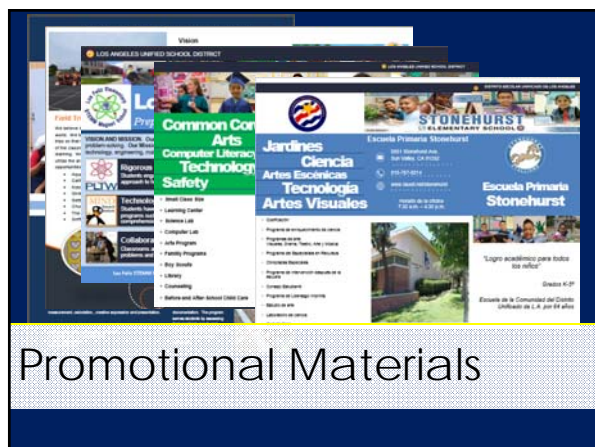














Promote My School Materials

Web Development Resources

How to Advertise Your School

Sharing School Pride

Best Practices Videos

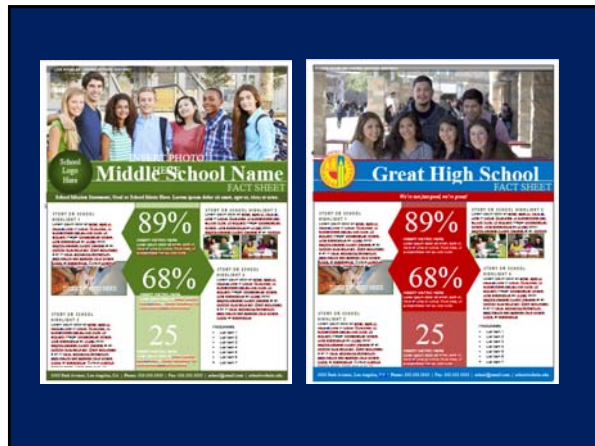
achieve.lausd.net/promotemyschool

Promote My School Materials

achieve.lausd.net/promotemyschool

Templates

More to come!



Things to remember

- Think about your audience: What's in it for them?
- School name is prominent
- School logo
- School colors
- School programs and metrics
- Quotes from students, families and staff
- Avoid District-speak; easy to understand
- Use attention-grabbing photos (happy faces ☺)
- Diversity
- A clear "call to action"
 - Call (phone number) if you are interested in enrolling to (name of school).
- Translate in school's recognized languages
- Less can be more
- Focus groups and School Experience Surveys are insightful.

Printing Needs

LAUSD Reprographics Services Unit

Telephone: (562) 654-9052

E-mail: repro@lausd.net

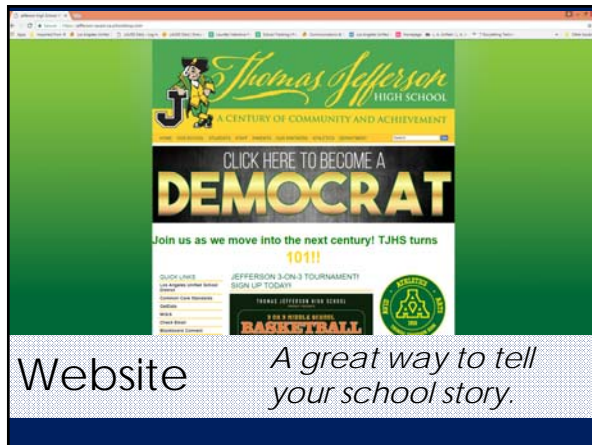
Visit: <http://repro.lausd.net>

- | | | |
|------------------------------|-----------------------------------|---|
| • Color/Black & White Copies | • Banners | • Corporate ID / Branding |
| • Bound Books | • Foam Boards | • Embossing |
| • Posters | • Signs | • Fulfillment Services |
| • Certificates | • Vehicle Wraps and Decals | • Variable Data Programming and Printing |
| • Presentation Folders | • Heat Press Printing for Apparel | • Instructional Material (i.e., Common Core, Assessments, ELA Textbooks and Teacher Guides) |
| • Letterheads | • Silkscreen Printing for Apparel | |
| • Digital Banners | • Project Management | |
| • Brochures | • Web Services | |
| • Presentation Boards | • Graphic Design | |
| • Postcards | | |
| • Mailing Services | | |

Have finished materials, now what?

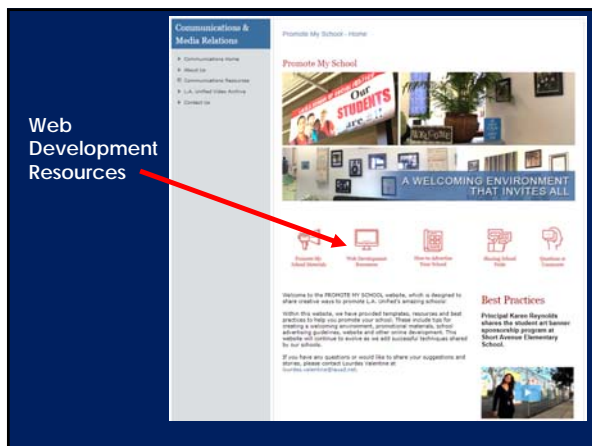
SHARE! SHARE! SHARE!

- Parent Center
- Main Office
- Attendance Office
- Feeder schools
- Neighborhood businesses, i.e., libraries, hospitals, laundromats, stores, businesses, churches, etc.
- Send school information packet or materials with a personal note to prospective parents/guardians
- Neighborhood Council and Community Organizations
- Families and Staff can share, too



Website

A great way to tell your school story.



Web Development Resources

Web Development Resources

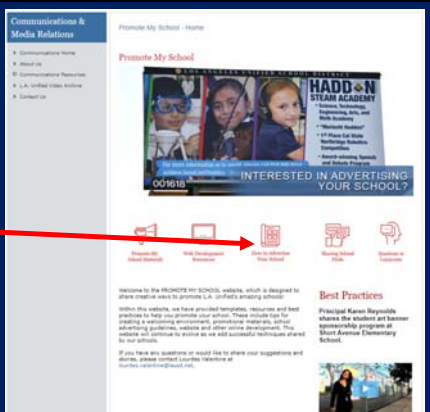


Web Development Resources



achieve.lausd.net/promotemy school

How to Advertise Your School



achieve.lausd.net/promotemy school

Examples of School Advertising

Students have inspired into costs about various traditional advertising: the light pole banners, billboard, radio and newspaper advertising. The costs for advertising differs from the type of advertising to the size of the ad to placement or location. Below are examples for some of school advertising which have been placed.



Garfield High School Light Pole Banners

Description:
8-foot high light pole banners were placed in August 2018 along a 1.5-mile long stretch of Atlantic Boulevard – one of the busiest streets in East Los Angeles. Each of the 64 banners bore the photo of a smiling Garfield High School graduate holding the flag of the college or university they planned to attend in the fall. Each banner bearing the proud caption, "College Bound!" Thus promoting the college-going culture of the East L.A. Campus.

Approximate cost: \$15,000
Funding Source: School donations



John H. Francis Polytechnic High School Billboard

Description:
A 14' x 48' billboard was placed for Polytechnic High School for one month beginning Feb 2017. Located near Sherman Way and Colton/Canyon. Cost \$3,448 total for four weeks (\$2,500 placement, \$848 production)
Funding Source: Board office discretionary funds initially, after four-week extension was paid for by the school.



Vista del Valle Dual Language Academy Billboard

Description:
A 12' x 24' billboard was placed for Vista del Valle Dual Language Academy beginning February 2017. Located near Macley and Adelphi.
Cost \$2,098 total for four weeks (\$2,000 placement, \$98 production)
Funding Source: Board office discretionary funds

achieve.lausd.net/promotemyschool

Communications & Media Relations

- Communications Intern
- Media Kit
- Communications Resources
- L.A. Unified Crisis Hotline
- Guidelines

Promote My School - Home

Promote My School

INTERESTED IN ADVERTISING YOUR SCHOOL?

Promote My School

Web Site Development

Event Planning

Adopt a School Plan

Strategic Initiatives

Sharing School Pride

Initiative to the PROMOTE MY SCHOOL website, which is designed to give credit where it's due to promote L.A. Unified's amazing schools!

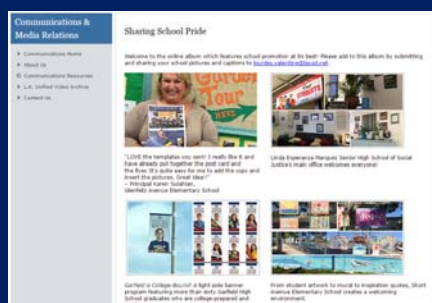
Notice: This website was not built by teachers, researchers and best practices to help you promote your school. These include tips for creating a welcoming environment, promotional materials, a digital marketing plan, social media strategy, and more. It also includes a list of advertising opportunities, website and other online development. This tool can be customized to fit your needs and can be successfully implemented in any school.

If you have any questions or would like to share your suggestions and ideas, please contact Courtney Loperano at loroperano@laud.usd.net

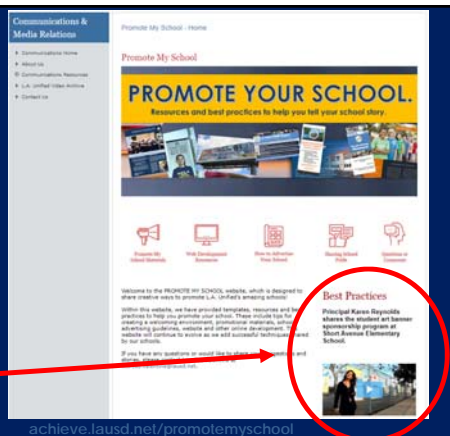
Best Practices

Phonics Fluency Reminiscence shares the student and teacher experiences from the Phonics Fluency program at Mount Adams Elementary School.

achieve.lausd.net/promotemyschool



Best Practices Videos



achieve.lausd.net/promotemyschool

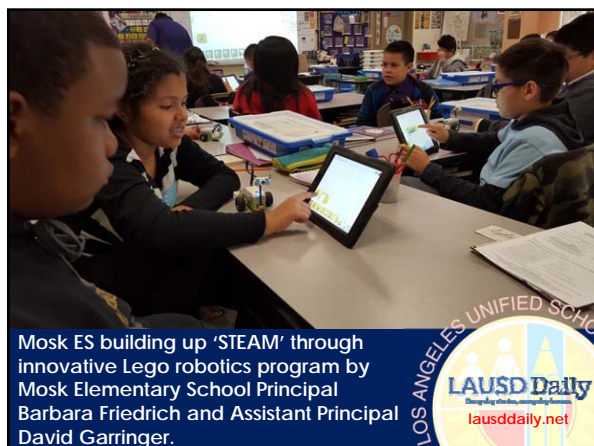
Best Practice Video



Principal Karen Reynolds, Short Avenue Elementary
Sponsored Student Art Banner Program









"My life has been filled with many unexpected turns, unavoidable potholes, seemingly insurmountable hills, and unpromising moments..."

Overcoming adversity to become a success by Albert Brady Thomas, a Jefferson Senior High School alumnus.

LOS ANGELES UNIFIED SCHOOL DISTRICT
LAUSD Daily
lausddaily.net



Social Media *Resource Guide coming soon!*



Picture No-No's







Curb appeal + Main office = A welcoming environment

Promotional Materials

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Website
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School and District Social Media
School Events
Traditional Outreach

Your students, their families, and your staff =
The power of the school story



We are here to help.

CONTACT US

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L.A. Unified

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