

# PROMOTE YOUR SCHOOL.

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



@LosAngelesSchools



@LASchools  
@MichelleKingLA  
@VivianEkchian  
@SomosLAUSD



LosAngelesSchools

Lourdes Valentine | Marketing Director  
Office of Communications and Media Relations  
lourdes.valentine@lausd.net  
213.241.6766

May 2018

# Objectives and Expectations for this Presentation

**Objectives:** • Share creative ways to promote your school

<b>Outcomes:</b>	<ul style="list-style-type: none"><li>• An invitation to think about at least three things to promote your school this school year.</li><li>• Need help? Contact me at <a href="mailto:lourdes.valentine@lausd.net">lourdes.valentine@lausd.net</a> or 213.241.6766</li></ul>
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# Key things needed from you during this session

Open-Minded | Creativity | Out of the Box Thinking | Collaboration





# L.A. Unified in Action!

**LAUSD CHOOSE A FAVORITE CHALLENGE**

**STUDENTS COME TO SCHOOL EVERY DAY AND WIN COOL PRIZES!**

**SAY "I'M IN"**

Go to [pubserver.conline.net](http://pubserver.conline.net) for details or visit [www.facebook.com/JoinLAUSD](http://www.facebook.com/JoinLAUSD) to see more opportunities to win.

Prizes include: A BRAND NEW CAR!, A SCHOOL CONCERT!, A Private Screening of a new movie for your school!, Knott's Berry Farm 4 Pack, Aquarium of the Pacific 4 Pack, and lots of OTHER PRIZES!

**Retirement**

**DESTINATION: A SUBSTANTIAL RETIREMENT**  
**YOUR FIRST STOP: ENROLL IN THE 457(b) PLAN TODAY**

Start now to help build your retirement nest egg by investing in this LAUSD sponsored voluntary retirement plan. The 457(b) Deferred Compensation Plan makes it easy for you to invest for your future.

What is the LAUSD 457(b) plan?  
A 457(b) plan is a tax-deferred compensation plan that works very much like other retirement plans such as the 401(k). Saving money while reducing taxes is the smart thing to do. The LAUSD 457(b) plan is designed to help you secure your retirement money in a low cost, product sponsored by LAUSD for your benefit.

Who is eligible to contribute to the LAUSD 457(b) plan?  
All active employees are eligible to participate in the plan.

Don't let time pass you by  
The longer you put off  
saving, the more expensive  
it will become to afford your  
retirement.



Why contribute to a 457(b) plan?  
• Reduce Taxable Income: Deposits into your 457(b) plan are tax deferred. You reduce your current taxes and only pay taxes when you withdraw your money.  
• Low Cost: Because this is a District sponsored plan, LAUSD is able to offer this plan at a very low cost. The annual fee is .15%, which is 15 cents for every \$100.00 plus investment fund expenses.  
• Loan Provision: You may take a loan against your account should you need money for any reason (all loans must comply with IRS guidelines).  
• No Penalty for Early Withdrawal: There is no 10% penalty for early withdrawal prior to age 59 1/2 and you are not assessed from the District.  
• Additional Tax Savings: Double your tax savings by making tax deferred contributions to the LAUSD 457(b) plan and to your 401(k) tax deferred account. This allows you to save more money and further reduce taxes (subject to a financial consultant to determine your maximum contribution limits).

**LAUSD SUMMER SCHOOL CLASSES ONLINE**

**FREE ONLINE CLASSES THIS SUMMER SIGN-UP TODAY WITH YOUR COUNSELOR**

**NEED TO MAKE-UP ANY CLASSES?**  
Available online courses include English 9/10, Algebra 1, Geometry, World History and US History

LAUSD, Beyond The Bell, and the City of Angels presents the 2010 Online Summer School. City of Angels Virtual Academy Online Summer School will offer the following courses: English 9 A/B, English 10 A/B, Algebra 1 A/B, Geometry A/B, World History A/B and US History A/B.

• Students will be expected to attend two face-to-face meetings (during the first week and last week of summer school) in addition to other requirements explained by your school counselor.

• If you have any questions, please call the City of Angels Virtual Academy Central Offices at 213.746.1100

**DEADLINE: JUNE 18, 2010 SPACE IS LIMITED!**

Face-to-face and in-person support locations:  
Harbor/South Area: Sun Valley Middle School, 7300 Bakman Ave., Sun Valley, CA 91352  
Central Los Angeles/Downtown: San Julian, 1449 South San Pedro St., Los Angeles, CA 90015

Sponsored By: Bell LAUSD 353 South Broadway Ave., Los Angeles, CA 90017 Tel: 213.241.7989 Fax: 213.241.0868  
City of Angels Virtual Academy 1449 South San Pedro St. Los Angeles, CA 90015 Tel: 213.746.1100 Fax: 213.746.7176  
[www.angelsschools.org](http://www.angelsschools.org)

**Blueprint for Wellness**  
Healthy Choices for Lifelong Health

**THE LAUSD HEALTH AND WELLNESS POLICY**



A Los Angeles Unified School District Policy

January 2015

**WE ARE ONE L.A. UNIFIED**

**STANDING WITH IMMIGRANT FAMILIES**

**APOYANDO A LAS FAMILIAS INMIGRANTES**  
Đứng Chung với các Gia Đình Nhập Cư  
Կանգնելով Ներգաղթյալ Ընտանիքների Կողքին  
در کنار خانواده های مهاجر ایستادیم  
따라서 이민자 패밀리의 함께 여러분들을 지지합니다  
和移民家庭站在一起

**Nakatayo Kasama Ang Mga Migranteng Pamilya**

For information, call the School Enrollment Placement & Assessment Center at (213) 482-3954 or visit: <http://achieve.lausd.net/WeAreOne>





# What is your schools



98%

ATTENDANCE RATE



How  
are  
you  
telling your schools' story?



**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%

# 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](http://greatschools.org), etc.

# Parent Ambassadors

Market 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
<a href="#">Andasol Avenue Elementary School</a>	★★★★☆	N/A	6
<a href="#">Castlebay Lane Charter School</a>	★★★★☆	N/A	9
<a href="#">Danube Avenue Elementary School</a>	★★★★☆	N/A	5
<a href="#">Darby Avenue Charter School</a>	★★★★☆	N/A	9
<a href="#">El Dorado Avenue Elementary School</a>	★★★★☆	N/A	3

< 1 2 3 >

\* School data provided by National Center for Education Statistics, Maponics, and [GreatSchools](#). Intended for reference only. GreatSchools Ratings compare a school's test performance to statewide results. To verify enrollment eligibility, contact the school or district directly.

# School Staff

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- 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

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- 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

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

# School Administrator

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- 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.





Van Nuys High School

# Curb Appeal

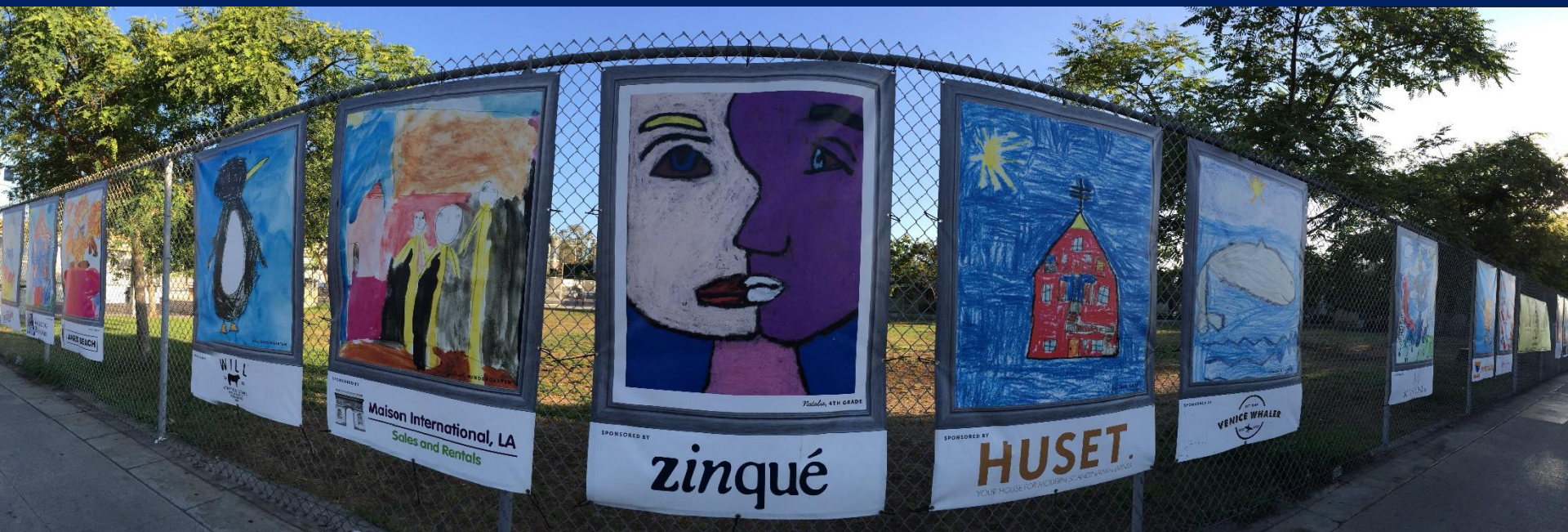




San Pedro High School

*"You belong here."*





Westminster Avenue Elementary School  
Math & Technology / Environmental Studies Magnet

*“We are a creative school.”*

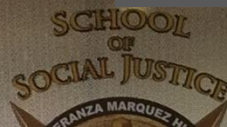


L.M.H.S. School of Social Justice

W E L C O M E



Linda Esperanza Marquez Senior High School  
of Social Justice





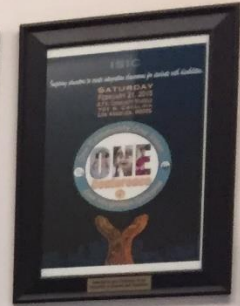
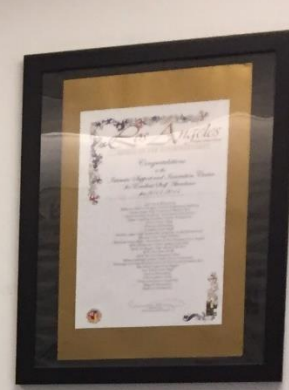


IMAGINE



Linda Esperanza Marquez Senior High School  
of Social Justice

welcome to  
NOW ACADEMY



New Open World Academy

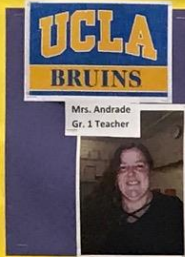
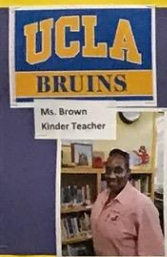






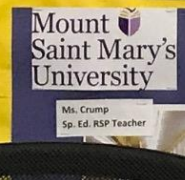
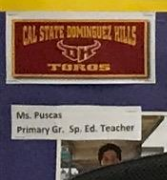
Magnolia Avenue Elementary  
School





**GOLDEN EAGLES**  
**CAL STATE L.A.**

Ms. Zuniga  
Gr. 6 Teacher

A portrait of Ms. Zuniga, a woman with dark hair, smiling. She is wearing a dark top. The background is a blurred indoor setting.

You may walk your class  
Walk to view all the subjects  
the conclusion  
Thank  
HHP Committed

Avalon Gardens Elementary  
School





Welcome to Allesandro School

Allesandro Elementary School





Reseda High School

*"All are welcome."*

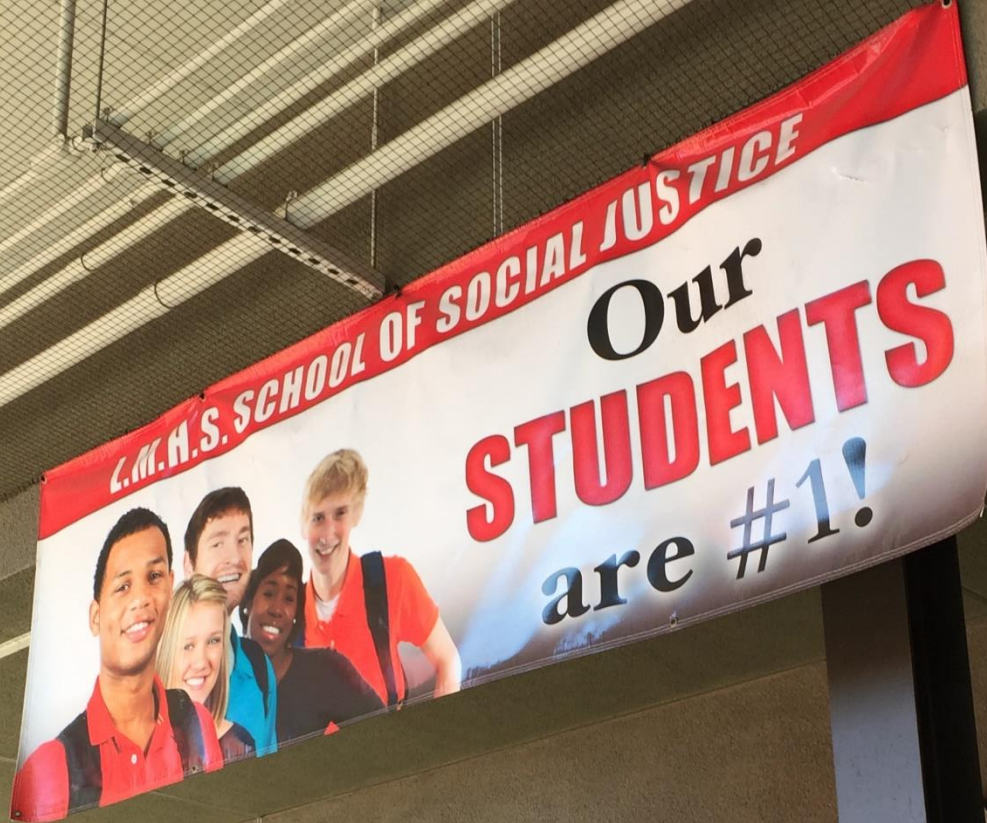




Glassell Park Early Education Center

*“We are a safe space.”*





“You matter.”

“You can do this.”





## Vision

LOS ANGELES UNIFIED SCHOOL DISTRICT

LOS ANGELES UNIFIED SCHOOL DISTRICT



### Field Trips

We believe in the world. We take field trips so that all of the class can learn. We utilize the all opportunities

- Aquatics
- California
- Kids
- Skit
- Gett
- Chur
- The
- Griff

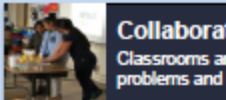
**VISION AND MISSION.** Our problem-solving. Our Mission technology, engineering, math



**Rigorous**  
Students engage approach to h



**Technology**  
Students have programs such comprehension



**Collaborative**  
Classrooms and problems and

Los Feliz STEMM

**Common Core**  
**Arts**  
**Computer Literacy**  
**Technology**  
**Safety**

- Small Class Size
- Learning Center
- Science Lab
- Computer Lab
- Arts Program
- Family Programs
- Boy Scouts
- Library
- Counseling
- Before-and After-School Child Care

documentation. The program serves students by assessing their academic needs and providing instruction which meets or exceeds state content standards.



**Jardines**  
**Ciencia**  
**Artes Escénicas**  
**Tecnología**  
**Artes Visuales**

- Codificación
- Programa de enriquecimiento de ciencia
- Programas de arte: Visuales, Drama, Teatro, Arte y Música
- Programa del Especialista en Recursos
- Olimpiadas Especiales
- Programa de Intervención después de la escuela
- Consejo Estudiantil
- Programa de Liderazgo Imprints
- Estudio de arte
- Laboratorio de ciencia
- Club de Cer



Escuela Primaria Stonehurst



9851 Stonehurst Ave.  
Sun Valley, CA 91352



818-767-8014



[www.lausd.net/stonehurst](http://www.lausd.net/stonehurst)

Horario de la oficina  
7:30 a.m. – 4:30 p.m.



**Escuela Primaria**  
**Stonehurst**



*"Logro académico para todos los niños"*

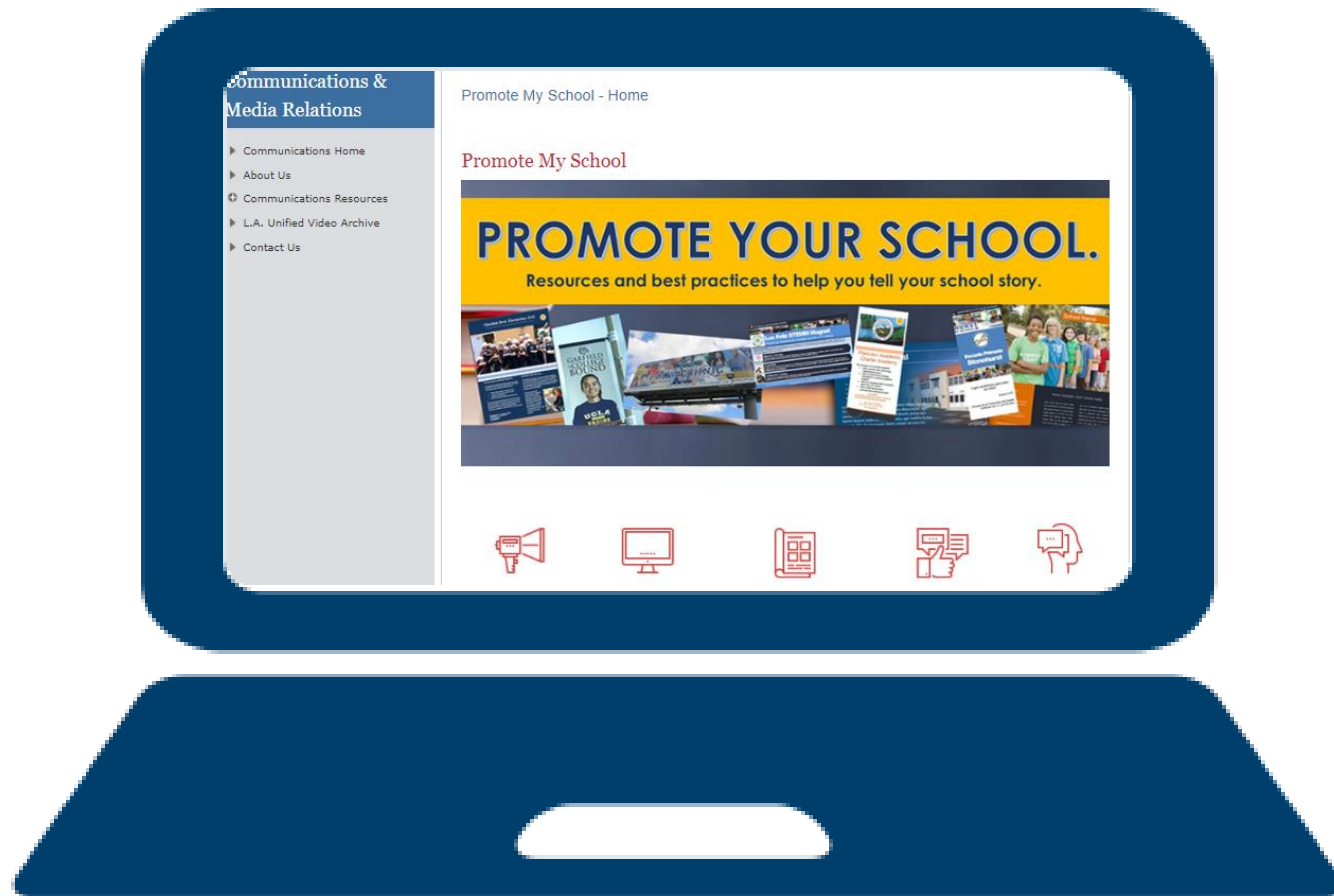
Grados K-5º

Escuela de la Comunidad del Distrito Unificado de L.A. por 64 años

3805 Glenboro Blvd. Los Angeles, CA 90008  
P: 323-698-1431 | F: 323-698-5736  
E: [387414@lausd.net](mailto:387414@lausd.net)  
[www.glenboro.com](http://www.glenboro.com)

# Promotional Materials

# Visit the PROMOTE YOUR SCHOOL Website



[achieve.lausd.net/promotemyschool](https://achieve.lausd.net/promotemyschool)

Promote My  
School  
Materials

Web  
Development  
Resources

How to  
Advertise  
Your School

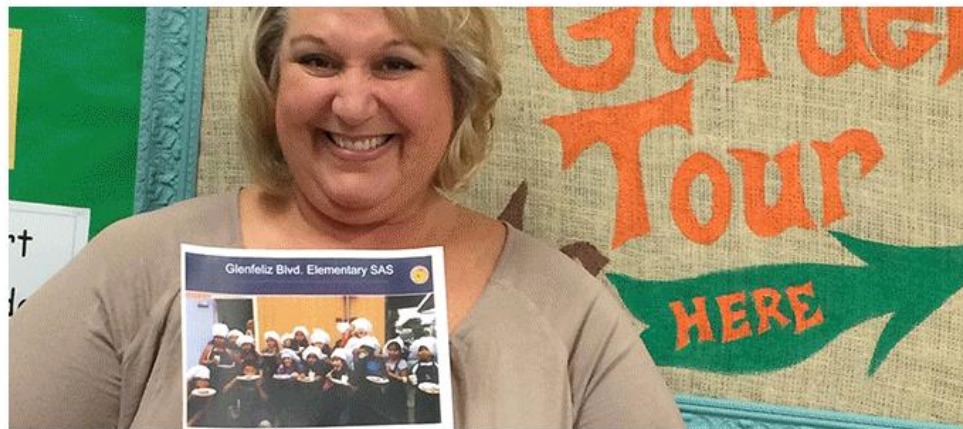
Sharing  
School Pride

Best  
Practices  
Videos

## Communications & Media Relations

- Communications Home
- About Us
- Communications Resources
- L.A. Unified Video Archive
- Contact Us

## Promote My School



School Materials



Resources



How to Advertise  
Your School



Sharing School  
Pride



Questions or  
Comments

Welcome to the PROMOTE MY SCHOOL website, which is designed to share creative ways to promote L.A. Unified's amazing schools!

Within this website, we have provided templates, resources and best practices to help you promote your school. These include tips for creating a welcoming environment, promotional materials, school advertising guidelines, website and other online development. This website will continue to evolve as we add techniques shared by our schools.

If you have any questions or would like to share your suggestions and stories, please contact Lourdes Valentine at [lourdes.valentine@lausd.net](mailto:lourdes.valentine@lausd.net).

## Best Practices

Principal Karen Reynolds shares the student art banner program at Short Avenue Elementary School



[achieve.lausd.net/promotemyschool](https://achieve.lausd.net/promotemyschool)

# Promote My School Materials



### For Brochures, Flyers, School Factsheets

These are the steps to create brochures, flyers, etc.

STEP  
1

#### Select your template.

Download and personalize the promotional material template from the choices below and add your school text, metrics, photos and change the color blocks to match your school colors.

STEP  
2

#### Print/View the Editing Basics Guide.

Print/View the [Editing Basics Guide](#) which provides instructions on how to add, edit and personalize your text, graphics and colors.

STEP  
3

#### Print/View the Style Guide.

Print/View the Office of Communications [Style Guide](#) that includes tips and guidelines for writing clear and concise messages.

STEP  
4

#### Email your draft materials.

Email [lourdes.valentine@lausd.net](mailto:lourdes.valentine@lausd.net) with your draft materials and our office can review your document(s) for spelling, grammar, format, and appropriateness.

spelling, grammar, format, and appropriateness.





# Name of High School

## Stories About Our Students

Tutor



### Name of Mid

#### Type Text he

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- Books
- Backpacks
- iPad
- Lunch
- Pencils
- Paper
- Etc.

#### Type Text he

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venim quo is  
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tempelatur

### Announcer



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Replace

Replace

Replace

Replace



### EDUCATION

- CATEGORY 1  
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luptatum scelerisque dolor auctor.
- CATEGORY 2  
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etiam adiscing elit, sed etiam nunc.

### School Nam

SCHOOL  
LOGO  
HERE

LOS ANGELES

# High

School Motto here/Miss  
5555 Park Avenue, Los

### UPDATES

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maecenas cras, amet ac urna, pretium orci

### WHAT HAVE WE BEEN UP

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LOS ANGELES UNIFIED SCHOOL DISTRICT



LOS ANGELES UNIFIED SCHOOL DISTRICT



School  
Logo  
Here

## Elementary School Name

School Motto or Mission Statement Here

#### TITLE 1

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#### TITLE 1

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#### TITLE 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit.



Replace

- ITEM 1
- ITEM 2
- ITEM 3
- ITEM 4
- ITEM 5

Elementary School Name | 555 S. Broadway St., Los Angeles, CA 90017 | 555.555.5555 | schoolwebsite.edu

# 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](mailto:repro@lausd.net)

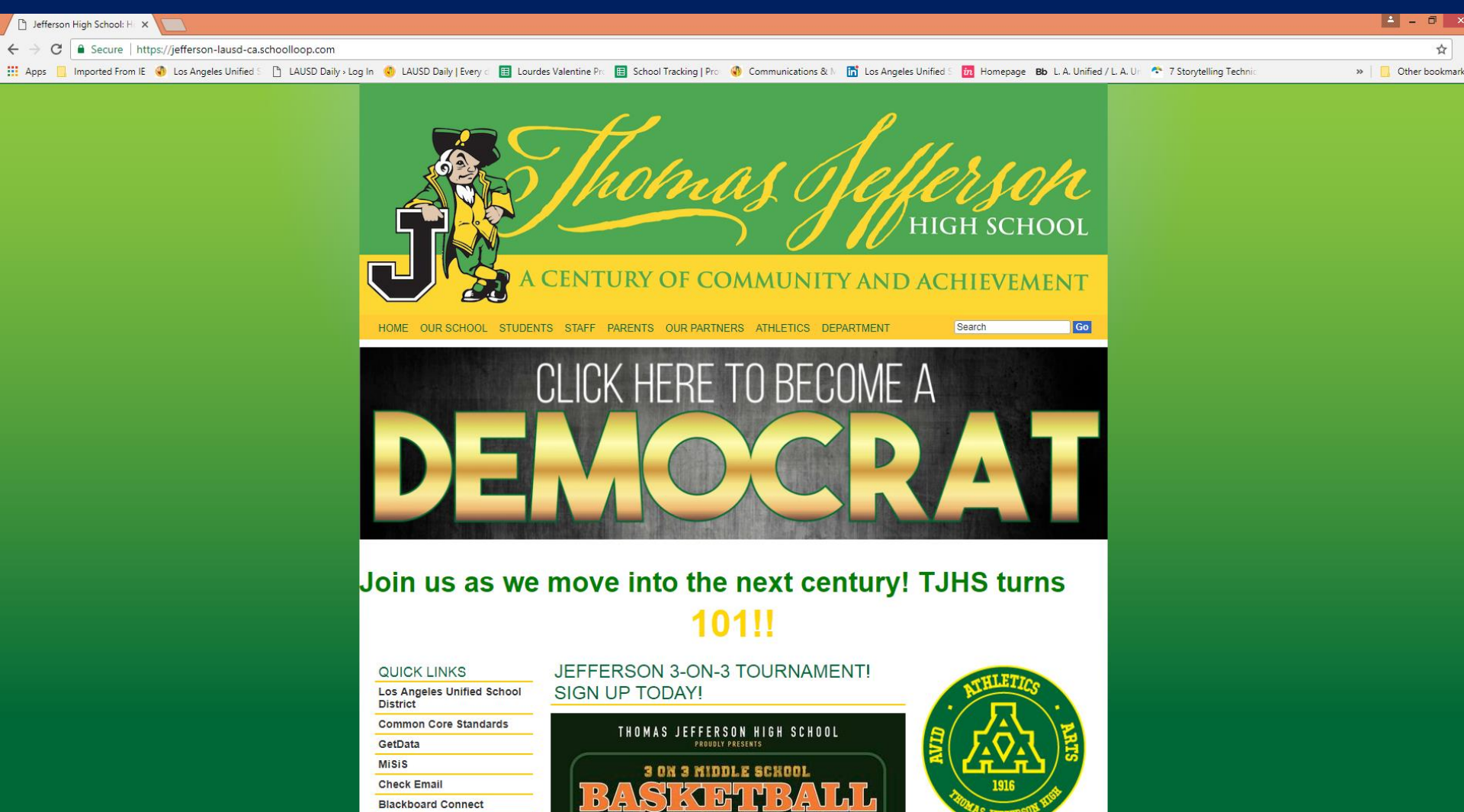
Visit: <http://repro.lausd.net>

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

# 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

## Communications & Media Relations

- Communications Home
- About Us
- Communications Resources
- L.A. Unified Video Archive
- Contact Us

Promote My School - Home

### Promote My School



Promote My School Materials



Web Development Resources



How to Advertise Your School



Sharing School Pride



Questions or Comments

Welcome to the PROMOTE MY SCHOOL website, which is designed to share creative ways to promote L.A. Unified's amazing schools!

Within this website, we have provided templates, resources and best practices to help you promote your school. These include tips for creating a welcoming environment, promotional materials, school advertising guidelines, website and other online development. This website will continue to evolve as we add successful techniques shared by our schools.

If you have any questions or would like to share your suggestions and stories, please contact Lourdes Valentine at [lourdes.valentine@lausd.net](mailto:lourdes.valentine@lausd.net).

### Best Practices

Principal Karen Reynolds shares the student art banner sponsorship program at Short Avenue Elementary School.



# Web Development Resources



## IT Website Services

As Technology advances, websites have become the gateway to information about our District and individual school sites. Websites allow us to highlight and promote information while letting the viewer explore what we have to offer.

Whether you're a school or an office, we have authorized tools needed to help establish your web presence.



## Content Managers: New Page Editing Updates

Schoolwires Site Managers - Find out what changes are coming to help maintain your website. If you have any addition questions, please contact ITD Web Services at [ITDWeb@lausd.net](mailto:ITDWeb@lausd.net)

[Learn More](#)

# Web Development Resources



## Website Policy

Our Website Policy provides a basic set of guidelines for schools and offices when using we tools to communicate information.



## Website Examples

Take a look at some examples of school and office websites. [Click here.](#)

[Click here](#) to review the website options available.



## Friendly URLs

Convert your website to a user-friendly URL that you can easily promote your school or office. School can also request their newly created URLs on Find-A-School. [Request here.](#)



## Request Forms

See a list of services we offer to help support schools and offices. For access or other website-related request, [click here.](#)



## Tutorials/Resources

Check our our tutorials and resources for our authorized website solutions.

School Sites: School Loop [click here.](#)

Departments: Schoolwires [click here.](#)



## Web Tips

To help build an effective website, check out these Web Tips to help guide you.



## Website Help

Through our authorized website solutions, we also have other resources and assistance available.

School Loop (Schools) [click here.](#)

Schoolwires (Offices), [click here.](#)



## Dept Website Migration

In 2014, all departments went through a website migration onto a uniform platform, Schoolwires. **If your department, has not migrated - please do so immediately.** For more about the migration process for departments, [click here](#) to see archived information.



## Video Hosting

District employees can upload and share video content online through our video hosting service.



# How to Advertise Your School

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## Promote My School



Promote My  
School Materials



Web Development  
Resources



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## Best Practices

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[achieve.lausd.net/promotemyschool](http://achieve.lausd.net/promotemyschool)

## STEP 1

# Determine your funding source.

Schools may pay for school advertising via school donations and school-site budget (general, unrestricted funds). Please note that the donation should be specified by donor for this purpose. Title I is not an allowable expense for school advertising.

## STEP 2

# Contact your local district buyer.

Your procurement local district buyer can guide you and help research the costs of and procure the selected advertising media. Please see contacts below.

Local District	Local District Buyer	E-mail	Telephone Number
Local District Northeast	Lauren Pitpit	<a href="mailto:lauren.pitpit@lausd.net">lauren.pitpit@lausd.net</a>	(818) 252-5468
Local District Northwest	Jina Jung	<a href="mailto:jina.jung@lausd.net">jina.jung@lausd.net</a>	(818) 654-3719
Local District East	Mario Fuller	<a href="mailto:mario.fuller@lausd.net">mario.fuller@lausd.net</a>	(323) 224-3179
Local District West	Michelle Conerly	<a href="mailto:michelle.conerly@lausd.net">michelle.conerly@lausd.net</a>	(310) 914-2172
Local District Central	Zachary Watson	<a href="mailto:zachary.watson@lausd.net">zachary.watson@lausd.net</a>	(213) 241-0188
Local District South	Oscar Montes	<a href="mailto:oscar.montes@lausd.net">oscar.montes@lausd.net</a>	(310) 354-3558

Your local district buyers can also share the agencies that have access to the City of Los Angeles's database for light pole banner availability. Please note that there is a low value threshold of \$25,000 for each type of advertising media. Procurement will also track school advertising purchases and, if warranted, may issue a formal procurement action.

## STEP 3

# Send draft advertising materials.

Send the draft advertising materials to Lourdes Valentine at [lourdes.valentine@lausd.net](mailto:lourdes.valentine@lausd.net). If you wish, the Office of Communications is available for review of all school advertising concepts and materials and can check appropriateness, grammar, format and spelling.

## STEP 4

# Send the approved design to ad company.

Send your design or communicate approvals to the respective advertising company. Once the materials have been finalized and approved by the school administrator, send the file format (e.g. high-resolution j-peg) to the advertising company. The company will provide the specifications or "specs" and tell you the type of file needed as well as other details. The advertising company may design your school ad. If this is the case, communicate your approval of the design.



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## Examples of School Advertising

Schools have inquired into costs about various traditional advertising like light pole banners, billboards, radio and newspaper advertising. The costs for advertising differs from the type of advertising to the size of the ad its 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 2016 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 bearing the proud caption: "Garfield is College Bound" Thus promoting the college-going culture at 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 Coldwater Canyon.

Cost: \$3,446 total for four weeks (\$2,500 placement, \$946 production)

Funding Source: Board office discretionary funds initially, another 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 Maclay and Adelphia.

Cost: \$2,698 total for four weeks (\$2,000 placement, \$698 production)

Funding Source: Board office discretionary funds



## Communications & Media Relations

- Communications Home
- About Us
- Communications Resources
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- Contact Us

# Sharing School Pride

Promote My School - Home

## Promote My School



Promote My  
School Materials



Web Development  
Resources



Highlight  
Your School



Sharing School  
Pride



Questions or  
Comments

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## Best Practices

Principal Karen Reynolds shares the student art banner sponsorship program at Short Avenue Elementary School.



[achieve.lausd.net/promotemyschool](https://achieve.lausd.net/promotemyschool)

# Sharing School Pride

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## Sharing School Pride

Welcome to the online album which features school promotion at its best! Please add to this album by submitting and sharing your school pictures and captions to [lourdes.valentine@lausd.net](mailto:lourdes.valentine@lausd.net).



"LOVE the templates you sent! I really like it and have already put together the post card and the flyer. It's quite easy for me to add the copy and insert the pictures. Great idea!!"  
- Principal Karen Sulahian,  
Glenfeliz Avenue Elementary School



*Garfield is College-Bound!* A light-pole banner program featuring more than sixty Garfield High School graduates who are college-prepared and ready!



Linda Esperanza Marquez Senior High School of Social Justice's main office welcomes everyone!



From student artwork to mural to inspiration quotes, Short Avenue Elementary School creates a welcoming environment.

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If you have any questions or would like to share your suggestions and stories, please contact [karen.reynolds@lausd.net](mailto:karen.reynolds@lausd.net).

### Best Practices

Principal Karen Reynolds shares the student art banner sponsorship program at Short Avenue Elementary School.



Best  
Practices  
Videos

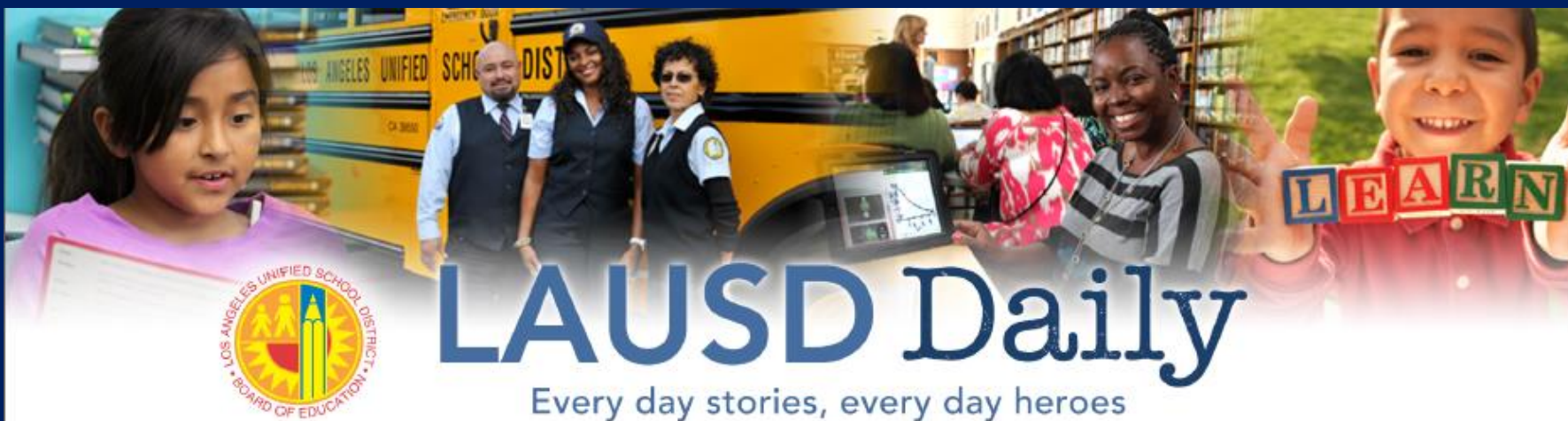
[achieve.lausd.net/promotemyschool](https://achieve.lausd.net/promotemyschool)



# Best Practice Video



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



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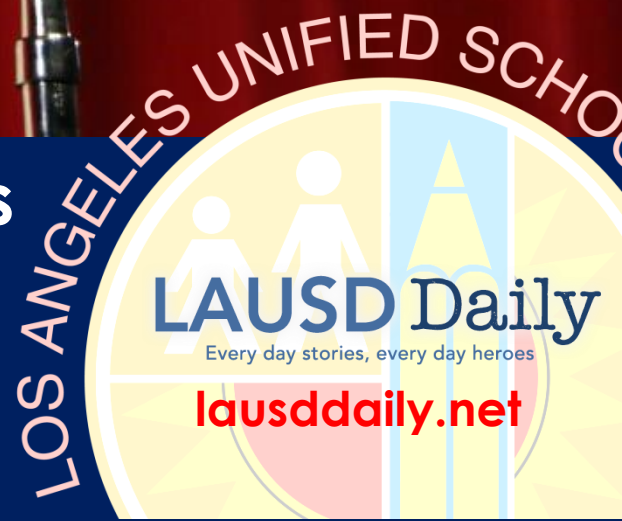
Come visit!  
**[lausddaily.net](http://lausddaily.net)**

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**Student Spotlight: Ramon C. Cortines  
School of Visual & Performing Arts  
Senior Eileen Garrido sings from her  
heart.**







**Mosk ES building up 'STEAM' through innovative Lego robotics program by Mosk Elementary School Principal Barbara Friedrich and Assistant Principal David Garringer.**





*"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.**







# Social Media

*Resource Guide  
coming soon!*





# Picture No-No's



Picture Yes's

*Pictures can paint  
a thousand words.*

*schools*  
What is your story?





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**

**LAUSD Daily**

**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

L.A. Unified Office of Communications

333 S. Beaudry Ave., 24<sup>th</sup> Floor

Los Angeles, CA 90017

EMAIL: [communications@lausd.net](mailto:communications@lausd.net)

PHONE: 213-241-6766

## FOLLOW US

[Lausddaily.net](http://lausddaily.net)

<http://www.Facebook.com/LosAngelesSchools>

<http://www.YouTube.com/LosAngelesSchools>

<http://www.twitter.com/LASchools>

Office of Communications and Media Relations | 213.241.6766 | [communications@lausd.net](mailto:communications@lausd.net)



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