



# 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

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## 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](mailto:lourdes.valentine@lausd.net) or 213.241.6766



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## Key things needed from you during this session

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



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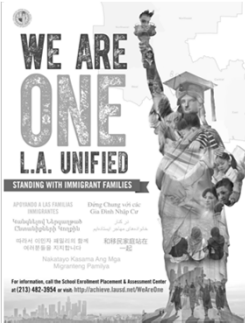
**L.A. Unified in Action!**




**STUDENTS WIN COOL PRIZES**




**SUMMER SCHOOL CLASSES ONLINE**




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




**Retirement**



**Blueprint for Wellness**



**TO 457a**



**L.A. UNIFIED HEALTH AND WELLNESS POLICY**

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What is your <sup>schools</sup> story?



**98%**

ATTENDANCE RATE



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How are you telling your <sup>schools</sup> story?

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**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**

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**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.*

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**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 stationery 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

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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.

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### 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.

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### Parent Ambassadors

- Even real estate websites have school ratings!

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
Andross Avenue Elementary School	★★★★★	N/A	4
Castilley Lane Charter School	★★★★★	N/A	4
Danube Avenue Elementary School	★★★★★	N/A	4
Darby Avenue Charter School	★★★★★	N/A	4
El Dorado Avenue Elementary School	★★★★★	N/A	4

\* School data provided by National Center for Education Statistics, MapInfo, 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.

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<b>School Staff</b>
<ul style="list-style-type: none"> <li>• Keep staff informed of all the great things happening in your school.</li> <li>• Share the staff stories – those who really help to make your school great.</li> </ul>

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<b>School Administrator</b>
<ul style="list-style-type: none"> <li>• Guest speaker at community events (i.e., service organizations, community council meetings, chamber of commerce, etc.).</li> <li>• Civic center opportunities – offer school facilities for community use.</li> </ul>

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<b>A Welcoming Environment</b>
<ul style="list-style-type: none"> <li>• Curb enthusiasm</li> <li>• Front Office / School Campus Greetings</li> <li>• First impressions</li> <li>• Greeters at meetings and school events</li> </ul>

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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.

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Van Nuys High School

Curb Appeal

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San Pedro High School

*"You belong here."*

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Westminster Avenue Elementary School  
Math & Technology / Environmental Studies Magnet

*"We are a creative school."*

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Linda Esperanza Marquez Senior High School  
of Social Justice

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Linda Esperanza Marquez Senior High School  
of Social Justice

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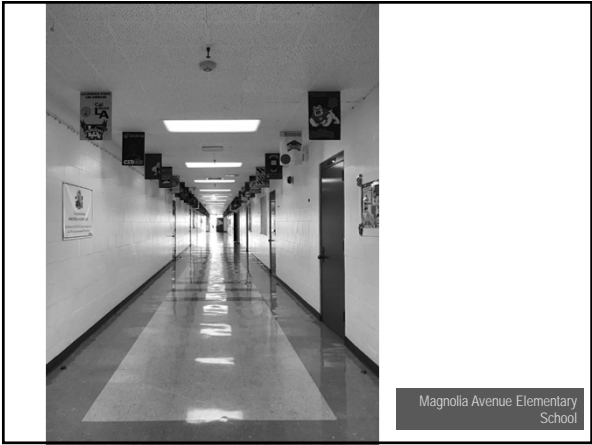
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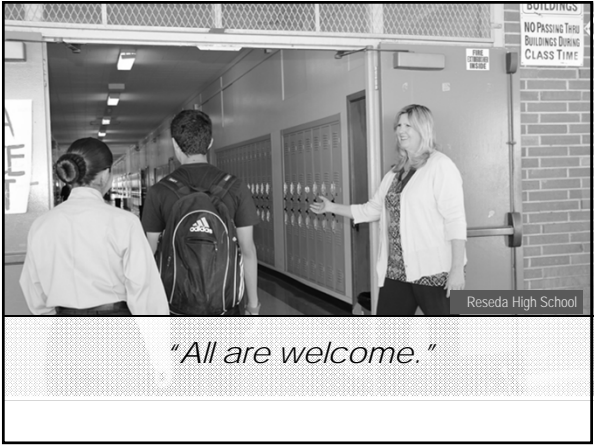
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*"All are welcome."*

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*"We are a safe space."*

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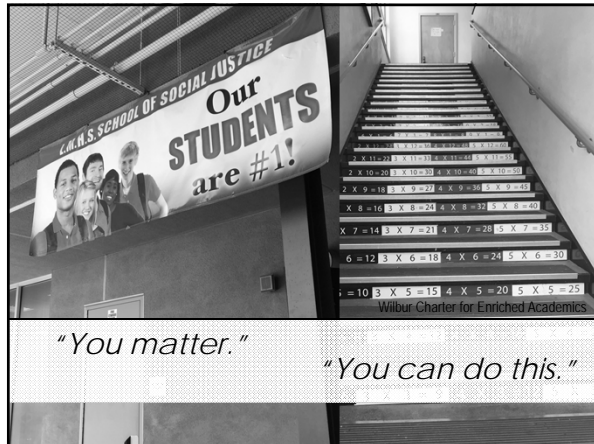
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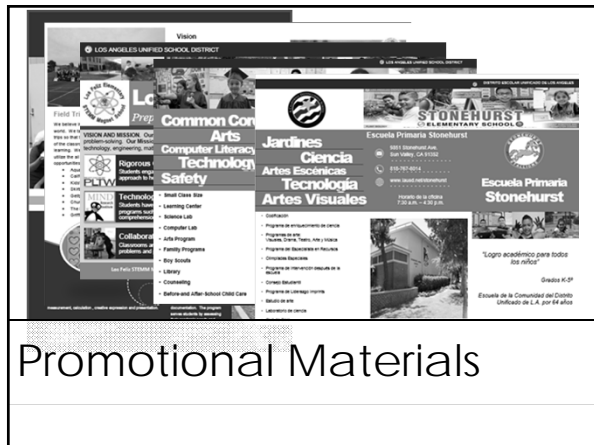
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**Promote My School Materials**

**Web Development Resources**

**How to Advertise Your School**

**Sharing School Pride**

**Best Practices Videos**

achieve.lausd.net/promotemyschool

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**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.

achieve.lausd.net/promotemyschool

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**Templates** *More to come!*

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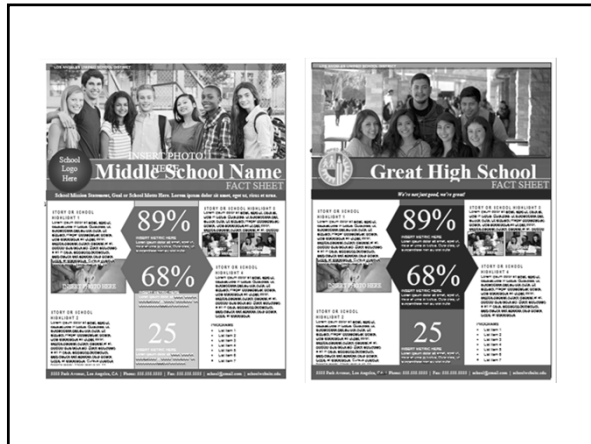
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### Things to remember

- 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.

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### Printing Needs

**LAUSD Reprographics Services Unit**  
 Telephone: (562) 654-9052  
 E-mail: [repro@lausd.net](mailto: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		

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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

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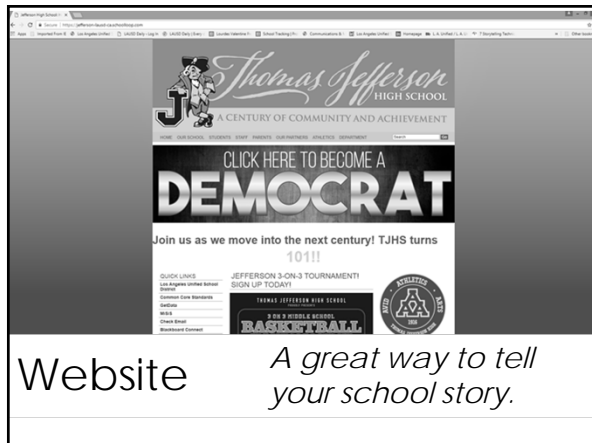
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Website

*A great way to tell your school story.*

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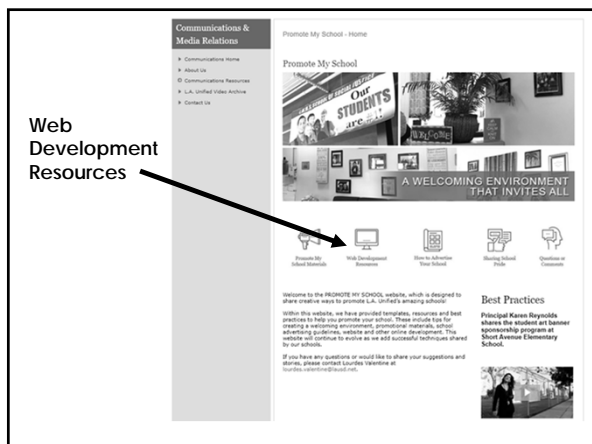
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Web Development Resources

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## 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 additional questions, please contact ITD Web Services at ITDWeb@lausd.net

[Learn More](#)

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## Web Development Resources

### Website Policy

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

### Website Examples

Take a look at some examples of school and office websites. Click here to view 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 four newly created URLs on First-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 out 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 offer both other resources and assistance available. School Loop (Schools) click here. Schoolwires (Offices) click here.

### Desktop Website Migration

In 2014, all departments went through a website migration into a common platform. Schoolwires is your platform. Take our migration - 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.

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## How to Advertise Your School

### Communications & Media Relations

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

### Promote My School - Home

#### Promote My School

INTERESTED IN ADVERTISING YOUR SCHOOL?

[Promote My School Overview](#) [Web Development Resources](#) [Click to Advertise Your School](#) [Sharing School Data](#) [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 ideas, please contact Lauren Valentine at [lauren.valentine@lausd.net](mailto:lauren.valentine@lausd.net).

### Best Practices

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

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

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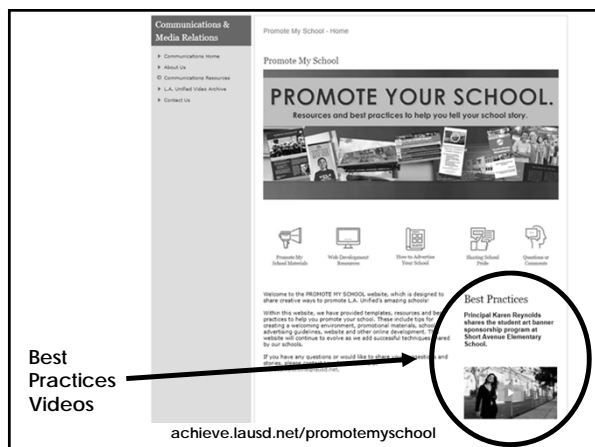
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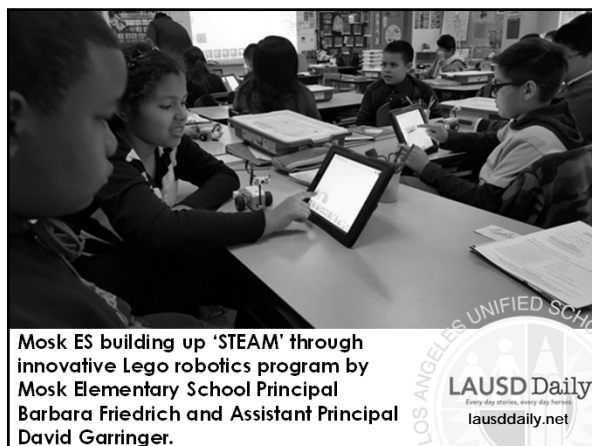
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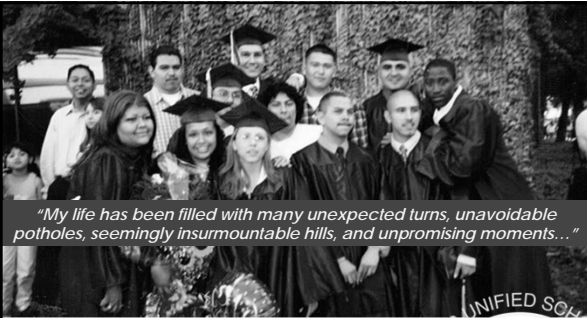
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*"My life has been filled with many unexpected turns, unavoidable potholes, seemingly insurmountable hills, and unpromising moments..."*

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

LAUSD Daily  
Every day news, advice, tips, tricks  
lausddaily.net

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**Social Media** *Resource Guide coming soon!*

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**Picture No-No's**

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Picture Yes's     *Pictures can paint  
a thousand words.*

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What is your <sup>schools</sup> story?

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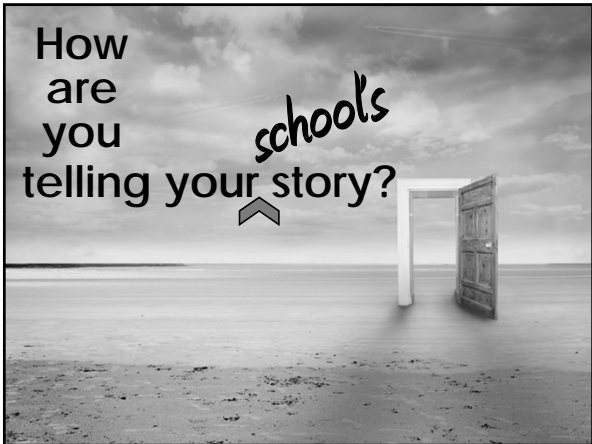
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How  
are  
you  
telling your <sup>schools</sup> story?



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Curb appeal + Main office = A welcoming environment

Promotional Materials

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



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**We are here to help.**

**CONTACT US**

L.A. Unified Office of Communications  
333 S. Beaudry Ave., 24th Floor  
Los Angeles, CA 90017  
EMAIL: [communications@lausd.net](mailto:communications@lausd.net)  
PHONE: 213-241-6766

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

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**L.A. Unified**

*Have you read the Daily today?*  
[lausddaily.net](http://lausddaily.net)



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