



2017-19 L.A. Unified Communications Plan

Destination Graduation



What's Inside

3

From the Chief Communications Officer

5

About the Office of Communications and Media Relations

7

Key Responsibilities and Highlights

11

Staffing and Assignments

15

Primary Audiences and Communications Channels

17

Executive Summary

19

Key Strategy #1: Raise Awareness of District Objectives

23

Key Strategy #2: Broaden and Facilitate Internal and External Communications

27

Key Strategy #3: Continue to Build Public Confidence in L.A. Unified

33

Key Strategy #4: Provide Marketing Support



From the Chief Communications Officer

The Office of Communications and Media Relations supports the mission and goals of L.A. Unified, with a dynamic team that works collaboratively to elevate the image of the nation's second-largest school district.

Our media and public relations professionals are the best resource for promoting stories about our amazing schools, employees and students; providing reliable news and information to internal and external audiences; and handling crises and issues management.

Through key strategies outlined in this updated Communications Plan, we want to build on our success in publicizing L.A. Unified's innovation and achievements. Using traditional and social media, visual communication and marketing, we will continue to showcase the full range of educational options available to L.A. Unified families.

I want to thank my team for its hard work and dedication in supporting our students, schools, employees and families. We remain committed to promoting the District as it advances toward its goal of graduating all students and preparing them for college and careers.

If you haven't already, I would like to invite you to [subscribe](#) to lausddaily.net; like us on:



[Facebook.com/LosAngelesSchools](https://www.facebook.com/LosAngelesSchools)

follow us on



www.twitter.com/LASchools.

and check out our videos on



www.youtube.com/user/LosAngelesSchools

In partnership,


Shannon Haber





Los Angeles Unified School District

Mission Embracing our diversity to educate L.A.'s youth, ensure academic achievement and empower tomorrow's leaders. We are L.A. Unified.

Vision L.A. Unified will be a progressive global leader in education, providing a dynamic and inspiring learning experience where all students graduate ready for success.

Core Beliefs

We believe in **MUTUAL RESPECT**

All individuals, opinions and contributions are valued.

We believe in **EXCELLENCE & HIGH EXPECTATIONS**

All students, parents, employees and community partners contribute unique talents, strengths and skills to create an environment of excellence and to hold ourselves to the highest standards.

We believe in **EQUITY & ACCESS**

All students have access to high-quality schools, innovative programs and necessary supports. Distribution of resources will be based on the needs of students, schools and community.

We believe in **COLLABORATION**

All students, parents, employees and community partners communicate and work together for excellence and success.





About the Office of Communications and Media Relations

The Office of Communications and Media Relations builds relationships with all stakeholders as a credible, consistent and transparent source of information for L.A. Unified. We tell the District's stories and support its primary mission to prepare all graduates for college and careers. Our experienced team is committed to providing open, accurate and effective information to staff, students, parents/guardians, community groups and the public. We understand that maintaining strong relationships with our stakeholders provides the foundation for a strong school district that is truly unified.

Primary Objectives

By adhering to the following objectives, our team will achieve long-term success:

- Utilize the skills and expertise of the seasoned Communications staff to promote the District and to support the administration in achieving its strategic goals.
- Foster strong relationships with the media, providing timely and accurate information and serving as a liaison between reporters and the Superintendent, School Board members and all employees.
- Create key messages that establish “one voice” across all communications channels.
- Develop strong relationships with District staff, parents, community partners and decision-makers.
- Provide guidance and direction for messages and initiatives that support District goals.
- Strengthen internal communications and improve employee engagement.
- Establish strong, positive connections among Local Districts, schools and communities.
- Coordinate internal and external communications regarding safety issues and during crisis situations.
- Provide excellent customer service, including high-level talking points, promotional materials and responses to the news media.

“The Division of Instruction values the true partnering with the Communications team. They exude integrity, wisdom and leadership as our education advocates.”

- Dr. Frances Gipson
Chief Academic Officer
Division of Instruction



Key Responsibilities and Highlights

Media Relations

The Communications team is the “go-to” source for print, broadcast and online journalists to get complete, accurate and timely information about L.A. Unified.

Our responsibilities include:

- Responding to media inquiries.
- Scheduling and supporting media events.
- Issuing news releases and media advisories.

Principals’ Connection

The Communications team distributes the *Principals’ Connection*, the semi-monthly newsletter to our school leaders. This digital tool has served as the primary communication between the District’s central offices and school leaders since 2013.



Crisis Communications

A highly effective communications team is never more crucial than during an emergency or sensitive situation. We must work under rapidly changing conditions to provide internal and external stakeholders with accurate and updated information, while ensuring that the safety of students and schools is not compromised.

During a crisis, the Communications team typically works in collaboration with School Police, Operations and Student Health and Human Services, although other District offices and outside agencies may be involved. We work to:

- Provide support to Local District and school-site administrators.
- Provide up-to-date information to parents and guardians via social media and Connect Ed messages. Relay timely and accurate information to the news media for dissemination to the public at large.

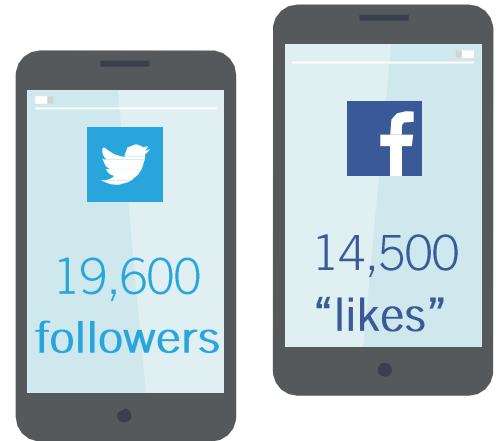
Marketing Support

The Communications team provides training and resources to help schools promote themselves. In 2016-17, the team presented to approximately 1,000 administrators and other staff. The [Promote My School](#) website, available to schools and offices, features tools and resources to encourage schools and offices to promote their unique programs, innovative initiatives and outstanding achievements. Launched in September 2016, this website has attracted more than 8,000 visits.



Social Media

Leading the District's social media outreach, the Communications team supports the official Facebook ([@LosAngelesSchools](#)), Twitter ([@LASchools](#)), the Superintendent's Twitter ([@MichelleKingLA](#)) and YouTube ([LosAngelesSchools](#)) sites.



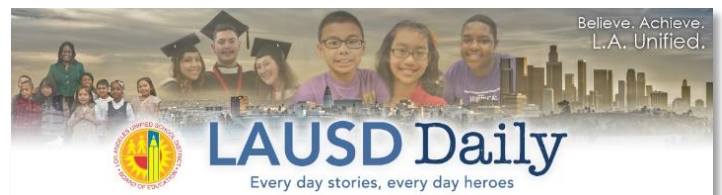
Oversight of Key District Websites

With the goal of reaching a wide and varied audience, the Communications team manages the home page of the District's website, [lausd.net](#), which garnered more than 54 million views during the 2016-17 school year. The team expanded its outreach over social media by livestreaming and tweeting Board of Education meetings and other key events on the District's home page. The Communications team also manages the Office of

Communications website and the Superintendent's website.

LAUSD Daily

Launched two years ago as part of a long-term strategy for promoting the successes of our students, employees and schools, [LAUSD Daily](#) currently reaches more than 81,000 online subscribers. [LAUSD Daily](#) features compelling stories that keep the community informed while serving as a resource for the news media. In addition to content produced by the Communications staff, the Daily features stories, photos and video submitted by employees, parents and students.



Presentation of District Highlights for Board Meetings

The Communications team highlights the achievements of students, faculty and employees in a slideshow presented prior to regular Board of Education meetings and other key events. The presentation is livestreamed on lausd.net and broadcast on KLCS-TV, the District-owned PBS station.



News Clippings

News articles and related posts to L.A. Unified or education in general are assembled and distributed daily to key District officials.

Internal Communications and Staff Support

With decades of experience, the Communications team is well-equipped to support the Superintendent, the Board of Education and other high-level officials in the following areas:

- Preparing and guiding during media interviews
- Creating strategies to promote District programs and initiatives
- Organizing town halls and other leadership forums
- Providing media training



Translations Services

The [Translations Unit](#) plays an important part of the Communications team by providing written translation and oral interpretation services for schools and offices. Translations offers both simultaneous and consecutive interpreting; sign language coverage for parents, students and employees; and written translation of psychological assessment reports. These services are rendered according to resources and staff availability. In the 2016-17 school year, 9,329 interpretation

requests were covered and 8,509 pages were translated.

Customer Services

The District Service Center provides direct customer service to callers to the District's main telephone line and visitors to the L.A. Unified Headquarters (Beaudry) building. More than 75,000 calls are received each year from parents, students, employees and the public. Over 190,000 visitors are securely processed annually through the Visitor Management System, helping to ensure the safety of all employees and visitors at headquarters.

Telephone and Email Notification Services

The Communications team delivers mass notifications to parents/guardians, as well as District staff through the Blackboard Connect system. Messages sent by telephone and email are automatically translated into the recipient's home language.



Graphic Services

The Communications team provides graphic design services to support promotional or awareness campaigns.



E-Learning | Multimedia Design Services

The Multimedia Design Services team offers audio/visual content and interactive online learning tools, including web-based learning modules, interactive public service announcements and multimedia tools.

Communications Resources

The team provides resources like the online [Style Guide](#) that includes tips and guidelines for clear and concise writing.



"Words cannot fully express how the Office of Communication steps in to support schools ...always available; always a support in times of need..."

- Dr. Aresa Allen-Rochester
Principal, Windsor Hills
Math/Science/Aerospace Magnet



Staffing

The Communications team is proud to serve L.A. Unified as the go-to source for credible, consistent and transparent information. The primary areas served by the Office of Communications include media relations, marketing, translations and multimedia design services.

On the front lines, the public information officers (PIOs) address all media inquiries and write news releases, advisories, statements and talking points. The PIOs also staff District events and media interviews, and pitch positive stories to the news media. They post on the District's social media channels, provide media training and assist schools with telephone messages or letters for parents and guardians. They also offer on-campus support when a crisis arises or when news media is present.

To assist with the promotion of the District's schools and accomplishments, the Communications team also provides one-to-one marketing support, as well as resources and training, to school sites, Local Districts, Board offices and District offices. The team offers marketing guidance for programs like Dual Language, Magnet and Unified Enrollment. Throughout the year, training and presentations are given to principals' organizations, Local District principals' meetings and school staff regarding the promotion of their schools.

The Translations Unit is an integral part of the Office of Communications. This team prepares written translations of speeches, websites, individual education plans, legal materials, news articles, examinations, instructional materials and bulletins, and parent communication. The Translations Unit also translates English into designated foreign languages during Board of Education and other District meetings.

The E-Learning team is made up of talented designers who create engaging and interactive online electronic initiatives and activities that promote professional development. They also provide graphic design services and expertise in analyzing project needs and delivering the right online modules to meet learning requirements.

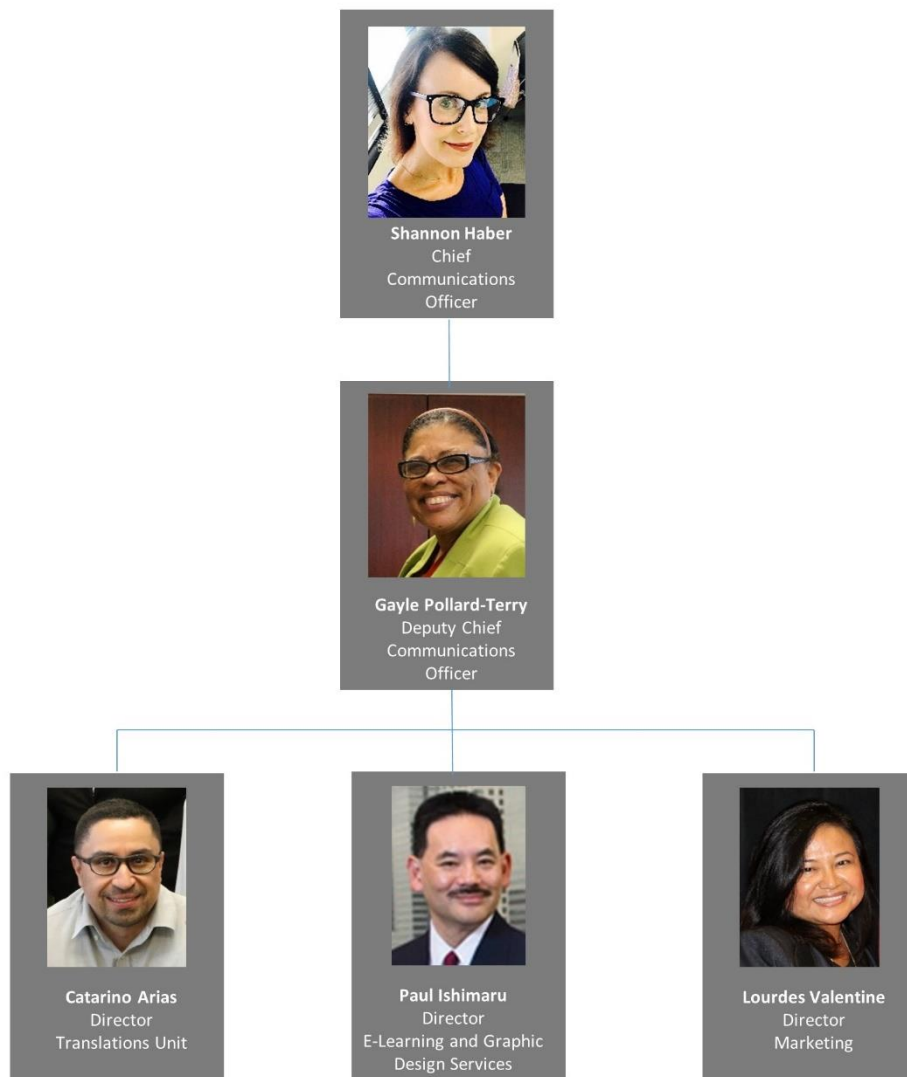
The following page shows the organizational structure of the Office of Communications and Media Relations.



“Thank you so much for providing this opportunity for positive stories for our schools. You are awesome!”

- Alfonzo C. Webb, II, Ed.D.
Administrator of Operations
Local District East

Organizational Structure



Staff Assignments

Staff	Staff Assignments
<i>Shannon Haber*</i>	Chief Communications Officer. Main point of contact for Superintendent, the Board of Education and Senior Leadership. Lead on Budget, General Counsel and Government Affairs media issues.
<i>Gayle Pollard-Terry*</i>	Deputy Chief Communications Officer. Lead on Crisis Communications, Foster Care and Special Education. Manages office budget, payroll, personnel and scheduling.
<i>Catarino Arias</i>	Translations Director. Lead on written translation and oral interpretation services for schools and offices.
<i>Paul Ishimaru</i>	Director, E-Learning and Graphic Design. Lead on E-Learning and Graphic Design teams.
<i>Lourdes Valentine*</i>	Marketing Director. Lead on Marketing and Communications strategies and implementation.
<i>ElviaCano*</i>	Public Information Officer. Lead on Facilities, Office of Environmental Health and Safety and Procurement.
<i>Monica Carazo*</i> <i>Local District East</i>	Public Information Officer. Lead on Academic Decathlon, Arts, Attendance, Dropouts and Student Recovery, Early Childhood Education, Homeless and Displaced Students, Honor Band, Parent and Community Engagement and School Police.
<i>Samuel Gilstrap*</i> <i>Local District West</i>	Public Information Officer. Lead on Information Technology Division, Instructional Technology Initiative and Special Projects.
<i>Barbara Jones*</i> <i>Local Districts Northwest and Northeast</i>	Public Information Officer. Lead on Achievement Gap, Adult and Career Education, Data and Accountability, Human Resources and Personnel, Inspector General, Instruction, Multilingual and MultiCultural Education, Library and Textbooks, Magnet/Gifted, Open Enrollment and Testing. Editor of LAUSD Daily .
<i>Ellen Morgan*</i> <i>Local District Central</i>	Public Information Officer. Lead on Bullying, Charters, Donations/Partnerships, Drugs, Emergency Operations Center, FilmLA, Food Services, LGBT, Health/Nursing Services, Sexting and Transportation Services.
<i>Daryl Strickland*</i> <i>Local District South</i>	Public Information Officer. Lead on Athletics, Discipline and Expulsion, Fingertip Facts, Labor, Pilot Schools, Norm Day, Reconstitution, School Choice and School Operations. Maintains District's Website home page/key portals, copy editing and Stylebook.

*Team responsible for: Crisis Communications, Honors and Recognitions, Social Media and [LAUSD Daily](#).

Primary Audiences and Communications Channels

We reach a variety of audiences, including the following:

Internal Audiences

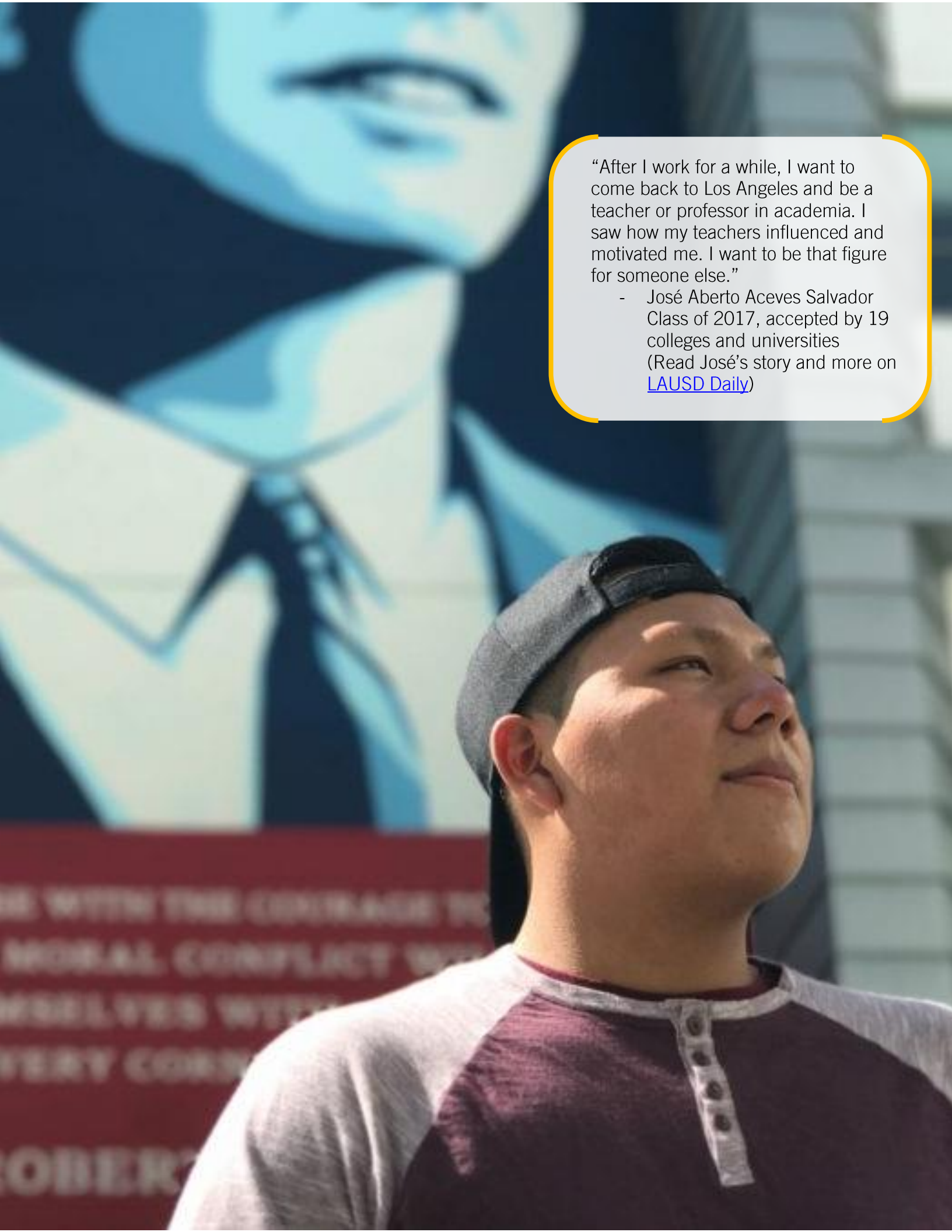
- Students
- Parents/Guardians
- School principals, faculty and staff
- Board of Education
- District leadership
- Certificated staff
- Classified staff

External

- Parent-Teacher organizations
- Taxpayers
- News media
- Community groups
- Elected officials
- Civic leaders
- Business community

Here are examples of the current communication channels we use to connect with various audiences:





“After I work for a while, I want to come back to Los Angeles and be a teacher or professor in academia. I saw how my teachers influenced and motivated me. I want to be that figure for someone else.”

- José Aberto Aceves Salvador
Class of 2017, accepted by 19 colleges and universities
(Read José’s story and more on [LAUSD Daily](#))

Executive Summary

The Office of Communications and Media Relations partners with a variety of stakeholders to provide clear and succinct information to all audiences of L.A. Unified, the second-largest school district in the nation. This plan continues the roadmap for the next two school years as our team accomplishes even more while accelerating the pace in support of the District's overarching goal of 100 percent graduation.

These are the key strategies for the 2017-19 school years:

Strategies	Priorities Accelerating the Pace
1. Raise awareness of District objectives	<ul style="list-style-type: none"> • Align with the District's Strategic Plan • Promote Districtwide initiatives • Tell stories related to the District's goal of 100 percent graduation
2. Broaden and facilitate internal and external communications	<ul style="list-style-type: none"> • Unveil the new District Home Page • Enhance other District web pages • Increase Spanish communications opportunities • Increase audience of LAUSD Daily • Strengthen utilization of communications channels • Increase social media audience • Automate distribution of news clippings • Continue "One Voice and Message" across communications channels
3. Continue to build public confidence in L.A. Unified	<ul style="list-style-type: none"> • Raise awareness of achievements within the District • Increase media partnerships • Provide media relations training • Continue collaboration with District offices • Support crisis communications

Strategies (continued)	Priorities Accelerating the Pace
4. Continue to provide marketing support	<ul style="list-style-type: none"> • Enhance Promote My School website • Increase school promotion material resources • Continued school promotion training • Form a Marketing Advisory Group • Develop mobile billboard sponsorship program

We will continue to raise awareness of District objectives in alignment with the 2016-19 Strategic Plan and by elevating initiatives and accomplishments.

We will broaden and facilitate internal and external communications by unveiling a fresh look to the District's home page, the Superintendent's website and other web pages, including our own. Our goal is to reach new audiences. This includes widening our Spanish communications opportunities by working with Spanish language media outlets. We are also working to increase subscriptions to [LAUSD Daily](#) and our social media feeds.

We will continue to build public confidence in L.A. Unified by raising awareness of the District's accomplishments. We will develop our media partnerships. The Communications team will continue to provide media training for senior staff and administrators and support during crises.

We will continue to provide marketing support to our schools by creating additional resources online and increasing school visits and presentations. We will also form an advisory group to develop a Districtwide marketing campaign, and a sponsored mobile billboard campaign.



This fluid plan is designed to align the Office of Communications and Media Relations with the work of District schools and offices. It is reviewed annually by the Superintendent of Schools and the Board of Education.

Key Strategies

Key Strategy #1: Raise awareness of District objectives



“We can always rely on our Communications team to provide an accurate, timely and unified message to our school communities and the public.”

- Karen Brown
Operations Coordinator
Local District West



The Communications team will continue to accelerate its pace in raising the awareness of the District's accomplishments as we move toward 100 percent graduation.

Align with the District's Strategic Plan

In alignment with the District's Strategic Plan released in 2016, the Communications team will educate the L.A. Unified community on its mission, vision and core beliefs. We will continue to work with schools and offices to promote the achievements and the benefits of an L.A. Unified education.

Action steps include:

- Expand the Promote My School website, currently at more than 8,000 visits, to include additional materials, e.g. Social media resources, website development. **Ongoing.**
- Form an advisory group of staff, community-based organizations, parent and student representatives to help develop a District-wide "Destination Graduation" marketing campaign. **Launch October 2017.**
- Develop a mobile billboard sponsorship program utilizing the District white fleet (up to approximately 1,500 to 2,000 vehicles) to promote L.A. Unified graduates, school stories and achievements. **January 2018.**
- Develop up to 10 additional themed templates for school fact sheets, brochures, flyers, postcards, presentations and posters – which schools can download for their informational campaigns. **June 2018.**
- Develop an online version of the "Promote My School" training for District staff and provide 2-3 trainings per week for school sites and Local District offices. We will create 10 best-practices videos highlighting successful school promotions to share during all trainings. **June 2018.**

Please see page 30 for more details on our marketing efforts.

Promote Districtwide Initiatives

The team has actively supported many District offices and initiatives, including town halls, public forums and educational festivals. In addition, we are supporting District initiatives like the "We Are One: L.A. Unified, Standing with Immigrant Families;" as well as programs and events like the Bilingual/Multilingual Learner Programs; and Magnet Schools of America Conference. **Ongoing.**

Tell stories related to the District's goal of 100 percent graduation

The Communications team will continue to seek and share stories of student achievement, best practices and collaboration, as well as parent/guardian and community engagement. This includes highlighting teachers who implement a well-designed effective and creative curriculum; innovative academic programs; and positive school climates told through the lens of students, administrators, teachers, parents/guardians and the community. **Ongoing.**

“The communications team of L.A. Unified exemplifies the vision, integrity and commitment to our children and to the communities we serve by providing a window to the world of the rich learning experiences taking place in our diverse classrooms.”

- Roberto Antonio Martinez
Superintendent
Local District Central

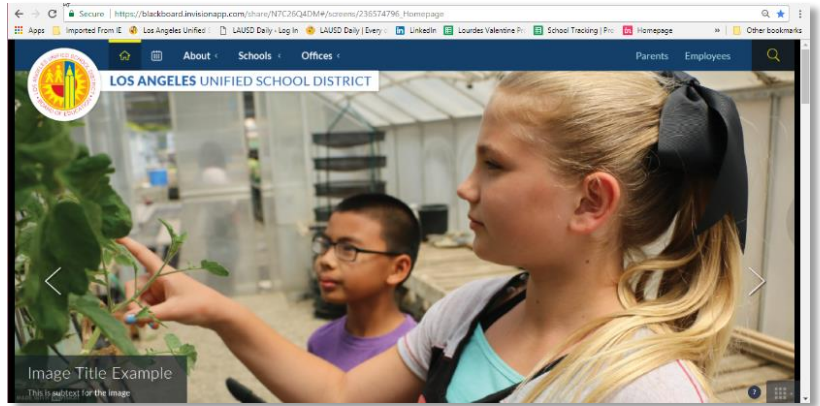


Key Strategy #2: Broaden and facilitate internal and external communications



Unveil the New District Home Page

The District website attracted nearly 54 million views during the 2016-17 school year. The home page was the most visited site, with 38.3 million unique visitors. This Fall, we will unveil the District's new home page, which features a fresh, new look. The top of the page highlights District stories, accomplishments and upcoming events. It also features a more robust menu that will allow visitors to more easily access District offices. The middle section includes [LAUSD Daily](#) stories, news, announcements, videos and Superintendent King's messages. We have also added a social media stream, which will continuously be updated. We have included sections that highlight District events and initiatives. The modernization of the page makes it easier for visitors to learn about what's happening at L.A. Unified. Long-term modifications will include other user-friendly functions, such as inquiry-based solutions, to help visitors find what they are seeking. **Launch Winter 2017.**



Enhance other District Web Pages

The Communications team also manages the [Superintendent's website](#) which features the District's Strategic Plan and the Superintendent's Twitter feed ([@michellekingla](#)). For the 2017-18 school year, the Superintendent's website will also be updated. **Fall 2017.**

The [Office of Communications](#) website contains helpful resources including photo release forms and additional information. In 2017-18, our website will be refreshed. **Fall 2017.**

Increase Spanish Communications Opportunities

In an effort to increase engagement with the Spanish-speaking communities, the Communications team has been developing opportunities with Spanish media and increasing our social media presence. We have been sharing and pitching the District's accomplishments and positive stories to media outlets including Univision "Lideres del Futuro," Telemundo "Buenos Dias," Estrella TV, Voice of America, La Opinion and Hoy. In 2016, the District introduced its Spanish-only Twitter profile, [@SomosLAUSD](#). We are committed to share Spanish stories in the [LAUSD Daily](#); receive input and feedback from the Parent and Community Services; collaborate with KLCS-TV to develop television shows in Spanish; and link all Spanish communications to social media. **Ongoing.**



Increase audience of LAUSD Daily

With more than 81,000 subscribers, [LAUSD Daily](#) is the District's "go to" online publication for the L.A. Unified family. More than 275 stories were published in 2016-17. At [LAUSD Daily](#), readers learn about amazing stories like six veteran L.A. Unified educators who were inducted into the Walk of Hearts, a sidewalk tribute that is to teachers what Hollywood Boulevard is to celebrities. Or they can be inspired by senior Isabella Salano who overcame many hurdles in her young life and traveled two hours by bus and subway to get to Taft High School. Or read about Richland's World Language Immersion Academy, home of the District's only French dual-immersion language program.

For this school year, we are telling more stories through video, in Spanish, and will feature more stories from our students. Through school journalism advisors, we will actively seek the stories of student journalists about school and their student life. Additionally, we are working to increase readership and will continue to work with the Parent Community and Student Services to reach more parents. **Beginning September 2017.**

Strengthen Utilization of Communications Channels

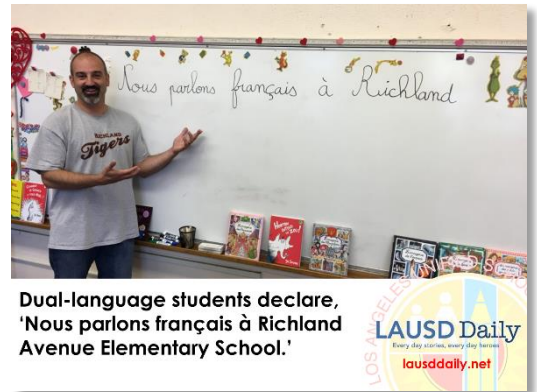
The Communications team relays critical information through the District's home page, Superintendent's website, the Principals' Connection, [LAUSD Daily](#) and social media. Another avenue is through our continued partnership with KLCS-TV. With the addition of the eLearning team, we will create more videos to add to [LAUSD Daily](#) stories and for the [District's YouTube channel](#). **Ongoing.**

Increase Social Media Audience

We will add more content to the District's [Facebook](#) and [Twitter](#) pages. This will include more student bios and accomplishments, more integration with our schools' social media channels, more parent engagement videos and more student reminders that are synched to the District calendar. We will also have more videos on the [District's YouTube channel](#). **September 2017.**



Class of 2017 Spotlight: Taft High graduate overcomes adversity with positive approach to life.



Dual-language students declare, 'Nous parlons français à Richland Avenue Elementary School.'



Dr. King honored as National Superintendent of the Year.

Explore the Automated Distribution of News Clippings

News clippings will be automated featuring information that is District- and education-related. **To be announced.**

Continue to Establish “One Voice and Message” across Communications Channels

The Communications team will continue to offer media and crisis communications training to L.A. Unified administrators, including Local District teams and new principals, School Board members and senior leadership, to ensure that staff responses are cohesive. We will also continue to provide high-level and immediate support to school principals and key staff during emergencies and crises. **Ongoing.**



Believe. Achieve.
L.A. Unified.

 **LAUSD Daily**
Every day stories, every day heroes

TELL YOUR STORY.

Everyone has a story. Tell yours on LAUSD Daily, the new online publication. We want to hear about your accomplishments and to share your victories with the community.

E-mail your story ideas and submit your own stories (with photo), new items and videos to daily@lausd.net.

Come visit!
lausddaily.net

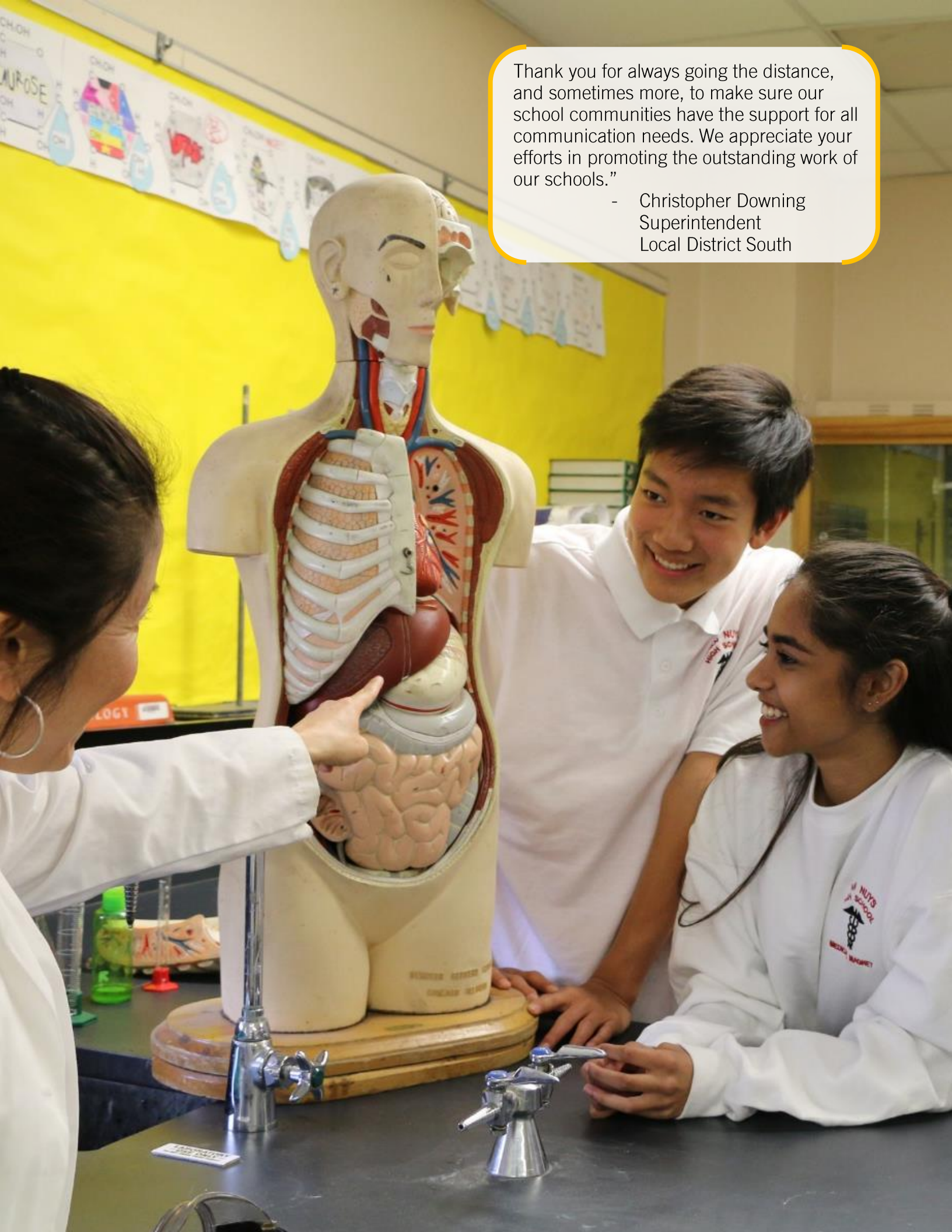
Like  [Facebook.com/LosAngelesSchools](https://www.facebook.com/LosAngelesSchools)  [LASchools](https://twitter.com/LASchools)

Key Strategy #3: Continue to build public confidence in L.A. Unified



Thank you for always going the distance, and sometimes more, to make sure our school communities have the support for all communication needs. We appreciate your efforts in promoting the outstanding work of our schools."

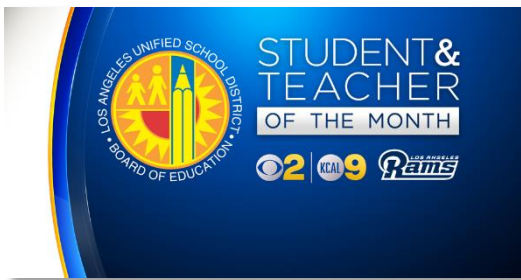
- Christopher Downing
Superintendent
Local District South



Raise Awareness of Achievements within the District

The Communications team will continue to elevate the District's accomplishments through a variety of multimedia productions.

- "Superintendent's Direct Connect" video – The Superintendent's series of videos about important issues in L.A. Unified. This series will continue to be shared through KLCS-TV, social media and/or online. **Ongoing.**
- Board Meeting slideshow – We produce the monthly slideshow highlighting District accomplishments prior to each regular Board meeting. It is live-streamed on the District's home page. **Ongoing.**
- "L.A. Unified On The Move" – A new production will highlight the District's activities in 60-second segments. These videos will be shared through KLCS-TV, social media and/or online. **October 2017.**



Increase Media Partnerships

In the 2016-17 school year, CBS-2/KCAL-9 and the Los Angeles Rams sponsored the L.A. Unified Student and Teacher of the Month, which featured six teachers and six students based on criteria developed with the sponsors. Honored teachers and students were highlighted during CBS-2/KCAL-9

newscasts and received awards like tickets to the Los Angeles Rams season opener. This partnership will continue during the 2017-18 school year. **October 2017.**

The Communications team intends to cultivate partnerships with more media outlets, including mainstream news, Spanish media and our very own KLCS-TV. We envision opportunities to shine a light on student and school victories and accomplishments.

October 2017.

Provide Media Relations Training

The Communications team will continue these sessions with Local District teams, new principals, School Board members/staffs and senior leadership. The focus will be on effective techniques, best practices and using social media. **Ongoing.**

"Our staff experts who are in public-facing roles have benefited tremendously from the media training and strategic guidance provided by the Communications team."

- Mark Hovatter
Chief Facilities Executive

Continued Collaboration with District Offices

The Communications team works with District offices to promote upcoming initiatives and programs. For instance, we will continue to work with the Multilingual and Multicultural Education Department to promote the dual language program, National Bilingual/Multilingual Learner Advocacy month and the Seal of Biliteracy program. In April 2016, the District hosted the Magnet Schools of America conference. For this event, we worked with Student Integration Services to create the [“Another Day of Fun” video](#), a “La La Land” parody featuring the singing and dancing of Millikan Middle School students. This video has since been viewed more than 16,000 times on the [District’s YouTube channel](#). For the 2017-18 school year, we worked with the offices of the L.A. Unified Board president and vice-president’s to create their KidsFirst logo. Additional collaborations with offices will continue.



Ongoing.

Support Crisis Communications

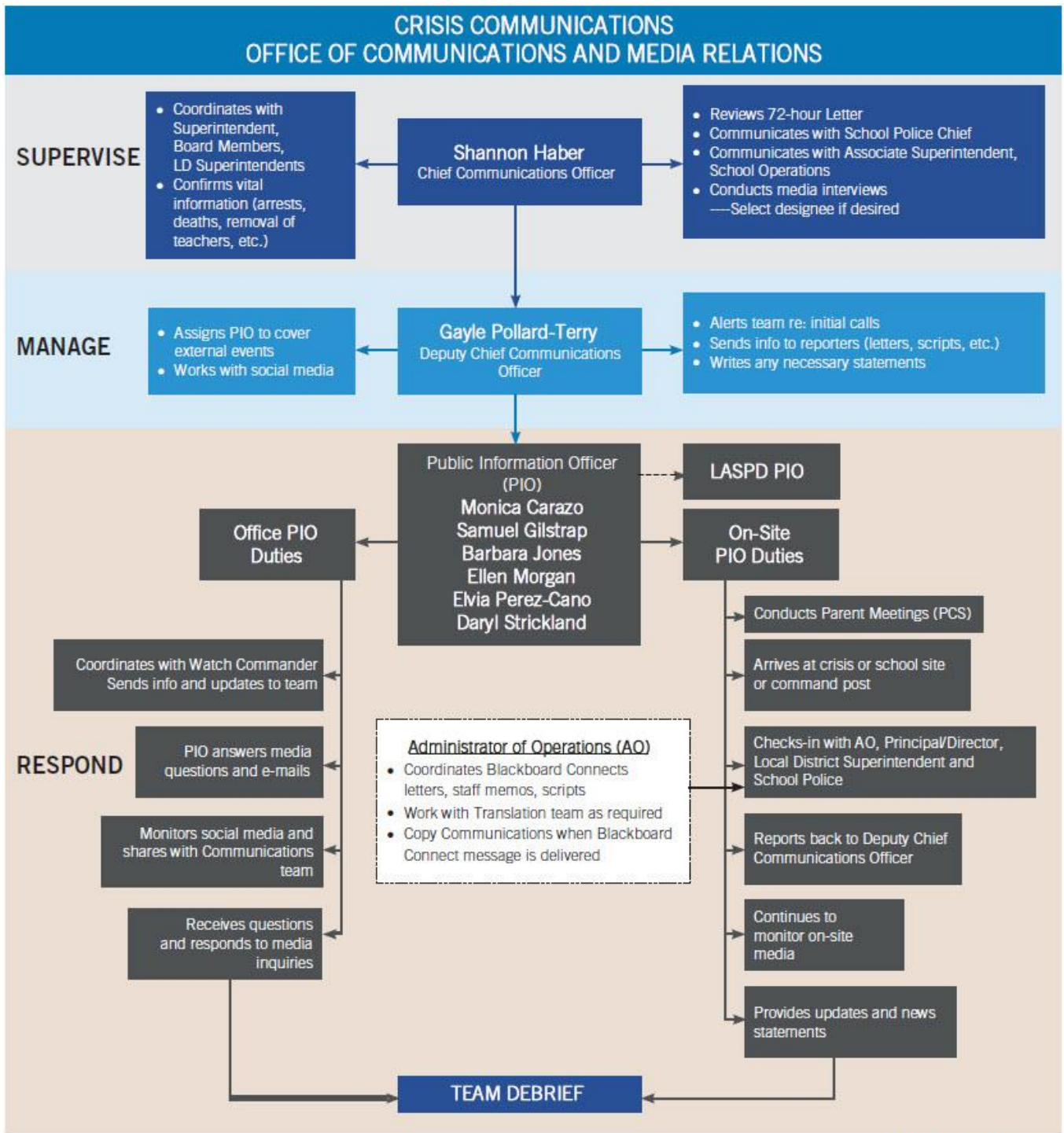
Communications provides a rapid response to internal and external audiences during crises. We collaborate with School Police, School Operations, Student Health and Human Services and other offices to provide immediate support to schools and employees and to keep news media updated with accurate information.

As an example, when a credible threat prompted the closure of all schools on December 15, 2015, the team provided vital information to parents/guardians and the community through statements, Blackboard Connect messages, social media streams and messages on the District’s website. We also provided a hotline number which we activated and monitored, as well as hourly updates to the news media.

An illustration of the duties of the Communications team during times of crisis follows. **Ongoing.**

“L.A. Unified’s Office of Communications is always there and ready to support in our times of need.”

- Ra’Daniel McCoy
Administrator of Operations
Local District West



Updated September 2017

“The Communications team is an excellent partner with our school police force; during crisis situations and beyond. We work together to deliver key messages swiftly and effectively to many important audiences.”

- Steven K. Zipperman
Chief of Police
Los Angeles School Police Department

“When our powerful narrative is in [LAUSD Daily](#), faculty and staff are immediately uplifted by the reminder that our collaboration is making a difference in the lives of students and families.”

- Linda Del Cueto
Superintendent
Local District Northeast



Key Strategy #4: Provide marketing support





District initiatives and resolution calling for marketing support

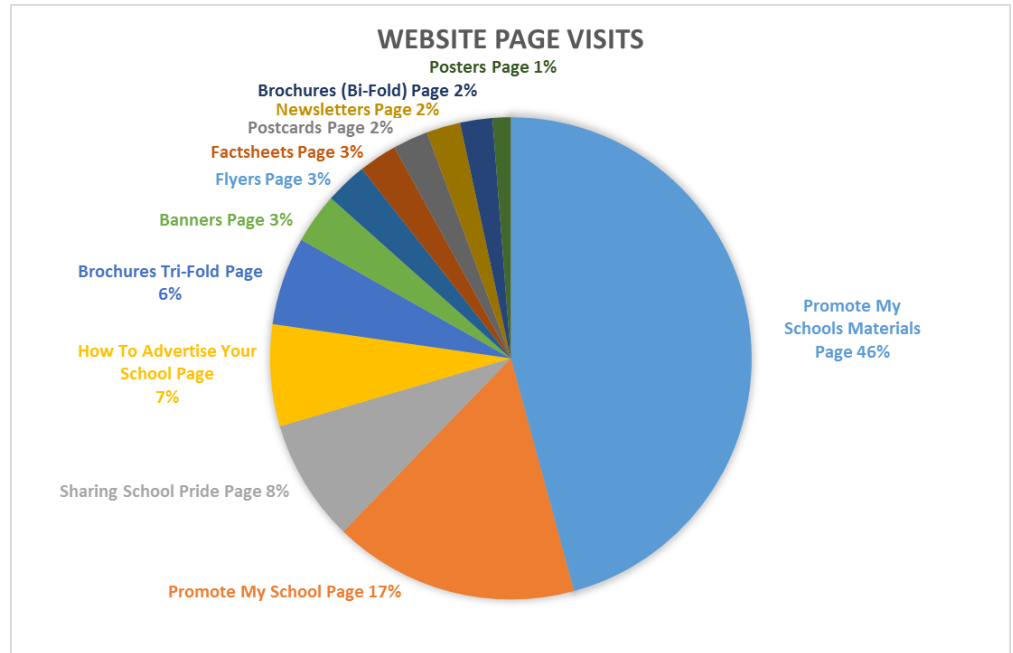
In keeping with the L.A. Unified Board of Education 2014-15 resolution, "Provide Dedicated District Communications Staff to Support Schools' Marketing Efforts," the Communications team has

been providing an advisory role in marketing, communications and branding services and other resources to the school community.

Enhance Promote My School Website

Since its debut in August 2016, the Promote My School website, available with the District's single sign-on access, has had nearly 8,000 visits by employees. In May 2016, the website received a new look and additional resources. We added best practices and tips for a welcoming environment, promotional material

templates, school advertising guidelines, web and other online development. Easy-to-follow steps were incorporated in various sections. Of the total website visits, 46% visited the Promote My School Material page which is where all the themed templates can be found. The second most visited has been the website's new landing page. Popular pages also include the Sharing School Pride page, a digital album highlighting best practices of school promotion and the How To Advertise Your School Page which provides school advertising guidelines. We will continue to expand the resources that include a social media resource guide, as well as best practice sections featuring school promotion videos. **Ongoing.**



Increase School Promotion Material Resources

The Communications team has created templates for print and electronic media which can be downloaded by schools for their informational campaigns. Schools can choose from a variety of designs for brochures, posters, flyers, postcards, banners and newsletters. Each template can be edited and personalized with the school's message to appeal to its

community. The Communications team will continue to monitor the visits of each template page and other metrics. Based on these findings, we will develop up to 10 additional designs inspired by popular layouts. The Office of Communications is also available to provide an advisory role and review of the completed materials. **June 2018.**

“I used one of the flyer templates to create a “save the date” for our meeting. It was extremely helpful, because I don't always have a lot of time and the template made it very quick and easy.”

- Lisa M. LeSassier
Elementary Magnet Coordinator
Student Integration Services

Continued School Promotion Training

Since June 2016, the Communications team has given the “Promote Your School” presentation to approximately 1,000 school administrators and other District staff. In addition, we have visited multiple schools for individualized marketing consultations. We want to continue to provide access to these trainings and will develop an online version of the “Promote My School” session. In addition, our goal is to provide two to three trainings per week for school sites and Local District offices. Ten best-practices videos will be created highlighting successful school promotions. These videos will be shared during trainings. **June 2018.**

Form a Marketing Advisory Group

Form an advisory group of staff, community-based organizations, parents and students to help develop a District-wide “Destination Graduation” marketing campaign. **Launch October 2017.**

Develop Mobile Billboard Sponsorship Program

Develop a mobile billboard sponsorship program utilizing the District white fleet of up to approximately 1,500 to 2,000 vehicles, to promote L.A. Unified, its graduates, schools and achievements. **January 2018.**



“The Communications team has given our schools the effective guidance and step-by-step training to promote themselves. The Promote My School website has a lot of resources and we love those templates!”

- Joseph Nacorda
Interim Local District Superintendent
Local District Northwest

Destination Graduation

Contact Us

LAUSD Office of Communications

333 S. Beaudry Ave., 24th Floor

Los Angeles, CA 90017

EMAIL: communications@lausd.net

PHONE: 213.241.6766

Follow Us

LAUSD Daily
Every day stories, every day heroes

<https://lausddaily.net/>



@LosAngelesSchools



@LASchools

@MichelleKingLA

@SomosLAUSD



LosAngelesSchools

