



LOS ANGELES UNIFIED SCHOOL DISTRICT
MEMORANDUM

TITLE: Unified Enrollment School Search Tool:
Opportunity to Update School Profile

NUMBER: MEM-050115.1

ISSUER: George Bartleson, Executive Director
Office of School Design Options

DATE: October 10, 2018

DUE DATES: **November 7, 2018** (School) and **November 15, 2018** (Local District)

PURPOSE: The purpose of this Memorandum is to notify school administrators of:

- I. School Search Tool – Review of Enhanced Features
- II. The opportunity to update the school profile information currently in the Content Management System (CMS) of the new school search tool by Wednesday, November 7, 2018. Local Districts will have until Thursday, November 15, 2018, to review and approve any new or updated information submitted by schools.
- III. Profile pages now available for Magnet centers and Dual Language Education programs.
- IV. The launch of the enhanced one-stop shop website to the public and the 2019-2020 Choices on-time application window.

MAJOR CHANGES:

- This Memorandum replaces MEM-050115.0, dated May 18, 2018, of the same name, issued by the Office of School Design Options.
- Revisions to section content, timelines, and due dates.

BACKGROUND: The Unified Enrollment project was Board approved in June 2017 to increase equity and access for all families via:

- A new school search tool that enables families to search for schools based on location, academic offerings, interests and other school attributes;
- A common application; and
- A common timeline for many of the District’s choice-based schools and programs.

The school search tool went live in September 2018 and provided all L.A. Unified schools with a unique opportunity to promote their school to the public on its very own school profile page. The profile page included a “GET TO KNOW OUR SCHOOL” message, photo(s), tour dates, social media addresses, and other pre-populated school information such as demographics, performance and special education information.

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



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INSTRUCTIONS: I. SCHOOL SEARCH TOOL – REVIEW OF ENHANCED FEATURES

The enhanced School Search Tool went live to the public on **Monday, September 17, 2018**, and is available at <https://GoTo.Lausd.Net>.

In addition to the school message, photos, tour dates and social media information provided by schools, the enhanced school search tool includes additional attributes that have been pre-populated from several District systems including, but not limited to: school start and end times, after-school programs and school experiences, school awards/distinctions, sports, Linked Learning pathways, magnet themes, special education programs, graduation rate and Smarter Balanced Assessment Consortium (SBAC) scores.

School administrators and staff are encouraged to utilize the school search tool to become familiar with its enhanced functionality and all of the additional school attributes that are now included.

II. SCHOOL PROFILE UPDATE OPPORTUNITY

From Wednesday, October 10, 2018, through Wednesday, November 7, 2018, Principals, Assistant Principals and School Administrative Assistants will be able to update their school profile information, i.e., “GET TO KNOW OUR SCHOOL” message, photos, tour dates and social media addresses.

PLEASE NOTE: It is not mandatory for schools to update their profiles, but should schools desire to do so, the deadline for submitting new or updated information is Wednesday, November 7, 2018. Local District Administrators of Instruction, Directors and Administrators of Operations will have until Thursday, November 15, 2018, to review and approve any new or updated information. If any new or updated information is deemed unsatisfactory, the Administrator of Instruction, Director or Administrator of Operations should “reject” the information and immediately notify the Principal or submitter that the information must be resubmitted.

School profile information must be updated and approved in the school search tool’s CMS. To access the CMS:

- 1) Log into the Principal Portal at <https://principalportal.lausd.net>.
- 2) Select “School Search Tool – CMS” located in the School Tools section.
- 3) From the CMS Portal tab, select “School Search Tool – CMS” from the Select Quick Actions drop down menu.
- 4) Log in by entering your full email address and password.



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For support with updating school profile information and/or approving school profile information in the CMS, please refer to the supporting documents available in the Principal Portal:

- 1) Log into the Principal Portal at <https://principalportal.lausd.net>.
- 2) Select “School Search Tool – CMS” located in the School Tools section.
- 3) From the Quick Links tab, select the appropriate document.

School Profile Attribute Details

1) “GET TO KNOW OUR SCHOOL” MESSAGE

Goal: The goal of the “GET TO KNOW OUR SCHOOL” message is to communicate the strengths of your school site and how students and families benefit from being part of your school community. This is your opportunity to promote your school to existing and prospective families.

Size: The message may not exceed 850 characters, which roughly equates to 5-7 sentences.

Development: Please refer to [MEM-044983.0 - LAUSD Unified Enrollment School Search Tool: “GET TO KNOW OUR SCHOOL” Message, Photos, Tour Dates and Social Media](#) dated January 19, 2018, for more information and resources on how to develop a compelling message.

2) PICTURES

Goal: The goal of the photos is to provide a glimpse into what life is like on your school campus. Photos that support and reinforce your “GET TO KNOW OUR SCHOOL” message are ideal.

Photo Size/Quantity: All schools must provide at least one photo of your school, but no more than five photos. At least one photo *must* show the exterior of your school; therefore, if you only submit one photo, then it *must* be of the exterior. The minimum size for *each* photo is 200KB, and the maximum size is 20MB. Supported file types include .JPEG, .GIF and .PNG. Also note that for any photo(s) with students, please ensure there is a signed parent release form on file at the school.

Photo Development: Feel free to use existing photos or take new photos.

3) TOUR DATES

Goal: The goal of the tour dates is to provide prospective families with the dates and times of any known tours occurring at your school site. *Providing this information is optional.*



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4) SOCIAL MEDIA

Goal: The goal of providing social media links/handles is to enable prospective and existing families to learn more about your school and its culture via your various social media platforms (e.g., Facebook, Twitter). *Providing this information is optional.*

III. PROFILE PAGES NOW AVAILABLE FOR MAGNET CENTERS AND DUAL LANGUAGE EDUCATION PROGRAMS

The enhanced School Search Tool now has individual school profile pages for Magnet centers and Dual Language Education programs. Principals can provide a separate “GET TO KNOW OUR SCHOOL” message, photo(s), tour dates, and social media addresses for each individual Magnet center or Dual Language Education program that resides on their campus. If the Magnet center or Dual Language Education program does not have a cost center code separate from its host campus, it will *not* have its own profile page on the school search tool.

IV. ONE-STOP SHOP WEBSITE AND CHOICES APPLICATION WINDOW

A one-stop shop website enabling families to “Explore” L.A. Unified schools, “Discover” additional school choices beyond their resident school, and learn what they need to do in order to “Attend” a resident or choice-based school, is available **now** at <https://GoTo.Lausd.Net>.

The **2019-2020** on-time Choices application window is from October 1 – November 9, 2018, during which time families may apply to the following types of programs via one application:

- Magnet
- Permits With Transportation (PWT)
- Dual Language Education Programs (DLE)
- Schools For Advanced Studies (SAS)
- Admission Criteria Schools (*e.g., Boys Academic Leadership Academy; Early College Academy; Girls Academic Leadership, Dr. Michelle King School for STEM; Dr Richard A Vladovic Harbor Teacher Preparation Academy; Middle College High School; University Pathways Public Service Academy*)

**RELATED
RESOURCES:**

[MEM-044983 \(January 19, 2018\) – LAUSD Unified Enrollment School Search Tool: “GET TO KNOW OUR SCHOOL” Message, Photos, Tour Dates and Social Media](#)



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ASSISTANCE: Supporting documents are available in the Principal Portal:

- 1) Log into the Principal Portal at <https://principalportal.lausd.net>.
- 2) Select “School Search Tool – CMS” located in the School Tools section.
- 3) From the Quick Links tab, select the appropriate document.

Individuals are available to support schools with updating their school profile information, and Local Districts with approving updated information submitted by schools (see Attachment A for contact information).

If you have any additional questions or concerns related to this communication, please contact either George Bartleson, Executive Director, at gbartles@lausd.net or Ani Bagdasarian Packard, Program and Policy Development Advisor, at ani.packard@lausd.net from the Office of School Design Options.



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Contacts for Assistance with Updating School Profile Pages and Approving Updated Information

LD	SUPPORT	NAME	EMAIL	TELEPHONE
CENTRAL	Updating School Profile Information, e.g., message, photos, etc.	Amy Kiehl-Miller	amy.kiehlmiller@lausd.net	213-241-2607
	Uploading or Approval of information in Content Management System	Tom Castillo	tom.castillo@lausd.net	213-241-8697
EAST	Updating School Profile Information, e.g., message, photos, etc.	Vanessa A. Vazquez	vanessa.a.vazquez@lausd.net	323-224-3357
	Uploading or Approval of information in Content Management System	Marvin Nunez	marvin.nunez@lausd.net	213-444-8869
NORTHEAST	Updating School Profile Information, e.g., message, photos, etc.	Isaac Gilliard	isaac.gilliard@lausd.net	818-686-4505
	Uploading or Approval of information in Content Management System	Phil Lucero	phillip.lucero@lausd.net	323-219-9772
NORTHWEST	Updating School Profile Information, e.g., message, photos, etc.	Cynthia Pineda	cynthia.pineda1@lausd.net	818-654-3694
	Uploading or Approval of information in Content Management System	Jackie Samuels	jacqueline.samuels@lausd.net	213-407-8921
SOUTH	Updating School Profile Information, e.g., message, photos, etc.	Joseph Hari	jbh6364@lausd.net	310-354-3248
	Uploading or Approval of information in Content Management System	Patrick Dawson	patrick.humedawson@lausd.net	323-371-9347
WEST	Updating School Profile Information, e.g., message, photos, etc.	Andrea Canty	andrea.canty@lausd.net	310-914-2123
	Uploading or Approval of information in Content Management System	Jamie Campbell	jamie.campbell@lausd.net	323-376-9635