



LOS ANGELES UNIFIED SCHOOL DISTRICT
MEMORANDUM

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

NUMBER: MEM-050115.2

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

DATE: May 23, 2019

DUE DATES: 1) **Friday, June 14, 2019** (School);
Friday, June 28, 2019 (Local District) **AND**

2) **Thursday, August 29, 2019** (School);
Friday, September 13, 2019 (Local District)

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

- I. A review of Enhanced Features for the School Search Tool.
- II. An opportunity to update the school profile information currently in the Content Management System (CMS) of the new School Search Tool.
- 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-050115.1, dated October 10, 2018, of the same name, issued by the Office of School Design Options.
- Revisions to section content, timelines, and due dates are provided.
- Profile pages are now available for Magnet Centers and Dual Language Education programs.

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.

ROUTING

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



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The School Search Tool provides 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 includes 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.

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 attributes that are pre-populated from several District systems. They include, but are 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

Principals, Assistant Principals and/or 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 during two windows of opportunity:

- 1) May 20, 2019 through June 14, 2019, and/or
- 2) July 25, 2019 through August 29, 2019

It is not mandatory for schools to update their profiles, but should schools desire to do so, they will have two opportunities to do so. The deadlines for submitting new or updated information are; 1) Friday, June 14, 2019, and 2) Thursday, August 29, 2019. Local District Administrators of Instruction, Directors and Administrators of Operations will have until Friday, June 28, 2019, and Friday, September 13, 2019 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. The Principal or submitter will receive a notification alert via email indicating whether the change to the school profile was either accepted or rejected. The Principal or submitter will then log in to the School Search Tool to make the necessary changes.



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School profile information is 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 complete email address and password.

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 highlight the strengths of your school. Communicate how students and families have benefitted 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/Guardian Publicity Authorization and Release Form](#) file at the school.



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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.***

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 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 **2020-2021** on-time Choices application window is from **October 1 – November 15, 2019**, 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*)
- Affiliated Charters



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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](#)

[Principal School Search Tool Guide \(May 14, 2019\) – HOW TO UPDATE YOUR SCHOOL PROFILE](#)

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).

For guidance on how to update your school website, refer to the user guide titled [Updating Website Link Guide](#).

For assistance with school name corrections, contact the Office of Data and Accountability at 213-241-2460.

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.



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.	Ana-Maria Madero Tony Cortez	ana.madero@lausd.net tony.cortez@lausd.net	213-241-0118 213-241-0126
	Uploading or Approval of information in Content Management System	Jamie Campbell	jamie.campbell@lausd.net	213-241-8697
EAST	Updating School Profile Information, e.g., message, photos, etc.	Elsa Tinoco Enciso	evt6292@lausd.net	323-224-3313
	Uploading or Approval of information in Content Management System	Elsa Tinoco Enciso	evt6292@lausd.net	323-224-3313
NORTHEAST	Updating School Profile Information, e.g., message, photos, etc.	Michelle Parsons Jerry Song	michele.parsons@lausd.net jerry.song@lausd.net	818-252-5442 818-252-5459
	Uploading or Approval of information in Content Management System	Phil Lucero Danny Valencia	phillip.lucero@lausd.net dev9407@lausd.net	323-219-9772 213-222-7313
NORTHWEST	Updating School Profile Information, e.g., message, photos, etc.	Nader Delnavaz Gonsalo Garay	nader.delnavaz@lausd.net ggg9445@lausd.net	818-654-3600
	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.	Theresa Arreguin Mayra Arriaga	iarregui@lausd.net mayra.arriaga@lausd.net	310-354-3230 310-354-3402
	Uploading or Approval of information in Content Management System	Jose Somoano	jose.somoano@lausd.net	213-222-7342
WEST	Updating School Profile Information, e.g., message, photos, etc.	Justin Frank	justin.frank@lausd.net	310-650-3572
	Uploading or Approval of information in Content Management System	Patrick Dawson	patrick.humedawson@lausd.net	310-914-2189