



**LAWNDALE**  
Elementary School District

# COMMUNICATION

**August 15, 2024**

**Liliana Martinez**  
**District & Community**  
**Communications Coordinator**



# Agenda



1. Who is LESD?
2. Target Audiences
3. Role of Communication
4. Communication Areas
5. Communication Channels
6. 2023-2024 Accomplishments
7. Future Goals



Lawndale Elementary School District is a transitional kindergarten through eighth-grade district in Lawndale, California, composed of six elementary schools and two middle schools. It is home to the Lawndale State Preschool, the Lawndale Early Advantage Program (LEAP), and the Southwest SELPA's Early Start Bright Beginnings Program. Lawndale strives to **build brighter futures** through a commitment to addressing individual student needs focusing on increasing academic achievement, ensuring access and equity, improving family parent and student engagement, and providing 21st-century learning environments and tools to be successful.



# Target Audiences



## Students

Prek - 8th Graders  
76% Hispanic/Latino  
9% Black/African American  
5% Asian  
80.6% Socioeconomically  
disadvantaged students  
27.8% English Learners  
12.7% Students with  
disabilities



## Families

Multilingual households  
Newcomer families  
Single parent homes  
Foster families  
Guardians (grandparents,  
sisters, aunts, etc.)  
Working and non-working  
families  
Commuters  
and more!

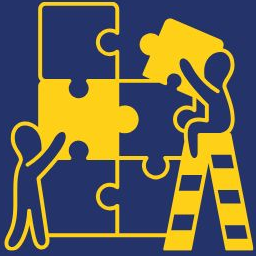


## Community-at-Large

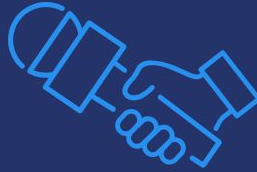
General public which can  
include families not in  
our district, senior citizen  
groups and retirees,  
Lawndale-employed,  
visitors, neighboring  
cities, etc.



# Target Audiences



Staff



Media



Local Partners



Board of Trustees



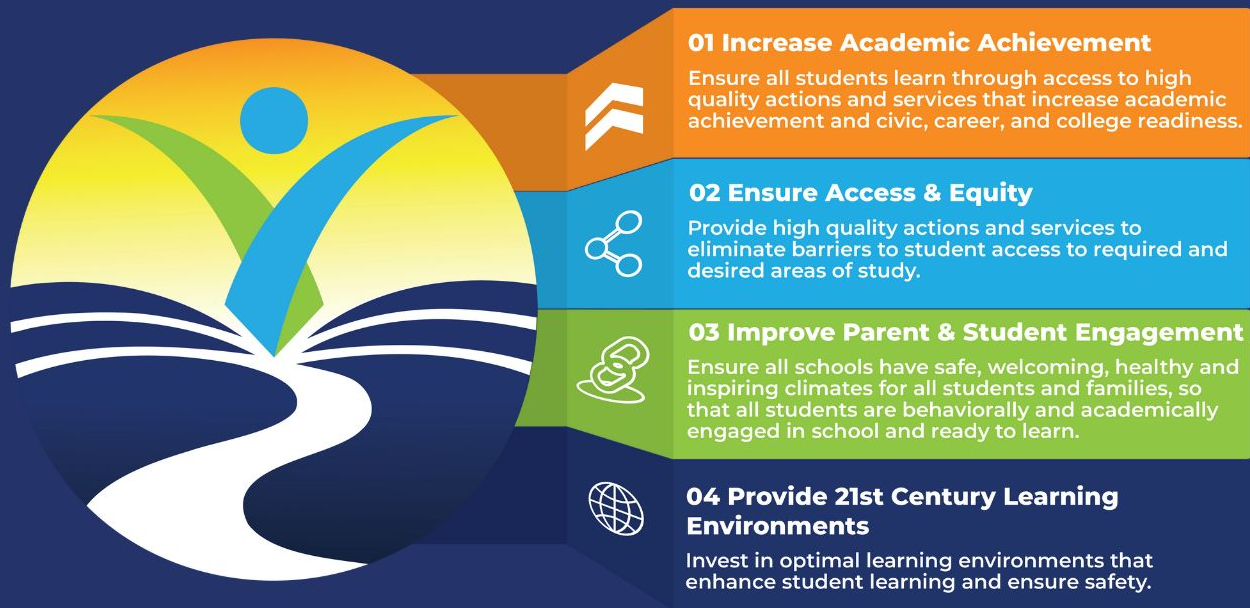
Community Leaders

# Role of Communication

Communication in a school setting plays a crucial role in fostering a positive and productive learning environment. Its significance spans various aspects of school life, impacting students, families, teachers, administrators, and the broader school community.



# Communication is key to meeting our goals



**Require:**  
Collaborating  
Resource Sharing  
Awareness  
Relationship Building  
Learning and Change

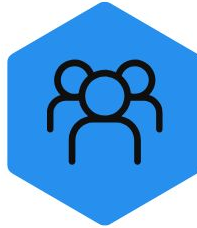
All of which require  
communication

# COMMUNICATION AREAS



## PARENT/GUARDIAN SCHOOL COMMUNICATIONS

Teacher ↔ Parent/Guardian  
School ↔ Parent/Guardian  
District ↔ Parent/Guardian



## INTERNAL COMMUNICATIONS

School ↔ Staff  
District ↔ Staff  
Cross-departmental  
Leadership  
Board



## PARTNER COMMUNICATIONS

District/School ↔ Community Leaders  
District/School ↔ Local Partners



## MARKETING/BRANDING COMMUNICATIONS

District ↔ Media  
District ↔ Community-at-Large



## CRISIS COMMUNICATIONS



# How do we communicate?

Depends on our target audience.  
One size does not fit all in communications.



# Omnichannel Approach



Reach our audience where they are and through their preferred channels while maintaining our branding and messaging consistent.

# Communication Channels

Available to Families



ParentSquare

Email, Text, App,  
Voice Calls



Social Media



Websites



Word of Mouth



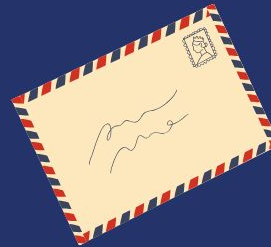
Direct Calls



One-on-one Meetings  
(Conferences)



Committees



Mail



Events



Bulletins, Flyers,  
Signage



# Communication at a Glance

**ParentSquare** - District, 8 Schools, State Preschool, LEAP/Early Start

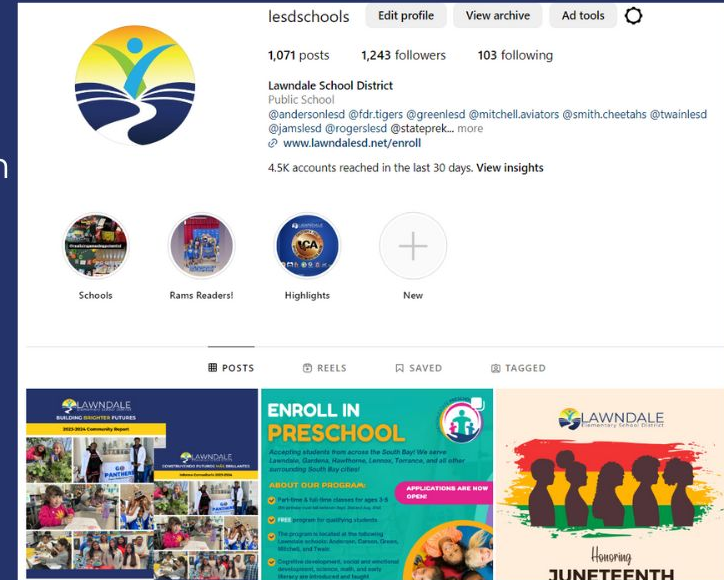
**Websites** - District, 8 Schools, 1 Early Childhood Education

**Social Media (Facebook/Instagram)** - District, 8 Schools, State Preschool, Programs (Nutrition, Ed Foundation, Elem. Library, M.S. Library, RAP, Student Support Services)

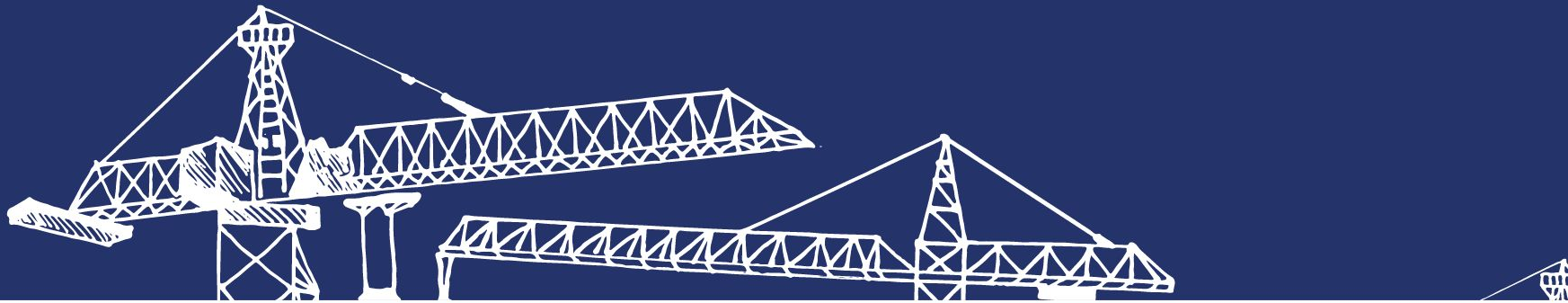
## DISTRICT #s

**Instagram Followers - 1,236, 10.95%+ Year Increase**  
**Facebook Followers - 969, 2.98%+ Year Increase**  
**YouTube Followers - 339, 4.95%+ Year Increase**  
**Website views - Not available at this time**

As of June 2024

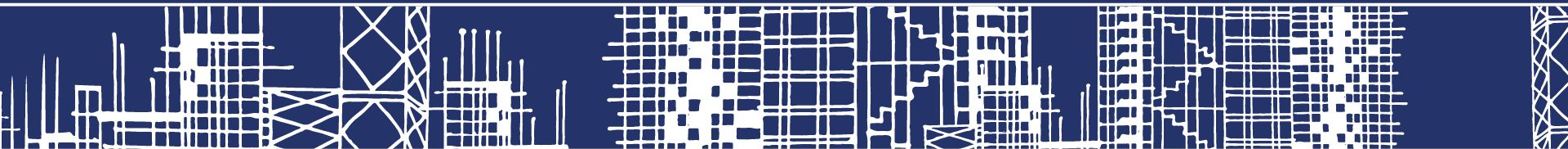






# 2023-2024 Year of Building

Improving communication and engagement & building enrollment



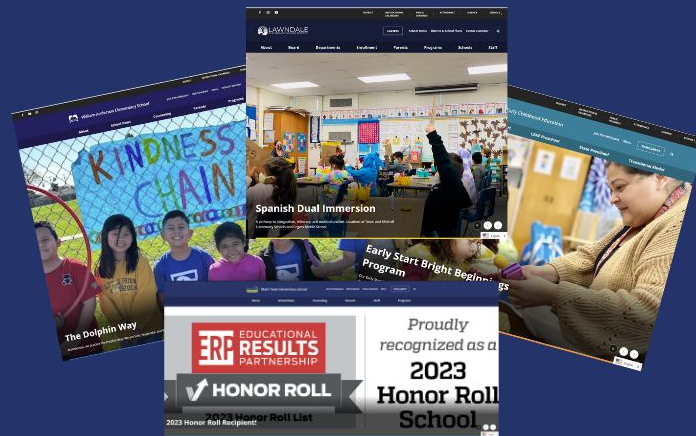
# ParentSquare

Launched 11 Sites  
Parent training  
Staff training  
Launch of weekly school and monthly  
district newsletters



# Websites

Launched 10 websites  
Trained staff editors  
Reorganized the website  
navigations

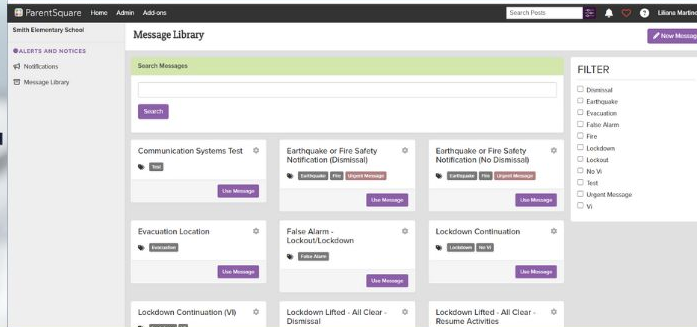
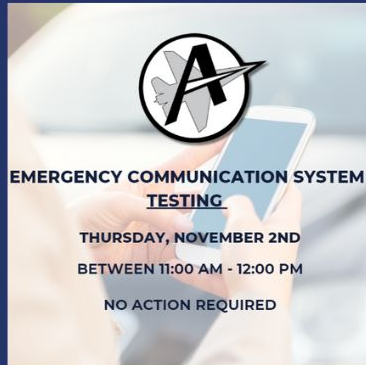


# Smart Alert System

Created crisis messaging templates  
Trained leadership and school  
admin designees  
Tested the system

# Crisis Comm. Plan

Updated and finalized the Crisis  
Communication Plan



## CRISIS COMMUNICATIONS PLAN

Last Updated June 18, 2024

Liliana Martinez  
District & Community  
Communications Coordinator





# Branding Guide

Updated the Branding Guide with program descriptions and taglines, district values, fact sheet, and updated resources



# Branded Videos

Produced three program videos:  
Early Childhood Education  
Enrichment Programs  
Dual Immersion





# Mailers

Enrollment Mailer sent in February  
End of Year Mailer sent in June



# Community Outreach

City of Lawndale's Halloween Night  
South Bay 25 Club's Santa Sleigh  
Program  
Lawndale Parade & Youth  
Extravaganza



# Enrollment Campaign

Enrollment mailer  
Community outreach  
Business outreach  
School banners

Car magnets  
405 Electronic billboards  
ParentSquare newsletters  
(Word of Mouth)





# Enrollment Campaign

## Organic:

Facebook/Instagram Posts  
Nextdoor Posts

## Paid:

### Facebook/Instagram Ads Reach

Campaign #1 (Enrollment) - 46,080  
Campaign #2 (Enrollment) - 82,309  
Campaign #3 (Preschool) - 142,390  
Campaign #4 (TK) - 65,223

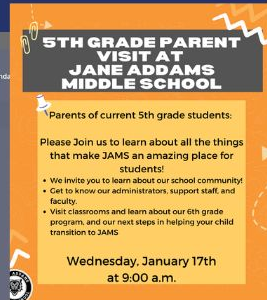
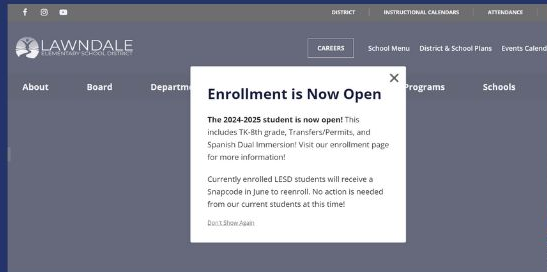
### Google Search Ad Reach

Campaign #1 (Enrollment) - 6,550



# Enrollment Campaign

Website information and pop-ups  
TK/Kinder orientations  
Dual Immersion info sessions & tours  
6th grade orientation & tours





# Hiring Campaign

## Facebook/Instagram Ads Reach

Campaign #1 - 100,700

Campaign #2 - 85,754



**We Are HIRING**

Interested in a rewarding position? Join our district!

**APPLY TODAY!**

 **More Information**  
(310) 973-1300

 **Visit Our Website**  
[www.edjoin.org/lesd](http://www.edjoin.org/lesd)



APPLY ONLINE OR IN PERSON AT THE DISTRICT OFFICE



Desktop Feed

Lawndale Elementary School District  
Sponsored · 4

Looking for a rewarding position? Join our district!

**We Are HIRING**

Interested in a rewarding position? Join our district!

Positive & Inclusive Work Environment | Competitive Pay & Benefits Package | Opportunities to Learn & Grow

Various positions in:

- Before and After School Program (Summer and Fall Opportunities)
- Special Education
- Administrative Support
- Nutrition Production Staff

**APPLY TODAY!**

 **Visit Our Website**  
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 **More Information**  
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EDJOIN.ORG

**Apply Today!**  
Students are the center of every decision we make...

[Learn more](#)

[Share](#)



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APPLY ONLINE OR IN PERSON AT THE DISTRICT OFFICE



# Strategic Communications Plan



## STRATEGIC COMMUNICATIONS PLAN

2024 - 2027

Last Updated June 17, 2024

Liliana Martinez  
District & Community  
Communications Coordinator



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# 2024-2025

# Year of Fortyfing

Building consistency and strengthening our communications



# COMMUNICATION GOALS

- 1 Facilitate family access to program information and resources they need to confidently navigate the school system
- 2 Expand community awareness of LESD's story to ensure the community-at-large is aware of our district's goals, programs, enrollment, and successes
- 3 Create a structure for improved staff flow of information and collaboration
- 4 Reduce communication overflow
- 5 Create processes to facilitate communication given the limited resources
- 6 Establish preventive measures to combat future communication threats



# THANK YOU

## Any Questions?

