



Communications



Inform, Connect, Support

September 18, 2025

Liliana Martinez
District & Community
Communications Coordinator

2024-2025

Year of Fortifying

Building consistency and strengthening our communications



Communication at a Glance

ParentSquare - District, 8 Schools, 3 Programs (State Preschool, LEAP/Early Start), 3 Summer School Sites

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, **TREC**)

DISTRICT #s

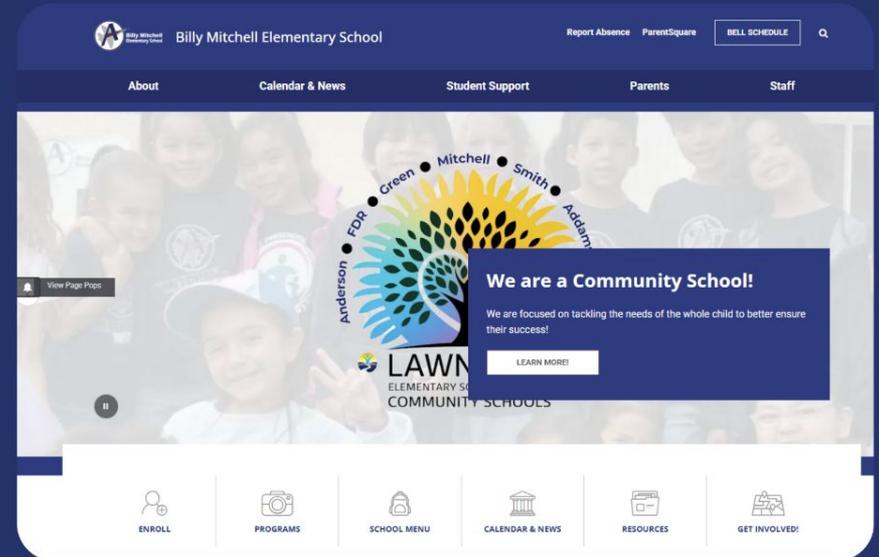
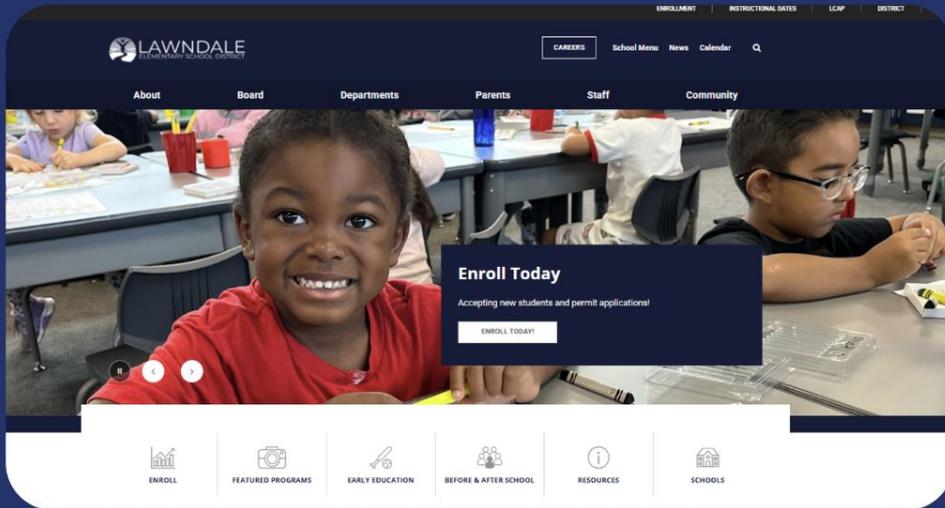
Instagram Followers - 1,457, 13.21%+ Year Increase
Facebook Followers - 1,016, 3.89%+ Year Increase
YouTube Followers - 408, 16.57%+ Year Increase
Website Views - 334,998

As of June 2025



Websites

Reorganized the district and school website navigations
(Added buttons, centralized information)



News

Built out the news section to share district highlights and recognitions (Also shared through social and district newsletter)

The screenshot shows the Lawndale Elementary School District website's news page. At the top, there are navigation tabs for Enrollment, Instructional Dates, LEAP, District, and Schools. Below this is a header with 'LAWNDALE' and 'ELEMENTARY SCHOOL DISTRICT' and a search bar. A secondary navigation bar includes 'About', 'Board', 'Departments', 'Parents', 'Staff', and 'Community'. The main content area is titled 'News' and features a featured article: 'LESD is Featured in the School News Roll Call September 2025 Edition' dated Sep 11 2025. The article text states: 'Lawndale Elementary School District has been featured in the September 2025 School News Roll Call edition!' and 'District-wide'. Below the article is a 'Read More' link and social media sharing icons. To the right of the article is a 'Contact' box for Lilliana Martinez, District & Community Communications Coordinator, with phone number (310) 973-1300 ext. 30010. At the bottom, there is a 'Filter' section with buttons for ALL, ADDAMS, ANDERSON, ARTS, BOARD NOTICE, COMMUNITY SCHOOLS, CONSTRUCTION, and DISTRICT-WIDE.

The screenshot shows the 'Community School News' section of the Lawndale Elementary School District website. It features three news items: 'Thank You to El Camino College and Ms. Rosa for Empowering Our Students with Valuable Insights' by Lilliana Martinez (Jan 15, 2024, 3:53 PM); 'Celebrating ESL Class Graduates and the Path to Success' by Lilliana Martinez (Dec 18, 2024, 6:00 PM); and 'Grand Opening of the Providence Community Wellness & Activity Center' by Lilliana Martinez (Aug 14, 2024, 7:00 PM). Below these items is a 'Our Team' section with photos and names of Anderson and Smith.

The screenshot shows the 'Featured News' section of the Lawndale Elementary School District website. It features four news items: 'LESD is Featured in the School News Roll Call September 2025 Edition' (Sep 11 2025); 'Lucille J. Smith Elementary Nominated for the 2025 National Blue Ribbon Schools Award' (Sep 9 2025); 'PBIS Success! LEDS Schools Continue to Raise the Bar' (Sep 2 2025); and 'LESD Nutrition & Wellness Services Earns 2024 Turnip the Beet!' (Aug 13 2025). Each item includes a small image and a 'Read More' link.

The screenshot shows the 'Upcoming Events' section of the Lucille Smith Elementary School website. It features a calendar grid with four events: 'Free Kids Vaccines / Vacunas Gratuitas para Niños' (Tue / Sep 16, 9:00 AM - 3:30 PM); 'Mitchell: Back To School Night' (Wed / Sep 17, 5:15 PM - 7:00 PM); 'Regular Board Meeting' (Thu / Sep 18, 8:00 PM - 8:00 PM); and 'LESD Volunteer Fair' (Thu / Sep 23, 8:00 AM - 3:30 PM). Each event includes a 'Read More' link. Below the calendar is a 'VIEW FULL CALENDAR' button.

ParentSquare

Continued parent training and added new ParentSquare training videos in English and Spanish on the district website (This year, we aim to focus on individual outreach)

LAWNDALE
ParentSquare
Parent/Guardian Training
Learn how to use ParentSquare!

School	Date/Time	Address	Zoom Link
Billy Mitchell	Thursday, Sep. 12 9:00 AM - 10:00 AM	14429 Condon Ave, Lawndale	
FDB	Thursday, Sep. 12 9:00 AM - 10:00 AM	5133 Marine Ave, Lawndale	
Zane Adams	Thursday, Sep. 12 9:00 AM - 10:00 AM	4835 W. 103rd Pl, Lawndale	
KR-Carson	Thursday, Sep. 12 9:00 AM - 10:00 AM	3510 W 147th St, Hawthorne	
Lucille J. Smith	Thursday, Sep. 12 9:00 AM - 10:00 AM	4621 W 147th St, Lawndale	
Mark Twain	Thursday, Sep. 12 9:00 AM - 10:00 AM	3728 W 154th St, Lawndale	
William Anderson	Thursday, Sep. 12 9:00 AM - 10:00 AM	3728 W 154th St, Lawndale	
William Green	Thursday, Sep. 12 9:00 AM - 10:00 AM	4620 W 168th St, Lawndale	
Will Rogers	Thursday, Sep. 12 9:00 AM - 10:00 AM	470 West 154th St, Lawndale	
District Office	Thursday, Sep. 12 9:00 AM - 10:00 AM	4181 W 147th St, Lawndale	

Attend any of the sessions! RSVP at <https://bit.ly/LAESDP24-25>
Any questions, contact your School Community Liaison.

LAWNDALE
ParentSquare
Parent/Guardian Training
Learn how to use ParentSquare!

ParentSquare Parent/Guardian Training 2024-2025 RSVP

Join us in learning about ParentSquare, the features, and how you can use the application to communicate with your teachers and school staff!

You are more than welcome to attend any of the training sessions even sessions that are not at your home!

LAWNDALE

ParentSquare

Register Your Account

Training Videos

Crisis Communication

Updated and finalized the Crisis Communication Plan



CRISIS COMMUNICATION PLAN

Last Updated June 20, 2025

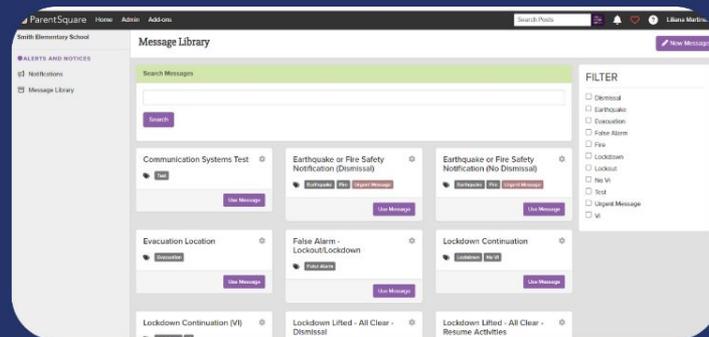
Liliana Martinez
District & Community
Communications Coordinator

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Smart Alerts

Added more crisis messaging templates



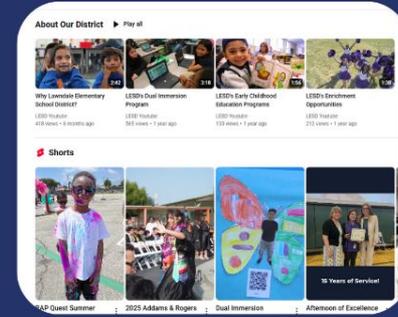
Branding

Updated the Branding Guide with program descriptions, Community Schools, and TREC.



Videos

Produced district brand and highlight videos giving a glimpse inside our district



Branded Tours

Tour presentation templates including a branded registration form, website page, and social media post



WELCOME TO
**MARK TWAIN
ELEMENTARY**
Building Brighter Futures One Student at a Time



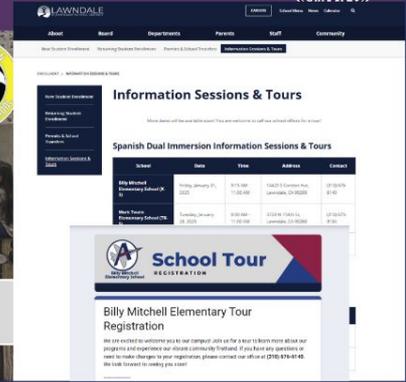
WELCOME TO
**WILL ROGERS
MIDDLE SCHOOL**
Building Brighter Futures One Student at a Time



WELCOME TO
**LUCILLE J. SMITH
ELEMENTARY**
Building Brighter Futures One Student at a Time



TAKE A TOUR
**WILLIAM GREEN
ELEMENTARY**
APRIL 8: 3:00 PM - 4:00 PM
APRIL 8: 3:00 PM - 4:00 PM
REGISTER:
GREEN.LAWNDALES.D.NET/ABOUT/TOURS



Information Sessions & Tours

School	Date	Time	Address	Contact
Billy Mitchell Elementary	Friday, January 15, 2021	8:30 AM - 11:00 AM	10027 E. Greenway, Lawndale, CA 90248	310-614-1100
Will Rogers Middle School	Thursday, January 14, 2021	8:00 AM - 11:00 AM	22228 Greenway, Lawndale, CA 90248	310-614-1100

School Tour Registration

Billy Mitchell Elementary Tour Registration

Enrollment

Updated website information and pop-ups

The screenshot shows the 'New Student Enrollment' page. At the top, there is a navigation bar with 'LAWNDALE' logo, 'CAREERS', 'School Menu', 'News', 'Calendar', and a search icon. Below the navigation bar are tabs for 'About', 'Board', 'Departments', 'Parents', 'Staff', and 'Community'. The main content area has a breadcrumb trail 'ENROLLMENT > NEW STUDENT ENROLLMENT' and a heading 'New Student Enrollment'. There are three main sections: 'RETURNING STUDENTS' with a paragraph about Snapcode enrollment, a '2025-2026 GRADE LEVEL ENROLLMENT BY BIRTH DATE' box, and 'TK - 8TH GRADE NEW STUDENT ENROLLMENT' with sub-sections for 'In-District Students' (including a '2025-2026 NEW STUDENT REGISTRATION' button and a 'LOCATE YOUR STUDENT'S HOME SCHOOL' button) and 'Out-of-District Students'. A 'FREE Before and After School Program R.A.P.' section is also visible.

The screenshot shows the 'Returning Student Enrollment' page. It features the same top navigation bar as the previous page. The breadcrumb trail is 'ENROLLMENT > RETURNING STUDENT ENROLLMENT'. The heading is 'Returning Student Enrollment'. The main content area includes a 'New Student Enrollment' sidebar, a heading '1. Submit the Student Update Form', and a paragraph explaining the Snapcode process. Below this are two buttons: 'Complete the Enter the Student Form' and 'Complete the Spanish Student Update Form'. The page also lists 'Steps' for enrollment, including signing into PowerSchool and completing required fields. A 'Helpful links:' section is at the bottom.

The screenshot shows the Billy Mitchell Elementary School website with a pop-up window. The website header includes 'Billy Mitchell Elementary School' and navigation links like 'Report Abuse', 'PowerSchool', 'Bell Schedule', 'Forms', 'Calendar', and 'ENROLL'. The pop-up window is titled 'Mitchell's New Student Enrollment is Open!' and features the Lawndale logo and '2025-2026 NEW STUDENT ENROLLMENT IS OPEN'. It includes a small image of students and a 'APPLY TODAY!' button. The background of the screenshot shows a young boy in a classroom setting.

Enrollment Ads

Organic

Facebook/Instagram Posts
Nextdoor Posts

Paid (Smaller Campaigns)

Facebook/Instagram Ads Reach

Campaign #1 (DI Orientation) - 33,589

Campaign #2 (DI Enrollment) - 58,982

Campaign #3 (TK/Kinder Orientation) - 61,221

Campaign #4 (General Enrollment) - 61,374

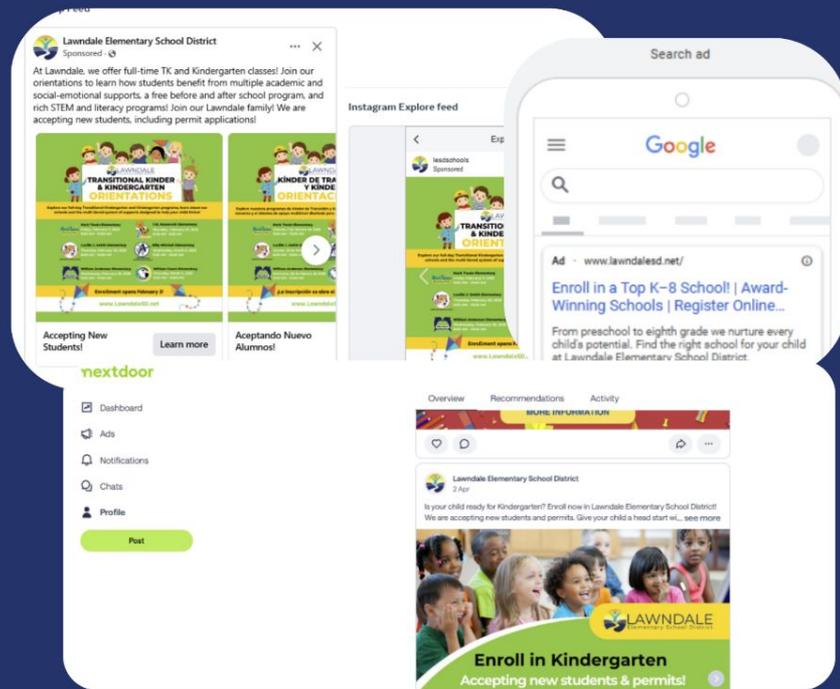
Campaign #5 (General Enrollment TK, K) - 137,630

Campaign #6 (Preschool Enrollment) - 128,588

Google Performance Max Ad Reach

Campaign #1 (Enrollment) - 529,440

Campaign #2 (Preschool) - 25,128



Mailers

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

Community Outreach

Lawndale National Night Out
Supervisor Holly J. Mitchell Summer Resource Fair
Radium Back to School
City of Lawndale Community Center Table
City of Lawndale Youth Commission Presentation
Dual Immersion Tours and Orientation
TK/Kinder Tours and Orientations
Middle School Tours
El Camino Partner & Community Event

LAWNDALE
Elementary School District
BUILDING BRIGHTER FUTURES

PRE-SCHOOL, LEAP PEER PARTNERS, TRANSITION, KINDERGARTEN - EIGHTH GRADE, SPANISH IMMERSION

LAWNDALE
Elementary School District
CONSTRUYENDO FUTUROS MÁS BRILLANTES

PREESCOLAR, PEER PARTNERS DE LEAP, KINDER DE TRANSICIÓN, KINDERGARTEN A OCTAVO GRADO, DOBLE INMERSIÓN EN ESPAÑOL

LAWNDALE
Elementary School District
CONSTRUYENDO FUTUROS MÁS BRILLANTES

Informe Comunitario 2024-2025

2025-2026 ENROLLMENT

INSCRIPCIÓN DE 2025 - 2026

2025-2026 SCHOOL YEAR BEGINS AUGUST 21, 2025
District Office is Open Monday - Friday during the Summer
Enroll Today at www.lawndalesd.net

EL AÑO ESCOLAR 2025-2026 COMIENZA EL 21 DE AGOSTO DE 2025
La Oficina del Distrito Está Abierta de Lunes a Viernes Durante el Verano. Inscríbete Hoy en www.lawndalesd.net

Award-winning Schools / Escuelas Distinguidas

ICA, NCA, BEST, ICA, NCA, BEST, ICA, NCA, BEST



Word of Mouth

Internal messages to our families

LESD Liliana Martinez <liliana_martinez@lawndalesd.net>

[Outside Email Alert] 2025-2026 NEW Student Registration Form & Permit Application are NOW OPEN!

Lawndale Elementary School District via ParentSquare <dsctnrcphly-86458882-9542-5686-ae0e-5008e477970@parentsquare.com> Mon, Feb 3, 2025 at 9:03 AM
To: Liliana_martinez@lawndalesd.net

Lawndale Elementary School District

Lawndale Elementary School District posted in Lawndale Elementary School District

2025-2026 NEW Student Registration Form & Permit Application are NOW OPEN!

LAWNDALE
2025-2026 ENROLLMENT
Accepting New Students & Permits!

Hello Families,

The NEW Student Enrollment and Permit Applications for the 2025-2026 school are now open! Please share the information with your families and community!

ENROLLMENT DATES

New Students & Permits

The New Student Registration Form and Permit Application for Transitional Kindergarten (TK), Kindergarten, and first through eighth-grade are open!

- New means not currently enrolled in one of our elementary or middle schools.
- TK will now be open to students with birth dates between 9/2/2023 and 9/1/2021!
- Lawndale State Preschool students and any new students who meet the 2025-2026 birth date requirement and are ready to enter TK or Kindergarten this Fall should apply now!
- Students who are currently enrolled in our elementary or middle schools (including current TK students) will receive the required returning student forms in May/June. No action is required on your part at this time.

Important Updates: Returning Student Required Forms, Free Summer Meals, ParentSquare and more!
Lawndale Elementary School 2025-26 - 700 Lakeshore - 1st-8th - 9th - 10th - 11th - 12th - Lawndale Elementary School District

LAWNDALE
District Updates
Returning Students

Dear Lawndale Families,

As we approach the end of another amazing school year, we want to thank you for your partnership and share some important updates to help you prepare for summer and the upcoming 2025-2026 school year.

Important Dates

- Last Day of School: Tuesday, June 10, 2025
- First Day of School: Thursday, August 28, 2025

REQUIRED Returning Student Forms

The Returning Student Update Forms will be available in July!

In July, you will receive an email from the district with a **Response** that allows you to log in to our enrollment portal and complete the required forms for the 2025-2026 school year.

Please make sure your email address is up to date and check your inbox in July!

You will receive a separate **Response** email for each of your students.

Free Summer Meals

We are proud to offer **FREE meals for all children 18 and under** this summer! Meals will be served **Monday through Friday from June 16 to July 25** and will be closed June 30 and July 10. Adults 18 and over may purchase meals for \$4.50 for breakfast and \$3.00 for lunch.

FREE MEALS FOR ANYONE 18 AND UNDER

FRONTLINE FOOD SECURITY

WE WILL BE OPENING OUR 2025-26 JULY 4th AND 5th FRONTLINE FOOD SECURITY PROGRAMS FOR ALL LAWNDALE STUDENTS.

COMING SOON! ONLINE PARENTS' TRAINING

ONLINE PARENTS' TRAINING

REGISTRATION COMING SOON TO FREE PARENTS OF ALL AGES. ALL NEW AND RETURNING PARENTS WILL RECEIVE AN INVITATION TO REGISTER FOR THIS TRAINING ON THE 15th OF JULY.

SPECTRUM ELEMENTARY	JANISSENE ELEMENTARY
<p>DATE: 7/4-5</p> <p>TIME: 9:00AM - 12:00PM</p> <p>LOCATION: 1000 W. 10TH ST.</p>	<p>DATE: 7/4-5</p> <p>TIME: 9:00AM - 12:00PM</p> <p>LOCATION: 1000 W. 10TH ST.</p>
ANTHONY ELEMENTARY	TWAIN ELEMENTARY

Updated Billboards

Updated 405 Electronic billboard

Spanish
DUAL LANGUAGE IMMERSION

2025-26 Enrolling TK & Kindergarten now!

www.LawndaleSD.net/di



LAWNDALE
Elementary School District

Accepting New Students & Permits!

ENROLL / INSCRIBIRSE

Preschool
Transitional Kinder
Kinder-8th
Spanish Dual Immersion



www.LawndaleSD.net
310-973-1300

Employment Ads

Facebook/Instagram Ads Reach

Campaign #1 - 30,516

Campaign #2 - 24,771

Campaign #3 - 30,134

The image displays two screenshots of employment advertisements. The left screenshot is a Facebook ad from Lawndale Elementary School District, featuring a blue and white design with a megaphone icon. The text reads: "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:", and a list of roles including Preschool Instructional Assistants, Substitute Preschool Instructional Assistants, Special Education Instructional Assistants, Bilingual Instructional Assistant (Spanish), SELPA Teacher (Deaf and Hard of Hearing) Itinerant, SELPA Braille Transcriber I, SELPA Braille Transcriber II, and Community School Site Coordinators. It includes a QR code, the website "www.edjoin.org/lesd", and the phone number "(310) 975-1500". The right screenshot is an Instagram Explore feed post from "leadschools" (Sponsored), showing the same advertisement content as the Facebook version.

Facebook Ad:

Lawndale Elementary School District
Sponsored

We're hiring! Be part of a positive and inclusive work environment, enjoy a competitive pay and benefits package, and unlock opportunities to learn and grow. Join us and make a difference every day!

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:

- Preschool Instructional Assistants
- Substitute Preschool Instructional Assistants
- Special Education Instructional Assistants
- Bilingual Instructional Assistant (Spanish)
- SELPA Teacher (Deaf and Hard of Hearing) Itinerant
- SELPA Braille Transcriber I
- SELPA Braille Transcriber II
- Community School Site Coordinators

APPLY TODAY!

Visit Our Website
www.edjoin.org/lesd

More Information
(310) 975-1500

EDJOIN.ORG
We are Hiring!

Instagram Ad:

Instagram Explore feed

leadschools
Sponsored

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:

- Preschool Instructional Assistants
- Substitute Preschool Instructional Assistants
- Special Education Instructional Assistants
- Bilingual Instructional Assistant (Spanish)
- SELPA Teacher (Deaf and Hard of Hearing) Itinerant
- SELPA Braille Transcriber I
- SELPA Braille Transcriber II
- Community School Site Coordinators

APPLY TODAY!

Visit Our Website
www.edjoin.org/lesd

More Information
(310) 975-1500

Learn more

leadschools We're hiring! Be part of a positive and inclusive work environment, enjoy a competitive... more

All Access Feature

**October 6, 2025 –
October 31, 2025**

Selected cities during
Peak (7:00 a.m. – 11:45
a.m.) and Prime (6:00 p.m.
– 11:45 p.m.)
viewing hours

Spots will run on the
major news and lifestyle
networks



More Accomplishments

- Monthly District Communication meetings
- ParentSquare Guidelines (Address communication fatigue)
- Media & Press Guidelines
- Brand Change Guidelines
- Community Flyer Guidelines
- Updates to the Summer Program and Resources page
- Brought on Peachjar (Community Flyers)
- Branded Board Presentation Templates for Schools
- Support for Superintendent Student Leadership Council
- Digital Volunteer Application
- Worked with Student Support to update the Student & Parent Handbook
- Updated Strategic Communication Plan (Added the new guidelines)

2025-2026

Year of Storytelling

Celebrating successes, building connections,
shaping our identity, and strengthening trust



COMING SOON

- Launch of Tell Me Something Good Campaign
- Accessibility Training
- Staff Intranet
- Community Schools Newsletter





Thank You!

Any questions?