



**Regular Meeting
10/05/2023 06:30 PM**

6:30 P.M. - CALL TO ORDER/OPEN/PUBLIC
SESSION (ZOOM / IN-PERSON)

After the Completion of Open Session -
CLOSED SESSION

7:30 P.M. - OPEN/PUBLIC SESSION (ZOOM /
IN-PERSON)

MEETING MINUTES

AGENDA FOR THE REGULAR MEETING OF THE BOARD OF TRUSTEES OF THE ROSEMEAD SCHOOL DISTRICT

6:30 P.M. - CALL TO ORDER/OPEN/PUBLIC SESSION (ZOOM / IN-PERSON)

After the Completion of Open Session - CLOSED SESSION

7:30 P.M. - OPEN/PUBLIC SESSION (ZOOM / IN-PERSON)

Continuation of Closed Session After the Completion of Open Session Items

This meeting will also be held electronically via Zoom Meetings and in-person capacity.

PARTICIPATION IN-PERSON: Adherence to current Los Angeles County Department of
Public Health protocols:

Rosemead School District

District Office - Board Room

3907 Rosemead Blvd., Rosemead, CA 91770

Tel: (626) 312-2900 x212 | Email: board@rosemead.k12.ca.us

PARTICIPATION VIA TELECONFERENCE/ELECTRONIC:

Zoom Call-In# (346) 248-7799

Zoom Meeting ID# 848 2047 1194

Passcode: 811271

Attendees

Voting Members

Ms. Nancy Armenta, Trustee

Mr. Ronald Esquivel, President

Mrs. Veronica Pena, Clerk

Mr. John Quintanilla, Trustee

Mrs. Diane Benitez, Trustee

Non-Voting Members

Dr. Alejandro Ruvalcaba Ph.D., Superintendent

Dr. Maria Rios, Assistant Superintendent, Administrative Services

Dr. Jennifer Fang, Assistant Superintendent, Educational Services
Mr. Alejandro Gaeta, Network Administrator
Mrs. Cynthia Bracamonte, Executive Assistant to the Superintendent

I. NOTICES - Public Comments / Speaker's Requests

II. NOTICES

III. Call to Order by _____ at _____ p.m.

President Esquivel called the meeting to order at 6:30 p.m.

IV. Members Present _____ Members Absent _____

President Esquivel read the following statement:

The Rosemead School District Board of Trustees will conduct their public meetings in-person along with a virtual Zoom cast. In order to ensure the board's business is heard clearly, we would like to respectfully request for all Zoom attendees to mute their microphones unless you are requested by the Board President to address the Board.

V. MEETING RECORDED

This meeting will be audio and video recorded. Trustees have received background information regarding each agenda item prior to the meeting thus ensuring a thorough review of each item.

VI. APPROVAL OF AGENDA

That the Agenda, be Approved, as Amended.

Motion made by: Mr. John Quintanilla

Motion seconded by: Ms. Nancy Armenta

Voting:

Ms. Nancy Armenta - Yes

Mr. Ronald Esquivel - Yes

Mrs. Veronica Pena - Yes

Mr. John Quintanilla - Yes

Mrs. Diane Benitez - Yes

The motion passed by a 5-0 vote.

VII. PUBLIC COMMENT ON CLOSED SESSION ITEMS (3 minutes per person or 20 minutes per topic)

Pursuant to Board Bylaw No. 9323, we would like to encourage members of the public to present their views to the Board regarding matters listed in the agenda. At regular meetings of the Board, members of the public may address the Board on agenda items, as well as any other items of concern that fall within the subject matter jurisdiction of the Board of Trustees. If you want to address an agenda item, you have the option of speaking at this time, or at the time the item is being discussed by the Board.

Individual speakers shall be allowed three (3) minutes total to address the Board on each agenda or non-agenda item. The Board shall limit the total time for public input on each item to 20 minutes. Please state your name, make your presentation as brief

as possible and understand that the Board will not engage in a debate with visitors, but you may be given an opportunity for further questions and answers when a specific item is presented in the agenda.

Mrs. Bracamonte checked the board@rosemead.k12.ca.us email account for submissions of public comments. There were no submissions received for closed session topics.

VIII. CLOSED SESSION - 6:30 P.M.

IX. RECESS TO CLOSED SESSION at _____ p.m.

President Esquivel recessed the meeting to closed session at 6:32 p.m.

X. CLOSED SESSION

A. PUBLIC EMPLOYEE (APPOINTMENT, EMPLOYMENT, REASSIGNMENT, EVALUATION, AND DISCIPLINE/DISMISSAL/RELEASE) - pursuant to Government Code Section 54957

Participants: Dr. Alejandro Ruvalcaba, Dr. Maria C. Rios, and Dr. Jennifer Fang

B. CONFERENCE WITH LEGAL COUNSEL - EXISTING LITIGATION - pursuant to Government Code Section 54956.9(d)(1)

Participants: Dr. Alejandro Ruvalcaba, Dr. Maria C. Rios, Dr. Jennifer Fang, and Arash Arjang, Esq., Legal Counsel from Walsh and Associates, APC:

- Case No. 21STCV02467

C. CONFERENCE WITH LEGAL COUNSEL - ANTICIPATED LITIGATION - pursuant to Government Code Section 54956.9(d)(2) and (e)(1)

Participants: Mr. Alejandro Ruvalcaba, Dr. Maria C. Rios, and Dr. Jennifer Fang:

- One (1) Matter

D. CONFERENCE WITH LABOR NEGOTIATORS - pursuant to Government Code Section 54957.6

- District Negotiators: Dr. Alejandro Ruvalcaba and Dr. Maria C. Rios
- Employee Organization: Rosemead Teachers Association; California School Employees Association and its Rosemead Chapter 9; Management; Confidential; and Unrepresented - Provide direction regarding negotiations

E. PUBLIC EMPLOYEE PERFORMANCE EVALUATION - pursuant to Government Code Section 54957

Participant: Dr. Alejandro Ruvalcaba:

- Superintendent

XI. ADJOURNMENT OF CLOSED SESSION at _____ p.m.

President Esquivel adjourned closed session at 7:29 p.m.

XII. REGULAR MEETING - 7:30 P.M.

XIII. RECONVENE OPEN SESSION at _____ p.m.

President Esquivel reconvened the meeting to open session at 7:42 p.m.

XIV. ANNOUNCEMENT OF ANY ACTION TAKEN IN CLOSED SESSION (if any)

President Esquivel announced that the Board took no action in closed session.

XV. MEETING RECORDED

This meeting will be audio and video recorded. Trustees have received background information regarding each agenda item prior to the meeting thus ensuring a thorough review of each item.

XVI. PLEDGE OF ALLEGIANCE by: _____

President Esquivel requested for Mrs. Christine Hsu to lead the Pledge of Allegiance.

XVII. AWARDS/RECOGNITION VIRTUAL PRESENTATION(S)

President Esquivel presented certificates of appreciation to the following donors and sponsors:

- Assemblymember Mike Fong
- Athens Services
- Cal Vada Surveying
- Care Solace
- CL Consulting, Inc.
- Eric Hall & Associates
- Fieldman, Rolapp & Associates, Inc.
- IBE Digital
- Jones Hall
- Kiwanis Club of Rosemead
- Los Angeles County Board of Supervisor Hilda Solis
- Lozano Smith
- NAC Architect
- Nothing Bundt Cakes - Rosemead
- Olivarez Madruga Law Organization, LLP
- Panda Cares
- Pizza Hut - San Gabriel
- Republic Services
- Rose City Pizza
- Rosemead Chamber of Commerce
- Schools First Federal Credit Union
- Starbucks - Rosemead
- Starbucks - Temple City
- Stifel
- Transtech Engineers, Inc.

XVIII. PUBLIC COMMENTS (3 minutes per person or 20 minutes per topic)

Pursuant to Board Bylaw No. 9323, we would like to encourage members of the public to present their views to the Board regarding matters listed in the agenda. At regular meetings of the Board, members of the public may address the Board on agenda items, as well as any other items of concern that fall within the subject matter jurisdiction of the Board of Trustees. If you want to address an agenda item, you have the option of speaking at this time, or at the time the item is being discussed by the Board.

Individual speakers shall be allowed three (3) minutes total to address the Board on each agenda or non-agenda item. The Board shall limit the total time for public input on each item to 20 minutes. Please state your name, make your presentation as brief as possible and understand that the Board will not engage in a debate with visitors, but you may be given an opportunity for further questions and answers when a specific item is presented in the agenda.

Mrs. Bracamonte checked the board@rosemead.k12.ca.us email account for submissions of public comments. There were one (1) submissions as follows:

1. Cami Case

XIX. SUPERINTENDENT'S REPORT

Superintendent Ruvalcaba shared the following:

- Thanked audience members for joining the meeting.
- Thanked all the donors and sponsors for their continued support of the school district for both the donation of their physical labor but also financial support in the form of gift cards and money, which helps the district ensure equity amongst students and continue the work that is done in the District.
- Last Friday we celebrated Mrs. Kelly Lee as the District Teacher of the Year and we publicly thank her for all her hard work and dedication. We were happy that she received the recognition she deserves.
- On Wednesday, we finished our 1st round of visits to each campus. Clerk Peña joined us during a site visit. We will continue to do site visits on a monthly basis to look at academic achievements, facilities, and programs to continue to ensure we are in rhythm and in sync with the needs of our students.
- Thanked the City for the invitation to the Moon festival and added that his daughters really enjoyed the event and all the food.
- Shared that earlier in the day, the Los Angeles County Office of Education Williams team was present at Muscatel to access the campus. He was happy to share that Muscatel passed with flying colors. He will share the results once they are received from LACOE. Dr. Ruvalcaba thanked the leadership team, staff, support staff, teaching staff, and our facilities team.
- Lastly, he shared that Mrs. Bracamonte will be crossing the stage on Saturday for her commencement.

XX. BOARD PRESIDENT'S COMMENTS

President Esquivel shared the following comments:

- Congratulated Mrs. Bracamonte on her accomplishment.

- Shared that he enjoyed the Moon Festival, which was well attended and represented its multi-cultural community. He felt the dances and entertainment were great and it was a successful event.
- Enjoyed the Teacher of the Year luncheon and congratulated Mrs. Kelly Lee. He shared that her son was the alumni who built all the free little library units for each school.
- Thanked all the donors and sponsors for their continuous support.
- Lastly, he apologized for not always being available to attend all the school events.

XXI. BOARD ORAL COMMUNICATIONS

Trustee Quintanilla shared the following comments:

- Expressed a heartwarming thanks to all the donors and sponsors on behalf of students.
- Congratulated the Teacher of the Year Mrs. Lee.
- Is looking forward to participating in the school site tours.

Trustee Benitez shared the following comments:

- Thanked all the donors and sponsors for supporting the district.
- Attended the Moon Festival and felt it was really nice to see the dancers and singers.
- Wished everyone a great evening.

Trustee Armenta shared the following comments:

- Gave a heartfelt thanks to all the donors and shared the appreciation on behalf of all the girls and boys who participated in the YMLC and Girl's Empowerment events. She shared that it is important for students to have these types of experiences as the building blocks for their future. Adding that starting them in our district includes instilling good communication skills.
- Lastly, congratulated Mrs. Bracamonte on her accomplishment.

Trustee Pena shared the following comments:

- Congratulated Mrs. Bracamonte on her degree.
- Thanked the donors for all their support of the school district.
- Congratulated Mrs. Lee as the District Teacher of the Year.
- Thanked Dr. Rios, Dr. Fang, and Dr. Ruvalcaba for their company during her visit to Savannah, expressing that our sites and classes are prepared for our students. She thanked them for everything they do for the sites, curriculum, facilities, and accountability. Mrs. Peña recognized the extraordinary students as they were listening to their teacher read to them. She shared that she appreciated the kindness and gentleness demonstrated by the staff of our students and is looking forward to the next one.
- Shared that she attended the Cow assembly at Savannah and saw that the students really enjoyed it. She shared that it is amazing how the Special Education teachers connected everything for the students from the curriculum to the real life animal through cards.
- Wished everyone a safe and blessed evening.

XXII. PUBLIC HEARING(S)

A. Public Hearing - Statement of Assurance for 2023-2024 Public Textbooks and Instructional Materials, Grade K-8, Pursuant Education Code 60119

President Esquivel opened the public hearing at 8:18 p.m.

There were no public comment submissions.

President Esquivel closed the public hearing at 8:18 p.m.

B. PUBLIC HEARING - Rosemead School District Initial Contract Proposal to the California School Employees Association (CSEA) and its Rosemead Chapter 9, for the 2023-2024 School Year Reopener

President Esquivel opened the public hearing at 8:18 p.m.

There were no public comment submissions.

President Esquivel closed the public hearing at 8:18 p.m.

C. PUBLIC HEARING - California School Employees Association (CSEA) and its Rosemead Chapter 9 Initial Contract Proposal to the Rosemead School District for the 2023-2024 School Year Reopener

President Esquivel opened the public hearing at 8:18 p.m.

There were no public comment submissions.

President Esquivel closed the public hearing at 8:18 p.m.

XXIII. CONSENT AGENDA

That the Consent Agenda, be Approved, as Corrected.

Motion made by: Ms. Nancy Armenta

Motion seconded by: Mrs. Diane Benitez

Voting:

Ms. Nancy Armenta - Yes

Mr. Ronald Esquivel - Yes

Mrs. Veronica Pena - Yes

Mr. John Quintanilla - Yes

Mrs. Diane Benitez - Yes

The motion passed by a 5-0 vote.

A. CONSENT - Personnel Status Report - Certificated and Classified

B. CONSENT - Minutes of the September 7, 2023, Board of Trustees' Meeting (Corrected)

C. CONSENT - Purchase Orders of August, 2023 - September, 2023, (on file), and Warrants for Budgeted Expenditures

D. CONSENT - Donation Report

- E. **CONSENT - Obsolete Technology - Muscatel Middle School**
- F. **CONSENT - Obsolete Textbooks - Muscatel Middle School**
- G. **CONSENT - Service/Consultant Proposals/Memorandum of Understanding/Contract Report**
 - 1. **CONSENT - ADMINISTRATIVE SERVICES - California Association of School Business Officials (CASBO) (Districtwide) [RENEWAL]**
 - 2. **CONSENT - EDUCATIONAL SERVICES - Formative (Savannah Elementary School) [RENEWAL]**
 - 3. **CONSENT - EDUCATIONAL SERVICES - Gynzy, Inc. (Savannah Elementary School) [NEW]**
 - 4. **CONSENT - EDUCATIONAL SERVICES - Royale Management Group, LLC (Encinita Elementary School) [NEW]**
 - 5. **CONSENT - EDUCATIONAL SERVICES - San Gabriel Unified School District (SGUSD) - Induction Program (Districtwide) [RENEWAL]**
 - 6. **CONSENT - EDUCATIONAL SERVICES - Shutterfly Lifetouch, LLC (Encinita Elementary School) [NEW]**
 - 7. **CONSENT - EDUCATIONAL SERVICES - Studio 1 (Savannah Elementary School) [NEW]**
 - 8. **CONSENT - EDUCATIONAL SERVICES - TreeRing (Mildred B. Janson Elementary School) [RENEWAL]**
 - 9. **CONSENT - FISCAL SERVICES - Moss, Levy & Hartzheim, LLP, Bond Audit Services [RENEWAL]**
 - 10. **CONSENT - NUTRITION & WELLNESS - Brigaid (Districtwide) [RENEWAL]**
 - 11. **CONSENT - NUTRITION & WELLNESS - Panda Restaurant Group [RENEWAL] (Districtwide)**
 - 12. **CONSENT - SPECIAL EDUCATION AND STUDENT SUPPORT SERVICES - Foothill Family (Districtwide) [RENEWAL]**
 - 13. **CONSENT - SPECIAL EDUCATION AND STUDENT SUPPORT SERVICES - SSG/PALS for Health (Districtwide) [AMENDMENT]**
 - 14. **CONSENT - SPECIAL EDUCATION AND STUDENT SUPPORT SERVICES - UCLA Stein Eye Institute (Elementary Schools) [RENEWAL]**
- H. **CONSENT - 1st Quarter Williams Settlement Quarterly Report to the County Superintendent, Uniform Complaints Report for 2023-2024 for the Period of July - September, 2023**
- I. **CONSENT - Updated Policies - 2nd Reading (from 6/22/23)**
- XXIV. **SPECIAL REPORTS AND PRESENTATION(S): None**

XXV. ACTION ITEM(S)

A. ACTION - Confirmation of Next Scheduled Study Session Board Meeting for the Month of November, 2023

That the November 16, 2023 Study Session for the Month of November, 2023, for cancellation, be Approved.

Motion made by: Ms. Nancy Armenta

Motion seconded by: Mr. John Quintanilla

Voting:

Ms. Nancy Armenta - Yes

Mr. Ronald Esquivel - Yes

Mrs. Veronica Pena - Yes

Mr. John Quintanilla - Yes

Mrs. Diane Benitez - Yes

The motion passed by a 5-0 vote.

B. ACTION - Resolution No. 23-24/02, State Assurance for 2023-2024 Pupil Textbooks and Instructional Materials, Grade K-8, Pursuant to Education Code 60119

That Resolution No. 23-24/02, State Assurance for 2023-2024 Pupil Textbooks and Instructional Materials, Grade K-8, Pursuant to Education Code 60119, be Approved.

Motion made by: Ms. Nancy Armenta

Motion seconded by: Mrs. Veronica Pena

Voting:

Ms. Nancy Armenta - Yes

Mr. Ronald Esquivel - Yes

Mrs. Veronica Pena - Yes

Mr. John Quintanilla - Yes

Mrs. Diane Benitez - Yes

The motion passed by a 5-0 vote.

C. ACTION - Rosemead School District Initial Contract Proposal to the California School Employees Association (CSEA) and its Rosemead Chapter 9 for the 2023-2024 Reopener

That the Rosemead School District Initial Contract Proposal to the California School Employees Association (CSEA) and its Rosemead Chapter 9 for the 2023-2024 Reopener, be Approved.

Motion made by: Mr. John Quintanilla

Motion seconded by: Ms. Nancy Armenta

Voting:

Ms. Nancy Armenta - Yes

Mr. Ronald Esquivel - Yes

Mrs. Veronica Pena - Yes

Mr. John Quintanilla - Yes

Mrs. Diane Benitez - Yes

The motion carried by a 5-0 vote.

D. ACTION - California School Employees Association (CSEA) and its Rosemead Chapter 9, Initial Contract Proposal to the Rosemead School District for the 2023-2024 Reopener

That the California School Employees Association (CSEA) and its Rosemead Chapter 9, Initial Contract Proposal to the Rosemead School District for the 2023-2024 Reopener, be Received.

Motion made by: Ms. Nancy Armenta

Motion seconded by: Mrs. Veronica Pena

Voting:

Ms. Nancy Armenta - Yes

Mr. Ronald Esquivel - Yes

Mrs. Veronica Pena - Yes

Mr. John Quintanilla - Yes

Mrs. Diane Benitez - Yes

The motion passed by a 5-0 vote.

E. ACTION - Adoption of Board Goals for the 2023-2024 School Year (Amendment)

That the Board Goals for the 2023-2024 School Year, be Approved.

Motion made by: Mrs. Diane Benitez

Motion seconded by: Ms. Nancy Armenta

Voting:

Ms. Nancy Armenta - Yes

Mr. Ronald Esquivel - Yes

Mrs. Veronica Pena - Yes

Mr. John Quintanilla - Yes

Mrs. Diane Benitez - Yes

The motion carried by a 5-0 vote.

XXVI. DISCUSSION ITEM(S):

A. DISCUSSION - Review Updated Policies - 1st Reading

Superintendent Dr. Ruvalcaba shared that the updated policies have been brought forth for a first reading with action at a future meeting.

XXVII. NEW BUSINESS

Superintendent Dr. Ruvalcaba shared the following updates to the Matrix:

- Marketing program - provided a marketing practices presentation outlining the current practices and samples of other marketing efforts including cost and free initiatives.
 - President Esquivel requested the cost of traditional billboards.
 - Trustee Quintanilla requested Board consensus to hire a temporary professional marketing person to help increase enrollment.
 - Clerk Peña suggested that the District reach out to existing city partners to help send out information for the district.

- Trustee Armenta suggested securing a booth for city events.
- Clerk Peña suggested creating an internship with a college student.
- Trustee Benitez shared that word of mouth speaks volumes and to utilize our existing resources and reaching out to Rosemead High School regarding their web design pathway.
- President Esquivel suggested voluntary college or high school students for experience.
 - Superintendent Ruvalcaba shared that we will add to the presentation, look into the chamber, city, and costs of bulletin boards, ask the Sheriffs for help with advertising, and look at our marquees.
- Multidisciplinary panel related to mental health services - Assistant Superintendent Fang shared that there are two parent workshops scheduled on October 24 at 5:30 p.m. with an in-person and hybrid option on the topic of social emotional support and a second workshop on November 14 at 5:30 p.m. on the topic of PBIS, bullying, and drug prevention. The in-person sessions will be held in the board room.
- Request for at least one additional entry point at each site - shared that Cabinet met with the leadership team to discuss the request. Principals are meeting with their staff and conducting assessments of their sites to look for other opportunities. He shared that in the Friday update the draft survey was shared with the Board.

A. NEW BUSINESS - Exhibit 1 - Matrix for New Business Topics and Follow Up

XXVIII. ACTION ITEM(S) (Amendment)

A. ACTION - SPECIAL EDUCATION AND STUDENT SUPPORT SERVICES - Joan Macy dba Renaissance Community Prep (Districtwide) [NEW]

That the Contract with Joan Macy dba Renaissance Community Prep, be Approved.

Motion made by: Ms. Nancy Armenta

Motion seconded by: Mrs. Veronica Pena

Voting:

Ms. Nancy Armenta - Yes

Mr. Ronald Esquivel - Yes

Mrs. Veronica Pena - Yes

Mr. John Quintanilla - Yes

Mrs. Diane Benitez - Yes

The motion passed by 5-0 vote.

B. ACTION - SPECIAL EDUCATION & STUDENT SUPPORT SERVICES - Canyon View School (Districtwide) [NEW]

That the Contract with Canyon View School, be Approved.

Motion made by: Ms. Nancy Armenta

Motion seconded by: Mrs. Diane Benitez

Voting:

Ms. Nancy Armenta - Yes

Mr. Ronald Esquivel - Yes

Mrs. Veronica Pena - Yes

Mr. John Quintanilla - Yes

Mrs. Diane Benitez - Yes

The motion passed by 5-0 vote.

XXIX. PUBLIC COMMENTS ON CLOSED SESSION ITEMS (3 minutes per person or 20 minutes per topic)

XXX. RECESS TO CLOSED SESSION at ____ p.m.

XXXI. CLOSED SESSION

XXXII. ADJOURNMENT OF CLOSED SESSION at ____ p.m.

XXXIII. RECONVENE TO OPEN SESSION at ____ p.m.

XXXIV. ANNOUNCEMENT OF ANY ACTION TAKEN IN CLOSED SESSION (if any)

XXXV. ADJOURNMENT The meeting (be) adjourned at ____ p.m.

That the Adjournment of the October 5, 2023, Board of Trustees meeting by President Esquivel at 9:04 p.m., be Approved.

Motion made by: Ms. Nancy Armenta

Motion seconded by: Mrs. Diane Benitez

Voting:

Ms. Nancy Armenta - Yes

Mr. Ronald Esquivel - Yes

Mrs. Veronica Pena - Yes

Mr. John Quintanilla - Yes

Mrs. Diane Benitez - Yes

The motion passed by a 5-0 vote.

XXXVI. NEXT MEETING DATES



Ronald Esquivel, President



Veronica Pena, Clerk



Marketing Practices - At A Glance

Targets and Outreach Methods:

1. **Targets:**
 - a. Rosemead and surrounding city families with PK-8 children
 - b. Families interested in signature programs, i.e. Mandarin DLI, Science Olympiad, etc.
2. **Outreach Methods:**
 - a. No additional cost -- FREE
 - i. Direct email
 - ii. Social Media
 - iii. Website
 - iv. Finalsite (aka Blackboard) Mass Notification messages
 - v. Rosemead App
 - vi. School News Roll Call
 - b. Cost -- \$\$\$:
 - i. Advertisements/Mailers
 - ii. Community Newsletters

2

No Additional Cost

FREE

3

NO Additional Cost Outreach



01

Website

Monthly updates for information to remain relevant & homepage refresh

02

Press Releases

Publication of Press Releases, as needed

03

Rosemead App

Information push to families regularly

04

Social Media

Sharing good news with photos

05

Direct email

Administrator email push to families

06

School News Roll Call

Publication on schools with written articles, can be monthly, quarterly, or semi-annually

4

Redesigned Website



01. *

The Rosemead School District and school site homepages have been redesigned to streamline important information for parents and visitors.

- Parent Quick links section at the top: School schedules, Press Room, Board of Trustees, Enrollment, Social Emotional Support, and Student Meals, Uniforms
- Superintendent's News and Headlines
- General Quick links

5

Press Releases



02. *

The Rosemead School District publishes Press Releases as great news arises to share with constituents.

All website homepages contain a "Press Room" icon which contains the following:



Press Releases are published as the District has good news to share.

6

Rosemead Mobile App

As administrators post on through Finalsite (Blackboard) Mass Notifications service, they can elect to publish their message on the Rosemead Mobile App.

The Rosemead App is available for download in both the Apple Store for iPhone and Play Store for Android users.

Posted messages can be set to private for our parents only or publicly accessible on the app.



03.

Social Media

As administrators post on through Finalsite (Blackboard) Mass Notifications service, they can elect to publish their message on Twitter.

Twitter is available for free.

Twitter policy change - no longer allows for widget/app feeds to appear on website homepages.

Twitter posts continue to work for those who have subscribed to them.



04.

Direct Emails



The Rosemead administrators have the ability to send direct emails to parents.

05.

School News Roll Call



The School News Roll Call provides an opportunity for school districts to submit articles on a schedule identified by the district. The issues can range from monthly, quarterly, semi-annually, or annually.

This advertisement is at no monetary cost to the District.

There is a cost to the District in personnel time preparing the articles to submit for editing and publication.

06.

Additional Cost Options

\$

Additional Cost Outreach

01

Advertisements/Mailers

Advertisements in the newspaper, School News Roll Call

02

6 Community Newsletters

Publication of Newsletters

Advertisements

01. *



The Rosemead School District submit advertisements to:

- Newspapers
- Magazines
- Billboards
- Facebook
- School News Roll Call (ads)

Community Newsletters

02. *



Preparation of community newsletters to include:

- Each school site: celebrations or awards
- Bond project updates
- Safety reminders
- Other topics

Next Steps

Advertisements/School News

07

July

Ad/Newsletter - highlighting District program offerings

08

August

PR - Meal Policy for SY

09

September

PR - PBIS Awards
Ad/Newsletter - highlighting Encinita

10

October

PR - PBIS

11

November

Ad/Newsletter - highlighting Janson
PR - YMLC Event

12

December

PR - Board Leadership & Meeting Schedule

Advertisements/School News

01

January

PR - K Enrollment
Ad/Newsletter - highlighting Savannah

02

February

PR - Mini Grant Awardees
Annual - School News Roll Call
Magazine Supt Article

03

March

Ad/Newsletter - highlighting Shuey

04

April

PR - Distinguished Schools?

05

May

PR - Retirees
PR - District TOY/CEOY
PR - Science Olympiad ?
Ad/Newsletter - highlighting Muscatel

06

June

PR - Girls Empowerment Event
Promotion Gazette
PR - Free Summer Meals

Questions

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RECOGNITION



&
OF
DONORS



Assemblymember Mike Fong

Young Men's Leadership Conference

October 5, 2023

lypt.com



Athens Services

Young Men's Leadership Conference



CalVada Surveying

Young Men's Leadership Conference
Employee recognition events
Girls Empowerment Conference



Care Solace

Young Men's Leadership Conference



C&L Consulting, Inc.

Girls Empowerment Symposium



Eric Hall & Associates

Young Men's Leadership Conference



Fieldman, Rolapp & Associates,
Inc.

Young Men's Leadership Conference



ABE Digital

Young Men's Leadership Conference



Jones Hall

Young Men's Leadership Conference



Kiwanis Club of Rosemead

Young Men's Leadership Conference



Los Angeles County
Board of Supervisor Hilda Solis

Young Men's Leadership Conference



Lozano Smith

Girls Empowerment Symposium
Young Men's Leadership Conference



NCAC Architect

Young Men's Leadership Conference



Nothing Bundt Cakes Rosemead

Girls Empowerment Symposium



Olivarez Madruga Law
Organization, LLP

Girls Empowerment Symposium
Young Men's Leadership Conference



Panda Cares

Young Men's Leadership Conference



Pizza Hut

Young Men's Leadership Conference



Republic Services

Girls Empowerment Symposium
Young Men's Leadership Conference



Rose City Pizza

Young Men's Leadership Conference



Rosemead Chamber of Commerce

Girls Empowerment Symposium
Young Men's Leadership Conference



Schools First Federal Credit Union

Annual All Staff Welcome Back
Young Men's Leadership Conference



Starbucks Rosemead

Girls Empowerment Symposium



Starbucks Temple City

Girls Empowerment Symposium



Stifel

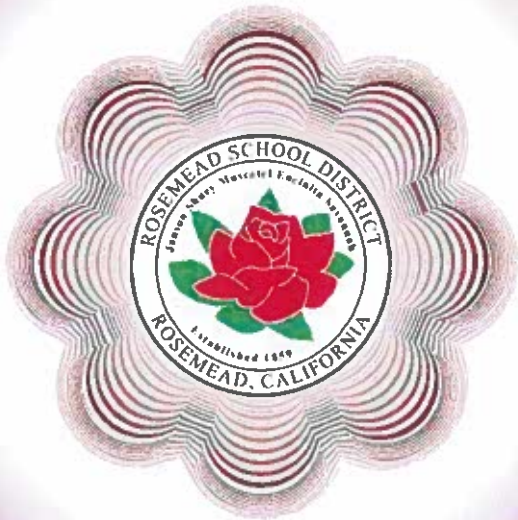
Young Men's Leadership Conference



Transtech Engineers, Inc.

Girls Empowerment Symposium

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