



Outreach Toolkit: Best Practices for Marketing Your Program!

Peer to Peer Panel Discussion





Agenda

- Introduction
- Use of Cafeteria Funds for Marketing and Promotion
- Best Practices Sharing
 - Anna Apoian, Hawthorne School District and Southern California School Nutrition Association Marketing Chair
 - Leeza Lindsay, Torrance Unified School District
 - Heather Berkoben, Dairy Council
- Closing Remarks
 - Linda Sweeney, Cal-Pro-NET Coordinator



Outreach Toolkit

to promote California school meals

This Outreach Toolkit was created to help you promote the work you are doing to serve delicious, fresh meals to California school children.

Toolkit topics include:

- ♥ Marketing overview
- ♥ Steps for developing your outreach plan
- ♥ Resources for reaching various audiences:
 - Students
 - Parents
 - Staff
 - Administrators
 - Community members

This toolkit is available at <http://www.nufs.sjsu.edu/calpronet/outreacht toolkit/>



California Department of Education - Nutrition Services Division
California Professional Nutrition Education Training Center at San Jose State University





Use of Cafeteria Funds

School food authorities must ensure that the funds are supporting the operation and/or improvement of the food service program and that all expenses are allowable in accordance with the cost principles located in Title 2, *Code of Federal Regulations (2 CFR)*, Part 200.

Are the costs reasonable, necessary, and allocable.....

Secure Outside Funds

- Grants
- Parent Teacher Association
- Community Partners
- Districts General Fund
- Local Control Funding Formula





Cafeteria Fund Resources

- For more information on the cafeteria fund, please visit the CDE Cafeteria Fund Guidance Web page at <http://www.cde.ca.gov/ls/nu/sn/cafundguide.asp>.
- If you have any questions regarding cafeteria fund policy or regulations, please contact the Resource Management Unit (RMU) by phone at 800-952-5609, or you can submit your questions by e-mail to the RMU at SNPCafeFundQuestions@cde.ca.gov.

What is the Smarter Lunchrooms Movement?



For more information on SLM please visit:

<http://smarterlunchrooms.org>

The Smarter Lunchrooms six principles are:

1. Manage portion sizes
2. Increase convenience
3. Improve Visibility
4. Enhance taste expectations
5. Utilize suggestive selling
6. Set smart pricing strategies

Smarter Lunchrooms Movement

- **SLM supports districts in the marketing and promotion of meals** with low-cost/no-cost ideas such as:
 - Fruit bowl at counter
 - Creative naming of entrees
 - Grab and go reimbursable meals
 - Attractive photos of meals
 - Signage to improve student flow
- **SLM of California**
 - Collaborative between CDE, Dairy Council of California and UC Cal Fresh Nutrition Education that provided training and technical assistant visits to over 50 school sites





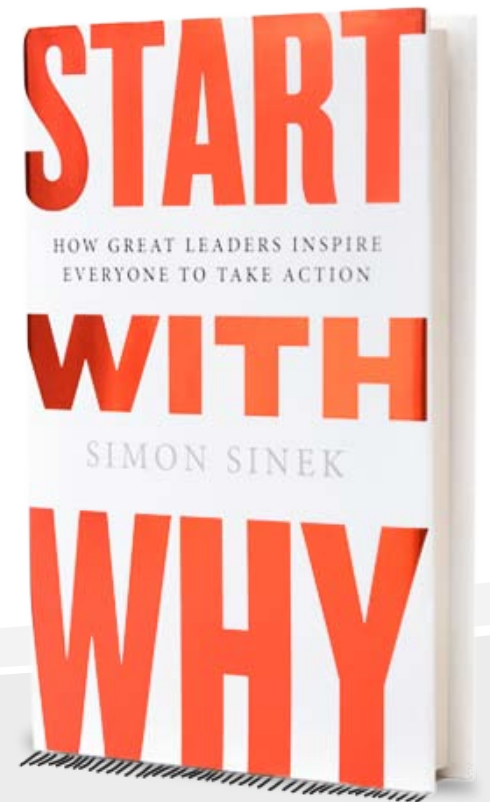
What Is Marketing?

- The action or business of promoting and selling products or services, including market research and advertising.



A Second Perspective of Marketing

- People don't buy WHAT we do – they buy WHY we do it.
- In our case the WHY message is simple.



Merry Christmas and happy new year

to lunch ladies
From Damaris 4th grade N.E. Davis

P.S. Best lunches
ever!



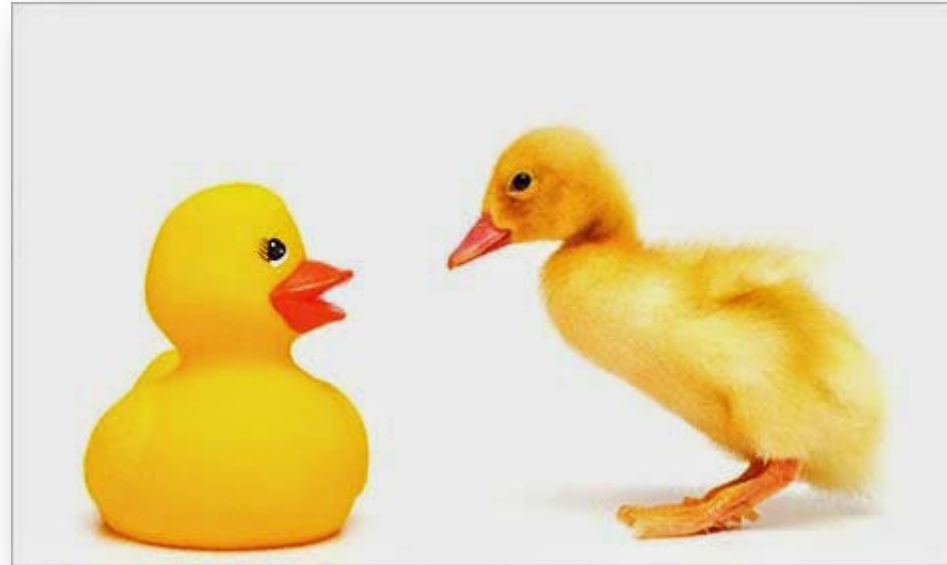
I Love My Lunch Lady

Why?

<http://www.EatSmart2BeSmart.org/>

When We Don't Have a Clear Vision of Our Why...

- We can inspire or “manipulate”.





8 P's of Marketing

1. Product
2. Price
3. Placement – Smarter Lunch Room
4. People – Target Market
5. Promotions – Content/Delivery Mode
6. Packaging
7. Personality/Positioning
8. Playfulness



Outreach Toolkit

To Promote California School Meal Programs



The Marketing Mix for School Nutrition Programs

By Patty Page

Director of Nutrition Services

Manteca Unified School District

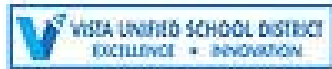


Packaging





WAVECREST CAFE



FreshHealthyDelicious | WaveCrestCafe.com



Personality – Who We Are


“The first thing we did when we started our marketing efforts was to ensure that we were confident in the quality of the meals and service provided. We want to deliver what is in our marketing message; anything else would be clever at best, and dishonest at worst. We have great people working hard to serve terrific meals. We focus on the experience. Once we had that down, we unveiled the brand, WaveCrest Café. This is an example of the branding, with images of actual food that we serve.”

Dave Palmer, Dunk Tank Marketing

Professional Standards



- Communication & Marketing – 4100
 - 4110 Strategic & Marketing Plans
 - 4120 Program Promotions
 - 4130 Customer Service
 - 4140 Communication Skills
 - 4150 School and Community Communications
 - 4160 Smarter Lunchrooms Techniques



Social Media - Engagement

- Traditional marketing – mass marketing
- Social media – targeted marketing
- Traditional marketing – one way
- Social marketing – two way – we must listen and respond



Social Media

1. Create an annual marketing calendar.
2. Work with associate members who will create and maintain your landing page and communicate for you.
 - CSNA or SNA's Industry Marketplace
3. Hire a social media manager.



Social Media Tips – Keeping It Simple

- Choose the right platform and only what you can handle
- Analyze your social media
- Create relationships – reply
- Use images and videos
- Offer discounts and giveaways to your followers
- Build social media into your business plan
- Grammar and punctuation matters
 - **Drew Hendricks, 20 Social Media Tips for 2014, Entrepreneurs**



Themes

- Meatless Monday
- Wellness Wednesday
- California Thursday
- Fit Thursday
- Myplate



FIT  THURSDAY





Remember to Start with a Nice Product



And deliver the product with friendly service!

- *“What you see in others is a reflection of who you are.”*
Ramadan



Wherever you begin - find your marketing method so they can find you and get to know you!





Established a Need

- Need:
 - Increase awareness and change perception of school meals and “the cafeteria”
- Ideas:
 - Promote salad bars
 - Presence at PTA or Principal meetings
 - Market new meal regulations
 - Work with Enrollment Center
 - Wellness Policy



How are we going to do this?

- Decided at the elementary (K-5) level, our best chance to capture parents is at Back To School Night (BTSN)
- Why BTSN?
 - Captive audience
 - PTA and other parent volunteers are present
 - Children are present
 - Teachers are present
 - New parents to the district are usually present



How we did it...

- 1st year: Went to 11 of 17 K-5 BSTNs
- 2nd year: Went to 13 of 17 K-5 BTSNs

- Set up a salad bar and allowed everyone to grab a sample
- Tables with displays on Nutrition Services Dept. and what do for the students and the schools
- Had the cafeteria manager there to answer questions about the cafeteria and the foods we serve
- Had an office employee there to answers questions about F/R Meal Applications and student accounts

Handouts

Torrance Unified School District

What Does a School Breakfast Look Like?

Student Breakfast Benefits

- Students who ate school breakfast attended an average of 1.5 more days of school than their meal-skipping peers
- Children who regularly eat breakfast get significantly higher scores in verbal and performance IQ tests
- The children's math scores also average 17.5% higher
- Children are "less attentive" when they don't have breakfast

Nutrition Services

Morning Nutrition to Start the Day on the Right Track!

Good nutrition and learning go hand in hand and a nutritious breakfast can provide our students the energy they need to do well in school.



We now serve whole grain muffins at breakfast.

To start the day right, Nutrition Services offers daily wholesome, healthy breakfast options. All items are low in fat, sugar and contain no trans fat. All meals meet the regulations

mandated by the USDA and the State of California.

Four entrée options are offered daily. Each breakfast includes your choice

of an entrée, and 100% juice or milk.

The TUSD Student Breakfast Program is quick, convenient, and cost-effective.

Nutrition Requirements for a School Breakfast:

Calorie ranges	350-500
Saturated Fat	Less than 10 % of calories
Sodium	Less than 430 mg
Trans Fat	0 grams



MORE WHOLE GRAIN RICH OPTIONS!

SERVED 30 MINUTES BEFORE THE START OF THE SCHOOL DAY.

HOT AND COLD OPTIONS AVAILABLE!



TUSDFOODSERVICE.ORG

Created 9/10/2013

Handouts

Actual Meal that the students can take!

Torrance Unified School District

What Does a School Lunch Look Like?

A Closer Look at Lunch and its New Standards:

- Salad bars at every school offer California grown produce and now an even wider variety of fresh fruits and vegetables (including dark green, red/orange vegetables and legumes) daily.
- Meals meet age-appropriate calorie limits.
- Servings of fruits and vegetables are larger.
- Fat-free or 1% milk options.
 - More whole grains.
- Low in saturated fat, no trans fat, and less sodium.

Nutrition Requirements for a School Lunch:

Calorie ranges	550-650
Saturated Fat	Less than 10 grams
Sodium	Less than 640 mg
Trans Fat	0 grams

Nutrition Services

Lunch at School has Never Been So Cool (and Healthy!)

What we serve our children is a big deal! Nutrition Services is committed to providing high quality, nutritious, and cost-effective meals to ensure our students get all the nutrition they need to succeed at school.



Actual meal served at Seaside Elementary School.

All meals meet the Healthy Meals School Lunch Regulations mandated by the USDA and the State of California.

As USD students return to school this fall, they will find even healthier, kid-approved food choices that are designed to meet the new tough federal nutrition standards.

A TUSD lunch only costs \$3.00 compared to a McDonald's Happy Meal that can cost up to \$4.00. TUSD meals are both cost-effective and convenient for busy families.

How Do our Menu Items Differ from Fast Food Outlets?

Example: Chicken Nuggets

McDonald's 6 Pc Nuggets vs TUSD Popcorn Chicken

280 calories	230 calories
18g fat	13g fat
540 mg sodium	340 mg sodium
No whole grain	Whole grain rich

Example: Domino's Cheese Pizza

Store version vs TUSD Domino's Smart Slice

335 calories	240 calories
12.5g fat	7g fat
735mg sodium	490mg sodium
No whole grain	Whole grain rich

TUSDFOODSERVICE.ORG

Created 9/10/13



Handouts

*Actual picture from
our Salad Bar!*



Nutrition Services

Torrance Unified School District

OUR MEALS PROVIDE

- **SALAD BARS AT EVERY SCHOOL**
Our salad bars have a variety of fresh fruits and vegetables every single day, which are available to all students participating in lunch.
- **WHOLE GRAINS**
We offer many whole grain-rich options for both Breakfast and Lunch!
- **LOW IN SATURATED FAT AND NO TRANS FAT**
All of our meals contain less than 10% saturated fat and no trans fat.
- **VEGETARIAN OPTIONS DAILY**
Vegetarian options are available every day for both Breakfast and Lunch.

NUTRITION SERVICES IS DEDICATED TO PROVIDING QUALITY, DELICIOUS AND NUTRITIOUS MEALS.

Nutrition Services prides itself in choosing the healthiest kid-approved items for our menus. All breakfasts and lunches offer a variety of options available to every student. Salad bars offer California grown produce and a variety of fresh fruits and vegetables daily.

All of our meals meet the Healthy Meals School Lunch Regulations mandated by the USDA and the State of California.

You have the option to put money on your child's account at the school site or online. Registering online at

myschoolbucks.com for a free account is easy. You can view your child's meal purchases, balances and set up notifications when your child's balance is low.

The Director of Nutrition Services is available to discuss new menu items, preparation techniques, new USDA regulations and ways to increase student satisfaction. We are committed to working with parents and schools to assure high-quality service and products.

School meals are a great nutritious value and are convenient for busy families.





 Poster

*Posters were printed
at Costco for only
\$25 each*

Size: 20"x30"

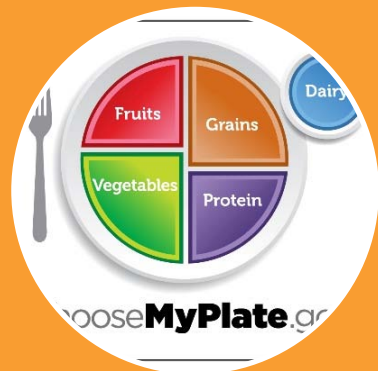




Lessons Learned

- A lot of parents thought the materials we had available were for the actual Back To School Night
- The salad bar really attracted people to our table
- 1st year – we set up inside the cafeteria where the meeting was
- 2nd year – we set up outside the cafeteria doors, so all parents had to walk past us to enter
- Great opportunity to work with custodians, principals, PTA and your cafeteria staff all at the same time!
- All of these handouts are available on the CalProNet Outreach Toolkit, under New Resources

Dairy Council of California: Supporting Your Program



Nutrition Education

Classroom Curriculum
Teacher & School Food Service Trainings
Parent Education



Local School Wellness Policy

Committee Involvement
Tools & Resources



Cafeteria

Smarter Lunchrooms Technical Advising
Nutrition Posters
Farm to School
Mobile Dairy Classroom

Community Partnerships = Dairy Council

Guidance from our School Food Service Advisory Panel



<p>Anna Fisher Mt Diablo USD (925) 682-8000 X 4123 fishera@mdusd.org</p>	<p>Agnes Lally Garden Grove USD (714) 663-6155 alally@ggusd.us</p>	<p>Brenda Lightfoot-Handy Cutler Orosi JUSD bhandy@cojUSD.org</p>
<p>Anne Gaffney Elk Grove USD (916)686-7735 X 7863 agaffney@egusd.net</p>	<p>Dominic Machi Davis Joint USD (530) 759-2186 X 119 dmachi@djuds.net</p>	<p>Lynette Rock Torrance USD (310) 972-6351 lrock@tusd.org</p>
<p>Rene Yamashiro Roseville City SD (916) 771-1675 X 208 reney@rcsdk8.org</p>		
Dairy Council of California Staff		Position
<ul style="list-style-type: none"> Tammy Andersen-Wise 		CEO
<ul style="list-style-type: none"> Debbie Asada 		Director, Program Services
<ul style="list-style-type: none"> Mary Anne Burkman 		Senior Director, Program Services
<ul style="list-style-type: none"> Dori Coetzee 		Schools Supervisor South
<ul style="list-style-type: none"> Leslie Pring 		Community Nutrition Adviser
<ul style="list-style-type: none"> Shannan Young 		Senior Project Manager
National Dairy Council		
<ul style="list-style-type: none"> Camillia Patey 		VP School Wellness Partners

Support from your local Community Nutrition Advisor

A Dairy Council Community Nutrition Adviser can help:

- ❖ strengthen classroom/cafeteria connections.
- ❖ provide professional development/education needs related to healthy eating from all food groups.
- ❖ share trends in institutional foodservice and nutrition education.
- ❖ support marketing SFS programs.





Community Nutrition Advisers Support Smarter Lunchrooms Movement



Professional Development

Webinars

Smarter Lunchrooms: Influencing Meal and Beverage Choices and Improving Participation

We all agree it's not nutrition until students eat it or drink it. A smartly run lunchroom nudges students toward making better choices on their own by changing the way their options are presented. Join us to discover low- or no-cost ways to promote the consumption of healthy school lunch options, using the evidence-based principles of the Smarter Lunchrooms Movement.

You will hear how a local school district used the Smarter Lunchrooms approach to encourage milk selection, and you'll learn about research and resources to market your meal program.



Making a Positive Impression: Using the language of persuasion to gain support for your school nutrition program

Matt Upton
Vice President of GO
Bell Tasty Foods, Inc.

Shannan D. Young, RD, SNS
Senior Project Manager
Dairy Council of California



BELL TASTY FOODS, INC.
Home of the "Tasty 'Nada"
1-888-825-5493



CSNA's 61st Annual Conference
November 16, 2013
Palm Springs, CA



Stay Connected: Nutrition Connection Newsletter

mobile lifestyles. This issue of *Health Connections* looks at how professionals can help clients use snacking occasions as opportunities to improve overall nutrient intakes and meet nutrition

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from Occasional to Ubiquitous to Opportune

As recently as [30 years ago](#), most adults snacked only once a day or not at all. Now both the number of adults snacking and the number of snacks eaten have increased. Two-thirds of adults snack 2 or more times a day, and some report consuming 4 or more snacks daily.

According to market research, more than a third of [millennials reported](#) snacking more compared to a year ago, with 26- to 30-year-olds indicating 3 or more snacking occasions per day. Snacking [by teens](#) has also increased, with 83 percent of adolescents eating at least one snack on any given day. [Children consume](#) about 3 snacks per day, comprising more than 27 percent of their calories and consisting mostly of desserts and sweetened beverages.

Rather than defining snacks by time of day and/or by type of sweet or salty treat, distinctions between meals and snacks are now blurred. Foods can be eaten as snacks or alongside main meals since [food manufacturers](#) have made it easier for consumers to decide for themselves whether a food is a meal or snack by not pigeonholing products into defined categories through packaging, portion size or type of ingredients.

Interview with Keith-Thomas Ayoob, EdD, RD, FAND.

Schools and Snacking

[Smart Snacks in School](#) nutrition standards require dairy, vegetables, fruits, whole grains and protein sources and set specific limits on calories, fats, sugar and sodium. Smart Snacks in School sets limits on what can be sold through school vending machines, a la carte lunch lines, student stores and fundraising events. These limits do not apply to foods brought from home as bagged lunches or for birthday parties, off-campus

Health + Wellness Providers Overview
Nutrition Education Booklets
Booklet Evaluations
Student Training
Tool Sheets
Professional Development
Workplace Wellness
Nutrition Information
FAQ
Additional Resources

Percentages of adults age 20 years and over consuming specified number of snacks in a day, 1977-78 and 2007-2008.

Number of Snacks in a Day	1977-1978 (%)	2007-2008 (%)
0	41	10
1	32	25
2	16	26
3	7	21
4+	5	18

Support Marketing School Food Service Programs

KAISER PERMANENTE

THRIVING SCHOOLS

a partnership for healthy students, staff & teachers

Home | Why School Wellness » | Wellness Resources » | News Blog

Feeding the Falcons: How One School is Increasing Healthy Eating Behavior

March 19, 2015 by Catherine Brozema

The following success story about the Smarter Lunchroom Movement taking shape in Tustin, Calif. was written by Mackenzie Gomes, 2014 summer intern at the Dairy Council of California.

In Tustin, Calif., the Falcons at C. E. Utt Middle School are off to a fresh start this school year! School food service director, Teresa Squibb, is committed to ensuring that her students benefit from the nutrient-rich foods she provides daily. In the quest to increase and support healthy eating habits among students, Squibb pulled together the help of two certified **Smarter Lunchrooms Movement** technical assistant providers — Susan Magrann, nutrition education coordinator of the Orange



Home | About Us | Our Ideas | Get Involved | Resources | Training | My Plan

El Monte City School District - Creating Smarter Lunchrooms

EXTERNAL LINK: http://food-management.com/february-2015?YM_RID=CPG06000000202175&YM_MID=1343#18



Read a cameo on the groundbreaking work being done at the El Monte City School District in California which was named this year's K-12 Innovator of the Year in Food Management Magazine. Using creative naming, peer-to-peer education and role modeling, Harvest of the Month and innovative recipe design...this school district has something for everyone.

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Healthy Eating » Community Health All-Stars » Smarter Lunchroom

Community Health All-Star

Suzy Sayre Ushers in Smarter Lunchroom Movement at El Monte High School District

Ms. Suzy Sayre is the Director of Food Services for the El Monte Union High School District. She's not only the leader and administrator of 80 employees, but she also creates school lunch menus, oversees commodities and free and reduced lunch applications submitted by parents and ensures that all health regulations are followed. And on top of that, she does it all with a huge smile and an emphasis on teamwork.



Ms. Sayre has made significant strides throughout her district in making healthy options easy, available and appealing, which are the core ideas behind the Smarter Lunchroom Movement. The partnerships she has created will continue to help increase awareness, improve participation and create healthier schools. Her success drives her to do more in each school.

- Healthy Eating Overview
- ▶ Healthy Eating Tools
- ▶ All-Star Foods
- Healthy Eating Videos
- ▼ Community Health All-Stars
 - Smarter Lunchroom
 - Physical Activity in Schools
- ▶ Healthy Living
- ▶ Meals + Recipes

Wellness Wednesday Messages

These messages help bridge nutrition education that is occurring in the classroom with foods served at school to increase consumption of nutrient-rich foods and decrease food waste.

Use each message as an announcement on Wednesday mornings and encourage your students to try new foods at the school cafeteria.

USDA MyPlate	Page 3
Milk + Milk Products Food Group	Page 4
Benefits of Drinking Milk!	Page 5
Yummy Yogurt	Page 6
Cheese—Bean + Cheese Burrito	Page 7
Vegetables Food Group	Page 8
Romaine Lettuce	Page 9
Carrots—Super Vision!	Page 10
Cabbage	Page 11
Fruits Food Group	Page 12
Prickly Pineapple	Page 13
Raisins—Dried Powerhouses	Page 14
Apples—Keep the Doctor Away	Page 15
Grains, Breads + Cereals Food Group	Page 16
Totally Tortilla!	Page 17
Pizza Dough	Page 18
Bread—Chicken Sandwich	Page 19
Meat, Beans + Nuts Food Group	Page 20
Legumes, Say What?	Page 21
Chicken Egg Rolls	Page 22

Mobile Dairy Classroom

- ★ Free assembly provided
- ★ Cow and calf
- ★ Farm to School connection



MDC Instructor Kimberlee Youman demonstrates hand milking.



Healthy Eating | Healthy Kids | Milk + Dairy | Schools

[Schools](#) » [Mobile Dairy Classroom](#) » [Invitations](#)

[Schools Overview](#)
[Mobile Dairy Classroom](#)
[Farm to School](#)
[Teacher Training](#)
[Mobile Dairy Classroom](#)
[Administrators](#)
[School Nutrition](#)
[School Wellness](#)
[School Foodservice](#)
[School Resources](#)
[Trends](#)

Invitation Templates

Spread the word about the Mobile Dairy Classroom coming to your school! Below are templates you can customize to invite parents and school staff to this assembly, as well as inform your local news media.

Thank you for allowing us to be part of your student's academic experience. Our instructor and cow look forward to educating and interacting with your students in the near future!

Invite Board Members, Teachers + Staff:

[Staff Invitation](#)

Invite School Foodservice Staff:

[School Foodservice Invitation](#)

Invite Parents:

[Parent Invitation](#)

Alert the Media:

[Mobile Dairy Classroom Press Release](#)



Healthy Eating: Cafeteria → Nutrition Education in the Classroom → Tips for Parents





Cafeteria Connections

CAFETERIA CONNECTION- Kindergarten

- **Arrange** a tour of the school kitchen with the food service director to discuss the breakfast program.
- **Schedule** the tour in the morning so students can eat school breakfast together

ACTIVITY #2: CAFETERIA CONNECTION

Materials needed: One index card and a pen or pencil for each student.

- **Speak** with the School Food Service (SFS) Director and take a class field trip to the cafeteria.
- **Have** the SFS Director give a tour, explaining how the food is prepared and how they determine food serving sizes when preparing and distributing foods for the students.
- **Take** several copies of the school's lunch menu back to the classroom.
- **Assign** each student one food item from one day of the monthly menu.
- **Tell** the students to draw the hand symbol for 1 serving of the assigned food and write what the serving size is below the drawing.
- **Have the SFS Director** post the hand symbols above the food during lunch, and all of the students can practice the hand symbols at lunchtime.

Start Now!

- Start simple
- Spend a few minutes reviewing the Outreach Site
- Outreach Toolkit updates
 - New Resources
 - California News





Coming Additions

- More resources for Menu ideas and Cafeteria Promotion
- More ready-to-use templates
- Continued updates to keep current with trends

Visit the Site

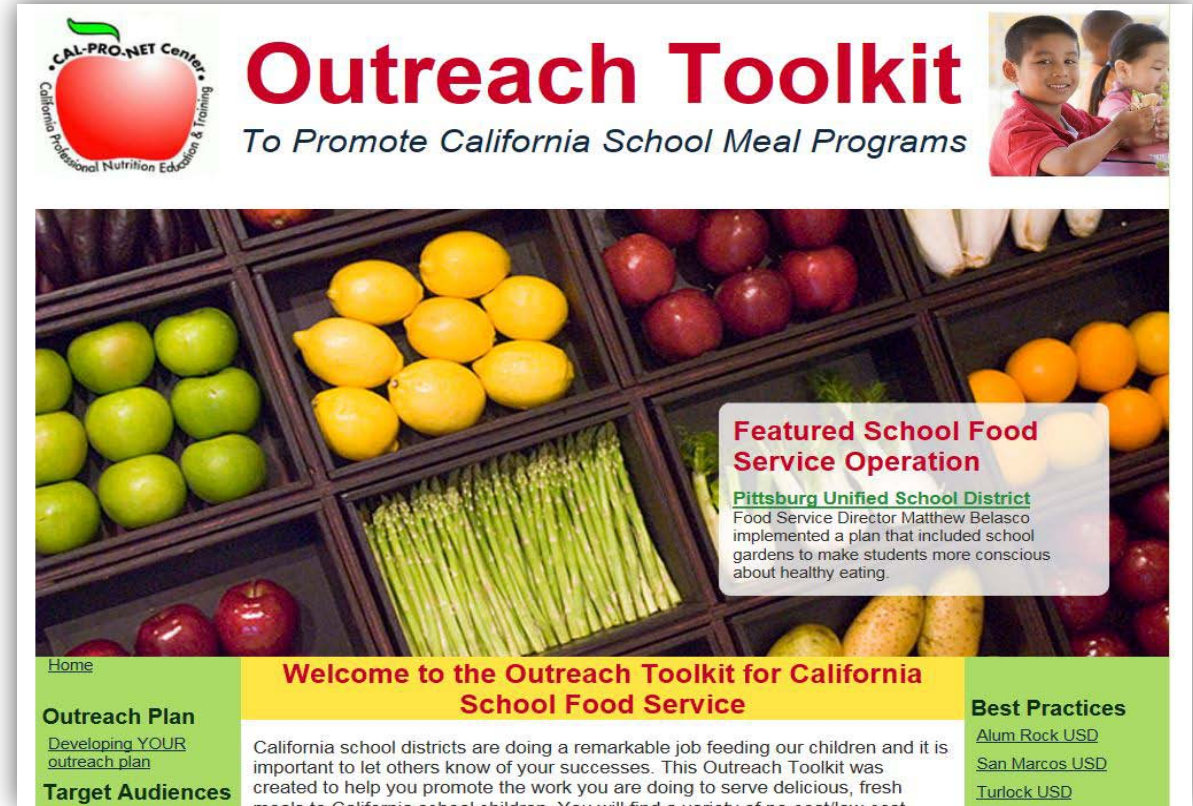
Through the Cal Pro NET Web site at:

<http://www.nufs.sjsu.edu/calpronet/outreach/tk.htm>

Or the CSNA Web Homepage under the Marketing Toolkit tab at:
<http://www.calsna.org/>

Or the SCSNA Eat Smart 2 Be Smart Web site at:

<http://www.eatsmart2besmart.org/>



The screenshot shows the homepage of the Outreach Toolkit. At the top left is the logo for the CAL-PRO-NET Center, featuring a red apple and the text "CAL-PRO-NET Center" and "California Professional Nutrition Education & Training". To the right of the logo is the title "Outreach Toolkit" in large red letters, with the subtitle "To Promote California School Meal Programs" below it. A small photo of two children eating is in the top right corner. The main content area features a large image of fresh produce in wooden crates, including lemons, green apples, red apples, and asparagus. A white text box overlaid on the produce image reads: "Featured School Food Service Operation" followed by "Pittsburg Unified School District" and a paragraph: "Food Service Director Matthew Belasco implemented a plan that included school gardens to make students more conscious about healthy eating." Below the produce image is a navigation bar with a "Home" link. The main content area has a yellow header that says "Welcome to the Outreach Toolkit for California School Food Service". Below this, there is a paragraph: "California school districts are doing a remarkable job feeding our children and it is important to let others know of your successes. This Outreach Toolkit was created to help you promote the work you are doing to serve delicious, fresh meals to California school children. You will find a variety of resources..." On the left side of the page, there are three menu items: "Outreach Plan" with a link to "Developing YOUR outreach plan", "Target Audiences", and "Best Practices" with links to "Alum Rock USD", "San Marcos USD", and "Turlock USD".



Questions

