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# MEMORANDUM

TO: David Gomez, PAC President  
CC: Melissa Arechiga, Paul Robak, Marilyn Morales – PAC Executive Committee Members  
FROM: Evelyn Aleman, PAC PR Rep/ Parent Ambassador Group Lead  
DATE: January 16, 2017  
RE: Parent Ambassador Group

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## LAUSD LCFF PARENT ADVISORY COMMITTEE: PR/ PARENT AMBASSADORS

### Situation:

In the fall of 2016, members of the Los Angeles Unified School District Parent Advisory Committee (PAC) voted Evelyn Alemán as the Public Relations (PR) representative. In response to the need for LAUSD parent representatives at board meetings and during other parent engagement opportunities, and the desire from members of the PAC to share information at their respective schools and districts, Ms. Alemán decided it important to create a group of Parent Ambassadors.

The working group was subsequently approved by the LAUSD's Parent Community and Student Services (PCSS), along with support from the PAC officers.

The Parent Ambassadors group, led by PAC PR representative Evelyn Alemán:

- Is open to all PAC members
- Will select only two representatives from each area to speak at Local Control Funding Formula (LCFF) forums and events coordinated by the PCSS
- Will undergo special training to help them develop skills for their presentations to other parents and community members
- Will serve strictly to inform the public about the work of the PAC
- Will follow guidelines as developed by the PAC officers and PCSS
- Will adhere to the Operating Norms

### Objective:

The objective of the Parent Ambassadors will be to inform parents and the community about the PAC and its work to ensure that LCFF dollars are utilized to support the needs of target student populations as prescribed by the State of California. Target student populations include: Foster Youth, Low-income Students and English Learners – though the PAC also advocates for high quality instruction for all students.

### Goal:

- Increase awareness about the PAC
- Increase PAC voice in the school community
- Inform the community about LAUSD programs, initiatives, student educational outcomes and more

### Target Audiences:

- Parents, students, teachers, principals, superintendents, board members, and community members.