



San Diego City Schools

Staff Bulletin – November 3, 2004

Fun Fact of the Month

The difference between male and female blue crabs is the design located on their apron (belly). The male blue crab has the Washington Monument while the female apron is shaped like the U.S. Capitol.

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San Diego City Schools Receives API Growth Results

The California Department of Education (CDE) released the 2004 Academic Performance Index (API) Growth results on October 28. Individual school results can be found on the CDE website at <http://api.cde.ca.gov/reports.asp>.

A school's score or placement on the API is an indicator of a school's academic performance level and growth, based on the results of statewide standardized tests. This year marks the fifth reporting cycle for the API, established through the Public Schools Accountability Act (PSAA) in 1999.

For more information on how the API is calculated, please visit the district website at www.sandi.net/assessment/api.

District API

San Diego City Schools 2004 API Growth is 710, compared to its 2004 API Base of 697.

Percentage of schools meeting schoolwide and subgroup targets

In SDCS, the number of schools that met both schoolwide and subgroup targets in 2004 were:

- 48 percent of elementary schools (55 of 115), compared to 74 percent (85 of 114) in 2003;
- 62 percent of middle/junior high schools (13 of 21), compared to 52 percent of (11 of 21) in 2003;
- 33 percent of high schools (5 of 15), compared to 56 percent (9 of 16) in 2003; and
- 74 percent of charter/contract schools (14 of 19), compared to 66 percent (10 of 15) in 2003.

Achievement gap

While all ethnic/racial subgroups made positive gains, African-American, Hispanic and socioeconomically disadvantaged students outpaced white students, districtwide. Hispanic students increased 17 points (from an API Base of 617 in 2003 to an API Growth of 634 in 2004). African-American students increased 12 points (from an API Base of 628 in 2003 to an API Growth of 640 in 2004). Socioeconomically disadvantaged students increased 17 points (from an API Base of 631 in 2003 to an API Growth of 648 in 2004). White students increased 10 points (from an API Base of 802 in 2003 to an API Growth of 812 in 2004).

District compared to state

- 51 percent of SDCS schools met their targets, compared to 48 percent of schools in the state.
- 19 percent of SDCS schools did not meet targets but showed growth in their API, compared to 20 percent of schools in the state.
- 29 percent of SDCS schools did not meet targets and their API remained the same or declined, compared to 31 percent of schools in the state.
- 64 percent of SDCS decile 1 and 2 schools met their targets, compared to 48 percent of decile 1 and 2 schools in the state.
- 19 percent of SDCS decile 1 and 2 schools did not meet targets but showed growth in their API, compared to 26 percent of decile 1 and 2 schools in the state.
- 17 percent of SDCS decile 1 and 2 schools did not meet targets and their API remained the same or declined, compared to 26 percent of decile 1 and 2 schools in the state.

Schools at 800 level

The API ranges from 200-1000. The interim statewide API performance target for all schools is 800. In 2004, there were 42 San Diego City Schools at or above 800, compared to 37 schools at or above 800 in 2003, 35 schools in 2002, and 34 schools at or above 800 in 2001.

In 2003-2004, 170 SDCS schools received an API

There are several reasons why a school might not receive a 2003–04 API Growth Report:

- The school had no STAR test results in 2004;
- The school experienced an excessive number of parent or guardian waivers from STAR testing in 2003 or 2004;
- The school failed to test a significant proportion of students in a content area in 2003 or 2004 STAR testing; or
- A valid 2003 API Base score does not exist because the school (or district on behalf of the school) has certified that an irregularity in testing procedure occurred during the 2003 or 2004 STAR testing.

Background information

The schoolwide growth target is the amount of improvement a school is expected to make beyond its API Base (previous year) score in a year. A school met its 2003–2004 schoolwide target if (1) it met or exceeded 5% of the distance between its 2003 API Base and the interim statewide performance of 800, or (2) its 2004 API Growth was at or above 800.

In addition to schoolwide targets, schools must demonstrate improvement for “numerically significant ethnic or socioeconomically disadvantaged subgroups.” To be considered numerically significant, a subgroup must have at least 30 students, with valid STAR scores, who make up at least 15 percent of the school’s valid STAR scores, or have at least 100 students with valid STAR scores.

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November Open Enrollment and eApplications

The annual medical/dental open enrollment period will be held November 1-30, 2004. During this period, eligible employees may enroll for medical and dental coverage, change enrollment to another medical/dental plan offered and add eligible dependents not currently enrolled. All open enrollment changes become effective January 1, 2005. There have been no changes to the district's three medical or three dental plans for the 2005 calendar year; however, please note that Health Net dental has changed its name to SafeGuard. The Employee Benefits Unit will be open from 8 a.m. to 5 p.m., Monday through Friday, November 1-30, at the Eugene Brucker Education Center in Room 1150 (4100 Normal St., 92103). If you have any questions please call (619) 725-8130, Option 6 or visit the webpage at <http://prod031.sandi.net/personnel/Benefits/benefits.htm>.

The PeopleSoft eRecruit and eBenefits modules are now available online at <https://dwa.sandi.net>. As a replacement for SearchSoft, eRecruit allows certificated staff to apply for Intersession positions and track the process of their application online. eBenefits, on the other hand, is an extension of the self-service eApplication, and allows employees to view their healthcare elections, dependent/beneficiary information and savings/flexible spending account contributions. Employees are encouraged to review their eBenefits information especially during the Open Enrollment period, November 1-30 when changes can be made to current coverage plans. Employees will need their six-digit employee ID (as listed on your paycheck) and password to log in. Please remember to keep your password confidential. Instruction manuals are available in the online version of *Staff Bulletin*.

###

What it Means to Provide Inclusion for Students with Special Needs

Before the early 1990s, Special Ed students (as they were labeled then) were segregated by separate rooms and buildings and taught by special education teachers. Since then, inclusion is the accepted form of educating children with special needs. Inclusion acknowledges people with special needs as being people and helps staff and students focus on accepting these children as students in our everyday lives at school.

Inclusion assumes that every person, despite their abilities or inabilities, deserves respect and dignity, equal rights according to the law, and is given the same opportunities to succeed. Effective strategies are to identify the needs based on assessment results and implementing programs and/or services that meet the students’ needs.

When inclusion is implemented appropriately in our classrooms throughout the district, all students benefit. The outcome for all students is a better understanding of individuals with special needs as well as acceptance and support for the diversity within our community.

One such innovative program is Deaf and Hard of Hearing Co-teaching at Lindbergh-Schweitzer Elementary School. The program mirrors the district's mission statement, "to improve student achievement by supporting teaching and learning in the classroom," through full instructional collaboration between special education and general education in an integrated environment. Lindbergh-Schweitzer is known for its diverse student population, so much that the school's philosophy is "Although we are alike in many ways, our differences are to be valued."

Mary Maussang works as an itinerant teacher in San Diego's Deaf and Hard of Hearing Program under the supervision of Barbara Mac Neil. Rather than pull students out of their classroom setting, Mary works side-by-side with the general ed teacher in both a kindergarten class and a third-grade class. Together they create small instructional groups to better meet the needs of each student so that every student in the class benefits.

Now in its fourth year, many of the original hearing third graders know sign language and can communicate more easily with the deaf students. The third graders have buddies in the kindergarten class and help twice a week in sign language classes. "I love watching the hearing and deaf students interact," stated Mary Maussang. "When you can witness the actual progress these students are making, you can't help but be convinced that the students are advancing."

As the students progress, Mary too has had to make changes in her teaching style. She is constantly comparing what the deaf kids do to the hearing kids and often sees she needs to further challenge the deaf students. Mary believes that she must look at the needs of each child and develop individual strategies to meet those needs. As a result, she has introduced a relatively new teaching strategy to the kindergarten arena by combining Touch and Visual Phonics. Within one month, Mary's deaf and hearing students have already learned there is sign for each letter of the alphabet and a different sign for the sounds it makes. Her applicable, multi-sensory approach also helps students develop reading and writing skills. Concurrently, the general ed teacher has learning the system, which makes for a successful working team in the classroom.

Several of the students at Lindbergh Schweitzer have cochlear implants, a new type of hearing device, which help students with severe hearing losses hear sounds that they would not hear with a hearing aide. However, students must learn to hear, and individual results may not be the same way that we hear. Babies do not wake up and know that is a car honking, but instead they learn to identify the sound through taught association. In the same way, babies don't know what a word is when they are born, but learn the words that equal the sounds. This is also true with students who get cochlear implants. They use "total communication," a system of signing and using their voices to ensure that they are not missing any information. Although the team-approach in a general ed class may not be the right fit for every child, it has been extremely successful for these students.

###

Computer Viruses Bombard District Email System

Since schools opened in September, the Information Technology Department (IT) has seen an increase in computer emails containing virus infected attachments. As computers were turned back on after being off for the summer, many had a previous virus infection; were susceptible to a virus infection because they lacked antivirus protection; or lacked required security patches/updates. To keep email viruses from infecting your computer, read the facts as well as some hot tips.

How to Avoid Catching a Virus

- Watch for the following types of email:
 - Emails with attached compressed "zip" files. Most zip files circulating in an email may contain a virus.
 - Emails with the signature of "sandi.net support team." This signature **does not** officially exist.
- Do not open, or attempt to open attachments you are unsure about, even if they are from an email address you recognize. This includes messages from list serves and district staff. If you did not expect the message and/or attachment, verify with the sender that it is not a virus and that they intended to send the message to you before opening any attachments.
- Do not comply with websites that ask for your email address. Giving out your email address may unknowingly set you up for receiving virus-infected SPAM emails. If such a requirement is necessary for district business, and you do not expect to receive email from the website, consider using a fake email address (e.g., mydogsname@anything.com) or a free email account (e.g., yahoo.com, google.com, hotmail.com) rather than your district email address. This will help reduce SPAM.

- Do not install, launch or run programs prompted by websites. If a pop-up says, "Do you want to install and run this application distributed by our company?" or "You need this program to view this webpage. Install and run?" Click **no** or **cancel**. In many cases, you will still be able to view the website without installing new programs. Please remember that it is against district policy to use the San Diego City Schools network services for items not directly related to district business (Administrative Procedures 4058 and 7039).

If you do not open, or attempt to open, infected attachments, you will not download a virus.

Please do not call the Help Desk to let them know you are receiving email viruses or email responses that tell you that you are sending email viruses. There is a particular virus that impersonates senders from third party computers. IT has been closely watching the situation and has implemented several changes to reduce the circulation of email viruses.

IT Takes Action Against Viruses

Most email coming from outside the district with a virus is blocked by IronMail, the district's email firewall. Note: If you receive emails with an attachment named "SECURITY NOTICE," these are a result of IronMail, which has stripped off the original virus file attachment (sometimes named in email), thus rendering email harmless. You can delete these emails.

The Exchange server (sandi.net) traps and deletes email viruses via Sophos Anti-Virus, and all district email servers have rules applied to prevent them from accepting virus generated emails.

Administrative workstations that log onto the network via Novell automatically run a virus removal tool, Sophos Anti-Virus, at startup and are not at risk. Workstations in individual classrooms and labs may be at risk if they do not log in via Novell, as they might not have Sophos Anti-Virus installed.

If you see a message about "Stinger," **do not** cancel the program or restart your workstation. It may take up to 15 minutes to complete the install and remove potential viruses. You can open other applications or documents while the Stinger is running.

Even after taking these precautions and running updated software, some viruses may sneak into your computer undetected. The good news is, there are ways to catch and delete them, ideally before they've been able to use your computer to infect others.

If You Think You Might Have a Virus

1. Update your computer's version of Sophos Anti-Virus

Verify that you are receiving updates in Sophos. Move your mouse over the Remote Update icon (shaped like a blue flower or ink blot) located in the task bar at the bottom right corner of your screen. A date should pop up indicating the time of the last update, typically today. If the date is older than two days, double-click the icon. A Sophos Anti-Virus updating window should appear and the update should complete itself in a few moments. If an error screen alerts you to a "connect failure" during the above action, contact the Help Desk at (619) 725-7500 to open a Remedy Case. **If you do not have Sophos Anti-Virus installed, visit <http://sav.sandi.net> to download and install it.**

2. Change your Sophos Anti-Virus settings

Go to "Start\Programs\Sophos Anti-Virus\" and open Sophos Anti-Virus. Click on "IC Client" tab. Go to the Options menu and choose Configuration. Click "Action" tab. Checkmark the following:

- Disinfect boot sectors
- Disinfect documents
- Disinfect programs
- Infected files
- Delete

Click on "Check" tab and make sure "On write" is **NOT** checked. Click **OK**.

3. Perform an immediate scan with Sophos

In Sophos Anti-Virus, click on "Immediate" tab. Click GO button to run the scan. If Sophos detects a virus and it cannot be deleted (as denoted by an error message), please call the Help Desk at (619) 725-7500 to open a Remedy Case.

For more information, please visit the IT Help Desk webpage at http://www.sandi.net/help_desk.

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SDCS Participates in National Interactive Webcast

Last month, San Diego City Schools (SDCS) joined districts across the country in an online, interactive webcast to discuss roadblocks to implementing bullying, sexual harassment and violence-prevention programs.

The event was lead by the Center for Continuing Professional Development and the Graduate School of Applied and Professional Psychology (GSAPP) at Rutgers, The State University of New Jersey. Psychologists Steven Dranoff, Ph.D. and Wanda Dobrich, Ph.D. moderated the event. They are the producers of RESPECT, a prevention program in violence, sexual harassment and bullying for middle and high school adolescents, used in San Diego City Schools. Having gained widespread acceptance, the RESPECT program has been incorporated into the public school curricula in New York City, Los Angeles, Chicago, Denver, San Diego, Yonkers, Baltimore, Philadelphia, Washington, D.C. and Cleveland.

The webcast, broadcast on October 20, was viewed at designated sites in New York City, New Jersey, Philadelphia, Baltimore, Washington, D.C., Cleveland, Chicago, Denver, Los Angeles and San Diego. Invited to participate in the broadcast were administrators, trainers and faculty from three of America's largest public school districts, Newark, Denver and San Diego, who shared experiences, insights and empirical data on effective methods for overcoming the various roadblocks and implementing prevention programs. Representing SDCS were Earlene Dunbar, program manager, Counseling and Guidance; Bev Douglas, behavior intervention specialist, Counseling and Guidance; Carol Berry, instructional leader, along with Melissa Janak and Paulette Blankenbeckler, co-head counselors at Pacific Beach Middle School; who were instrumental in piloting the program at their school.

###

How Many Languages Do You Speak?

With more than 64 different languages spoken in students' homes, how does the district's Translation Services Unit handle such a daunting task? "We have eight professional translators available to translate and interpret in Cambodian, Lao, Somali, Spanish and Vietnamese. And, now we have a pool of Spanish interpreters who can handle the volume of school meeting requests in Spanish," says Ana Morales, supervisor, Translation Unit.

The translators have the capacity to serve our schools through translating written communications such as parent letters, posters, and newsletters. If schools would like to request an interpreter for a school meeting, assembly, etc. they should contact Ana Morales at (858) 496-8366 or amorales@sandi.net for an appointment and to discuss the fee. For more details and Frequently Asked Questions (FAQ), please visit the website at www.sandi.net/depts/translation/index.html.

Additional materials for sites to use are also available online at www.sandi.net/staff/principals/resources/index.htm#21.

- Sample Article
- Fact Sheet: English | Spanish
- Poster: English | Spanish

Translation Services is part of the Communications Department.

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District's Parent Congress Educates Parent Delegates, Principals

The first Parent Congress meeting of the year was held on Wednesday, October 13, 2004, at the Mission Valley Resort Hotel. More than 220 delegates/alternates, principals/vice principals, PTA presidents, guests and staff filled the room. Informational displays, provided by the Recycling and Transportation departments, DAC, Special Education/CAC SE, GATE, PTA, DELAC, the Harold J. Ballard Parent Center/Parent University and Police Services, offered materials and answered parents' questions through posters, pictures, brochures and friendly faces.

Superintendent Alan Bersin presented a PowerPoint presentation that included key initiatives and areas of focus for the 2004-05 school year. He emphasized the fact that students achieve better when parents are involved and that the district and schools must continue to find new and meaningful ways to engage parents. He also recognized our SDCS Police Services officers who, through their excellent service, keep our children safe day in and day out.

Dr. Karen Bachofer took delegates through a complete summary of Student Achievement and the *No Child Left Behind Act*, including key student achievement results for the 2003-04 school year. She discussed Title I Program Improvement: Any Title I school that doesn't make Academic Yearly Progress (AYP) for two years in a row is referred to as a Title I

Program Improvement (PI) School. Dr. Bachofer also explained how the District Accountability Framework merges state and federal accountability systems. It identifies schools for rewards, recognition, monitoring, support and intervention.

During the second half of the meeting, delegates and principals divided into two sections (elementary or secondary) for an hour-long Questions and Answer session with the panel of speakers. For more information, or to review the agenda, complete meeting summary or the PowerPoint presentations, please visit the Parent Congress website at <http://www.sdcs.k12.ca.us/parents/parentcongress/index.htm#2>.

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Next Year's 2005-06 District Calendar

NEXT SCHOOL YEAR 2005-06, you will notice several changes to the district calendar. These changes were recommended by the district Calendar Committee, including administrators, teachers and other staff, parents and community members, and the calendar was adopted by the Board of Education on September 28, 2004. These changes **DO NOT** affect school calendars for the current school year 2004-05.

- Starting November 2005, **all** schools will have the week of Thanksgiving off. These three days have been moved to:
 - Traditional schools: June 16-20, 2006
 - Year-round schools: April 3-5, 2006
- Spring Break 2006 for year-round schools has been moved entirely to the month of April instead of a combination of March/April 2006 in order to equalize the number of days in each trimester.
- For all schools, the staff development day typically held in mid-November has been moved to September 1, prior to school opening.

School will begin on the day after Labor Day, September 6, 2005, for all schools, traditional and year-round. It will end on June 20, 2006 for traditional schools and on July 21, 2006 for year-round schools. One-hundred eighty (180) days of instruction are included on both calendars, traditional and year-round.

Principals, communication resources related to this topic, including sample letters and articles are available in the online version of *Staff Bulletin*. For more information, please contact the Office of Instructional Support at (619) 725-7100.

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News You Can Use

Mandatory Self-registration for OWA Email Accounts

Self-registration for Outlook Web Access (OWA) email accounts started on Monday, November 1. All district staff must self-register by January 31, 2004. Training sessions for key staff members, 2-4 per site, are currently taking place at the Ed Center Auditorium (4100 Normal St., 92103). The training schedule is available in the online *Staff Bulletin*. More information about self-registration and helpful resources can also be found on this website. View and print the poster, online at <http://www.sandi.net/staff/principals/resources/index.htm> which contains a step-by-step overview of the migration process. For more information, how to guides, answers to FAQs and more, visit the OWA website at <https://exchange.sandi.net/info/>. If you have any questions, please email outlookteam@sandi.net.

Central Offices Closed During Winter Break

Due to the six-day work year reduction, the Eugene Brucker Education Center (Ed Center) and all other central offices will be closed from December 20, 2004, until January 3, 2005. With the exception of a few already identified employees, no one will be allowed to enter the Ed Center during this time as there will be no power in the building. Please plan ahead if you need to meet with Human Resources, Health and Welfare Benefits, Accounting, Payroll, or other Ed Center departments, as access will not be available during Winter Break.

Teddy Bear Drive

San Diego City Schools is once again participating in the countywide teddy bear drive to benefit Children's Hospital. Last year, staff and students filled a school bus with more than 1,300 donated teddy bears. This year, the goal is to fill two buses. Organized by School Police, the drive will run from December 1-7. You can drop off a new teddy bear at any school or the School Police Office at the Education Center. The Transportation Office will then pick up the bears between December 8-10. We will join other law enforcement agencies on December 14 to deliver the bears to Children's Hospital. If you have any questions, please contact Becki Thome at (619) 725-7000 or bthome@mail.sandi.net.

Student Recognition Ceremony

On Tuesday, January 25, at 5 p.m., the Board of Education and the Superintendent will recognize many of the district's outstanding student achievers. Administrative Circular No. 35 outlines the process. The nomination form is also available online, in word format. Electronic submissions are encouraged. Principals are asked to include all eligible students and

teams who have won first place or sweepstakes awards at the county level or higher during the 2004-05 school year. Nomination form(s) are due by **Friday, December 10**, and can be returned to Communications via:

- Email: ejaycox@sandi.net
- Fax: (619) 725-5576
- School mail: Education Center, Room 2145

For more information, contact Lisa Jaycox in Communications at (619) 725-5598 or ejaycox@sandi.net.

Help Sought to Implement School Recycling Programs

The district's Recycling Office is looking for volunteers to assist in implementing environmental clubs and recycling programs in our elementary, middle and high schools. This is an innovative program that educates students about recycling and provides financial benefits to the schools. Students will learn how to operate a beverage container recycling program and keep the revenue from the sale of materials, educate their campus about recycling, and monitor paper bins for contamination. Volunteers are asked to facilitate eight monthly 45-minute meetings during the school year, where they will lead an environmental awareness activity (activities to be provided), check on the recycling program and help students maximize recycling on campus. Training, materials and recycling bins will be provided by the Recycling Office. To volunteer or for more information, please contact Andrea Eaton at (858) 627-7376 or acalbow@sandi.net.

Central Office Directory Updates

Attention Central Office staff: if your phone number or location has changed and is listed incorrectly in the online Central Office Staff Directory or Department Directory: Address/Phone | Fax, please email Amanda Jones in Telecommunications at awhite@mail.sandi.net. If changes need to be made to the Key Contacts List, please email communications@sandi.net. Updated online directories are posted monthly.

Community Spirit Challenge Food Drive

Schools can earn money for technology grants by participating in a community service project many already organize each year— a food drive for the San Diego Food Bank! Time Warner Cable's Community Spirit Challenge rewards the top elementary, middle and high schools that collect the most food by **November 30, 2004**. These top schools will each win a \$5,000 technology grant. The top school overall will also win a pizza party from Sammy's Woodfired Pizza. Winners are determined by the total weight of non-perishable food collected divided by the number of students enrolled in the school. Download lesson plans tied to food collection for Grades K-12 or register online at www.sandiegofoodbank.org. For more information, contact Amanda McCarthy at 1-866-350-3663 or amccarthy@neighborhoodhouse.org.

Nominate Prized Principals

KyXy and Point Loma Nazarene University would like to acknowledge the administrators who govern San Diego schools through the Prize Principal Program, and they are looking for your nominations. Both principals and vice principals are eligible for recognition, and one winner will be announced each month through May. Winners will receive a plaque and a party with their staff. Make a nomination online at http://www.kyxy.com/?c=yellow&u=kyxy_info/prizeprincipal.shtml.

Newspaper in Education

The San Diego Union-Tribune's Newspaper In Education (NIE) program provides newspapers for students at no cost to teachers or schools. The classroom sets of newspapers provide "real world" reading and learning applications in all subjects. For additional information or to get involved, please contact Sherri Pineda at (619) 293-2161 or (619) 293-2110. You can also order them online at nie.uniontribune.com.

Support Families with Letters to Our Troops

National Family Week will be celebrated during the week of Thanksgiving, November 21-27, 2004, and teachers and students can get involved now. A webpage, www.nationalfamilyweek.org, created by the Alliance for Children and Families provides a variety of materials, including the opportunity for visitors to show support for our troops by submitting letters of thanks. Teachers can use this tool to enhance a better understanding of grammar and composition skills, international issues and family dynamics. Participating schools will receive free posters and brochures. If you have any questions, please contact Sarah Krauss at 1-800-221-3726 x3601 or skrauss@alliance1.org.

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Hall of Fame

Clairemont Principal Presents at State Summit

On October 26, Nellie Meyer, principal at Clairemont High School, appeared at the Sacramento Convention Center to present at State Superintendent Jack O'Connell's High School Summit. She spoke to the topic of "Successful Practices for Improving the Performance of California High Schools" and included an overview of strategies for improving state-monitored high schools. Nellie emphasized curriculum alignment, program development, instructional delivery and achievement monitoring.

De Portola Teacher Honored by CLMS

Sheila Weiner, teacher at De Portola Middle School, will be honored at a special California League of Middle Schools (CLMS) Region 9 awards dinner on December 6 at the Admiral Kid's Club in Point Loma. She has been nominated for the "Educator of the Year" award along with ten other teachers from the San Diego/Orange County area. Sheila is also the district's 2004-05 Teacher of the Year at the middle school level, and a finalist for the County Teacher of the Year Award. Congratulations, Sheila on all of your great accomplishments!

Extreme Building Experience

Douglas Freeman, Building Inspector II with San Diego City Schools, recently helped a North County family in need by donating over 34 hours of expertise to the hit television series "Extreme Makeover." Doug helped with the framing and siding of the Wofford family's new home in Encinitas last July, after their old house was demolished. A dream home was rebuilt in its place and furnished in six days, thanks to the help of volunteers like Doug. The show aired on ABC at the end of September.

PRSA Awards SDCS Communications Campaign

The San Diego City Schools (SDCS) Communications and Food Services departments were recently honored by the Public Relations Society of America (PRSA) for their *Kids Choice Café* video and communications campaign. The awards were presented at the PRSA annual event on September 30, which recognized "best practices" among public relations professionals from across San Diego County.

Recycle and Win!

Our latest winners in the district's recycling contest are Nancy Mass of Perry Elementary (August), Julia Davenport of Dewey Elementary (October) and Steven Wiker of Maintenance and Operations (October). Each winner received two tickets to Landmark Theaters for their recycling pledge and efforts. For a list of previous months' winners, more information or to enter the contest, please visit the Energy/Utility Management Section's website at <http://www.sandi.net/energy>. All employees are eligible to enter!

2004-05 School Nurse of the Year

A winner has been selected by the California School Nurse Organization for the regional School Nurse of the Year Award for 2004-05: Julia Hart-Lawson. Julia, a school nurse with the Transition Resources for Adult Community Education (TRACE) program, was selected for her dedication, accomplishments, and tireless service to students, families and staff. She has made a positive impact on the young adults served through the TRACE program, which focuses on job training, employment, collaboration, and transition to adult support services for students with special needs ages 18-22.

School Police Thanked

During the Principals Conference on October 8, 2004, Superintendent Alan Bersin and Deputy Superintendent Leslie Fausset recognized our School Police who daily protect and enrich the lives of our students and staff. Police officers in attendance were recognized for their contributions to safety and received a certificate in honor of their dedication. School Police officers were also recognized by the superintendent at Parent Congress on October 13, 2004.

Special Education Contributors Receive Recognition

On Thursday, June 3, the Community Advisory Committee for Special Education (CAC SE) recognized nine individuals—students and staff—for their contributions "Above and Beyond" the usual expectations to students receiving special education services. The honorees were Bill Blankartz, ILS Teacher at Angier Elementary; Cindy Edwards, General Education Teacher at Madison High; Leslie Faust, Special Education Early Childhood (SEEC) Teacher at Gompers; Carol Herrera, Instructional Aide-RSP at Ocean Beach Elementary and Cabrillo Elementary; Doug Peterson, Psychologist for Diagnostic Transition Day Classes at the Whittier Center; Bounmy Phouthavong, student at Twain High; Joshua Reando, student at Pacific Beach Middle; Donna Rodriguez of Bell Jr. High; and Rudy Zapata, student at Bell Jr. High.

Two District Women Leaders Honored

Both Angela Bass, Instructional Leader, and Peri Lynn Turnbull, Director of Communications, were recent recipients of the YWCA Tribute to Women in Industry (TWIN) Award, recognizing their valuable contributions to our district and community. The TWIN Awards Program is designed to honor women who exemplify excellence in executive level positions and who have made outstanding contributions to their companies and our local San Diego community's economic and social growth. Peri Lynn was also recently honored with a 40 under 40 award from the San Diego Metropolitan magazine.

Thank you RIF, Coca-Cola and Albertsons!

Thanks to the Reading is Fundamental (RIF) program, The Coca-Cola Company and Albertsons, critical literacy services are offered to thousands of American children each year. In 2004, a total of 570,000 books were donated to RIF programs nationwide, and 11,000 of those were distributed to sixty San Diego City Schools (Grades K-8). For more information on the RIF program, please call Barbara Baron at (619) 725-7334.

Scenes from Schools

Taking Charge at Hoover High

Have you ever wondered what it would be like to be the CEO of a company? How does a VP of Sales compare with a Director of Sales or a sales representative? What exactly is expected in the workplace? What is a job interview like? These are some of the questions that can be answered by students enrolled in the Virtual Enterprise class at Hoover High. Through this virtual business opportunity, students from around the world create a simulated company, which they run alongside other student businesses within the network. The students re-enact all aspects of a real start-up business: selecting a product, developing pay scales, interviewing, presenting plans, developing marketing tools and managing day-to-day operations of the business. Students gain increased knowledge of business communications, accounting methods, knowledge of current business software, Internet navigating skills, along with improved communication skills and the ability to give business presentations. Join the class in Hoover's library on **Wednesday, November 17**, from 8 a.m. to 11:30 a.m., to welcome the grand opening of the "Pet Spot" pet shop and the "Whole New World" amusement park. For more information on the program, please visit www.virtualenterprise.org or contact Brenda Nason at (619) 283-6281 x124.

Nutrition and Fitness Go Together

Last month during National School Lunch Week, October 11 to 15, the Food Services Department and Grant Elementary School demonstrated that good nutrition and fitness make great companions. Students celebrated, along with Principal Bruce McGirr and P.E. teacher Laurie Roeder, to the tune of "Reach Your Peak." With the support of the Coca-Cola Bottling Company and San Diego State University's (SDSU) Athletics Department, students were geared up for health. Coca-Cola provided students with step-o-meters to record their steps and encouraged them to walk a minimum of 10,000 steps daily. The district's dietitian, Brenda Reynosa R.D., explained the importance of a balanced diet and exercise. SDSU's Mike Bohn, Athletics Director, and Marcus Slaughter, star basketball player, also spoke to the importance of exercise and played basketball with the students. At Chesterton Elementary, students reached their peak by not only kicking off the "Step With It!" program with the step-o-meters, but also had a special visit from Subway's Jared who challenged them to combine a healthy diet with exercise. For more information on these events or any other Food Services Program, contact Joanne Tucker at (858) 627-7316.

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Save the Date

Service Learning Training for Teachers

The district's Community Relations Department and Volunteer San Diego are hosting a training session on **Wednesday, November 17**, from 4 to 6:30 p.m., for all teachers (K-12) who want to know more about service learning, a teaching strategy that promotes student volunteerism in the community and integrates that experience into the classroom curriculum. The interactive training will provide teaching strategies focused on the following areas:

- Ideas and projects linked to the California Content Standards
- Volunteer opportunities available to students within San Diego County
- Resources and materials to help build leadership skills

Training will be held at the University of Phoenix, located at 3890 Murphy Canyon Road. Please RSVP to Rachel Goplin at (858) 636-4121 or rgoplin@volunteersandiego.org by **Friday, November 12**. For more information on service learning, contact Nancy Hemmings at (619) 725-5597 or nhemming@mail.sandi.net.

Garfield High Thanksgiving Luncheon

On **Tuesday, November 23, 2004**, at noon, in the Grand Ballroom of Balboa Park's The Prado, the Garfield High School Foundation will be sponsoring a Thanksgiving Gourmet Luncheon, prepared by Garfield's own ROP Culinary Arts class and top chefs from the Cohn Restaurant Group. This fundraiser will benefit the students and staff of Garfield High, as well as 200 local homeless citizens who will receive boxed Thanksgiving lunches prepared by the students. This memorable occasion will also feature music and other activities. Seating is limited and reservations/tickets are required. To order tickets at \$30/person or reserve a table (\$300), please call (619) 525-2059, ext. 1112.

2005 Buick Invitational Fundraiser for Athletics

As a fundraiser, the district's Physical Education, Health and Athletics Department is selling tickets to the 2005 Buick Invitational PGA Golf Tournament, taking place on **January 17-23, 2005**. Tickets are \$14/day— Up to a 50% discount! Make someone happy this holiday: give them golf tickets as a gift, and support our athletics program! To purchase tickets, bring cash or a check (payable to San Diego City Schools/City Conference) to the PE, Health and Athletics Dept. in Room 1008A of the Education Center at 4100 Normal Street, 92103. For more information, call (619) 725-7126.

Laurels for Leaders Recognition Luncheon

High school principals and ASB advisors should mark their calendars for **Tuesday, February 22, 2005**, the day of Laurels for Leaders, a student recognition luncheon to be held at the Town and Country Hotel in Mission Valley from noon to 1:30 p.m. If you have any questions, please contact Janet Delaney at (619) 725-5593 or jdolaney@sandi.net.