

Workforce Management (WM) Classified Training Program

Workforce Management Classified Training
(Formerly titled *Organizational Excellence Classified Training*)
333 South Beaudry – 16th Floor, Los Angeles California 90017
Direct Questions to: Stacy Edwards-Adrian at (213) 241-4956 or
stacy.edwards-adrian@lausd.net
Los Angeles Unified School District – Personnel Commission

Sponsorship Rate Card

What is the Workforce Management (WM) Staff Training Program?

The Workforce Management Staff Training Program provides training sessions and resources to the 35,000 non-teaching employees of the District. As one of the branches of the Los Angeles Unified School District's Personnel Commission, WM offers training classes and programs in the following areas:

- Leadership
- Supervision
- Communication
- Interpersonal Effectiveness
- Customer Service
- School Office Procedures
- HR and the Law
- Career Development
- Project Management
- Time and Priority Management
- Personal Wellness

The WM Program publishes *The Workforce Management Catalog of Class Offerings* three times during the year.

Circulation and Readership

Up to 35,000 business and support employees across the 1200 schools and offices of the Los Angeles Unified School District

How to Reserve Ad Space

Complete the "Request for Sponsorship (Ad) Space" form included in this packet. Mail the form and check for payment in full, (made out to: LAUSD Personnel Commission), then email your advertisement to stacy.edwards-adrian@lausd.net. (Please attach advertisement as a high resolution .jpeg file.) The WM Staff Training Program dWMs not accept photocopies of advertisements.

Advertising Rates Per Catalog

- Full page \$1,800
- 1/2 page.....\$1,300
- 1/4 page.....\$1,000
- 1/8 page.....\$700
- Statement of Support.....\$400

All catalog copy ads are in black and white print. A color version of the ad is included at no extra cost in the on-line version of the catalog. See Page 2 for discount opportunities.

WM Catalog Sponsorship Policies

- Ads must be submitted for approval before space can be confirmed. The WM Program reserves the right to deny sponsorship space. WM will not print advertisement materials for alcohol and tobacco products; subject matter containing offensive, vulgar or profane language; and images, copy or concepts that actively portray a specific ethnic or gender group in a negative manner.
- Space is limited; therefore, WM reserves the right to determine whether an ad can be included in a particular catalog and where within the catalog the ad will be placed.
- All advertisements must not conflict with LAUSD's goals for students, employees, stakeholders and the communities that we serve.
- No expressions of support via ad placement should be construed by a sponsor to have a bearing on current or future contracts with WM or LAUSD.
- No current or potential contracting relationship with LAUSD to provide goods or services is contingent upon any sponsorship relationship.
- It is agreed the sponsor will indemnify and hold the WM Program harmless from and against loss, expense, or other liability resulting from any clients or suits for libel, violation of right of privacy, plagiarism, copyright infringement, and any other claims that may arise out of publication of an advertisement.

Ad Due Dates or the WM Catalog

| Catalog | Due Date |
|-----------------------------------|----------|
| Fall/Winter (October start month) | August |
| Spring (March start month) | January |
| Summer (July start month) | May |

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Ad Price and Size Sheet

Ad Price

- Full page \$1,800
- 1/2 page.....\$1,300
- 1/4 page.....\$1,000
- 1/8 page.....\$700
- Statement of Support.....\$400

Discount Options

- Two or more ads in one catalog = 15% discount
- Two or more ads in three consecutive catalogs = 30% discount

Note: Discount rates do not apply to Statements of Support

Ad Sizes

- | | wide | high |
|--|------|------|
|--|------|------|

Statement of Support Options

Option 1: *"VENDOR NAME believes in the value of education and the critical role that the Los Angeles Unified School District plays in advancing the communities that it serves."*

Option 2: *"VENDOR NAME is proud to serve the employees of the Los Angeles Unified School District."*

Option 3: *"VENDOR NAME is proud to support the students, staff, and communities of the Los Angeles Unified School District."*

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Request for Sponsorship (Ad) Space

Name of Sponsor: _____

Name of Sponsor's Contact Person: _____

E-mail Address: _____

Mailing Address: _____

Telephone: _____

Fax: _____

Authorizing Individual: _____

Authorizing Signature: _____

Please reserve the following advertisement space in
The Workforce Management Training Catalog

| Catalog Issue | Ad Size | Ad Dimensions | Option # (for Statement of Support only) | Due Date |
|---------------|--|-----------------------------|--|----------|
| | <input type="checkbox"/> Full Page <input type="checkbox"/> ½ Page <input type="checkbox"/> ¼ Page <input type="checkbox"/> 1/8 Page <input type="checkbox"/> Statement of Support | (See Page 2 for dimensions) | | |

Fax or email to: 213.241.8450 – Attn: Stacy Edwards-Adrian
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