

FOR YOUR INFORMATION

LOS ANGELES UNIFIED SCHOOL DISTRICT Office of the Chief Information Officer

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SUBJECT:	BULLETIN NO. K-28 SERVICES PROVIDED BY THE OFFICE OF INSTRUCTIONAL MEDIA	Local District Directors, Instruction Local District School Support Directors
DATE:	November 15, 2002	Administrators Library Media Personnel
DIVISION:	Information Technology	Teachers
APPROVED:	JAMES L. KONANTZ, Assistant Superintendent	

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This revision replaces Instructional Services Bulletin No. M-81 (Rev.) issued March 11, 1998. The content has been updated to reflect current District organizational responsibilities.

I. INTRODUCTION

The Office of Instructional Media, which is a part of the Information Technology Division, has the overall responsibility for helping students, teachers, and staff to become effective users of ideas and information by providing them with the vision, strategies, and skills to access and utilize current learning resources and technologies. Services provided by its Audiovisual and Educational Software, Library, Textbook, and ESEA Title V Nonpublic School units are described in detail below.

II. AUDIOVISUAL AND EDUCATIONAL SOFTWARE SERVICES

- A. Coordinates the Districtwide evaluation program to identify quality, curriculum-oriented audiovisual materials and educational software that support the LAUSD's instructional program.
 1. Establishes and convenes audiovisual evaluation committees of teachers, administrators, and other instructional staff in conjunction with UTLA and other appropriate offices.
 2. Maintains a computer database of evaluated materials and disseminates information through publication of print and electronic resource lists of

recommended resources and specialized bibliographies, and through phone requests.

- B. Provides access to and promotes effective use of quality materials.
1. Administers the District Audiovisual Media Library.
 - a. Develops and maintains a circulating collection of quality curriculum-oriented videocassettes, CDs, and DVD-ROMs.
 - b. Implements the "Films on KLCS" broadcast duplication project with KLCS to facilitate school access to Audiovisual Media Library materials.
 - c. Disseminates print and online catalogs and broadcast schedules of available materials; prepares special curriculum-aligned bibliographies to include in instructional guides and to meet needs of individual teachers, schools, and offices.
 2. Maintains the AV Preview Center
 - a. Evaluates and maintains a collection of curriculum-oriented educational software for preview purposes.
 - b. Maintains a computer lab for software preview purposes.
 3. Disseminates print and online information to facilitate school site development of quality audiovisual and educational software libraries.
 - a. *Audiovisual Materials Resource Lists*. Elementary and secondary editions contain descriptions and curricular applications of materials recommended for purchase by audiovisual evaluation committees. Low-Cost Video Supplements to these lists identify materials from specific vendors that are available at specially negotiated prices that provide schools with a cost-effective way to acquire quality instructional videocassettes and videodiscs.
 - b. Online Educational Software and Audiovisual Resources Lists. These databases, located on the Audiovisual and Educational Software Services website on LAUSDnet, enable teachers to search for recommended materials.
 4. Provides catalog cards for audiovisual materials purchased with current ESEA Title V and previous years' Title VI funds.
 5. Provides professional development on the availability and use of resources.

III. LIBRARY SERVICES

- A. Develops and disseminates the ten school library standards.
 - 1. Selects Model Libraries for Local Districts that meet the ten standards.
 - 2. Selects the Model Library of the Year and coordinates the awards ceremony.
- B. Develops and upgrades school library media centers.
 - 1. Assists in designing, redesigning, and expanding library media facilities.
 - 2. Assists with library automation including weeding, bar-coding, shelflist preparation, and data entry.
- C. Provides direct services to school library media centers.
 - 1. Maintains an ever-expanding database of cataloging information linked to curriculum used by approved vendors, by schools involved in library automation, and by Library Services to provide consistent, custom cataloging to schools.
 - 2. Provides schools with custom card catalog sets and labels, language labels, and barcodes for books, audiovisual items, and equipment.
 - 3. Publishes and annually updates *Focus on Books*, a CD-ROM that contains 51,000 recommended books for school libraries in English and other languages, PreK–12.
 - 4. Provides *Focus on Books* annual print publications of recommended new books in English and other languages, PreK–12.
 - 5. Displays new books recommended in *Focus on Books* to allow for previewing and selection by school personnel.
 - 6. Identifies annually *LA's 100 Best Books* for the Children's Literature Special Interest Group of the International Reading Association for publication in the March issues of their journal, *The Dragon Lode*.
 - 7. Identifies books in the three California Collections: 300 books by California authors, 100 for elementary, 100 for middle, and 100 for the high school level.
 - 8. Maintains a website on LAUSDnet with current information about all aspects of Library Services.

9. Coordinates and maintains the Digital Library on LAUSDnet, a collection of online resources to meet the instructional needs of teachers, parents, and students.
 10. Coordinates the implementation of internet safety training for all students.
- D. Works with community foundations, literacy organizations, and the public libraries to improve school library collections, facilities, and learning opportunities for students.
1. Works with the Wonder of Reading on upgrading elementary school libraries.
 2. Works with California Readers to connect California authors and illustrators with students.
 3. Cooperates with city and county public libraries on joint programs.

IV. TEXTBOOK SERVICES

- A. Maintains one of the state's Learning Resources Display Centers (LRDC) that houses a collection of the following instructional materials:
1. Permanent display of state-adopted instructional materials for grades K–8 and District-adopted instructional materials approved for the *List of Authorized Instructional Material, Grades 9–12*.
 2. Display of pre-adoption materials submitted to the state for consideration and evaluation by the Instructional Materials Advisory Panel (IMAP) and Content Review Panel (CRP), including technology-based materials such as software programs, videodiscs, compact discs, videotapes, audiotapes, lesson plans, and databases.
 3. Display of materials for the District-adopted process for grades 9–12, which includes materials submitted by publishers for evaluation by teacher committees and basic books recommended by the committees for Board adoption.
 4. District curriculum publications.
 5. California Department of Education frameworks, state content standards, and other publications.
- B. Acts as a liaison between the District and the California Department of Education's Curriculum Frameworks and Instructional Resources Office and the Los Angeles County Office of Education in matters relating to instructional materials and publishing and distributing the price list and order forms for state-adopted instructional materials to elementary and middle schools.

- C. Coordinates the District adoption process for reviewing and evaluating instructional materials appropriate for state textbook funding for Grades 9–12, which includes obtaining Board approval and publishing the *List of Authorized Instructional Materials*.
- D. Acts as a liaison to publishers' representatives, authors, editors, and community representatives on all textbook issues.
- E. Consults with and acts as a resource for central office and Local District personnel, school staffs, and curriculum committees.
- F. Coordinates Districtwide textbook evaluation committees in order to standardize textbook selections throughout the District.
- G. Interprets legislation dealing with textbooks and instructional materials.
- H. Supports the Textbook Inventory System.
 - 1. Trains school personnel on the Textbook Inventory System software.
 - 2. Deploys Textbook Inventory Clerks to support schools.
 - 3. Collects statistical information centrally.
 - 4. Responds to technology hotline calls.

VI. ESEA TITLE V, NONPUBLIC SCHOOL SERVICES

- A. Advises and assists District personnel and nonprofit private schools about policies, legislation, and procedures related to the use of mandated federal grant funds designed to strengthen the instructional program for private school students in grades K–12.
 - 1. Provides and interprets source documents, including federal legislation, California guidelines, and District policies related to the acquisition and use of new educational resources for classrooms and library media centers.
 - 2. Invites private schools to register for their annual entitlement, assess their students' needs, consider approved budget categories, select eligible resources for purchase, and participate in consultations.
 - 3. Maintains a clearinghouse of records of the District's approval, purchase, and inventory of all Title V resources placed on long-term loan to private schools.
- B. Provides liaison to the Grants Assistance Unit and Office of Legislative and

Governmental Affairs for effective ESEA Title V program management and accountability.

1. Responds to communications from private schools concerning Title V grant activities. Relays comments and makes recommendations to the Grants Assistance Unit.
2. Prepares reports with statistics and supporting documentation for submission to federal and state agencies concerning the successful completion of each grant.
3. Responds to federal and state program auditors seeking additional information about Title V.
4. Plans school site visitations to demonstrate the benefits of grant resources for students, teachers, and parents and builds cooperative relationships to improve program services in nonpublic schools.

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