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Contact: Susan Truax
TruPR
310/ 640-0550
STruax@socal.rr.com

EI Segundo Educational Foundation Introduces Superintendent's Roundtable

Individuals, families, and businesses are invited to provide special support

EL SEGUNDO, Calif., - May 31, 2002 – The EI Segundo Educational Foundation is proud to announce the Superintendent's Roundtable, a program developed to attract EI Segundo residents and businesses willing to contribute \$1,000 or more per year to enhance the education provided to students in the EI Segundo Unified School District.

Member benefits for joining the Superintendent's Roundtable will include invitations to two private events each year with the superintendent, assistant superintendent, principals, school board and Educational Foundation board members; tickets to Foundation special events; recognition in the organization's Annual Report; and one tee sponsorship at the annual Strokes of Genius Golf Tournament.

"I am very impressed with the level of support our District receives from the Educational Foundation," said ESUSD Superintendent, Dr. Wendy Doty. "There is tremendous teamwork involved in soliciting financial contributions from the community, and our students have directly benefited from the Foundation's efforts." Dr. Doty said she is looking forward to visiting with Roundtable members at the special events, which will provide an opportunity to meet outside the board room to discuss educational and district topics in an informal setting.

Since its organization in 1983, the EI Segundo Educational Foundation (ESEF) has worked to form a partnership between EI Segundo businesses and schools. This plan has paid off, and the Foundation has been tremendously successful in attracting support from the local business community. Many EI Segundo corporations have been generous and steady contributors to the Foundation, which has donated more than \$1,200,000 to the ESUSD.

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Superintendent's Roundtable

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Recently the ESEF donated \$300,000 to fund the installation of a wide area network in the El Segundo schools. The Foundation raised the entire amount within two years and presented the money to the District a full year ahead of its commitment. In 2001 the Foundation donated \$54,000 to grant "Wish List" requests from ESUSD's four schools, and this year it has pledged to raise \$85,000 for the purchase of PowerSchool, a web-based student information system for K-12 schools. When PowerSchool is installed, teachers will record attendance and maintain student grades through a secure, on-line system that can be accessed by parents and students with appropriate passwords. PowerSchool will improve the collaborative efforts of students, parents, teachers, and administrators, and the ESEF will provide critical funding for this new offering.

"Attracting significant charitable support from El Segundo citizens for projects like PowerSchool is the Foundation's next major objective," said Dr. Bill Watkins, retired ESUSD superintendent and the ESEF board member coordinating the new campaign. Watkins said the Foundation has been very encouraged by the continued support of residents, alumni, and small businesses, many of which were donors of \$1,000 or more for its McCormick and Schmick's event in February. These contributors, which include over 40 families and area companies, are the founding members of the Superintendent's Roundtable.

"Our goal is to attract an additional 75 Roundtable members by the end of the year. We know there is a powerful base of community support for the Foundation, but much of it has remained untapped," Watkins said. "The Superintendent's Roundtable introduces a new opportunity for giving and involvement with the ESUSD."

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Superintendent's Roundtable

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A secondary level of annual giving, the Friends of the Foundation, also is an important part of the plan to build a strong base of community support. For an annual gift of \$250, Friends of the Foundation benefits will include recognition in the Foundation's Annual Report and in event programs, and two tickets to a Superintendent's Roundtable event.

This new community-giving program has been designed to make it easy to support area schools. "For \$85 per month, you can join the Superintendent's Roundtable," explained Dr. Watkins.

With state budget cuts looming, Watkins said there never has been a better time to ask the community to assist the Foundation in its commitment to provide funds that improve the education in El Segundo schools. "There is still much that can be done to enhance the quality of education in our schools, which in turn enhances the quality of life in El Segundo," Watkins said. "The ESEF provides parents, and all citizens, with an opportunity to pool their charitable resources to provide an exceptional educational experience for the students of El Segundo." To become a founding member of the ESEF's Superintendent's Roundtable, please contact Dr. Bill Watkins at (310) 322-2863.

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