



# RUSD REPORT

Helping nearly 13,000 families and staff members stay up-to-date on all things happening at the Rocklin Unified School District!

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*In our virtual newsletter-- the Rocklin Report-- RUSD students, staff and families will be kept in-the-know about all of the outstanding things happening throughout Rocklin Unified! Please be sure to visit the links that are embedded within the newsletter to see more of the hard work and successes that our RUSD family has been up to.*

## Family Partners in Education:

# FAMILY PARTNERS IN EDUCATION

Did you know that our Board of Trustees honors a family from an RUSD school at nearly all of their regular Board Meetings? Rocklin Unified is full of outstanding families, big and small, who always go above and beyond for their students and their schools! Throughout the school year, principals from the selected schools are asked to recognize a superstar family that has made a difference at their school and/or in their community.

Each month, when our Board of Trustees honors a family, district leaders have the opportunity to thank them for their dedication to Rocklin Unified. Furthermore, the family gets to enjoy their time in the spotlight and some fun treats from our generous community partners like Dutch Bros., Leatherby's, Studio Movie Grill and more!

During this school year, we have honored families from Whitney High School, Sunset Ranch Elementary School, Victory High School, Parker Whitney Elementary School, Granite Oaks Middle School and Spring View Middle School! We also are looking forward to recognizing families from Sierra, Valley View, Twin Oaks and Ruhkala Elementary Schools, as well as Rocklin High School in the coming months!

(Special thank you to the schools who helped us honor families during the last school year: Antelope Creek, Breen, Cobblestone, Rocklin and Rock Creek Elementary Schools!)

Below, check out our award-winning families, school staff and Board of Trustee members on the red carpet and be sure to tune in to our district [Facebook](#) and [Twitter](#) each month to see who will be highlighted next!





Top left: Whitney High School, the Smith family

Top right: Sunset Ranch Elementary School, the Hernandez family

Middle left: Victory High School, the Diaz family

Middle right: Parker Whitney Elementary School, "Papa" John Wall

Bottom left: Granite Oaks Middle School, the David family

Bottom right: Spring View Middle School, the Alexander family

**RTPA/RUSD Joint Communication:**



Check out the latest joint communications with our valued labor partners on the Rocklin Unified district website. You can view all messages [by clicking here.](#)

**In the News:**

# IN THE NEWS

Check out the links to the latest news segments showcasing some of RUSD's exciting people and programs [by clicking here](#). This month, our district's lawsuit against Juul Labs, Inc. was highlighted across multiple news platforms including ABC, Fox, KCRA, KFBK and the Placer Herald! Thank you to ALL of our friends in the local media and beyond for demonstrating the innovation and leadership within Rocklin Unified.

Also, we are proud to share that our very own Superintendent Roger Stock has been named Administrator of the Year (Superintendent) by Region two of the Association of California School Administrators (ACSA)! Be sure to view the stories of this outstanding achievement at the link above.

Remember-- if you want our Communication and Community Engagement Department to let local media, the Rocklin community and our RUSD family know about the exciting happenings throughout our district, see information at the end of this report so we can learn more and spread the word!

## Health Information for our RUSD Community:

# HEALTH INFORMATION

We care about the health and safety of our entire RUSD family, including staff, students, their families and community members. Though there have been no cases of the Novel Coronavirus in Placer County, our district is still making the effort to provide helpful information and tips to those who are interested.

The Center for Disease Control (CDC) has offered an abundance of resources to Placer County families like a frequently asked questions page, transmission information and prevention and treatment details. All of these helpful links can be found on the Novel Coronavirus 2019-NCOV page from the Placer County Office of Health and Human Services. You can visit this page [by clicking here](#). We will notify you immediately if we receive any additional information from the Placer County Health and Human Services office or other health agency.

Furthermore, our custodial teams are taking additional precautions with their already in-depth cleaning schedules to ensure our campuses stay healthy. This year, they have added a probiotic cleaning regimen to each site, which assists in preventing the growth and spread of unhealthy bacteria.

Thank you to our outstanding Facilities, Maintenance and Operations team for always going the extra mile to keep Rocklin Unified students, staff and families safe!

## Superintendent's Note and Highlight-- RUSD files lawsuit against JUUL Labs:

## SUPERINTENDENT'S NOTE



Hello again, RUSD families and staff!

Did you know-- since entering the market in 2015, JUUL has dominated the e-cigarette industry and now controls over 70% of the market? Reports found that in 2018, 3.6 million middle and high school students used e-cigarettes. Did you know that the National Institute on Drug Abuse found that the 2018 spike in nicotine vaping was the largest for any substance recorded in 44 years?

JUUL's aggressive, strategic marketing and product designs not only create an addiction crisis among youth consumers but also a widespread burden on school districts. This month, my colleagues and I are proud to share with you our district's decision to join other school districts across California in filing a lawsuit against JUUL Labs, Inc. for the company's role in cultivating and fostering an e-cigarette epidemic that disrupts the education and learning environment across the District. The suit was officially filed in the Placer County Superior Court on January 27, 2020 (Case No.SCV0044342).

Following an increase in the use of vaping products by students, largely within the district's middle schools, RUSD administrators, staff members and parents have applied countless resources towards ending the epidemic, including hopes to reduce the use of tobacco in partnership with the Rocklin Police Department.

The lawsuit seeks injunction and abatement to stop the e-cigarette epidemic, which has severely impacted the school districts by interfering with normal school operations. The District also seeks compensatory damages to provide relief from the district's financial losses as a result of students being absent from school, coordinating outreach and education programs regarding the health risks of vaping, and enforcement actions – such as vape detectors, video surveillance, and staff to monitor the school's property in an effort to combat the e-cigarette crisis. **This legal action will not cost the district anything.**

The RUSD Board of Trustees have heard concerns from staff members and families at an alarming rate. According to the California Healthy Kids Survey conducted in 2016 by the Placer County Health and Human Services Office, 36% of high school students within Placer County have admitted to using a vaping device.

JUUL Labs, Inc. is known for its use of child-centered advertising which includes promoting vape flavors that resemble fruit, candy and more. It is because of their lack of concern for their unintentional outreach to students that school districts across the nation have chosen to speak out against the company.

As we enter the initial phases of this legal action again JUUL Labs, we thank you for your continued support and awareness of student health and positive social growth within our Rocklin community. We are eager to update you on the results of this nation-wide pursuit against youth vaping!

### Upcoming Events:

# UPCOMING EVENTS

- **Tuesday, February 11: RUSD Regular Board of Trustees Meeting** (6:30 p.m., District Office Board Room. This meeting was rescheduled from its original date of 2/5/2020.)
- **Monday, February 17- Friday, February 21: President's Week, NO SCHOOL**
- **Thursday, February 27: Unified Sports basketball game** (6 p.m., Whitney High School Large Gym.)
- **Monday, April 6-Friday, April 10: Spring Break, NO SCHOOL**
- **Monday, April 13: NO SCHOOL** (Professional Learning/ Staff Development Day)

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Can't wait for the next RUSD Report?

**Follow us on our social media channels for the latest in Rocklin Unified news!**

**Like and Share us on Facebook:** Rocklin Unified School District ([www.facebook.com/rocklinunifiedschooldistrict](http://www.facebook.com/rocklinunifiedschooldistrict))

**Follow us on Twitter:** @RocklinUSD and #rusdPROUD ([www.twitter.com/RocklinUSD](http://www.twitter.com/RocklinUSD))

If you'd like to share a story with our Communication/Community Engagement Department, [click here](#) to be taken to our news submission form. We'd love to highlight your story in our next newsletter, our social media channels and/or on our website! Once you submit your story, our Communication Department will reach out with any further questions!

**RUSD Board of Trustees:** Rick Miller, Eric Stevens, Dereck Counter, Camille Maben, Rachelle Price