



FOR IMMEDIATE RELEASE

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Contact: Luke Anderson
California PBIS Core Leadership Team
luanderson@placercoe.org
P: (530) 745 -1499

CALIFORNIA PBIS ANNOUNCES NEW NAME AND LOGO

Auburn, CA – After nearly 12 years of creating and supporting equitable environments throughout California Schools, the California PBIS Coalition is pleased to announce the refresh of its brand with a revised logo and name. Now called simply California PBIS, the organization continues to provide collaboration, resources and recognition opportunities for the 2,500 known schools implementing Positive Behavioral Interventions and Supports (PBIS) across the state.

After many years of enhancing the organization’s brand through annual events, a statewide recognition program and ongoing collaboration, the California PBIS Core Leadership Team felt inspired to refurbish its look and title to match its always-growing level of high-quality support.

“We have big plans for California PBIS in the coming years in terms of leveling-up, so this small change will leave a lasting impact.” Says California PBIS Core Leadership Team member and Senior Director of Prevention Supports and Services at the Placer County Office of Education Luke Anderson. “Our new look brings much-needed professionalism and style to the table as we discuss the efforts of the organization.”

Nearly 600 school and district leaders from throughout California learned of the change as part of a special announcement during the annual [California PBIS Recognition Webinar](#), where details of the current school year’s recognition program are shared.

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About the California PBIS Coalition:

Founded in 2011, California PBIS is a network of educational agencies that assist schools in adopting preventative models of social/emotional and behavioral support. California PBIS is directly supported by the [Center on PBIS](#), and is led by representatives from the University of Oregon; California State University, Monterey; and 17 representatives of California regional technical assistance centers which include: the Humboldt County Office of Education, Shasta County Office of Education, Placer County Office of Education, Santa Clara County Office of Education, Stanislaus County Office of Education, Tulare County Office of Education, Kern County Superintendent of Schools, Orange County Department of Education, San Diego County Office of Education, and Desert Mountain SELPA – located in San Bernardino County Superintendent of Schools.

Through the guidance of the PBIS CA and its partners, California has become a leader in the implementation of PBIS with over 2500 known schools currently implementing the preventative framework across the state. Please visit pbisca.org for additional information.

California PBIS
365 Nevada Street, Auburn, CA 95603
P: (530) 745-1499
info@pbisca.org