



Jurupa Unified School District
State *of the* District



**Jurupa Unified School District
2025 NSPRA
Golden Achievement Award
Entry**

Purpose and Background

Jurupa Unified School District unveiled its strategic plan, the Vision for the Future, in 2022. This plan set five key focus area goals to guide the district's work in providing excellence in education and support for every one of its nearly 18,000 students. We developed a multi-year communications plan to simultaneously communicate our vision and to put the specific action steps in place to achieve our goal. Clear and transparent communication was integral to every step of the development and implementation of the plan. At the culmination of the third year in the five-year plan, we wanted to present a "living report card" of the progress we had made. The State of the District – an event presented both in-person and virtually through a live stream – allowed our community to hear and see the impacts of the plan directly from the students, staff, and parents who are impacted.

Research and Planning

Planning for this major event took approximately one year and involved significant consideration of content, audience, and the goals we wanted to achieve.

Goal: To increase community understanding and engagement with the Vision for the Future strategic plan.

Objectives:

1. By April 2024, attain a combined audience (live and those watching the live stream and recordings) of at least 500 community members to increase the reach of our message.
2. By April 2024, ensure that families understand the purpose of the Vision for the Future by sharing stories of how these goals are implemented at the school site.
3. Increase transparency by reporting data collected on efforts to put the Vision for the Future goals in action.
4. Create a call to action: It takes all of our community working together to support student success.

Targeted Audiences: Parents, educational partners, lawmakers

Key Messages:

- JUSD's strategic plan, the Vision for the Future, includes five key Focus Area goals: Achievement and Innovation, Systems of Support, Community and Employee Relations, Leadership and Building Human Capital, and Organizational Stability and Fiscal Solvency.
- JUSD is making gains in all areas, as shown by various quantitative and qualitative data.
- JUSD is keeping its promises to the community to improve student outcomes.
- Community support is critical to our work and we will actively engage our community in efforts to educate and support our students.
- The action steps outlined in our strategic plan are being put into action in our classrooms, and are having a real impact on students, families, and the community.

JUSD State of the District Communication Plan

<https://bit.ly/SODCommsPlan>

Implementation

We formed a committee to determine our key messages and how to show our implementation of the focus area goals in a way that was understandable and relatable. We came up with a Run of Show that included the below components:

- An introductory/emotional video set the scene.
- A brief introduction from our Superintendent and Board President clearly explained the purpose of the event and some key wins.
- Inclusion of student voice: Each focus area was introduced by a student Board of Education representative who shared a basic definition of each goal, and then shared the reason it is important to their education and something about their future plans. We also had a student speak about our Culture of Kindness.
- Inclusion of parent voice: A parent who has been helped by the Community Schools initiative shared her story.
- Inclusion of employee voice: One of our Classified Ambassadors talked about her role in helping students succeed.
- Executive Cabinet members gave very brief introductions of each of the five focus area goals. We also had short, one-minute videos to showcase highlights of how the Focus Area Goals were being implemented.
- Student performances included kindergarteners who sang in Spanish to represent our Dual Immersion program and a joint high school choir that sang "It Takes A Village" as our call to action to the community to be part of our effort.
- The event concluded with a performance by our Ballet Folklorico and refreshments to give a celebratory feel to the evening.
- Following the event, we featured a story in our Horizon Newsletter that shared information about the event and further explained its purpose.
- We continued to show the event videos throughout the spring and summer to emphasize the purpose and message of the event.

Evaluation

The event was a success. We had an in-person audience of approximately 250 (the capacity of the theater is 330) and another 692 watched it live from home (585 in English and 107 viewed the Spanish simulcast).

In addition, we had the following views for the individual videos, which we included in our YouTube playlist and reposted on social media during the summer.

Instagram:

Most popular: Systems of Support: 9,083 views ; Organizational Stability 9,153 views

Community and Employee Relations & Leadership and Building Human Capital: 2,600 views; Achievement and Innovation: 3,924 views; Jurupa Experience: 3,636 views

Our Horizon newsletter recap video "It Takes A Village" had 4,174 views

Facebook: The Jurupa Experience: 1,143 plays; Systems of Support: 621 views; Organizational Stability 470 views

Community and Employee Relations/ Leadership and Building Human Capital: 859 views; Achievement and Innovation: 566 views; Horizon Recap video, "It Takes A Village": 777 views

We had supportive qualitative data as well: Our combined in-person and virtual audience was large. We also had the Riverside County Superintendent of Schools and Chancellor of the Riverside County College District in attendance. Representatives from city, county, state, and federal agencies and boards also attended. We did note that some elected officials could not attend due to the time of year (they were in Sacramento or Washington); however, because the community was the main audience, this was not a significant factor.

We discussed the need to change and update the message in future events to avoid becoming stagnant. For that reason, we decided to host the event every other year. Those who attended noted that they learned something new and that the information presented made an impact on them. The students, parents, and employees who participated in the program stated that they felt informed, empowered, and encouraged by the event.

Tactics

Run of Show and Script

<https://bit.ly/JUSDSODScript>



Live Video (English)

<https://bit.ly/JUSDSODFullVideo>

A YouTube video player thumbnail for a video titled 'State of the District'. The background is dark blue with a large, semi-transparent white play button in the center. At the top left, there is a circular logo with a stylized bird/wing design. To its right, the text reads 'Jurupa Unified School District - State of the District - A...'. Below this, the tagline 'Witness our Vision in Action' is on the left and 'As we Learn Without Limits' is on the right. In the top right corner, there is a 'Copy link' icon and text. The main title 'State of the District' is written in a large, white, serif font across the bottom. At the bottom left, there is a black button with the text 'Watch on YouTube' and the YouTube logo. A large, semi-transparent white play button is overlaid in the center of the video frame.

Tactics

Video Playlist

<https://bit.ly/JUSDSODvideos>



Event Photos

<https://bit.ly/SODPhotos>



Horizon Story

<https://bit.ly/SODHorizon>

