



NEWS RELEASE

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Dr. Trenton Hansen named a 2023 Superintendent to Watch Only 25 are selected for the nationwide award

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JURUPA VALLEY, CA - Jurupa Unified School District Superintendent, Dr. Trenton Hansen, has been named a 2023 Superintendent to Watch by the National School Public Relations Association. He is among only 25 superintendents nationwide selected for the honor.

"I am truly grateful for this incredible honor from NSPRA, and greatly respect their work to amplify and support strong communications across school communities," Dr. Hansen said. "In leadership, communication isn't just a tool; it's the compass that navigates the course of an organization. Clear, concise, and candid communication is the magnetic force that aligns teams, drives strategy, and propels growth. The likelihood of improved outcomes for students significantly increases when effective communication among all stakeholders is centered on the shared goal of a child's success."

The Superintendents to Watch award honors education leaders who have shown exemplary leadership, and strong and innovative communication skills. Honorees must have fewer than five years of experience as a superintendent.

"This year's honorees understand the critical role that effective, two-way communication plays in building trust with students, families, employees and community members," said NSPRA Executive Director Barbara M. Hunter, APR. "Each of these leaders have demonstrated an unwavering commitment to championing innovative communication strategies to advance their district's success."

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Dr. Hansen has served as Superintendent for JUSD since 2021 and has worked in the district for more than two decades. Previously, Dr. Hansen served as a teacher, assistant principal, principal, director, assistant superintendent, and deputy superintendent. He is a long-time member of CalSPRA and has won numerous NSPRA awards for marketing and communications efforts.

Dr. Hansen is a staunch advocate for equitable educational experiences for all students and is proud of the efforts Jurupa Unified has made in this area. He also is proud of the district's dedication to creating a supportive and positive work environment for its staff. These efforts led to Jurupa Unified's designation as a Top Workplace. His belief in clear, consistent, and transparent communication led to the development of the district's Strategic Communication department and multiple districtwide communication campaigns.

To learn more about the Superintendents to Watch, please visit: www.nspr.org/superintendents-watch.

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ABOUT JURUPA UNIFIED SCHOOL DISTRICT

The Jurupa Unified School District is located within Riverside County. JUSD is made up of twenty-six schools total; fifteen elementary schools, one TK-6 music academy, one K-8 STEAM academy, three middle schools, three high schools, one continuation school, one adult alternative school, and one Pre-K school readiness center. Twelve JUSD campuses are Community Schools.

ABOUT THE NATIONAL SCHOOL PUBLIC RELATIONS ASSOCIATION (NSPRA)

As the leader in school communication, NSPRA serves more than 2,800 members who work primarily as communication directors in public school districts and education organizations throughout the United States and Canada. NSPRA provides high-quality professional development programming through on-demand learning, an annual National Seminar, webinars, online forums, and resources. For more information, visit NSPRA's website at www.nspr.org.