



**Jurupa Unified School District
Literacy Without Limits
2024 NSPRA
Golden Achievement
Award Entry**

Purpose and Background

Recent scores on state standardized tests revealed our students need support in the areas of reading and writing. California School Dashboard test results showed the majority of JUSD students scored “low” for this standard in 2022 and 2023. We realized there could be many reasons for this; including learning loss during the recent pandemic. Because reading proficiently by the third grade is a critical indicator of student success, we made improved literacy a focused goal for the 2023-24 school year. In addition to instructional interventions, the Strategic Communications Department was tasked with raising awareness about the importance of literacy for academic success. By increasing family and community awareness and participation in literacy-focused programs – particularly in the primary grades – we hope to make a significant positive impact on literacy.

Research and Planning

An internal committee of staff from Strategic Communications, the Superintendent’s Office, Education-Information Technology and Education Services was formed to determine the target audience, measurable outcomes, and key messages for our literacy call-to-action campaign. We decided that, although literacy is important for students of all ages, our target audience would be students in the primary grades: TK-3 and their families. Research shows that when students gain reading proficiency before the third grade, they are more likely to succeed later in life. We also wanted to inform all parents and the community about the importance of literacy and how they can be part of the solution. In our baseline year, our goal was to encourage students to read 10 minutes per night, for students to check out more books from their library, and to integrate literacy into most school activities. We will set more comprehensive measurable goals in year 2.

We also considered access for students. Jurupa Unified is in a high-need area, with 79.2 percent of students designated socioeconomically disadvantaged. We have two public libraries serving our community of suburban and rural homes. Transportation issues prevent many families from getting to the library regularly. For that reason, we know that our schools are the hubs for literacy programming and that we would need to rely heavily on our school librarians in our campaign.

To ensure that we amplified and expanded on the efforts of the collective departments working on the literacy issue, we developed a comprehensive, collaborative campaign, called “Literacy Without Limits” to dovetail with our district slogan, “Learning Without Limits.” The slogan reinforces the message that is the key to achieving any goal.

The comprehensive communications plan can be viewed at: <https://bit.ly/LiteracyWithoutLimits>.

Implementation

Because we wanted to ensure that we reach all of our educational partners and students for the greatest impact, we used a broad-stroke approach. We intended to make “Literacy Without Limits” more than an event or campaign. We want to make this part of the culture and a way of life in our district and community.

Tactics include:

- The development of branding -- including a slogan and logo -- to promote the campaign
- Messages from our Superintendent in his welcome back video, Monthly Minute vlog, email messages to families, and on his social media platforms
- “Book tasting” events at school libraries to encourage students to try different book genres
- Mystery Readers, including district and community leaders, visited libraries to read to students and donate a special book to the library. These were publicized with a social media reel and numerous posts.
- A ribbon-cutting media event to unveil our district’s new book vending machines, which are in place at every JUSD elementary school
- A twice-yearly Family Reading Challenge to encourage families to read with their students for at least 10 minutes every night
- A (planned) literacy festival where families can read together and enjoy literacy-themed arts and crafts and reading and writing activities (coming next summer/fall)

Evaluation

While this campaign is ongoing and not quite through its first year, we are pleased with the results so far and will continue to evaluate as the program progresses.

Some data points include:

- More than 700 submissions in the JUSD Family Reading Challenge, with 60,348 minutes read.
- Widespread awareness of our campaign and mission, including television coverage of a media event that had 21,000 views and 763 likes on the station’s Facebook page and more than 11,000 likes on Instagram.
- A welcome reception to district coverage: The Superintendent’s Monthly Minute video announcing the challenge had 2,501 views on the district’s Instagram page and 1,873 views on Dr. Hansen’s page, compared to the average of 300-400 views on the monthly vlogs. In addition, Dr. Hansen’s social media followers have grown by 22 percent since the challenges began. A video feature on our Family Reading Challenge garnered 3,117 views on Instagram, and Mystery Reader posts are always popular with the most popular garnering 155 likes on Instagram.

We plan to conduct a survey at the end of the year to gauge families’ perceptions of the campaign. We also plan to evaluate the reading proficiencies of students who participated to see if it had a positive effect on their reading abilities.

Tactics - Logo



Tactics - Webpage

<https://bit.ly/LiteracyWithoutLimitsWeb>



Tactics - Superintendent's Monthly Minute

<https://bit.ly/monthlyminutereading>



Tactics - Media Event

KABC-7 Coverage:

<https://bit.ly/KABC7bookvendingmachine>



Jurupa Unified brings book vending machines to schools

The newest additions to Jurupa Unified School District campuses don't dispense candy or snacks. They offer books.

ABC7 Los Angeles / Dec 28, 2023

Press-Enterprise coverage <https://bit.ly/PEbookvending>

THE PRESS-ENTERPRISE

Local News | Jurupa schools install vending machines — for...

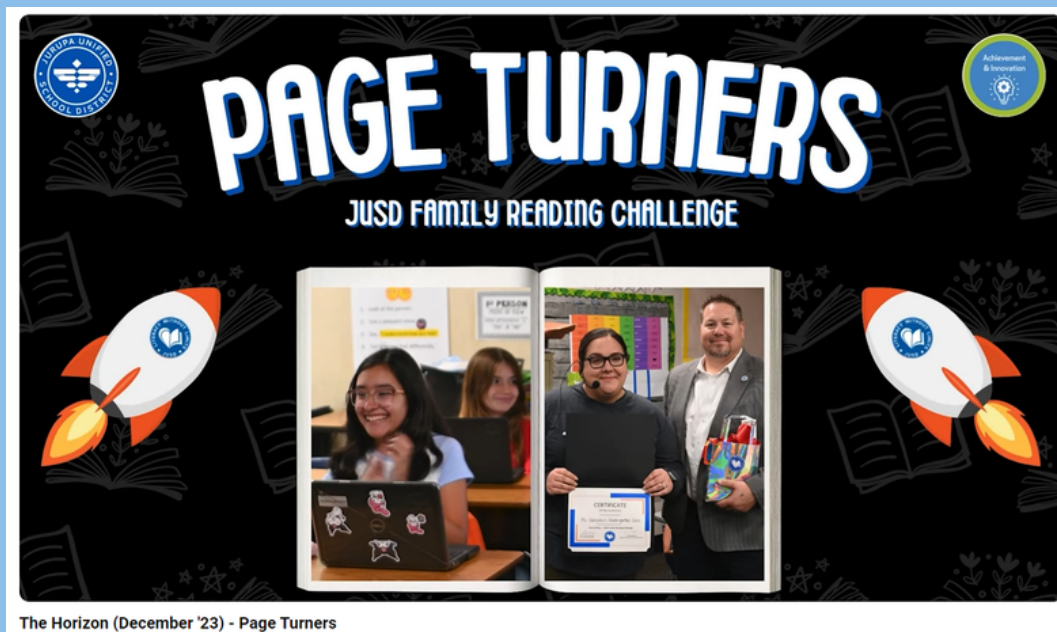
LOCAL NEWS • News

Jurupa schools install vending machines — for books

Every Jurupa Unified elementary school is getting one as part of a reading push



Tactics- Family Reading Challenge



<https://bit.ly/FRCHORIZON>

Tactics - Mystery Readers

