



Celebrating Diversity in JUSD



[Diversity, Equity and Inclusion Webpage](#)

[Hispanic Heritage Month](#)

[Black History Month](#)

[Asian American, Native Hawaiian, and Pacific Islander Heritage Month](#)

Purpose and Audience

Educational Equity is important to Jurupa Unified, especially as we have a very diverse community. The majority of our students – 86.1 percent – are Hispanic or Latino. Our audience for this campaign was middle school students and their families, our district staff, and especially our middle school team members, as well as our community at large.

To amplify student voices and help our students express pride in their cultural backgrounds and identity, we invited them to participate in our social media campaigns for Hispanic Heritage Month, Black History Month, Women's History Month, and Asian American, Native Hawaiian, and Pacific Islander Heritage Month. While we have invited staff and high school students to participate in campaigns in the past, this year, we decided to feature middle school students. Sometimes this demographic is left out and we wanted to empower them in a positive way, which we hoped would lead to pride and a sense of self-confidence that help them as they continue on their educational journey.

Supporting Effective Communication

This campaign supports our Jurupa Unified Vision for the Future strategic plan in the area of Systems of Support, which highlights the importance of equity and inclusion in supporting healthy safe, and engaging learning spaces. The campaign also allowed us to use strategic storytelling to make a larger concept meaningful. Students submitted a photo and answered a prompt related to the annual theme for each heritage month. This allowed students to think about and express their ideas and experiences while inspiring peers and their community.

Key Messages

Our key messages for these campaigns included:

- We value and respect diversity in our community.
- Diversity, equity, and inclusion are important to our educational program and school climate.
- Student voice matters and we respect, value, and promote student expression.

Outcomes Achieved

Hispanic Heritage Month:

Our student profile posts had an average of 70 likes. Our reach was 938 on Instagram and 1,524 on Facebook.

In addition, a post on a Rubidoux High School Ballet Folklorico performance at one of our middle schools had a reach of 1,895 on Instagram, and 1,499 on Facebook.

Black History Month:

We had an average of 50 likes. Our highest reach was 1,073 on Instagram and 934 on Facebook.

Women's History Month:

We had an average of 38 likes. The highest post reach was 1,198 on Instagram and 975 on Facebook.

Asian American, Native Hawaiian, and Pacific Islander Heritage Month:

Our posts had an average of 25 likes, The highest post reach was 3,126 on Instagram, 811 reach on Facebook,

In addition, a post about an elementary school lesson related to Asian American, Native Hawaiian, and Pacific Islander Heritage Month.