



Jurupa Unified
School District

JUSD: The Place to Be

2026 NSPRA Golden Achievement Award Entry

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TK-12 Public School District
17,800 Students

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Problem/Opportunity

Like many California school districts, the Jurupa Unified School District has seen a decline in enrollment over the past several years. Because district funding is dependent upon Average Daily Attendance (ADA), declining enrollment affects the district's ability to provide services to its families. At the same time, we know from state data that TK/K enrollments were increasing, even as enrollments in other grade levels declined. This provided us with an opportunity to attract younger students to enroll in TK/K, while also working to maintain enrollment in other grades, and to encourage students who transferred out of the district to return.

Research

Quantitative (Primary)

- Between the 2020-21 school year and the 2023-2024 school year, JUSD enrollment declined by 5.89%, from 19,137 to 18,009 students. Enrollment further declined in the 2024-2025 school year to 17,814, another 1.08 % decrease.
- In spring, 2025, We had 347 students on active transfers out of the district. during the 2024-25 school year.
- Our projected enrollment for the 2025-26 school year is 17,350.

Quantitative (Secondary)

- Information about state enrollment: California TK enrollments increased by 17.2% between 2023-24 and 2024-25, rising from 151,491 to 177,570 (Source: California Department of Education)
- Beginning in 2024-2025, more California students became eligible to enroll in TK, as the state opened enrollment to all 4-year-olds.
- As of 2022, birth rates in Riverside County had declined by 23.3% since 2018, from 28,693 to 28,024. Students born in 2020-2022 would be entering TK or kindergarten in the 2025-26 school year.

Qualitative

- Feedback from surveys of families who transferred out of the district (specialized programs were one of the primary reasons they left)
- Key informants – school teachers and administrators told us what families like and do not like about being enrolled in JUSD.
 - They like the smaller, family feel
- We researched enrollment campaigns throughout the state for inspiration, while ensuring our work was customized for JUSD families.

Planning

Goals:

- Increase attendance in the Jurupa Unified School District and enhance the JUSD image as a caring, smaller district where students can achieve their goals with a personalized educational plan.
- Brand JUSD as The Place to Be.

Objectives:

1. By July 1, 2025, increase enrollment in JUSD programs by at least 20 additional students over projected enrollments.
2. By May 2026, we will increase ADA by \$300,000 over projections for the 2005-26 fiscal year.
3. By March 2026, enrollment in JUSD programs will increase by another 20 students during the open enrollment period.
4. By May 2026, we will decrease the number of students who transfer out of JUSD by 10 percent.
5. By May 2026, we will see more positive parent opinions about JUSD as measured on a survey of new enrollees.

Publics:

- TK/K parents
- Elementary parents
- High school students/parents

Strategies:

- Inform families about the opportunities available in JUSD schools
- Highlight our small community/family feel
- Focus on individualized instructional programs
- Tell the JUSD story through a student's perspective

Implementation

Audience; TK/K Families

- Signing and Shades events – fun school events where students signed their intent to attend kindergarten and posed for photos with fun sunglass swag
- Welcome to JUSD Kindergarten video – featuring kindergarten students to excite and charm families about the academic strengths and fun possibilities in JUSD TK/Kindergarten programs.
- Social media campaign advertising TK/K programs
- TK/Kindergarten enrollment billboards
- TK/Kindergarten enrollment movie ads

Audience; Parents of all grades/Community

- Personal connection to parents with face-to-face interactions at community events,
- Posters and flyers shared at key locations in the community (i.e., libraries, clinics, markets)
- Business cards with program highlights and a QR code for registration to be carried by Board of Education members
- Social media campaign
- Website messaging
- Videos – highlighting:
 - TK/K enrollment
 - General enrollment
- Message from the Superintendent
- Radio ads leading up to summer enrollment push.
- Movie ads – diversified for age range – launch in time for July movie releases
 - TK/K ad playing in G-rated movies
 - General ad in all movies
- Billboards
 - TK specific and General information

Evaluation

We are now at the halfway point of the year, and unfortunately, we are below our projected enrollment for the year by 131 students. However, we can see our efforts to target TK/K students had an impact, with 1,765 TK/K students enrolled this March, compared to 1,655 enrolled last March – a gain of more than 100 students.

We also know that our enrollment communication efforts made a difference. Of the 2,456 students who enrolled this school year, 747 said they learned about the district through our communication efforts. Specifically, 15 heard about JUSD via a billboard; 35 from a community event; six from a flyer or posters; five from radio ads; 46 from social media; eight from theater ads; and 624 from the website. Other respondents learned “online” (via a search tool) and through word of mouth, neighbors, or employees. It is likely that all of these secondary sources also gained information about the district via our communication efforts. Eight families who enrolled this year said they learned about us from postcards, which is significant since we only mailed postcards to families who had transferred out. That means those families came back and re-enrolled.

In addition, we had a high response to our social media posts, with a total of 34,349 views on Instagram – the highest views being for our enrollment video, which had 15,641 views on Instagram.

Using what we've learned in this baseline year, we will adjust our objectives moving forward. We also plan to increase our communications to secondary families, highlighting programs such as Career Technical Education, the arts, and other programs families have expressed interest in.

Tactics

Please click on titles or photos to access video links.

Welcome to JUSD Kindergarten Video

Target Publics: TK/K Families



JUSD: The Place To Be Video

Target Publics: JUSD families, community

A promotional graphic for JUSD. It features a collage of diverse students, including a graduate, and a list of district achievements. Text includes "Enroll Today at JUSD! Jurupa USD", "JURUPA UNIFIED SCHOOL DISTRICT", and "JUSD: THE PLACE TO BE". Contact information and a website link are provided.

Enroll Today at JUSD!
Jurupa USD

JURUPA UNIFIED SCHOOL DISTRICT

JUSD: THE PLACE TO BE

- ✓ Nationally Recognized District
- ✓ Full-Day TK/Kindergarten
- ✓ High Graduation Rate
- ✓ Comprehensive College/Career Programs
- ✓ Newly-Modernized Schools

(951) 416-1200

bit.ly/JUSDEWELL Watch on YouTube

Tactics

TK/Kindergarten Signing Ceremonies

Target Public: TK/K Families



You're Invited!

Granite Hill Elementary
TK/Kindergarten Orientation
Signing and Shades

Wednesday, May 21

TK: 1:30 PM
Kindergarten: 3PM

9371 Granite Hill Drive
Jurupa Valley

<https://bit.ly/JUSDENROLL>

#JUSDtheplace2be

Enroll Today!

You're Invited!

Rustic Lane Elementary
TK/Kindergarten Orientation
Signing and Shades

Wednesday, May 21

TK/Kindergarten: 1PM

6420 Rustic Lane
Jurupa Valley

<https://bit.ly/JUSDENROLL>

#JUSDtheplace2be

Enroll Today!

Business Cards

Target Publics: All parents and potential students, community

JUSD: THE PLACE TO BE

- ✓ Nationally Recognized District
- ✓ Full-Day TK/Kindergarten
- ✓ Free After-School Care
- ✓ High Graduation Rate
- ✓ Comprehensive College/Career Programs
- ✓ Newly Modernized Schools



LEARN MORE

bit.ly/jusdtheplace2be

(951) 416-1200 bit.ly/JUSDENROLL

JUSD: EL LUGAR PARA ESTAR

- ✓ Distrito reconocido a nivel nacional
- ✓ TK/Kinder día completo
- ✓ Cuidado gratuito después de la escuela
- ✓ Alta tasa de graduación
- ✓ Programas integrales de universidad y carrera
- ✓ Escuelas recientemente modernizadas



APRENDE MÁS

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Tactics

Movie Ads

Target Publics: All parents and potential students, community



Postcards

Target Public: Families of students who transferred out of JUSD



Billboards

Target Public: TK/K families



Target Public: All parents and potential students, community

