

Jurupa Unified School District

LITERACY WITHOUT LIMITS *The Next Chapter*

2026 NSPRA Golden Achievement Award Entry



Jacqueline Paul, APR
Director, Strategic Communications

Nidia Rojas Del Real
Communications and PR Specialist

Eduvina Orozco
Communications and PR Assistant

**Communications Team of 3
TK-12 Public School District
17,800 Students**

**Jurupa Unified School District
4850 Pedley Road
Jurupa Valley, CA 92509**

951-481-1561

Synopsis

Please note that while this is a multi-year campaign, this award entry focuses on the work done in years 2 and three of this campaign – which encompasses March, 2025 through March 2026.

In 2023, the JUSD Strategic Communications Department was tasked with developing a community engagement campaign centered on making elementary school families aware of the importance of being involved in their children’s literacy development. We are now in our third year of this multi-year campaign, which aims to share information with families about the importance of early literacy, increase the number of students who read recreationally, and inform families about the availability of free resources at school libraries.

While we are only halfway through our third year, we are seeing incredible progress with more than 640,000 minutes read, engagement across our district, slowly improving test scores, and positive qualitative data from students and families.

Problem Statement

Concerns about elementary reading and literacy proficiency levels (particularly among students in grades TK-3), as measured on standardized tests provide us with an opportunity to engage elementary students and families in literacy efforts that can foster good reading habits.

Research

Quantitative (Primary)

- Baseline year data, including the number of participants, schools that participated, and minutes read
- Results of an online survey of families participating in the reading challenge, which is embedded in the Family Reading Challenge log
- Results of a fall 2025 survey of preschool and elementary school families

Quantitative (Secondary)

- Demographic Information about the students we serve - from the [California School Dashboard](#)
- Results of the California Assessment of Student Performance and Progress
- Results of the Northwest Evaluation Association (NWEA) formative assessments
- Information about access to libraries in Jurupa Valley
- Academic studies connecting family reading to literacy growth

Qualitative

- Focus Group – elementary school librarians
- Key informants
- Personal experience with a literacy campaign
- Opinions given on the JUSD Family Reading Challenge log (questions focused on reading habits, access to books, obstacles to reading, and what families found most enjoyable about reading together)

Planning

Goal:

To improve student reading proficiency, we will strengthen a districtwide culture of reading by increasing student and family engagement, building understanding of the value of recreational reading, and expanding awareness and use of free literacy resources through school libraries.

Objectives Year 2 (2024-2025 School Year)

1. By May 2025, we will increase the number of minutes students read at home by 25 percent over the previous (baseline) year for a total of 100,000 minutes read, as measured on the JUSD Family Reading Challenge log.
2. By May 2025, we will increase participation in the Family Reading Challenge by 25 percent over the baseline year, as measured by the number of reading log entries.
3. By May 2025, we will increase to 100 percent the number of elementary schools participating.
4. By May 2025, we will increase districtwide understanding of and support for Literacy Without Limits by ensuring it is included in Local Control and Accountability Plan goals and budget.

Objectives Year 3 (2025-2026 School Year)

1. By May 2026, we will increase the number of minutes students read at home by an additional 25 percent over May 2025 numbers.
2. By May 2026, we will increase parents' understanding of their role in supporting literacy by 25 percent as measured by beginning-of-the-year and end-of-the-year surveys.

Publics:

Based on our research showing where we could have the greatest impact, we identified the following publics:

- Families of TK-3 grade students
- TK-3 grade students
- Primary grade teachers/librarians and administrators
- Community partners

Strategies:

- Inform primary-grade families about the importance of reading with their children.
- Emphasize the importance of reading for at least 10 minutes per night.
- Educate students and families about the free resources available at their school libraries.
- Engage all elementary school families and students in reading.
- Enlist support from teachers, support staff, and community partners (call to action).
- Promote reading as a fun activity.
- Create a culture of readers in support of our Vision for the Future goals.
- Include a variety of cultures and languages in our communications.

Implementation

- **Campaign Branding:** We continued to use our logo and slogan developed in Year 1: “Literacy Without Limits.” This parallels our district slogan, “Learning Without Limits.”
- **Social Media Campaign:** We highlighted fun reading activities, amplified student voice by letting our students share their favorite books and what they love about reading, featured the fun aspect of reading by showcasing mystery readers (who included the Superintendent and Cabinet, elected officials, and even mascots).
- **The JUSD Family Reading Challenge:** We included social media leader boards and awards for top classes and schools, as well as “mystery prizes” for students we notice are trying hard (e.g., the first student at a school to participate)
- **Print campaign:** We designed bookmarks in English and Spanish to advertise our Reading Challenge. A QR code on the back directed students to the online reading log. These also served as flyers for our campaign.
- A **video series** highlighting students’ favorite books served to motivate students, families, and teachers. We wanted to show our students that we applaud their effort enough to feature them in a video. This also provided a vehicle for our department’s goal to amplify student voice throughout the year.
- Superintendent videos focused on the power of reading, which lends credibility to the campaign.
- An introduction of **Sharky the Reading Shark**, to appeal to our younger audiences.
- Community event exposure - JUSD Back-to-School Resource Fair, elementary career fairs, and Read Across America events.

Evaluation

While our campaign is still underway, it has resulted in a significant increase in family support for reading. We are also slowly improving test scores. Although we have no way to directly correlate improved scores with our engagement campaign, we do know from research that family engagement with students’ reading has been shown to help them improve their reading abilities.

Some data points include:

- A 762.5 % increase in participation in the JUSD Family Reading Challenge between the baseline year and fall 2025 – the first half of Year 3; we went from 74,393 minutes read in the baseline year to a total of 641,683 minutes read by the first half of Year 3 (fall 2025)
- Between the fall of 2023 (baseline year) and May of 2025, we saw a 204.46 % increase in the number of Family Reading Challenge entries, going from 918 entries in the baseline year to 2,795 entries.
- By the end of the 2025 school year (May), all 17 JUSD elementary schools had participated in the JUSD Family Reading Challenge, compared to 12 participating schools in the baseline year.
- In the spring of 2025, funding for this campaign was included in the Board-approved Local Control and Accountability Plan, the budget blueprint required for California school districts. We received \$2,000 for printed items and prizes to advance the program.
- Review of reading proficiency data shows slow but steady improvement. In the baseline year, we saw low and very low reading scores across the board on standardized tests. By spring of 2025, no student subgroups were in the “very low” category.

Tactics

Print Campaign

Target Publics: Elementary Students & Families



Family Reading Challenge

Target Publics: Elementary Students & Families



Above: Families shared photos reading together



Right: Students are awarded "mystery prizes" for participating in the JUSD Family Reading Challenge

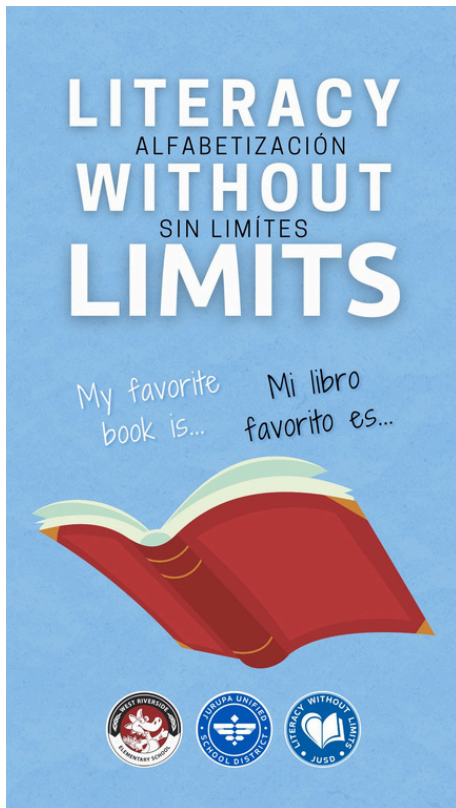
Tactics

Videos

Please click on the titles or pictures to view videos.

What I Like About Reading

Target Publics: Elementary Students,
Parents, Teachers



Sharky Visits the Library

Target Publics: Elementary Students
(and particularly primary grades)



Superintendent's Vlog - Education in Action



Tactics

Social Media

Promotional Graphics

Leaderboard

Target Publics: Elementary Students, Teachers, Community

JUSD Family Reading Challenge
February 27 - April 17

The swim to **1,000,000 minutes!**
641,683 minutes read so far!

Families can log reading at:
bit.ly/JUSDReadingChallenge

This graphic features a blue background with a sunburst pattern. It includes the JUSD logo, two checkered flags, and a QR code. The text is in white and blue, with the main goal highlighted in large, bold letters.

JUSD Family Reading Challenge

Congrats to our week 6 leaders!
11,399 minutes read this week!
119,683 minutes read this challenge!

MOST MINUTES READ BY SCHOOL		MOST MINUTES READ BY CLASS	
Sky Country Elementary	4,237 minutes read	Ms. Heckroth (Sky Country)	1,227 minutes read
Stone Avenue Elementary	3,599 minutes read	Ms. Wilson (Sky Country)	1,165 minutes read
West Riverside Elementary	1,400 minutes read	Ms. Collins (West Riverside)	1,159 minutes read

Families can log reading at:
bit.ly/JUSDReadingChallenge

This graphic is a screenshot of a social media post. It features a blue background with a wavy pattern. It includes the JUSD logo, a QR code, and a list of schools and teachers with their reading minutes. The text is in white and blue, with the main goal highlighted in large, bold letters.

Mystery Readers

Target Public: Elementary Students

JUSD's Mystery Reader...
Ms. Treacy and Ms. Vitegar, second, third, and fourth-grade students at Peckay Elementary were wonderful. Together we read The Legend of Rock, Paper, Scissors. Closing the story with a friendly game of Rock, Paper, Scissors with the class was a lot of fun.
Thank you, Peckay Elementary, for welcoming me into your school library.
#JUSD #Kishonin #KishoninExperience #JUSD #WithoutLimits #ReadToSucceed

This is a screenshot of a social media post. It features a photo of a group of children and adults in a library. The text is in white and blue, with the main goal highlighted in large, bold letters.

