



Voices of Community Schools



CalSPRA
2026
Excellence in Communications
Award Entry

Problem/Opportunity

As a pioneering leader in California's Community Schools initiative, JUSD has the opportunity to ensure that families are aware of the services and resources available at Community Schools, and to educate target audiences about the four pillars of Community Schools: Integrated Student Supports, Expanded and Enriched Learning Time, Active Family and Community Engagement, and Collaborative Leadership and Practices.

Research and Planning

SWOT Analysis

Strengths: We have a strong Community Schools program with 18 Community School campuses. We are considered a state leader in the implementation of the Community Schools model. We have many opportunities to share the voices of those impacted by Community Schools.

Weaknesses: Some families for whom Community Schools have had the greatest impact may be reluctant to share their stories. We must keep the identities of students participating in behavioral health services and medical services confidential.

Opportunities: Regular programming, such as Wellness Wednesdays, resource fairs, mobile clinic visits, parenting classes, and more, lend themselves to outstanding strategic storytelling opportunities. Our families' connection to social media provides a strong communication vehicle.

Threats: Our main threat is time: With a small team, it is difficult to manage several video projects in addition to other priority projects.

Goal: As part of its Vision for the Future and Vision in Action, JUSD aims to continue leading in the area of Community Schools to create richer, more inclusive, and nurturing learning environments for all students, while supporting the needs of the whole child.

Objectives:

1. By May 2025, JUSD will complete at least 6 Voices of Community Schools videos to highlight the services provided by JUSD Community Schools
2. By May 2025, we will see support for our community schools as demonstrated by at least 6,000 views of Voices of Community Schools videos. (one thousand views per video).
3. By May 2025, we will increase support for community schools as demonstrated by qualitative support such as positive testimonials from students and community members, as well as recognition from local, county, and state officials.

Strategies: We will use strategic storytelling to craft compelling video narratives that highlight the various services provided by JUSD Community Schools.

Targeted Audiences: Students, parents, educational partners, community partner agencies, policymakers.

Key Messages:

- Community Schools are essential to Learning Without Limits and our Vision for the Future strategic plan.
- Our Community Schools are the hub of the community, where we focus on the whole child by providing resources that remove barriers and create access to essential services.
- Community Schools serve as the great equalizer, providing all individuals with access to essential resources and support that nurture physical, mental, and emotional well-being.
- We want families to use resources when they are needed and participate in engagement programs and parent engagement activities, as they support student well-being.

Implementation

<u>Project</u>	<u>Date</u>	<u>Message Conveyed</u>
Video 1: Mission Bell Backpack Giveaway	August 2024	This episode shows how our corporate partners support this mission (Collaborative Leadership and Practices).
Video 2: Ina Arbuckle Elementary Family Literacy	September, 2024	This episode highlighted our education programs and specifically, a family literacy program (Expanded and Enriched Learning Time).
Video 3: Mobile Clinics	October, 2024	This video highlighted the free medical services offered by mobile clinics at Community Schools (Integrated Student Supports).
Video 4: Falcon Festival Resource Fair	November, 2024	This video highlighted a resource fair designed to showcase the many community resources available (Active Family and Community Engagement).
Video 5: Wellness Lunches	April, 2025	This video shares behavioral health supports that are offered as part of the Community Schools model (Integrated Student Supports).
Video 6: West Riverside Elementary Leadership Institute	April, 2025	This video shares the story of the Parent Leadership Institute (Active Family and Community Engagement).

Evaluation

The video series was successful, and we realized our goals and objectives.

We realized more than three times our goal on Instagram with 18,648 views. We also had a total of 6,531 views on Facebook and 722 views on YouTube.

We also saw qualitative support, as shown by the testimonials given by students, parents, and staff who were interviewed. It was especially moving to have some of our parents be able to express themselves in their native Spanish language.

We also garnered recognition from our Riverside County Office of Education, which included our district in the story of Community Schools. In addition, the videos were showcased at a presentation to education leaders throughout California at the 2024 California School Boards Association's Annual Education Conference.

Campaign Assets



Episode 1

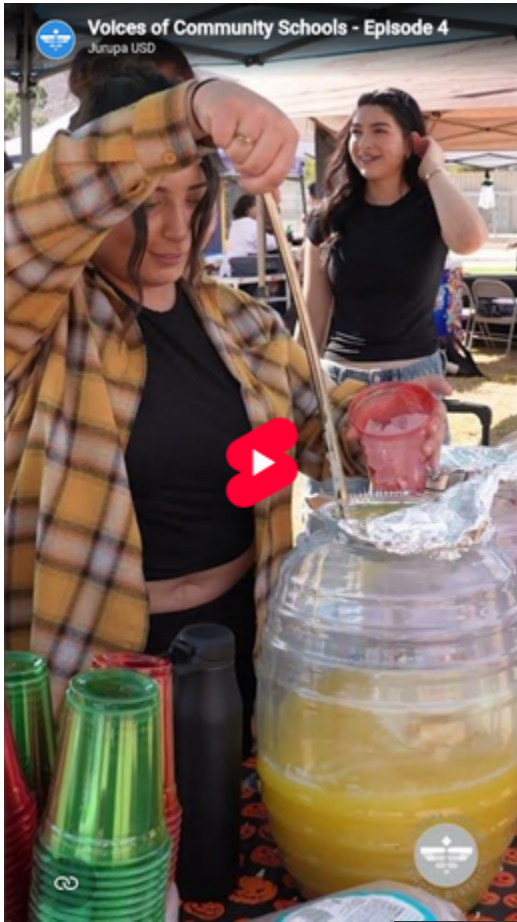


Episode 2



Episode 3

Campaign Assets



Episode 4



Episode 5



Episode 6

View the full campaign at: bit.ly/JUSDvoices