

Purpose This video communicates transparency, empathy, and vision regarding the school closure process in Alum Rock Union School District. It reassures parents, staff, and the community that decisions are made thoughtfully and collaboratively, considering budget constraints, enrollment trends, school facilities, and student needs. While school closures are difficult, the district remains committed to ensuring a well-resourced, high-quality educational experience for all students. Produced in English, Spanish, and Vietnamese, with captions for accessibility, the video ensures that diverse linguistic communities have equal access to critical information, fostering trust and inclusivity.

Where and When Its Being Used This video is used in: Community meetings and forums to explain the school closure process. Superintendent meetings with individual schools to address concerns directly with staff and families. District websites and social media to provide accessible information to families and stakeholders. School board presentations and budget discussions to support decision-making and transparency. Parent outreach efforts to address concerns and reinforce advocacy for student success. It is most relevant during critical phases of the closure process, particularly during public discussions, decision-making periods, and budget planning meetings.

Target Audience This video is designed for parents and guardians seeking clarity and reassurance about their childrens education, as well as teachers and staff impacted by potential closures. It also informs community stakeholders and district leadership who play a role in shaping school sustainability. Additionally, by offering the video in English, Spanish, and Vietnamese with captions, the district ensures that non-English-speaking families can fully engage in the conversation, reinforcing inclusivity and equitable access to information.

How It Supports Effective Communication The video strengthens communication through:

- Transparency** Clearly presenting the districts financial challenges, enrollment shifts, and facility conditions.
- Empathy and reassurance** Addressing concerns while reaffirming the districts commitment to students and families.
- Community involvement** Highlighting that parents, educators, and stakeholders are actively part of the decision-making process.
- A vision for the future** Framing school closures as a path to stronger, better-resourced schools rather than a financial setback.
- Call to action** Encouraging parents and staff to stay engaged, utilize available resources, and trust in the districts leadership.

Outcomes Achieved The video delivers significant impact by: Enhancing public understanding of the school closure process through clear, factual messaging. Mitigating misinformation and easing concerns by promoting transparency and community collaboration. Encouraging active participation from parents and stakeholders in shaping the districts future. Reinforcing student-centered decision-making by prioritizing strong educational opportunities despite financial constraints. Building trust and confidence in district leadership through a commitment to responsible planning and open dialogue. By addressing concerns openly and compassionately, this video fosters community support, reduces uncertainty, and ensures that all families regardless of language can actively participate in the districts decision-making process/