

This video's purpose was to spotlight our amazing staff for Classified Employee Week and capture the Job Shadow event where admin across Corona-Norco Unified learned about the work that keeps our schools running. This week is a time to honor and appreciate the contributions of classified school employees, who are essential frontline workers. The target is our community at large, admin, and our classified staff. It was used at a board of education meeting, the district's social media (Facebook, Instagram, X, LinkedIn, YouTube), and the CNUSD Connection Newsletter. This video supports effective communication by showing the community the work our amazing Classified Employees do every single day to best support our students. Outcomes have been positive reception and appreciation for the work our Classified Employees do and additional PR for the Classified Employees Association which included photos of the Job Shadow event on their magazine and website.