

The Covina-Valley USD Volunteer of the Year video highlights the remarkable contributions of Mariana Bustos, whose dedication to Merwin Elementary and other district schools has made a lasting impact. The purpose of this video is to recognize and celebrate her efforts, inspire others to become more involved in their schools and showcase the district's appreciation for volunteers who help strengthen the school community. This video is being shared across multiple platforms, including district meetings, school events, social media, and the Covina-Valley USD website. It is also featured in internal communications such as staff newsletters and parent outreach materials. By sharing Mariana's story, the district reinforces the value of parent and community engagement in student success. The target audience for this video includes parents, staff, students, and community members. In particular, Mariana's commitment to encouraging Spanish-speaking parents to participate in their child's education helps foster a more inclusive and engaged school community. Her involvement demonstrates that all parents, regardless of language barriers, can play an essential role in supporting students and enhancing the school experience. This video supports effective communication by showcasing a real-life example of parent engagement, making it relatable and inspiring for other families. Through Mariana's story, the district emphasizes the importance of volunteering and how it positively affects students, staff, and school culture. Additionally, it helps bridge the communication gap by reaching Spanish-speaking families, reinforcing that their involvement is welcomed and valued. The outcomes of this video include increased awareness and appreciation for parent volunteers, a boost in family engagement, and a stronger sense of community within Covina-Valley USD. By recognizing Mariana's contributions, the district not only honors her dedication but also encourages more parents to step forward and become active participants in their children's education. A more engaged school community leads to stronger student support, enriched learning experiences, and an overall positive impact on the district's culture.