

Development & Implementation: From the start, we knew this campaign needed to be more than posters on a wall?it had to feel immersive. Inspired by the storytelling power of graphic novels, we designed dynamic visuals with bold colors, action-driven typography, and engaging characters to bring each quarterly theme to life. Every classroom received a poster with a commitment section for students and staff to sign, making them part of the story. Banners, social media content, and videos extended the campaign?s presence beyond the classroom, reinforcing the message across the district. Quarter by quarter, we rolled out new chapters: "I am Prepared" set the foundation with readiness-focused messaging. "I am Connected" highlighted relationships through social media engagement and events. "I am Kind" brought district-wide kindness initiatives to life, and "I will Achieve" wrapped up with a celebration of student success. Evaluation & Impact: The campaign took off?over 95% of classrooms displayed signed posters, social media engagement surged with #IamVUSD, and student surveys showed strong awareness of the themes. More than just a campaign, "I am VUSD" became part of the district?s culture, proving that when students see themselves in the story, they take ownership of it.