

The VUSD Forward campaign was developed through student-driven research, ensuring that their voices shaped the initiative. Through advisory meetings and focus groups, students expressed the need for a clearer sense of belonging and accountability within their schools. Staff engagement surveys reinforced the importance of strengthening school culture. Based on this input, the Communications team collaborated with student leaders to define four core priorities: Get Involved, Spread Kindness, Always Learning, and Take Responsibility. To resonate with students, the campaign embraced a 90s-inspired aesthetic, making it visually engaging and relatable. Materials included posters placed in every classroom, signed by students and staff as a commitment to the priorities. Additionally, students produced and starred in short-form videos to explain the priorities in their own words, reinforcing peer-driven messaging. The campaign's effectiveness was measured through student engagement and participation. Every classroom and office displayed a signed commitment poster, demonstrating broad adoption. Student-created content saw high engagement, with increased shares and interactions. Teachers incorporated the priorities into lessons, using them as themes for assignments and discussions. By embedding the campaign into both classroom culture and district-wide events, VUSD Forward became an integral part of the student experience.