

SUSD launched the Elevate Excellence campaign to start the 2024-2025 school year, reinforcing its mission to grow, improve, and create better outcomes for students. This hype video set the tone, energizing the community and celebrating the commitment of SUSDs educators, students, and staff.

The video debuted at the district-wide back-to-school rally, where 3,200 employees came together wearing matching Elevate Excellence t-shirts. It was then shared with families, students, and the broader community through YouTube and social media, generating 3.1K impressions on YouTube, 2.7k impressions on Facebook, and 1k+ reach on Instagram. The campaign extended beyond the video, weaving into professional development, staff trainings, and district-wide messaging. More than just a corporate slogan, the Elevate Excellence campaign was built around three Wildly Important Goals (WIGs): improving math scores, increasing attendance, and increasing enrollment. The video helped establish buy-in, ensuring that students, staff, and families understood their role in driving these priorities forward.

How This Video Supports Effective Communication & Outcomes Achieved:

- Unifies the District: Reinforces a shared commitment to growth and excellence across schools, staff, and students.
- Boosts Engagement: Generates excitement for the new school year while inspiring staff, students, and families to take pride in SUSD.
- Drives Key Initiatives: Aligns with the districts focus on academic success, attendance, and enrollment growth.
- Sustains Momentum: The Elevate Excellence message continues to be used in events, social media, and district communications, making it more than just a slogan. This video helped launch a movement, turning Elevate Excellence into a guiding principle that carries through the entire school year. Featured students and staff widely represent our 30 schools and thousands of SUSD team members.