

Las Brisas Elementary school is a K-6 school serving East Glendale, Arizona, and it has had its share of growing pains over the past few years. A nearby K-8 opened in 2022, taking some of the schools students with it, thus dropping the schools letter grade to a B in the 2022-23 school year. The school also lost its branding as a gifted academy, but it didnt lose its gifted programs which caused some confusion. A change in school administration as well as a lack of consistent marketing messaging on the schools new website and social media took the spotlight off the school, despite the school earning its A grade again in 2023-24. DVUSD identified Las Brisas as one of five district schools that needed district-level assistance to help find its way back on track. With a new webmaster and new social media accounts in place, the district communications team sought a school spokesperson who could share his/her story to give Las Brisas (and by extension DVUSD) a brand lift. This pitch from a student would also entice parents seeking a K-6 school in the area to visit the school for themselves, seeing a vibrant and active campus with new administrators and a supportive PTSA. The spokesperson that was chosen was 6th grade student council president John, who passionately shares his story of coming to the school in 4th grade, and immediately being accepted by fellow classmates and teachers. John not only shares his story, but assures parents that their children will be supported by the school. While its still too early to see the cumulative effect of Johns message, his video set the bar for the four other schools with ambassadors, and it has shone a much-needed and positive light on Las Brisas Elementary.