

A few days before commencement, Jurupa Unified graduates visit their former elementary and middle schools clad in their caps, gowns, heritage stoles, honor cords, and valedictorian and salutatorian medals to thank their teachers and principals for helping them achieve their dreams. The Grad Walks also inspire the crowds of young peers who gather excitedly to watch the graduates parade by. They hold up homemade signs and cheer as the smiling seniors pass out high-fives and hugs. The Grad Walks are an important milestone for Jurupa Unified seniors and younger students alike. Our Strategic Communications team captured the moments at our campuses this past spring and interviewed students about their experiences so that we could share these special moments with our community. The audience for this video included students and their families, their proud teachers, and all of our Jurupa Valley community. This video was included as a companion piece to a story in The Horizon, our district newsletter. We also shared it on social media as well as our website. This video is an example of strategic storytelling as we took the time to not only capture an exciting moment in time but also to share individual stories to explore the impact of a seemingly simple activity. One senior told us, It made me feel proud that I can...be a role model for them. We also talked to district leaders to understand the global importance of the fun activities and how this project relates to our larger district goals. For audience engagement and impact, we chose a variety of scenes that included graduates playing with five-year-olds on the kindergarten playground or swinging on the swings at their former school. These visuals portrayed the metaphor of transitioning from one stage of life to the next. Our Strategic Communications Department's mission is to highlight our districts Vision for the Future Strategic Plan. This video demonstrated four of our district Focus Area Goals: Achievement and Innovation, Systems of Support, Community and Employee Relations and Leadership, and Building Human Capital. Other key messages included:

- The recognition of graduation as the culmination of the K-12 experience
- The joy of students who complete their K-12 education
- The role that our whole Jurupa Unified community plays in ensuring student success
- There is hope for the future!

The videos had an extremely positive response. We also shared this video as part of a coverage package in our Horizon newsletter. The video response on Facebook: Reached 1,166 and 1,320 views; on Instagram: 16,955 views and 48 shares. This

was one of our most popular videos on Instagram. We also were successful in amplifying student voice, which is a priority in our district communications plan, as well as our overall district goals.