

The Palos Verdes Peninsula Unified School District (PVPUSD) aimed to leverage its status as one of the top school districts in California for marketing purposes—specifically, to attract new families to enroll their children in district schools. As part of this effort, the district created an infographic, “Why PVPUSD?” The infographic highlights the district’s stellar graduation rate, recent awards, and specialized programs. It makes use of icons and graphics to visualize the data and information presented to the target audience. This infographic has become a key facet of the district’s overall marketing efforts and has a prominent place on its website.