

Golden View Elementary, a small school located in Huntington Beach, California, is often overlooked due to its location in a densely populated area. Many are unaware that it is the District's Environmental Science and Civic Engagement school, recognized for its excellence with a Green Ribbon distinction and two Golden Bell Awards. The most recent Golden Bell Award, received this past December, was not included in this edition of the brochure. What sets Golden View apart is its 2.5-acre farm, garden, and on-site ropes course, offering students hands-on, experiential learning opportunities beyond the traditional classroom. With a focus on environmental education and civic engagement, the principal wanted to highlight these unique aspects of the school, leading to the development of this brochure. Many aspects of the farm were showcased, including the barn, students interacting with the animals, gardening, and conducting class experiments, emphasizing the interactive and immersive learning environment that Golden View provides. Once created, the brochure was strategically distributed throughout the community at science centers, preschools, and the District Office, as well as being utilized during school tours and parent information nights. Elements of the brochure were also repurposed for social media and the school's website, ensuring broader outreach and maximizing exposure to prospective families interested in Golden View's one-of-a-kind educational experience. In an environment where enrollment numbers are declining, Golden View saw a small increase in student enrollment through transfers, a promising sign that families are recognizing the amazing programs and opportunities the school offers—many of which were highlighted in the brochure. Additionally, the marketing efforts led to further external recognition, with two media outlets reaching out to feature the school's Environmental Science Showcase after learning about its offerings through promotional materials. These outcomes underscore the impact of effective outreach in elevating awareness, attracting new families, and reinforcing Golden View's dedication in environmental education.