

Under a newly formed Office of Communications, what began as a social media campaign to bolster enrollment through pulling back the curtains and revealing all the Jersey City Public Schools offers, became a unifying focal point for an entire school community of 27,000 students and their family members! The School Spotlight series has also invigorated the administrators involved in this project, allowing them to feel recognized for all the tailored programs they curated for their students and our community as a whole. The spotlight videos were specifically intended to assist in maintaining a robust enrollment in our schools, while offering the city and those considering the Jersey City Public Schools as their new home base, a broad spectrum vantage point that is rarely afforded to the public in such an accessible medium.

A prevalent habit in education revolves around schools working in the same district, but completely different worlds; it is rare that administrators, educators and families get a chance to view exactly what is happening in schools other than their own. The School Spotlights were meant to maximize a student's experience, by supporting their search for a proper fit school in the Jersey City Public Schools District. As Jersey City is the most diverse city in the United States, we also wanted to appeal to the families from all over the world who seek to call Jersey City home, and acknowledging school choice as a possibility, provide prospective families and their children a way to assess the academic and extracurricular programs offered districtwide. The School Spotlights campaign has engaged the JCPS community in celebrating who we are, and what each of our schools offers as a speciality. The impact of the school spotlight videos have been a major success in garnering over 100,000 views collectively over our social media platforms, and what the videos have done for morale has been phenomenal. Our School Spotlights are released biweekly on our social media platforms and our district website to have the broadest reach. These videos have served as a way for a stunningly large district to connect, by seeing the best practices offered in each particular building, and having the principals, teachers and students introduce themselves to their world wide audience matters. It makes a difference, and has leveled up the communication efforts in our district, to a frequency which can't be turned back!