

Jurupa Unified was an earlier adopter of Californias Community Schools model, in which public schools are a resource hub for the community. As the first district in Riverside County to receive implementation grant dollars for this program, JUSD has served as a role model for surrounding districts wanting to follow this path to support their community. Services include behavioral health supports, wellness centers, mobile medical, dental, and vision clinics, clothing closets, parenting classes, and more to help our high-needs community. The most important audience for this campaign was the community and potential partners who could help the program grow. To reach these audiences, we needed to tell the story in a simple, meaningful way that would elicit emotion and understanding. We used strategic storytelling to share one simple component in each episode through the voices of those impacted by these services. The videos were shared on social media, included on our district website, and shared with community groups. The district also included the videos in a presentation to the California School Boards Association during their annual conference in December. Although program administrators understand its impact, we struggled with how to tell the story in a way that would be impactful to our audience: the community at large. We sought to show how the program changes lives by sharing the voices of those impacted. This allowed us to make a complex, intricate program meaningful and accessible to our community. The key messages for the videos included sharing information about our Community Schools, introducing our community to the Community Schools staff, highlighting the types of resources and programs available, and most importantly, showing the immense and meaningful impact these programs have on our community. By showcasing staff, students, and community partners, we also wanted to make our community feel they could relate more to this program. Each short video highlights one program at one school to illustrate the larger initiative. The initiative was successful in many ways. We had a total of 15,203 views of the 4 videos we did this fall. The most popular video on Instagram focused on the Mobile Health Clinics. That video had 4,773 views. The most popular video on Facebook was the Costco Backpack Giveaway with 1,500 views. The webpage that houses the video series received a total of 362 visits. We also reached a large audience of Board of Education members and school administrators at the California School Boards Association annual meeting with a

presentation that featured these videos.