

NSPRA AWARD ENTRY

MARKETING
COMMUNICATION
CAMPAIGN

20
24



One Million ACTS OF KINDNESS Campaign



Entrant Information

Santa Clara Unified School District
1889 Lawrence Road
Santa Clara, CA 95051

31 Schools | TK-12+ Public School District
14,000 Students
2,500 Staff

Communication Team of Three

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OUR DISTRICT

Santa Clara Unified School District (SCUSD) serves approximately 14,000 TK-12 grade students at 31 schools, in addition to students in preschool and adult education. The district's 56-square-mile area is located in the heart of Silicon Valley, California, and is comprised of neighborhoods in the cities of Santa Clara, Sunnyvale, San Jose, and Cupertino. SCUSD prides itself on having 2,500 teachers, classified employees, and administrators who are dedicated, experienced professionals who care about each student's well-being and academic preparation.

Santa Clara Unified School District

OUR VISION

“Graduates of Santa Clara Unified School District are resilient, future-ready, lifelong learners who think critically, solve problems collaboratively, and are prepared to thrive in a global society.”





Kindness is not just a value at Santa Clara Unified School District — it's a guiding principle that shapes all aspects of our educational vision. By embracing kindness and promoting compassion throughout our district, we hope to create a community where every individual is valued, supported, and empowered to achieve their infinite potential and contribute to a brighter future for all.

SYNOPSIS

Problem

Informal observations indicated that emerging issues and trends in the area and the world were negatively impacting culture and climate. As we dove into increasing focus on raising academic achievement, we wondered if our values of kindness and compassion were becoming lost. Our superintendent wanted to launch a kindness initiative to help raise the culture and morale. Formal research of our organization's climate and kindness science informed a kindness campaign.

Goal

After research, we identified we needed an audacious, but eventually attainable goal of reaching one million acts of kindness together as a community. Our initial goal was to reach at least 16,500 logged acts of kindness by November 30, 2023. With approximately 14,000 students and 2,500 staff, we felt that was attainable and would inspire the community to keep going. Our next goal is to hit 50,000 logged acts by June 30, 2024 and we will continue with annual goals.

We want to start a ripple effect of positivity and kindness as a central value that spreads exponentially and ultimately enhances the social and emotional well-being of our students, staff, community, and beyond.

RESEARCH

Many factors were taken into consideration when starting this campaign. The research phase involved getting an accurate understanding of our current school climate, gathering data about the importance and science of kindness, and identifying target audiences and their communication preferences.

On the following pages is a list of our research areas, broken down into formal and informal methods. We've also pulled a few of the most salient data sets from our research that informed the campaign.

Target Audience

Primary

Current students

Current staff

Secondary

Current families

Prospective students, families,
and staff

Broader community

Formal Research

Primary

- Quantitative: SCUSD CHKS data about climate and culture
- Quantitative and qualitative: kindness science research data
- Quantitative and qualitative: SCUSD communication audit

Secondary

- Quantitative and qualitative: SCUSD speak up survey

Informal Research

Primary

- Qualitative: Audit how our schools current promote kindness
- Qualitative: Audit other kindness campaigns and interview their planning and implementation teams
- Qualitative: Observation, key informants, and focus groups with cabinet and students

Secondary

- Qualitative: Analyze local and national news stories and public relations association listservs for trends in climate and kindness campaigns

California Healthy Kids Survey

The California Healthy Kids Survey (CHKS) is an anonymous survey administered to students in grades 5, 7, 9, and 11. The survey focusses on assessing school climate, safety, and student wellness. CHKS offers schools, communities, and the state valuable insight into school climate, safety, student engagement, factors impacting academic performance, and overall student well-being. Each year, CHKS serves as a valuable tool for our district enabling us to gather comprehensive data on various aspects of student well-being and school climate, facilitating evidence-based decision-making and targeted interventions to support student success.

74% Caring Adults

of our **5th grade** students feel that adults at their school care about them and listen to what they say.

77% School Connectedness

of our **5th grade** students feel connected to their school and are happy to be there.

79% Social & Emotional Learning Supports

of our **5th grade** students agreed that the school helps them resolve conflicts and empathize with and care about others.

62% Caring Adults

of our **7th grade** students feel that adults at their school care about them and listen to what they say.

61% School Connectedness

of our **7th grade** students feel connected to their school and are happy to be there.

24% Social Emotional Distress

of our **7th grade** students agreed that they often feel sad, are easily irritated, and have a hard time feeling excited about anything

54% Caring Adults

of our **9th grade** students feel that adults at their school care about them and listen to what they say.

62% School Connectedness

of our **9th grade** students feel connected to their school and are happy to be there.

28% Social Emotional Distress

of our **9th grade** students agreed that they often feel sad, are easily irritated, and have a hard time feeling excited about anything

60% Caring Adults

of our **11th grade** students feel that adults at their school care about them and listen to what they say.

59% School Connectedness

of our **11th grade** students feel connected to their school and are happy to be there.

28% Social Emotional Distress

of our **11th grade** students agreed that they often feel sad, are easily irritated, and have a hard time feeling excited about anything

Caring Adults

Information gathered from the 2023-2024 survey informed us that almost three-quarters of our elementary school students feel that adults at their school care about them and listen to what they say. That also means that **one in four elementary students do not feel the adults at school care about them**. Any educator would agree that number should be one hundred percent. Even more concerning, this percentage dropped to 54 and 60 percent in high school students, meaning that **almost half of our high school students don't think the educators at their school care about them**.

School Connectedness

Additionally, about **one in four elementary students do not feel connected to school**. They report feeling unhappy to be at school, like they are not a part of the school, or that they don't feel close to people at school. **By middle and high school, four out of every ten students feel disconnected.**

Social Emotional Distress

The increasing number of students self-reporting that they feel social emotional distress is concerning. In 7th grade, nearly **one in four middle school students reported feeling distressed** most or every day and, by 11th grade, even more students report feeling sad, easily irritated, and hard to feel excited about anything.

Kindness Research

According to the Random Acts of Kindness Foundation, “teachers using [kindness] curriculum report feeling **more connected to their students**, seeing more kindness in their classrooms, halls and on the playgrounds, and noticing their **students demonstrating more empathic, caring traits**.... The teachers also noted improved trust, fewer referrals to the office, more respect between students, and a generally **more positive school and classroom culture**.”

A Choose Kindness Foundation pilot study that asked study participants to employ kind practices and mindfulness over 15 weeks, found that **stress levels for participants decreased and life satisfaction increased**. Indicating that performing kind acts leads to positive outcomes for the person doing the kind act, not just the person receiving the kind act.

About half of the participants in one study by Christine Carter, UC Berkeley, Greater Good Science Center, reported that they feel stronger and more energetic after helping others; many also **reported feeling calmer and less depressed**, with increased feelings of self-worth.”

According to a University of British Columbia Study, a group of highly anxious individuals performed at least six acts of kindness a week. **After one month, there was a significant increase in positive moods and relationship satisfaction, and a decrease in social avoidance** in socially anxious individuals. This showcases that the impact of kind acts is almost immediate.

Dr. Ritchie Davidson, University of Wisconsin says that kindness is teachable. “It’s kind of like weight training, we found that **people can actually build up their compassion ‘muscle’ and respond to others’ suffering with care** and a desire to help.”

Kindness is also contagious and can cause the ripple effect we’re looking for in SCUSD. Jamil Zaki, Assistant Professor of Psychology at Stanford University found that the **positive effects of kindness are experienced in the brain of everyone who witnessed the act**, improving their mood and making them significantly more likely to “pay it forward.” This means one good deed in a crowded area, or showcased to large groups, can create a domino effect and reach people exponentially.

Communication Preference Research

A 2018 formal communication audit conducted by an outside consulting firm provided communication preference data that informed the kindness campaign planning.

Students

Social Media
Text Messages

Staff

District Emails
District Newsletter
School Emails

Use More Often

Social Media
Website
App

Families

School Emails
Automated Calls
School Newsletter

Spanish-Speaking

District Emails
School Emails
Automated Calls

PLANNING

Launching our campaign on World Kindness Day (November 13), the month after Bullying Prevention Month (October), was a conscious effort to proactively support students' social-emotional well-being by modeling behaviors that encourage kindness and compassion towards others.

Before the official launch date on Kindness Day, November 13, 2023, we reached out to school sites to encourage them to get involved in the campaign and be ready to launch with us. Recognizing the significance of student input, at the Superintendent's Student Council meetings, we also encouraged our student leaders to disseminate information amongst their peers.

Participating in our goal to reach One Million Acts of Kindness allows students to take ownership of their school culture and actively contribute to positive change. By involving students in planning and implementing kindness initiatives, the campaign gives them a sense of agency and responsibility. This sense of empowerment can help shift negative attitudes and behaviors, creating champions of kindness and advocates for positive change.

We knew that for our campaign to be successful, we would need the whole community to be engaged. With this in mind, we outlined a dedicated website, drafted content, and brainstormed a variety of resources that we could make available so that everyone could help us spread the word about One Million Acts of Kindness.

We created a variety of possible One Million Acts of Kindness logos and polled staff to find out which design they preferred. Including the staff made them feel more invested in the project and therefore more likely to get involved.

IMPLEMENTATION

Using the most effective communication strategies and tools learned from our research, we implemented a variety of actions to encourage action from students, families, teachers, staff, and our community.

- Website section
- Local libraries and city communications
- School libraries
- School newsletters
- District newsletters
- Direct outreach via email, text, and app
- Social media #SCUSDkind
- Staff meetings
- Messages from the Superintendent
- Flyers in Peachjar
- Videos
- Branded collateral
- Email signatures

We created unique tracking codes for each piece of collateral so that we could track in real time to determine which advertising methods were the most effective. This allowed us to adjust the plan and implementation with strategies and tactics that were most effective.

We designed various pieces of collateral that could be shared in classrooms and at home to promote One Million Acts of Kindness:

- Kind deeds checklist
- Bookmarks
- Flyers/posters
- Website banners
- Popup banner stands
- Slide templates for presentations



EVALUATION

Our initial goal was to get people to actively log at least 16,500 acts of kindness by November 30, 2023. That goal was surpassed when we reached 20,000 logged acts! Our next goal is 50,000 by June 30, 2024 and we are well on our way there with 30,000 logged acts. We know there are many more than that out there. We constantly hear stories and see posts that have not been submitted through our tracking strategies. We are ok with that because we really just want to see the positive, contagious ripple, which has proven itself and is growing with each passing month.

Additionally, we track our data in real-time to continually adjust our plan and implementation. Data from bitly.com tells us that the most frequently clicked link to log kindness is the district's student and staff portal, Classlink, with **2,204 engagements**. The least used QR code is embedded in the Introductory Video to our Community with **only 3 clicks**. YouTube data tells us that the video has been viewed 171 times so we learned that QR codes are not necessary in videos.

Engagements



2,204 Classlink

626 Kindness
Homepage

501 Newsletter

94 Kindness
Homepage

77 Kindness
Checklist

[View All Tracking Data](#)

SOCIAL MEDIA

School & Community Posts

agnewelem December 18, 2023 Following ...



Liked by khugheselem and 24 others
agnewelem It's wonderful to see all the acts of Kindness from our #agnewgoldeneagles. Did you know our district is in the middle of the One Million Acts of Kindness campaign? Visit @santaclarasud's webpage to submit your act of kindness. #scusdkind

santaclaracitylibrary February 7 Following ...



32 likes
santaclaracitylibrary A youngling @pomeroyelementary gifted us a handcrafted bookmark with the kindest message inside. It's our new favorite placeholder and good luck charm! 🍀🍀🍀



Liked by khugheselem, montagueelem and 32 others
agnewelem As we all continue to recognize the many acts of kindness and experience gratitude for what we have in our lives, our #agnewgoldeneagles in Mrs. Gonzalez's class have ways light up the world with their KINDNESS.

Remember to log acts of kindness for our district's One Million Acts of Kindness campaign. @santaclarasud #scusdkind


montagueelem November 2, 2023 Following ...



Liked by agnewelem, leannagoldenberg and 26 others
montagueelem On Thursdays, Mrs. Goldenberg starts our morning announcements off with Thankful Thursday. Sometimes students volunteer to share in front of the whole school. Here we have a student that shared that he was thankful for Mrs. Goldenberg! ❤️ It's so important to take a moment to stop and think about what we're all thankful for. What a wonderful act of kindness to show appreciation for our principal! #SCUSD Proud #MarvelousMustangs #SCUSDkind

Gary Waddell Jan 22 · 🌐

Amazing things are happening at Huerta Middle School in Santa Clara Unified School District! Rigorous instruction, equity-focused learning, and amazing collaboration happening for the awesome students. Go Hawks! #SCUSD Proud #scusdkind



Like Comment Send Share
❤️ 25
1 share
Ana Vargas- Smith

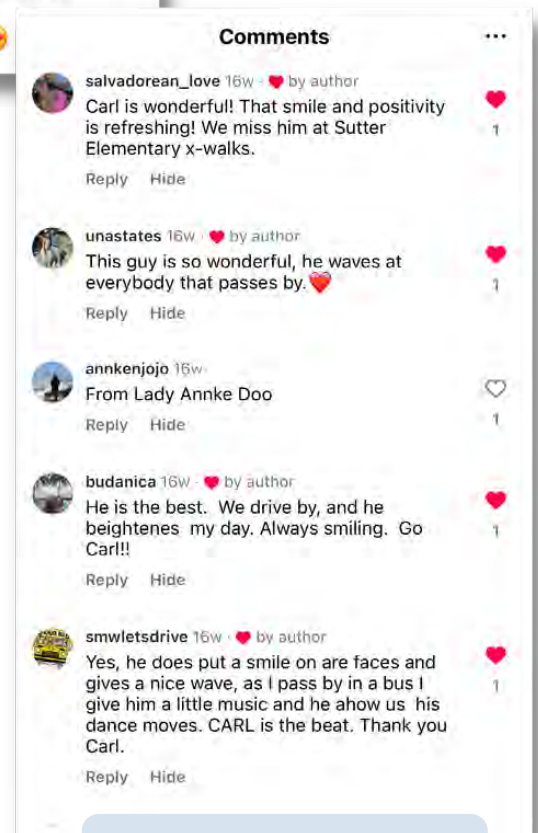
washingtonopenelementary November 17, 2023 Following ...



Liked by agnewelem, khugheselem and 15 others
washingtonopenelementary Our fifth graders are showing off their kindness! They created posters, bookmarks and cards all about kindness! Let's go #SCUSDkind

View Engagement Data

SOCIAL MEDIA: *District Posts*



[View Engagement Data](#)

santaclarauisd
Pomeroy Elementary

[View insights](#) [Boost post](#)

Liked by agnewelem and 124 others
 santaclarauisd Pomeroy student Haley arrived at school proudly showcasing her new haircut, having generously donated her long locks to create wigs for children undergoing cancer treatment. This rocket-powered act of kindness truly lights up our SCUSD community! Great job, Haley! #SCUSDkind

Santa Clara Unified School District
Posted by ClassIntercom
2d · 🌐

At Montague Elementary School, Mrs. Hopper's 2nd-grade class crafted kindness jars to showcase the many different ways they can be #SCUSD... See more

[See insights and ads](#) [Boost post](#)

👍👍 Santa Clara Police Department and 11 others

santaclarauisd and bowerselementary
Santa Clara Unified School District

👍👍👍 Liked by padron421 and others
 santaclarauisd Superintendent Dr. Waddell has been out at school sites celebrating Read Across America Week and talking about kindness! Check out these photos and video from Bowers Elementary School. #SCUSDkind
 March 2

Santa Clara Unified School District
Posted by ClassIntercom
Feb 15 · 🌐

"Be a rainbow in someone else's cloud" - Dr. Maya Angelou. Each quarter, Science Teachers MaryPat Slate and Brad Beadell decorate their scie... See more

[See insights and ads](#) [Boost post](#)

👍👍👍 20 2 shares

santaclarauisd

Random Acts of Kindness Day!
 FEBRUARY 17, 2024

[View insights](#) [Boost post](#)

Liked by agnewelem and 12 others
 santaclarauisd It is Random Act of Kindness Day! There

Santa Clara Unified School District
Posted by ClassIntercom
Feb 5 · 🌐

During recess at Millikin Elementary School, students participated in an activity inspired by books they read about brave Ruby Bridges, who was the fi... See more

[See insights and ads](#) [Boost post](#)

👍👍👍 27 2 shares

santaclarauisd

One Million Acts of Kindness

"I had surgery last week and my coworkers have been checking on me, encouraging me, and offering me their support. It helps to know that they care and are thinking of me. I really do have the best coworkers!"
 - Anonymous from Mayne Elementary School

[View insights](#) [Boost post](#)

👍👍👍 Liked by agnewelem and 14 others
 santaclarauisd Taking a moment to check in on someone shows kindness in action, reminding us of the importance of empathy and human connection! Contribute to our one million acts of kindness by using the "Click to Log Your Kindness" link in bio. 🧡💙 #SCUSDkind #RAKweek #DailyDoseOfKindness
 February 16

[View Engagement Data](#)

MARKETING MATERIALS

Logo Suite



#SCUSDkind

Sharing kindness is... *caring*

Website Section




Santa Clara Unified School District believes in the power of kindness to transform lives, create stronger communities, and build a brighter future for our children.

That's why we're excited to invite our families and community to be part of our incredible journey towards spreading one million acts of kindness throughout our district and beyond. Each act of kindness that you share with us will count towards our goal of "One Million Acts of Kindness." See below for ways to get involved. Let's get counting!

[CLICK TO LOG YOUR KINDNESS](#)

Total acts of kindness as of March 29, 2024
29,650



Contact

communications@scusd.net

[DISTRICT HOMEPAGE](#)

Kindness in our Community

Resources

[Share Your Story](#)

Connect

Santa Clara Unified School District
4210 likes

Santa Clara Unified School District
18 followers

Yesterday, #SCUSDsuperintendent Dr. Weidell visited our Student Services team to connect with staff and learn more about their programs. He had the opportunity to peek behind the scenes of our Family Resource Center, health and wellness team spaces, the Enrollment Center, and Wilson High School's Wellness Center. Student Services teams provide a variety of districtwide systems and services to ensure our families and students have the resources they need to overcome challenging barriers and thrive.

Why participate?

Build Stronger Connections

- Engaging with your children in meaningful conversations about kindness and empathy fosters deeper connections within your family.
- Teaching children valuable life lessons about compassion, understanding, and the joy of giving back to others inspires the next generation to continue what we started.

Be Part of Something Bigger

- By joining "One Million Acts of Kindness," you become a vital part of a collective effort to create a more compassionate world.
- Small acts of kindness can ripple out and create a domino effect of positivity, making our communities more vibrant and supportive.

How to Get Involved


- Pledge to be kind:** commit to performing acts of kindness, whether it's helping a neighbor, supporting a local charity, picking up trash in your neighborhood, or simply offering a smile to someone in need.
- Share your stories:** Share your deeds of kindness and inspire others by tagging #SCUSDkind on social media or by filling out our short [Kindness Counter form](#).
- Spread the word:** Encourage your friends, neighbors, and fellow parents to join the #SCUSDkind initiative and make a lasting impact on our community.
- Use our resources:** Visit our [Resources webpage](#) to download our logos, social media graphics, classroom activity resources, kindness ideas checklist, and more.

Tag Us Using #SCUSDkind


[FACEBOOK](#) [TWITTER](#) [INSTAGRAM](#)

Resources


Logos and Graphics




[DOWNLOAD STACKED LOGO](#)




[DOWNLOAD BANNER LOGO](#)




[DOWNLOAD SOCIAL LOGO - LIGHT](#)




[DOWNLOAD SOCIAL LOGO - DARK](#)



[DOWNLOAD SINGLE HEART LOGO](#)



[DOWNLOAD DOUBLE HEART LOGO](#)




[DOWNLOAD SIGNATURE LINE](#)


Kindness in our Community

"A first-grade student took it upon himself to start to clean up the trash around the outside of our school. He took his little 'picker upper' tool and a trash bag and started taking trash away."


— HEDI, WASHINGTON OPEN



The Wilson High School math department pooled funds to throw a delicious appreciation lunch for the kitchen staff, custodians, campus supervisors, and grounds crew at the Wilson CHAMPs Cafe.



Every morning on his way to the district office, Monica Pachon receives a warm smile and wave from Brianwood Elementary's crossing guard, Carl. Always smiling and friendly, Carl brightens the day of many individuals walking and driving down Cabrille Avenue. Moved by his kindness, Monica expressed her gratitude by delivering hand warmers to Carl for the cold season.



Formerly student, Hasky arrived at school proudly showcasing her new haircut, having generously donated her long locks to create wigs for children undergoing cancer treatment.


"I'm sending homemade Butternut squash soup and freshly baked bread to a teacher that is recovering from an operation."

— SONIA, PETERSON MIDDLE SCHOOL



Share Your Kindness Form






One Million ACTS OF KINDNESS


One Million Acts of Kindness

Each act of kindness that you share with us will count towards our goal of "One Million Acts of Kindness." Visit our [One Million Acts of Kindness website](#) for other ways to get involved. If you would like to share a photo/video clip of your kindness in action, after you fill out the form below, please email the visual media to communications@scusd.net along with your contact information.

Un millón de actos de generosidad

Cada acto de generosidad que comparta con nosotros contará para nuestra meta de "Un millón de actos de generosidad". Visite el sitio web [Un millón de actos de generosidad](#) para conocer otras formas de participar. Si desea compartir una foto o un videoclip de su generosidad en acción, después de contestar el formulario a continuación, envíe un correo electrónico a medios visuales en comunicaciones@scusd.net junto con su información de contacto.

pmay@scusd.net [Switch account](#) 

 Not shared

** Indicates required question*

Total number of kind acts *

Número total de actos de generosidad

Was this a single act, or a group project with multiple acts of kindness?
¿Fue este un acto único o un proyecto grupal con múltiples actos de generosidad?

Your answer

Tell us your story *

Cuéntenos su historia

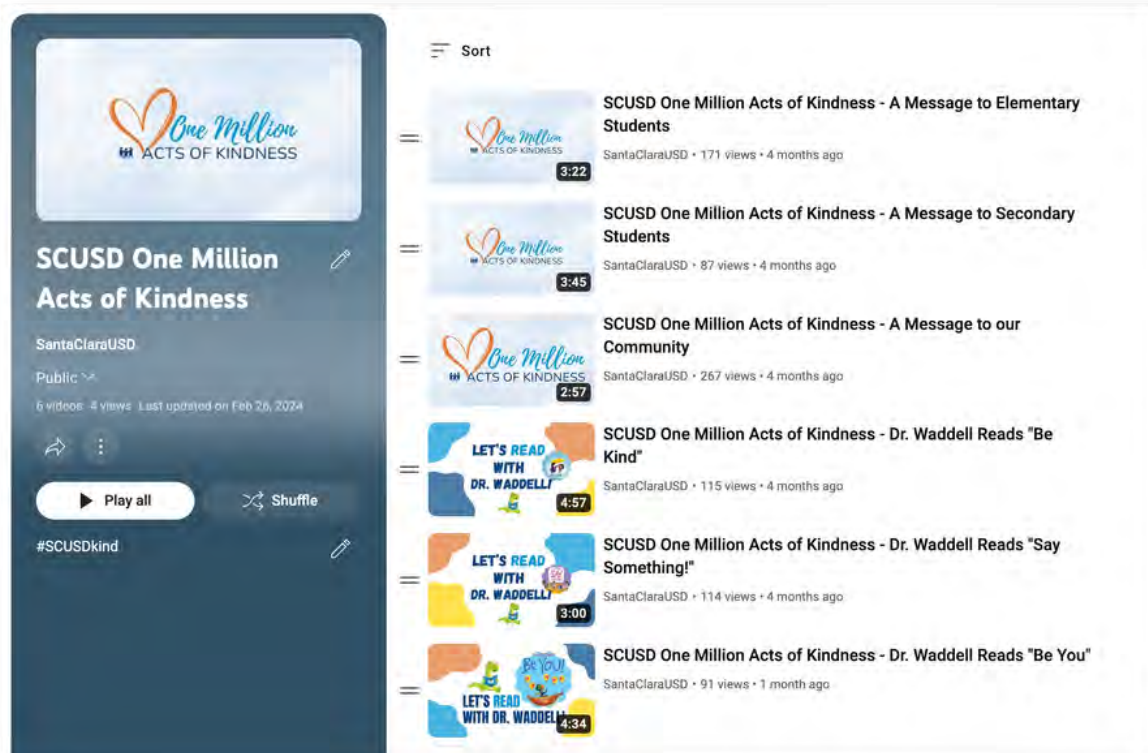
Your answer

[View Share Your Kindness Form](#)

Introductory Video & Playlist



[View Introductory Video](#)



[View Superintendent Dr. Waddell Reads Playlist](#)

Campaign Toolkit

Kindness Campaign Toolkit

TABLE OF CONTENTS

Campaign Overview	Why Participate?	Kindness Checklists	Social Media Posts and Graphics
Teaching Kindness	Campaign Logos	Kindness Ideas Kindness Quotes	Parent and Community Email Templates
Get Involved	Photo Gallery	How Kind Are We?	Log an Act of Kindness
One Million Acts of Kindness Homepage	Classroom Resources and Videos	Share Stories of Kindness	Additional Resources

CAMPAIGN OVERVIEW

Dear staff,

We are excited to announce that on the week of November 13, 2023, Santa Clara Unified School District will launch our "One Million Acts of Kindness" campaign across the district. By embracing kindness and promoting compassion throughout our district we hope to create a community where every individual is valued, supported, and empowered to achieve their full potential and contribute to a brighter future for all.

We need your help to spread one million acts of kindness throughout our district and beyond.

Below you will find some resources for your classrooms so that you can encourage your students and community to join in the fun! Each click to log your kindness will count towards our goal of "One Million Acts of Kindness."

Stay tuned for more resources as we develop this toolkit.

SCHOOL RESOURCES

Introduction Letter to Families

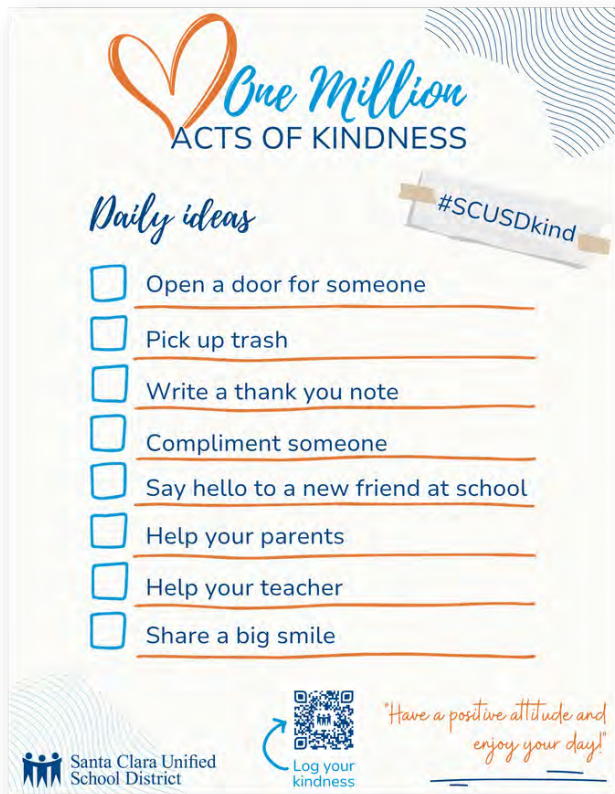
Subject Line: Show how much you care by participating in our "One Million Acts of Kindness" campaign.

Dear [enter school name] families,

Santa Clara Unified School District believes in the power of kindness to transform lives, create stronger communities, and build a brighter future for our children. That's why we're excited to invite our families and community to be part of our incredible journey towards spreading one million acts of kindness throughout our district and beyond.

[View Campaign Toolkit](#)

Kindness Checklist & Poster/Flyer



One Million ACTS OF KINDNESS

Daily ideas #SCUSDkind

- Open a door for someone
- Pick up trash
- Write a thank you note
- Compliment someone
- Say hello to a new friend at school
- Help your parents
- Help your teacher
- Share a big smile

Santa Clara Unified School District

Log your kindness

"Have a positive attitude and enjoy your day!"



One Million ACTS OF KINDNESS

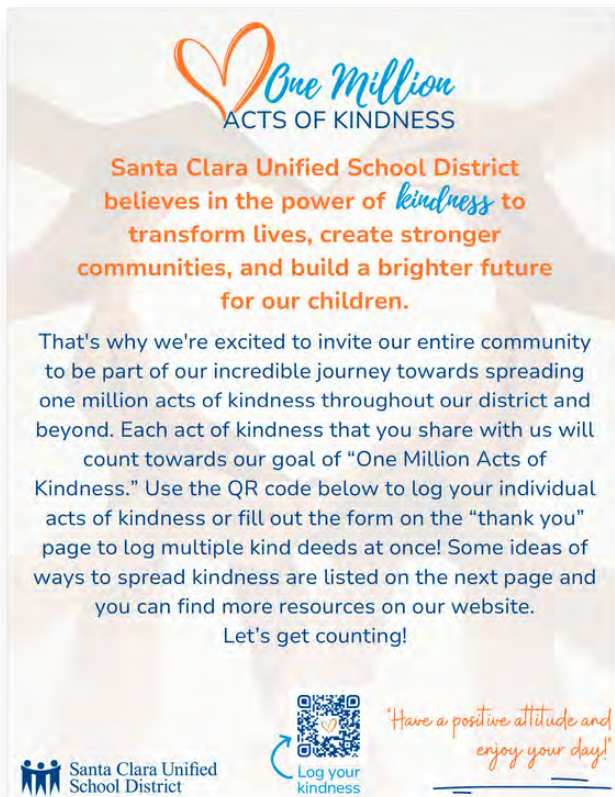
Weekly ideas #SCUSDkind

- Donate toys to charity
- Make a gift for a friend
- Clean your room
- Thank your teacher
- Volunteer
- Visit a nursing home
- Start a kindness club
- Donate a book to the library

Santa Clara Unified School District

Log your kindness

"You are amazing, never forget that!"



One Million ACTS OF KINDNESS

Santa Clara Unified School District believes in the power of kindness to transform lives, create stronger communities, and build a brighter future for our children.

That's why we're excited to invite our entire community to be part of our incredible journey towards spreading one million acts of kindness throughout our district and beyond. Each act of kindness that you share with us will count towards our goal of "One Million Acts of Kindness." Use the QR code below to log your individual acts of kindness or fill out the form on the "thank you" page to log multiple kind deeds at once! Some ideas of ways to spread kindness are listed on the next page and you can find more resources on our website. Let's get counting!

Santa Clara Unified School District

Log your kindness

"Have a positive attitude and enjoy your day!"



HOW DO YOU SHARE kindness?

Daily ideas

- Open a door for someone
- Pick up trash
- Write a thank you note
- Compliment someone
- Say hello to a new friend at school
- Help your parents
- Help your teacher
- Share a big smile

Weekly ideas

- Donate toys to charity
- Make a gift for a friend
- Clean your room
- Thank your teacher
- Volunteer
- Visit a nursing home
- Start a kindness club
- Donate a book to the library

"You are amazing, never forget that!"

Santa Clara Unified School District

Log your kindness

#SCUSDkind

Website and Newsletter Banners



Kindness Bookmarks

Bookmarks are placed in all school libraries and at our local city libraries.



One Million
ACTS OF KINDNESS

WHAT KIND THINGS CAN YOU DO TODAY?

- 1 OPEN A DOOR FOR SOMEONE
- 2 COMPLIMENT SOMEONE
- 3 HELP YOUR TEACHER
- 4 CLEAN YOUR ROOM
- 5 HUG YOUR FAMILY
- 6 DONATE A BOOK TO THE LIBRARY
- 7 SIT WITH A NEW FRIEND AT SCHOOL
- 8 VOLUNTEER

#SCUSDkind
Log your kindness

Un Millón
ACTOS DE BONDAD

¿QUE PUEDES HACER HOY?

- 1 ABRE LA PUERTA A ALGUIEN
- 2 ELOGIA A ALGUIEN
- 3 AYUDA A TU MAESTRO
- 4 LIMPIA TU CUARTO
- 5 ABRAZA A TU FAMILIA
- 6 DONA UN LIBRO A LA BIBLIOTECA
- 7 SIÉNTATE CON UN NUEVO AMIGO EN LA ESCUELA
- 8 OFRECETE PARA VOLUNTARIADO

#SCUSDkind
Registra tu bondad



Pop-up Banners



District Newsletter


Our bi-monthly newsletter, District Update, is sent via email, text, and app push to approximately 27,500 families, staff, students, and community members.

PM District Update - November 13, 2023
Phillipa May • 5 months ago • Monday, Nov 13 at 6:05 PM • Undisclosed

This post can be viewed by users outside of ParentSquare




DISTRICT UPDATE | NOVEMBER 13, 2023



Message from Dr. Gary Waddell
SUPERINTENDENT

Happy World Kindness Day! I encourage us each to take a moment out today to talk about kindness with those around us over a meal with family, a coworker, or a friend. A single act of kindness can be transformative. Collectively, we can turn our schools into engaging, supportive, and compassionate school communities.

As we each commit acts of kindness, please click the link below to log your act of kindness and join us as we watch our district grow! I know that we are focused on many critical issues of student achievement and that holding space for one another is just as important — we get further faster when we go together.



[CLICK TO LOG YOUR KINDNESS](#)

Most importantly, we want to all focus a little bit more on how we treat one another. We are in this together and there is no limit to what we can accomplish when we link arms and walk together in service of our children and youth.

Dr. Waddell

[View November District Update](#)

PM District Update - January 16, 2024
Phillipa May • 2 months ago • Tuesday, Jan 16 at 5:44 PM • Undisclosed

This post can be viewed by users outside of ParentSquare



DISTRICT UPDATE | JANUARY 16, 2024



Message from Dr. Gary Waddell
SUPERINTENDENT

I'm excited to share exciting news about our school district's "One Million Acts of Kindness" campaign! In just a few short months, the response has been overwhelmingly positive, with over 25,000 acts of kindness already logged by our incredible community of students, staff, and families.

Hearing the stories of these acts is inspiring. From thoughtful gestures within classrooms to inspiring schoolwide initiatives, including staff writing encouraging, personalized notes to every student at the school, the acts of kindness in SCUSD are weaving a beautiful tapestry of connection and care across our district. The impact extends far beyond individual moments. I know that each and every one of these acts has the capacity to change the lives of children and youth and staff across our district. Fostering kindness not only enhances emotional well-being and academic performance but also strengthens a sense of belonging and community.

This is especially impactful for our children and youth. By prioritizing kindness and modeling its practice, we equip our young people with invaluable tools for navigating the world and becoming empathetic, responsible citizens.

Join us on this journey! Share your family's stories of kindness on social media with #SCUSDkind, log your acts (at the link below), and let's celebrate every ripple of compassion that makes its way across SCUSD and beyond.

[LOG YOUR KINDNESS HERE](#)



[View January District Update](#)

Supt's Scoop

Supt's Scoop is a weekly email that Superintendent Dr. Gary Waddell sends out to staff to keep them informed about important districtwide initiatives.



Supt's Scoop

November 13, 2023

♥♥ Happy World Kindness Week ♥♥

Today we celebrated World Kindness Day and the formal kick-off to our kindness campaign. Whether you are a teacher, support staff, or play another role in our district, I encourage you to take a moment out during World Kindness Week to talk about kindness with those around you and have students and staff contribute to our kindness counter as we climb toward one million acts and see what the impact of that can be for our children and all of us, as well.



Our Communications Team reminds me that you can log multiple acts of kindness if it is a class, club, group, or school activity. To log multiple acts at once, fill out the kindness form that appears on the "thank you" page after you click the "log your kindness" button below.

Most importantly, we want to all focus a little bit more on how we treat one another. We are in this together and I know that there is no limit to what we can accomplish when we link arms and walk together.

Below you will find a few of our kindness resources that you might find useful.

Classroom resources:

- VIDEO: [Dr. Waddell's Challenge to Elementary Students](#)
- VIDEO: [Dr. Waddell's Challenge to Middle and High Students](#)
- VIDEO: [Dr. Waddell Reads "Be Kind"](#)
- VIDEO: [Dr. Waddell Reads "Say Something"](#)
- POSTER: [Daily and Weekly Kindness Checklist w/ QR Code](#)

Work resources:

- GIF: [Add to your email signature line](#)
- POSTER: [Daily and Weekly Kindness Checklist w/ QR Code](#)

Imagine our gain toward our goal of one million if every staff and every classroom leads kindness discussions and activities each day this week in honor of World Kindness Week?

Let's see what we can accomplish together! I wish you a wonderful week!

In appreciation,

Dr. Gary Waddell
Superintendent

♥ Don't forget to catch kindness around you in action and post to social media using #SCUSDKind — we'd love to follow along and celebrate your teams and our schools!

♥ There are some amazing resources out there, here are a few on our shortlist:

- [Random Acts of Kindness \(RAK\) at School Resources](#)
- [RAK at Work Resources](#)
- [TeachKindness Resources \(sign your school up to access leveled activities\)](#)

♥ Mark these other dates of significance on your calendars as we continue to make progress to one million!

- Jan 22-26 — The Great Kindness Challenge
- February — Random Acts of Kindness (RAK) Month
- Feb 14-17 — RAK Week
- Feb 17 — RAK Day

LOG YOUR KINDNESS

A Few More Favorite Photos

