




Santa Ana Unified School District  
**SANTA ANA  
SCHOOLS HIGHLIGHT  
EDUCATION EQUITY**

 **OUR CHALLENGE**

**Santa Ana Unified School District** is one of the largest school districts in California, and sought to highlight its exceptional programs, staff and student achievements for parents considering educational options for their children. With charter schools, private schools and homeschooling options available, public school districts need to present their opportunities in an attractive, compelling package.

 *This effort sought to connect local, underserved communities with a quality educational institute.*

 **OUR WORK**

Greene Street produced collateral across a range of media, including video and print materials, to highlight the achievements of the school district. Guided by our united values, all materials were thoughtfully designed to reflect the rich cultures, experiences, and voices of the students Santa Ana Unified serves.

 **OUR VISION**

We say this often: **Our strength is in our community.** Greene Street applied a community-centered approach to develop a range of materials that reflect and celebrate the richness, voices, and values of the Santa Ana Unified School District.



 **OUR RESULTS**

These pieces of collateral promoted enrollment in one of the largest school districts in California, highlighting Santa Ana Unified as an institution that provides its students with an excellent education.

 [Click here to view the video playlist!](#)

