



Tactics: Video Series
Santa Clara County School Board Association
Hoffmann Submissions

Overview

Begun in 1984, the Hoffmann awards were initiated by the Santa Clara County School Boards Association to provide recognition to successful school programs that have a significant impact on student success in our county. Named for the former County Superintendent (1967-84), these awards exemplify Dr. Hoffmann's strong belief in educational leadership as the key factor in educational reform. Each fall, school districts are invited to identify programs they consider worthy of commendations and consistent with a free, public education for all students. Applications are submitted in one of the following ten (10) categories, with one category marked as primary (most impact in this arena), and an additional category marked for secondary consideration (lesser impact here). A program may be multi-district, district-wide, one school, or only one classroom.

The ten categories are:

1. Curriculum and Instruction Programs that significantly enhance the student learning experience in a variety of curricular areas.
2. Targeted Student Populations Programs that are specifically designed to address the educational needs of targeted student populations.
3. Technology Programs that demonstrate the integration of effective uses of technology in teaching and learning.
4. Professional Development Professional development programs for staff: teachers, administrators, certificated and/or classified personnel. Efforts may include support for training, continuing education, evaluation, recruitment, retention, and/or opportunities for collaboration and shared decision-making.

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5. Family Involvement Programs that encourage or facilitate family involvement in their child's education.
6. Community Connection Collaborations that support the school's objectives for their students' educational experience, including but not limited to core academics.
7. Accountability and Assessment Programs to assess student achievement or program effectiveness, such that instruction is improved or accountability enhanced.
8. Student Leadership Programs that promote and support leadership roles for students within their school.
9. Student Wellness Programs for students and/or families that support student learning by addressing critical physical and mental health issues
10. Student Support Services Programs within a school that support the core educational objectives of the school, but do not directly involve curriculum and instruction.

For the 2022-23 school year, the Santa Clara County Office of Education's Digital Media Operations team was asked by the Santa Clara County School Boards Association to put together the following videos for Hoffmann award submissions:

- [Los Gatos-Saratoga Post-Secondary Transitions](#) - showcases the Post-Secondary Transitions program in the Los Gatos Saratoga UHSD in partnership with West Valley College.
- [MUSD Pathways](#) - showcases the Pathways program in the Milpitas Unified School District.
- [PAUSD Child Development](#) - showcases the Child Development Pathway program in the Palo Alto Unified School District.
- [SCCOE LiUNA](#) - showcases the LiUNA Pre-Apprenticeship Program at Blue Ridge High School.
- [Sunnyvale Juntos](#) - showcases the Juntos dual immersion program in Sunnyvale School District.

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While these videos were originally created as Hoffmann award submissions, they have been further used by each of the programs as a means to build an awareness campaign for each program.