Superintendent of Schools Rachel Kinder instituted the branding “Every Learner, Every Day” for Valley View Community Unit School District 365. To begin telling the stories of individual Learners across our District, the Communications Team (including Jim Blaney and Nicole Eimer) began the “I Am Every Learner” social media campaign in September 2021, using the hashtag “EveryLearner365”.

The “I Am Every Learner” social media campaign’s main goal is to highlight our wide range of students, focusing on how each student connects to being a Learner in their school environment. We strive to show our community that each Learner is an individual, with a distinct personality, background, and story. The Learners who appear in the series also reinforce that the Valley View community is a diverse, multicultural community.

Every Wednesday, a new VVSD Learner is featured on District and School social media platforms (Facebook, Twitter and Instagram). Each post features two photos: the first is a portrait style color photo to introduce the Learner, and the second photo includes their full name, grade, school, and a quote from the Learner. Obviously, the quotes are more thoughtful when the subject is older, but the purity and honesty of the answers of our younger learners can be quite entertaining or thought-provoking!

Our staff, family and community social media engagement with this campaign is very high - often 2x more in comparison with our other weekly content. We almost always see comments and reshares from individual schools, school leaders and family members that love celebrating and recognizing each Learner. This social media campaign really feels special and unique because of the personalization and individuality shown in each photo and quote.

We plan on continuing the “I Am Every Learner” campaign indefinitely to reinforce our “Every Learner, Every Day” District brand. By showing the faces and stories of our Learners, we hope to further connect with our families and community and continue supporting the needs of real children in our community who have dreams, aspirations, and personalities. Valley View School District is here for Every Learner. Every Day.
“I really enjoy math and we’re learning a lot of stuff like multiplication. The thing I enjoy most about school is hanging out with my friends, especially because we weren’t together last year. When I grow up, I want to be a principal just like Mrs. McCaslin.”

Gabi Hillsman, 4th Grade Student
Wood View Elementary School

“Social and emotional support is important for students because if you’re drained socially, it’s hard to focus on learning. Mrs. (Nancy) Shostok would ask me about anything that might be troubling me. We would write them down, discuss solutions, and then throw the list away symbolizing putting difficulties aside.”

Breanna Solis, Senior
Romeoville High School

“I like when we play on the playground and I really like the swings. My favorite superheroes are Spiderman, Superman, and the Hulk. Spiderman is the best because he can swing and fly with webs.”

Joey Plecki, Early Childhood Student
James A. Mitchem Early Childhood Center
"I like doing exercises and wall push ups with Mr. Rob, the adaptive PE teacher."

Jared Gonzalez, 4th Grade Student
R.C. Hill Elementary School

"I love being in school with my friends. I really look up to Simone Biles and I would like to be a gymnast someday."

Mariah Ringgold, 5th Grade Student
Independence Elementary School

"I really like all my teachers; in fact, I love teachers because I've grown up around teachers. My Mom, Dad, and Grandma are all teachers."

Kennady Harbacek, 6th Grade Student
Humphrey Middle School
I am going to meet new people and make friends. (Starting Kindergarten next fall at Saik Elementary School)

Salmaan Chowdhury
1st Official Member of the VVSD Class of 2035

#EveryLearner365

I feel very strongly about how the abundance of learning opportunities offered help us as students. Having the ability to focus on music, art, theater and history is so important to me. The big picture of knowledge makes the small picture more clear.

Carley Ebbenga, Junior
Romeoville High School

#EveryLearner365

“I like numbers! I like to take them away and add them. I want to be a YouTuber when I grow up because they make money when kids watch their videos and then being able to add and take away numbers will be very useful!”

Marcus Clemons, 2nd Grade Student
Jamie McGee Elementary School

#EveryLearner365