



**National Association of  
School Superintendents**  
United in Common Purpose: Each Other's Success

### **Name**

**Trenton Hansen, Ph.D., Superintendent**

### **Current School District and Location**

**Jurupa Unified School District  
Jurupa Valley, CA**

### **INTRODUCTION**

Dr. Trenton Hansen serves as the Superintendent of the Jurupa Unified School District in Riverside County, California. Jurupa Valley is a unique community defined by its blend of rural and suburban living, rich equestrian culture, and vast outdoor recreation. Dr. Hansen leads a diverse district of nearly 18,000 students, where 83% are classified as high-need (low income) and over 86% are Hispanic, including 30% who are English Language Learners.

Uniquely, Dr. Hansen has dedicated his entire career to the JUSD community, beginning in 2002 as a high school Spanish teacher. This deep-rooted history—spanning multiple leadership roles before being named Superintendent in 2021—fuels his conviction that "Achievement & Innovation" can only flourish when built upon a bedrock of authentic engagement. He views transparency as a proactive, strategic engine used to bridge the gap between the district office and the civic heart of the community. By humanizing leadership through consistent, high-level dialogue and intentional visibility, Dr. Hansen has institutionalized a culture where every stakeholder is an essential partner in the district's mission. This vision is most visible in his award-winning video series, *On the Road with Dr. Hansen*, which places student learning and family support systems at the center of the district's narrative, fostering trust through visibility and empathetic connection.

### **Education**

Dr. Hansen has a Bachelor of Arts in Education from Eastern Washington University, a Master of Science in Educational Administration from National University, and a Doctor of Philosophy in Educational Leadership from Northwest Nazarene University. He also holds his School Business Certification from UC Riverside. Lastly, Dr. Hansen serves as an adjunct professor at National University where he teaches various master-level courses in the School of Education.

### **Experience**

Dr. Hansen has served Jurupa Unified School District since 2002 when he began as a high school Spanish teacher. Since then, Dr. Hansen has been promoted to various leadership roles leading to the superintendency, including high school assistant principal, adult & alt-ed principal, high school principal, director, assistant superintendent, deputy superintendent and currently, superintendent. Dr. Hansen's resume of success stems from his deep belief that all students will thrive and succeed when effective systems that focus on positive student outcomes are established and where education professionals adopt a growth mindset, and commit to a whole

child approach to developing and fostering student success. In other words, Dr. Hansen is relentless with his continuous improvement mindset and high expectations to close both the achievement and opportunity gaps for his students.

### **Outstanding Achievement(s)**

Dr. Hansen places a high priority on building effective systems and a team of leaders who are highly skilled in understanding and driving a vision for positive growth and success. A great leader is only as good as the people that they surround themselves with, and their “inner circle” is critical to the overall success of the organization. Dr. Hansen is most proud of his people and the accomplishment of building a committed team of leaders in the district and supporting them as they help to drive the district’s goals and objectives. Through Dr. Hansen’s leadership and decision-making, he and his team have transformed JUSD into a district that prioritizes student’s academic and social-emotional outcomes, relationships, a positive culture, community engagement, and effective systems that support the overall mission of the district. He has led this effort by establishing JUSD’s Vision for the Future which consists of five critical focus areas designed to promote continuous improvement. The focus areas are Achievement and Innovation, Systems of Support, Community and Employee Relations, Building Human Capital, and Organizational Stability and Fiscal Solvency. These key areas drive the work and ensure a complete district alignment to the overall goals and objectives.

Under Dr. Hansen’s leadership and guidance, the district has implemented a full-day TK-K program, acquired \$30M in grants to establish Community Schools at 18 of the district’s 24 campuses, passed a \$180M School Facilities Bond, continues to reduce and balance an impacted budget, developed district leadership systems for both classified and certificated staff, expanded services offered to families to include behavioral and mental health support, and increased Dual Enrollment offerings from a couple hundred students to over a 1000 students districtwide. Another notable accomplishment that Dr. Hansen and his team take pride in is being voted by the employees as a “Top Workplace” award winner in the region for two consecutive years. Dr. Hansen has also been recognized for his transformational leadership regionally, in the state, and nationally. Some of his and the district’s achievements that validate his leadership and work include:

- 2023 Superintendent to Watch – National Schools Public Relations Association (NSPRA)
- 2024 Superintendent to Watch – CA Schools Public Relations Association (CalSPRA)
- 2024 Superintendent of the Year - Western Riverside County Association of School Administrators (WRCASM)

### **Communication Achievements:**

*National School Public Relations Association (NSPRA)*

#### 2025 Awards:

Golden Achievement Award – [2024 JUSD State of the District](#)

Award of Excellence, Writing – [Up the Challenge](#)

Award of Merit, Video Produced in House Series – [Voices of Community Schools](#)

Award of Merit, Video Produced in House Series – [On the Road with Dr. Hansen](#)

Award of Merit, Photography – [Eye on Success](#)

Honorable Mention – Video (singular, produced in-house) – [Leading By Example](#)

#### 2024 Awards:

Golden Achievement Award – [Literacy Without Limits](#)

Golden Achievement Award – [Attend Today, Succeed for Life](#)

Publications and Digital Media Excellence Award – [The Horizon Newsletter](#)

Award of Excellence, Video Produced in House Single – [Top D.O.G.S](#)

Award of Excellence, Video Produced in House Single – [Fair Fashion](#)

2023 Awards:

Golden Achievement Award – [JUSD's Vision for the Future](#)

Golden Achievement Award – [JUSD's Culture of Kindness](#)

Golden Achievement Award – [JUSD is Hiring!](#)

Award of Merit, Video (produced in-house) – [Bloom where You are Planted \(Alumni Teachers Series\)](#)

*California School Public Relations Association (CalSPRA)*

2025 Awards:

Award of Excellence, Feature/Editorial Writing – [Up to the Challenge](#)

Award of Excellence, Multimedia/Visual Communications – [Classified Connectors](#)

Award of Excellence, Multimedia/Visual Communications – [Leading By Example](#)

Award of Excellence, Multimedia/Visual Communications – [Daniel Loza, Garage Star](#)

Award of Merit, Special Event – [JUSD State of the District](#)

Award of Merit, Newsletter – [The Horizon](#)

Award of Merit, Social Media – [JUSD Celebrates Diversity](#)

Award of Merit, Multimedia/Visual Communications – [Focused on the Future](#)

2024 Awards:

Award of Excellence, Comprehensive Program or Campaign – [Attend Today, Succeed for Life!](#)

Award of Excellence, Multimedia/Visual Communications – [Fair Fashion](#)

Award of Excellence, Multimedia/Visual Communications – [Top D.O.G.S.](#)

Award of Merit, Comprehensive Program or Campaign – [Culture of Kindness](#)

Award of Merit, Multimedia/Visual Communications – [Bloom Where You Are Planted](#)

Award of Merit, Multimedia/Visual Communications – [Graduation Reels \(video series\)](#)

2023 Awards:

Award of Excellence, Community Engagement Campaign – [JUSD's Vision for the Future](#)

Award of Excellence, Community Engagement Campaign – [JUSD is Hiring!](#)

Award of Merit, Multimedia/Visual Communications – [Connecting to their Culture](#)

Award of Merit, Multimedia/Visual Communications – [Through Jazlin's Eyes](#)

Award of Merit, Multimedia/Visual Communications – [Welcome Back, JUSD!](#)

Award of Merit, Feature/Editorial Writing – [“One Step Closer”](#) and [“The Next Chapter”](#)

2022 Awards:

Award of Excellence – [Superintendent's Monthly Minute](#)

Award of Merit – [The Horizon Newsletter](#)

**District Achievement & Innovation Achievements:**

- High Graduation Rates: Maintained a 92.7% graduation rate, consistently exceeding the California state average of 91.5%.
- A-G Attainment: Increased eligibility by over 6 percentage points in a single year, rising from 44.3% to 50.3%.
- Post-Secondary Enrollment: 56% of 2025 graduates enrolled in college immediately—the highest rate for the district since before the pandemic.
- Dual Enrollment Success: Nearly 900 students enrolled in college-level courses this year, earning a total of nearly 5,000 college credits.
- Civic Engagement: Student proposals for the State Seal of Civic Engagement increased by over 44% year-over-year.
- 1st in Riverside County: For the College & Career Indicator (CCI) among Students with Disabilities.
- 2nd in Riverside County: For the CCI among English Learners and Socioeconomically Disadvantaged students.
- 3rd in Riverside County: For the CCI overall district ranking.

## Career Technical Education (CTE) & Partnerships

- State-Registered Pre-Apprenticeships: JUSD now offers five registered programs with over 300 student participants in the following sectors:
  - Automotive
  - Construction
  - Public Safety Medical
  - Public Safety Law Enforcement
  - Culinary
- IEETC Partnership: Continued collaboration with the Inland Empire Electrical Training Center to provide specialized pre-apprenticeship opportunities in electrical careers.

## Multilingual Learner Growth (2023–2025 CAASPP)

- English Language Arts (ELA): English Learners showed a significant gain of +9.7 points.
- Mathematics: English Learners demonstrated a gain of +10.2 points.
- Seal of Biliteracy: Projected to award 291 seals this year, surpassing last year's record of 241.

## Literacy & Math Foundational Gains

- Targeted ELA Growth:
  - Homeless Youth: +19.4 points
  - Students with Disabilities: +5.3 points
  - English Learners: +5.0 points
- Targeted Math Growth:
  - Homeless Youth: +15.3 points
  - Foster Youth: +7.7 points
  - Two or More Races: +7.3 points

## AN INTERVIEW

### **Tell us about how you see today's superintendent.**

Today's superintendent must be a multifaceted leader, serving as the "Chief Communicator" who understands that trust is the only currency that allows for bold innovation. The role demands an empathetic, visionary approach to improving education while balancing administrative duties as the chief executive officer responsible for educational policies, curriculum standards, and budget management. Success in this environment requires exceptional interpersonal skills and a highly skilled team pulling in the same direction to foster environments that promote collaboration among all stakeholders. In an era of unpredictable futures, we must be intentional and flexible, advocating for resources and ensuring equity while serving as the public face of the district.

Furthermore, today's superintendent must navigate increasing political strains, often finding themselves leading communities through polarizing social issues that are largely outside their control. We must possess the "communications savvy" and empathy to navigate these complex political landscapes and legal obligations with poise. Even when legal responsibilities contradict politically charged local issues, our primary mission remains protecting the school community from the disruptive glare of national media to ensure our focus stays on student success.

### **What new understandings did you acquire after two or three years on the job?**

I've had quite a few "aha" moments as superintendent. First and foremost is fully understanding the importance of effective communication. With a variety of stakeholders in education, it is critical to communicate well with each group. What I've learned is that the message and the

approach differ depending on who the target audience is and what they are seeking. Sharing a message is not done in a box and has to be intentionally modified to meet the needs of the audience. My experience in this role has taught me that most problems are born from ineffective messaging and/or the delivery of the message. One must be strategic and intentional so that all stakeholders not only hear the message, but so that they understand the message and their responsibility as it pertains to the message.

Secondly, you always hear as a leader that you can't please everyone. Although we know in our hearts that is true, as leaders, we strive to bring all parties along in an accommodating fashion with the many complicated decisions that need to be made. I've learned that not all parties will see the issue the same or agree with the approach but what is most important, is that the leader (superintendent) moves the ship forward and brings along as many partners as they can to ensure the best possible outcomes. It's not always easy but you are worse off if you remain stagnant and wait for "all" to be in agreement. Inaction will damage the progress of the organization if a superintendent waits for 100% buy-in.

Lastly, the power of relationship building cannot be emphasized enough. The work is hard and you need good people who embrace the vision in your corner to help move the district forward. You have to be intentional with building relationships, even when there isn't much to build on. We are in the people business and we won't succeed if we fail building effective relationships.

**Share an idea to use or something you've learned with your colleagues.**

To truly connect stakeholders to a district's vision, I advocate for two primary strategies: the intentional architecture of communication patterns and the power of mission-driven visibility.

First, we must recognize that the order and timeline of a message are just as important as the content itself. By establishing a disciplined "inside-out" dissemination pattern—ensuring our Board, district administrators, site leaders, and classroom staff are briefed in specific intervals before the general public—we empower our team to be ambassadors of truth. This sequence prevents the spread of misinformation on social media and ensures that by the time a message reaches parents, every employee in the organization is prepared with consistent, clarified information to answer questions.

Second, I encourage every leader to develop a concise "elevator pitch" that reinforces the district's core vision and expectations. However, the pitch only works if you leave the office. My favorite part of my schedule is walking classrooms and engaging with staff to share this message. A one-minute, empathetic connection with a teacher can do more to encourage a "stay the course" mentality than any formal memo. While the environment may change, keeping your intentions clear and your presence felt is the most effective way to dispel confusion and foster a collaborative environment.

**Submitted by:**

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**Name/Signature**

**Date**