
DECEMBER 18, 2025

AGENDA ITEM 11
INFORMATION ITEM

SCHOLARSHARE INVESTMENT BOARD

ScholarShare Investment Board Partnership Highlight

Background

Throughout the year, ScholarShare Investment Board (SIB) staff has collaborated with BARÚ Advertising, Inc. and Vizard PR (Vizard), which implemented a public relations strategy for the California Kids Investment and Development Savings Program (CalKIDS or Program). The strategy included shifting the narrative, adopting a regional approach, and increasing engagement with Spanish-language media.

As part of the Spanish-language media effort, Vizard worked closely with SIB staff, to coordinate broadcast, print, and radio interview opportunities with outlets such as Univision Sacramento and Telemundo 52 (Los Angeles). Recognizing the importance of the key audience, SIB staff has provided its “Spanish Media Engagement” presentation highlighting the rationale behind the strategy, key roles, objectives, communication approach, and a summary of recent Spanish-language interviews completed by Dana Salas, one of SIB staff’s outreach specialists.

Presenter

Dana Salas, Outreach Specialist, ScholarShare Investment Board