

The Every Student Counts video highlights how Arlington Public Schools (APS) prioritizes equitable practices to meet the strengths and needs of every student. Through firsthand experiences shared by students, recent graduates, parents and educators, the video illustrates how a commitment to equity fosters success for all learners. This video serves as an essential tool in APS's ongoing efforts to promote inclusive education. It is being used in professional development sessions, school-based discussions and community engagement initiatives to reinforce the importance of meeting students where they are. It is also featured on APS's website and social media platforms to reach a wider audience, ensuring that families, staff and community members understand APS's commitment to student success. The primary target audience includes APS students, families, educators and the community. By amplifying diverse voices and experiences, Every Student Counts strengthens connections between educators, students and families while showcasing the positive impact of equity-driven instruction. The video also serves as a resource for school leaders as they implement strategies to create inclusive learning environments that empower all students. This project supports effective communication by making equity in education both visible and relatable. Through authentic storytelling and real-world examples, the video highlights the role of equitable practices in student achievement. By leveraging multiple digital platforms, APS ensures the message reaches a broad audience and encourages continued conversations on the importance of inclusive education. The impact of Every Student Counts has been significant. It has helped deepen understanding of equity in education, reinforced APS's commitment to meeting the needs of all learners and inspired educators to implement practices that support student success. Families and staff have shared that the video provides a meaningful look at how APS values every student, fostering a stronger and more inclusive school community.