

The video showcasing the Bilingual Family Specialist (BFS) serves a crucial purpose in highlighting their pivotal role in connecting non-English-speaking families with the school community, thereby supporting student academic and social success. Created to elevate awareness and coherence around the BFS role, the video is strategically utilized at various forums, including school board meetings and professional learning sessions at the beginning of the school year. Its primary purpose is twofold: first, to emphasize the importance of BFS in facilitating effective communication and understanding between immigrant families and the school; and second, to underscore their role in ensuring families feel welcomed, informed, and empowered within the school environment. The video effectively captures the BFS's activities, such as building relationships through welcoming initiatives, facilitating seamless communication via multiple channels like phone calls and digital platforms, and empowering parental involvement through workshops and educational tools like ParentVUE. Targeted primarily at school administrators, educators, and the community involved in family engagement and community relations, the video not only educates but also advocates for the support and recognition of BFS initiatives. By showcasing the diverse linguistic and cultural backgrounds of families served and the comprehensive support provided, the video fosters a deeper understanding of the BFS's impact on student achievement and family integration within the school system. Through its dissemination at key events like the school board meeting, the video prompts discussions on enhancing support structures for BFS and reinforces their integral role in achieving school-wide goals of equity and community engagement. Feedback from the community indicates increased awareness and appreciation for the BFS's contributions, leading to more targeted support systems and improved collaboration between school staff and non-English-speaking families. It also highlights the important role BFSs play in our school system and, based on their feedback, makes them feel seen and heard. Ultimately, the video serves as a powerful tool for advocacy and awareness, aligning with broader school initiatives aimed at fostering inclusive environments and ensuring all students receive the necessary support to thrive academically and socially. Its strategic deployment at critical junctures ensures ongoing support and recognition for BFS efforts, driving positive outcomes for both students and their families across the school division.