

This video was produced in the late spring of 2024 as a secret project for Teacher Appreciation Week. It was designed specifically for teachers but with the broader Bayless community in mind. The video was teased as a special project in the district's weekly staff newsletter, then released on every platform Bayless has (Facebook, Instagram, Website, Vimeo, X and others) during Teacher Appreciation Week. The video was among the highest-performing posts in the 2024 calendar year in terms of Facebook impressions and engagement. It is now a part of the homepage of the Bayless High School Website and a mainstay on the district's employment page. This video encapsulated Bayless's caring culture, which is a pillar of the district's strategic plan and a point of emphasis in staff retention efforts. Among the many compliments, one of the teachers in the video said, "(Being in the video) was a better gift than 20 years of food carts, appreciation gifts and everything else."