

The district faced a second superintendent transition in just two years, and we wanted to take a fun approach at introducing our new superintendent. We relied on these students to do that for us. We allowed them to write their own questions and lead the interview. We utilized the video on our social media channels. We focused on reaching our current families and employees, but it was an added bonus that the general community saw it as well. The video received over 22,000 views and was one of the most well-received videos we've done in recent years. We received positive verbal feedback for several weeks following the video's release. It was a great avenue for us to introduce our new leader in a relevant, approachable way that made viewers relate to him.