

Faces of Fort Bend ISD focuses on highlighting student or staff accomplishments that are unique and impactful in nature. These stories aim to showcase the "hidden gems" that typically go unnoticed at a school. The goal of this segment is to aim for the heart and to show the great things that students and staff are doing in, as well as outside, the classroom. This new campaign has been very successful at FBISD. The music student selected for this story has inspired other learners and staff members at his campus and across the district. Despite being blind, Nico has a "can-do" attitude that inspires other students to stay positive. When we pitched the segment, we knew that we did not have any additional budget for it, so we worked to make it happen during regular work hours. District videographers produced lighting, cameras, and any effects to bring the story to life. These videos are showcased across the district through our social media channels, website and any district/campus publications viewed by the FBISD school community. Our target audience is students (all ages), parents, staff members, board members, stakeholders and community members. Aside from being a student highlight video, the Communications Department also aims to demonstrate how the FBISD Mission (Inspire, Equip & Imagine) is representative through these stories. For Niko's story in particular, he detailed how his blindness became his inspiration. Without knowing it, he became an inspiration to students who met him and knew of him.

The District and Nico's school (Fort Settlement Middle School) were committed to equipping him with the resources he needed to be successful. His music teacher adjusted her way of teaching in order to incorporate Nico into the school's orchestra. The evidence of this successful story can be seen in the views, likes and reshares of this highlighted story. Evidence of Success: YouTube <https://www.youtube.com/watch?v=YDOrIHBlyFA&t=28s> - 948 views - 4.4K impressions
Facebook - 20,517 reach - 517 Reactions, comments and/or shares X (Twitter) - 5093 impressions
- 169 engagements Instagram: - 2,594 reach - 2,967 impressions