

A key focus of our communications department this year has been increasing student involvement in storytelling-allowing them to share their own experiences and perspectives. We accomplished this by utilizing a GoPro to authentically capture a student's point of view. On the first day of school, we put a GoPro on a kindergartener named Ella to capture the excitement and wonder of her first day. In addition to the GoPro footage, we used a traditional camera to switch between perspectives. By showcasing the first day of school from Ella's point of view, the video uses real, relatable moments to build a connection with the audience. It not only tells the story of a kindergartener's experience but also reassures parents about what to expect, fostering a sense of trust and understanding. The video communicates the district's message of inclusivity, support, and a welcoming environment in an effective way that resonates with both parents and the community. Our goal is to bring our community inside our schools, offering a glimpse of the meaningful interactions happening every day. This project was a successful step in that direction as we were able to capture genuine, unscripted moments between Ella, her classmates, and her teachers-offering a heartwarming and authentic look at what the first day of kindergarten truly feels like. We also believe this video is particularly meaningful because it helps alleviate fears for incoming kindergarten families by showing them what to expect. The transition to kindergarten can be an anxious time for both students and parents, and this video provides reassurance by highlighting the warm, welcoming, and supportive environment our schools create for young learners. The video was shared on Facebook, YouTube, and Instagram during the excitement of the first week of school. It resonated deeply with our community, as reflected in our social media analytics: -35,000 views on YouTube -5,900 views on Facebook, along with 7 comments and 7 shares. Beyond its initial impact, this video remains a valuable asset for our district, as it can be repurposed to promote key initiatives like Kindergarten Kick-Off and kindergarten registration.