

At the beginning of this school year, our superintendent challenged all staff members to view their work, regardless of what position they hold, through the eyes of our students. In order to support this message, we created videos with this theme in mind. This was our first and, we believe, captures the essence of seeing our work through the eyes of those that we serve--our students. Kentwood Public Schools is the most diverse district in Michigan and in the top 10 for diversity in the nation (Source: niche.com). We have students from close to 100 countries from around the world who attend our district. Sharing Gabriel's story aimed to highlight him as an individual, new to the country in his junior year in high school, as well as being an example of a story similar to so many other stories of students in our district. This video was shared widely in late fall on our district's website main page as well as on our district's social media sites, most notably Facebook and YouTube. Our target audience was our families, staff, students and community members. Our district's vision statement is Excellence and Equity in Education. We are committed to celebrating our students who they are and where they're from while, at the same time, ensure equitable opportunities and outcomes for each student in our district. This video supports our communication efforts along these lines. This was one of our most popular videos this year as it was viewed and shared widely on social media, indicating a high level of success with this video.