

**Purpose** This video highlights the transformative impact of Gilroy Unified School Districts TK-12 dual immersion program, one of only about 20 comprehensive programs in California. It showcases how the district fosters bilingualism and biliteracy from an early age, equipping students with academic, cognitive, and career advantages. By following a structured pathway from elementary through high school, students master both Spanish and English, culminating in AP Spanish exam success and real-world bilingual communication skills. This program is more than language learning; it's an educational advantage that opens doors to college, careers, and global opportunities.

**Where and When It Is Being Used** The video is a long-term promotional tool used to inform and inspire families, educators, and decision-makers. It is featured in: District websites, social media, and parent outreach efforts to increase awareness and enrollment. School board presentations and educational conferences to highlight the program's success and impact. Orientation sessions and recruitment events to showcase the benefits of dual immersion. Its continued use ensures that families, educators, and policymakers recognize the lifelong benefits of bilingual education.

**Target Audience** The video speaks directly to current and prospective Gilroy Unified families, encouraging them to enroll their children in a program that provides bilingual fluency and academic excellence. It also engages educators, school administrators, and district leaders who advocate for bilingual education, as well as policymakers and language education advocates shaping the future of multilingual learning in California.

**How It Supports Effective Communication** The video powerfully conveys the value of the dual immersion program through:

- Authentic storytelling** Personal testimonials from students, teachers, and administrators illustrate the program's life-changing impact.
- Engaging visuals** Real classroom interactions showcase the 50/50 instruction model and bilingual learning in action.
- Compelling messaging** A clear, dynamic narrative demonstrates the long-term academic, cultural, and professional benefits of bilingualism.
- Community connection** Highlights the cultural richness and sense of belonging fostered by the program.

**Outcomes Achieved** The Gilroy Unified Dual Immersion program continues to grow and gain recognition as a leading model for bilingual education. This video plays a critical role in:

- Increased Enrollment** As more families understand the advantages of bilingualism and biliteracy, enrollment in the program has grown significantly,

reinforcing its popularity and demand. **Community Engagement & Advocacy** The video has strengthened community support and parental involvement, fostering a network of engaged families, educators, and local leaders advocating for multilingual education. **Academic & Statewide Recognition** GUSDs dual immersion program received the prestigious Golden Bell Award from the California School Boards Association, solidifying its reputation as an innovative, high-impact educational program. By capturing the success, inclusivity, and future-ready advantages of bilingual education, this video serves as a powerful recruitment, advocacy, and engagement tool, ensuring that Gilroy Unified remains a leader in language immersion education.