

The purpose of the Glenbrook South High School video is to effectively communicate the variety of educational opportunities available to students through their class selections. It aims to enhance the incoming freshman curriculum night experience by replacing traditional speeches from Instructional Supervisors, which were lengthy and often failed to capture the audience's attention. The video format allows for a more engaging presentation, showcasing different programs, classes, and state-of-the-art equipment. By visually demonstrating the hands-on learning environment and diverse course offerings, the video seeks to inspire and inform incoming families, helping them understand the full spectrum of academic possibilities. Additionally, it emphasizes the school's commitment to innovative education and student success by highlighting real student experiences and the practical application of knowledge. The seven-minute video's target audience is parents/guardians and incoming students. In addition to its debut at the in-person event, the video is also located in a variety of spots, including but not limited to the district's YouTube channel, the incoming freshmen class hub web page, and course registration email communications. In total, the video has been viewed more than 370 times this school year. The Communications department has received positive feedback from the school's families and staff on how the video showcases numerous opportunities available to students at Glenbrook South High School. Overall, the video serves as an effective tool for increasing awareness and excitement about the educational paths available at Glenbrook South High School.