

In February 2024, the Green Bay Area Public School District community was divided regarding the resignation of the District's first African American superintendent. For many in the community, his hiring demonstrated a recognition of the changing demographics in the community. After months of District leaders reaching out and listening to disenfranchised community groups, Superintendent Vicki Bayer (interim at the time) selected a theme for the next school year: Together We Are One. The goals of the theme was to recognize and celebrate the District's diversity, and also to create a sense of unity among our schools as one school district. The idea behind the song was inspired by Delta Goodrem's "Together We Are One" song. Superintendent Bayer asked Southwest music teacher Brandon Rockstroh to assist with creating the lyrics and music. Rockstroh wrote the lyrics and the music. With assistance from Rockstroh and Family Engagement Coordinator Luis Franco, a diverse group of students were pulled together to perform the song. The song was performed with phrases in Hmong, Somali, Spanish and American Sign Language. Working with Northeast Wisconsin Technical College's Digital Media Technology Instructor Christopher Kuborn, who provided access to their recording studio, the song was recorded over two days. GBAPS Communication Specialist Justine Braun videotaped the recordings and created/edited the video in time to release prior to the start of school. In addition to the song, a new logo was created to promote the theme throughout the school year, as well as the hashtag #TogetherWeAreOne. The video was distributed through emails to staff and families; and shared on social media. Both the amount of interactions and positive responses demonstrated that it resonated positively in our school community. Social Media Data: Youtube: 864 Total views since the video was published on August 2024 37.2 Total watch time (hours) since the video was published +6 Subscribers from the video Facebook: 1,404 Reactions 262 Comments 210 Shares 31, 000 Reach Watch time - 7 Days, 6 hours LinkedIn: 25 reactions 2 comments 9 shares 1,224 video views Instagram: 15 reactions 1 comment 5 shares 582 views Sampling of Comments: "This is absolutely beautiful. Beautifully written, sung and captured! Thank you to everyone to brought this together!" This is so awesome! This is the change we need in the world!!! "Congrats to all who brought this to us. Thank you for sharing this as well! Say it loud and proud! Way to Go Green Bay! Now THIS is something

to be super proud of."