As part of its Character Education programming, Harmony School of Science-El Paso created a motto around the word "F.I.E.R.C.E." (Friendly, Integrity, Empathy, Respect, Collaborate, Engaged). This motto then permeated many of the schools activities and programs. The purpose of this video was to show how the Cubs showed they were FIERCE each day. The video was featured on YouTube, Instagram and Facebook.