

Our The Best Is For Everybody video was created to directly address the impact of Iowa's school choice and voucher system by boldly showcasing what makes our district exceptional. The goal was clear: position the Iowa City Community School District as the district of choice by highlighting the unparalleled opportunities, programs, and experiences available to our students. This video was launched alongside a comprehensive message to our community, reinforcing our commitment to providing the highest-quality education. The message, which detailed the facts supporting our claim of being the best, was posted prominently on the district's website homepage and sent directly to 25,000 families, students, and staff. The video's target audience included both current and prospective families, students, staff, and community members. We wanted to celebrate what makes our district unique while reaffirming to those already within our schools that they are part of something truly special. Upon release, the video was met with overwhelming engagement. Within the first 24 hours, it amassed over 100,000 views and nearly 3,000 interactions across social media platforms. Comments were resoundingly positive, with praise not just from our local community but from districts across the state. Families, staff, and education colleagues reached out to applaud the bold and inspiring approach. Beyond its initial success, the The Best Is For Everybody video continues to serve as a powerful tool in our marketing and recruitment efforts. It remains featured on our website homepage and will be utilized in future campaigns to attract families and staff. This initiative effectively communicates our district's strengths while reinforcing our commitment to providing the best education for every student-always tuition-free, always accessible, and always the best choice.