

Purpose: The purpose of this video is to honor the grandparents of Lancaster ISD and celebrate the unsung support they give our scholars every day as they deeply nurture their student's excellence.

Where & When It's Used: This video was strategically posted on social media after the event where it could be enthusiastically shared to naturally increase the size of the audience as well as increase engagement.

Target Audience: The target audience is the grandparents and parents of our scholars who both foster the greatness of these students.

Supporting Effective Communication: This story supports effective communication by giving our broader school community access to what is normally a private event for families and in doing so inviting them to experience the raw emotion of this exciting celebration as it unfolds.

Outcomes Achieved: The largest outcome achieved is the visual documentation of this event for the grandparents and parents of our scholars as well as the broader community. Investing in documenting celebrations like these deepens the bonds our students have with their parents and grandparents. This also encourages school staff to continue to invest in our scholars and serve as an example to our students that they are important and can achieve excellence.. By the numbers, this video increased awareness as 302 community members watched the video on YouTube and is by far one of our best performing videos on Facebook with almost 9,000 views and 524 likes.