

This video was created in coordination with the preschool staff at Riverbrook, a campus for 3- and 4-year-olds in Lincoln Unified School District. The video is meant for parents and guardians of preschoolers so they can see the campus and staff members, including two teachers who spoke about what essential skills they love teaching to our young students. This video was a more visual and engaging approach to our preschool promotion, displaying methods of contacting our district to enroll while serving as a more personalized counterpart to flyers and photo galleries we had shared on social media in the past. It served as an essential part of Lincoln Unified's campaign to begin preschool enrollment for the 2025-26 school year.