

This video in Spanish marked the launch of an ongoing effort to enhance multilingual communication at Litchfield Elementary School District #79. With the support of our superintendent, we created this video to better engage our Hispanic families, particularly Spanish-speaking households, by providing essential district information in their preferred language. Recognizing that language barriers can hinder communication, we developed this initiative to ensure equitable access to key messages, including the first day of school, communication methods, ParentSquare usage, and transportation guidelines. Our goals were to increase family engagement and strengthen relationships with our Hispanic community. As the first video of its kind in our district, this initiative laid the foundation for continued efforts to improve multilingual outreach. Since its release, we have expanded this effort by creating and sharing additional Spanish-language videos whenever critical district-wide updates need to reach all families. To maximize reach and accessibility, we distributed the video across multiple platforms, including the district website, social media channels (YouTube, Facebook, Instagram), and ParentSquare, our mass communication tool. By leveraging these widely used channels, we ensured families could access the information conveniently. Released before the start of the school year, the video continues to serve as a key resource for new and returning families. The impact has been both measurable and meaningful. The response from our Hispanic families has been positive, with many expressing appreciation for receiving information in Spanish. The video has also contributed to increased awareness and adoption of ParentSquare, helping families stay connected and informed. Beyond digital metrics, the personal connections built through this effort have been invaluable. As the face of the video, I have received direct feedback from parents at school sites who recognized me and shared their gratitude, reinforcing trust and engagement within our district. By prioritizing multilingual communication, Litchfield Elementary School District #79 ensures all families feel informed, valued, and connected. The success of this first video has paved the way for ongoing Spanish-language video communications, reinforcing our commitment to serving every family in our community.