

Newton County Schools created the "Celebrating Our NCS School Bus Drivers" video as part of the district's ongoing efforts to enhance and elevate staff recognition under the leadership of Superintendent Dr. Duke Bradley and the Newton County Board of Education. During his community listening sessions upon arriving in the district, Dr. Bradley heard firsthand from school bus drivers who expressed that they often felt underappreciated despite the critical role they play in student safety and well-being. Recognizing their impact, the district made it a priority to highlight their contributions in a meaningful and public way.

National and Georgia School Bus Safety Week provided the perfect opportunity to premiere a video dedicated to celebrating the essential work of Newton County Schools' bus drivers. The video showcased the important role they play in ensuring students arrive safely to and from school each day, as well as their impact as mentors and trusted adults for many students. Through heartfelt testimonials and compelling visuals, the video captured the dedication and care that school bus drivers bring to their work, creating a safe and welcoming environment on their buses.

The video was first premiered at the Newton County Board of Education meeting during Georgia School Bus Safety Week, reinforcing the district's commitment to recognizing and valuing its transportation team. It was then shared across all social media platforms, reaching not only district staff and families but also the broader community. The response was overwhelming. The video was widely liked, shared, and commented on, with parents, students, and staff expressing their appreciation for the hard work and dedication of the bus drivers. It became clear just how much these employees are respected and loved by the community.

As a communication tool, this video effectively strengthened the connection between the school district and its transportation staff by publicly acknowledging their contributions. It provided an opportunity for students, parents, and community members to voice their gratitude in a way that had not been done before. Instead of a simple acknowledgment, the video allowed for a deeper, more personal celebration of the people who serve as the first and last point of contact for many students each school day.

The ultimate goal of this video was to ensure that Newton County Schools' bus drivers felt appreciated and valued-and it was a resounding success. Drivers expressed their gratitude for the recognition, and the positive feedback from the community reinforced just how essential their

work is. By shining a spotlight on their contributions, the district reinforced its commitment to uplifting and celebrating all staff members, setting the foundation for continued efforts in recognizing the vital roles that employees play in the success of Newton County Schools.