

To ensure families are well-informed about the enhancements made to Prince William County Schools' (PWCS) summer programs for high, middle, and elementary students, the PWCS Communications Department created an engaging animated video that highlights the new features and improvements of the summer programs, as well as registration information. The animated video serves as a dynamic and accessible medium to reach a broad audience, making it easier for families to understand the benefits and opportunities available for their children during the summer break. The video was distributed on PWCS' social media channels and in the weekly divisionwide newsletter. This innovative communication strategy not only highlights the commitment of PWCS to enhancing educational opportunities but also demonstrates the effective use of modern technology to keep the community informed and engaged.