

In an effort to recognize the contributions of Prince William County Public Schools (PWCS) teachers for Teacher Appreciation Week, this video captures the reaction of teachers who think they are being interviewed for another purpose as they listen to the authentic testimonials from their students convey their deep appreciation for their teachers. PWCS distributed the video on social media platforms, its television station and live stream, weekly digital digests and in our Superintendent's weekly newsletter. The target audience is the families in the community interested in public education topics who also include our teachers. It supports effective communication through the recognition of the valuable primary work of our division: teaching students. The video received overwhelmingly positive response from the community as evidenced by our social media analytics showing nearly 15,000 views and more than 150 engagements.