

At the start of the 2024-25 school year, Wayne Elementary School welcomed two new administrators, Dr. Marzano and Ms. Bourne, from outside the district. To introduce them to the WES community in a way that was informative, engaging, and humorous, we created a fun Q&A video based on the popular Hot Ones web series. The questions highlighted their approach to education while also sharing personal details to make them more relatable. Our goal was to ensure they felt welcomed and connected to the community. A teaser was shared on our Instagram account (@radnortsd), directing viewers to the full video on YouTube. Based on comments on Instagram and feedback the administrators shared with Communications, the video was extremely well received and opened up opportunities for conversation between the Dr. Marzano and Ms. Bourne with staff, students, and parents.