

This video highlights the historic launch of Spring ISD's first-ever mariachi program, a milestone 90 years in the making. Led by two-time Grammy-winning educator JD Guzman, the program goes beyond music, fostering cultural identity, tradition, and a sense of belonging for students. The video is being used to showcase the district's commitment to cultural enrichment and student inclusion. It is featured in district presentations, social media, and community events to celebrate this achievement. By visually sharing the passion and purpose behind the program, the video effectively connects with audiences, fostering pride, engagement, and awareness. The video has helped generate widespread excitement and recognition, including media coverage from multiple Houston-area news outlets, further amplifying the program's significance. Target Audience: Spring ISD students, parents, educators, community members, and supporters of Performing and Visual Arts (PVA) education