

The Welcome Back-to-School Video celebrates the start of the 2024-2025 school year, capturing the excitement of students at elementary, middle, and high schools as they return to learning. It features well wishes from school board members and Superintendent Dr. Ken Oertling, reinforcing a welcoming and supportive school environment. Shared at the beginning of the school year through the district's social media and cable access channel in addition to being shown at a school board meeting, the video reaches students, families, staff, and the community at large, fostering a sense of unity. As a communication tool, it sets a positive, unified message for the year by showcasing authentic moments of student engagement and leadership presence. The outcome is a strengthened sense of connection and enthusiasm across the district, reminding families and staff of the collaborative effort that makes each school year a success.