

The video was created in order to showcase the positive impacts on teaching and learning in White Bear Lake Area Schools as a result of facilities improvements made possible by the community's support of a \$326 million bond referendum in 2019. It was important to us that we tie the impersonal bricks and mortar projects to a more personal, improved student learning experience - a theme reinforced throughout the 2019 informational campaign that has been continued through the updates and share-outs we've provided during the duration of the many facilities projects. In building trust and pride within our community, it has been important to us that we provide an update that shows the results yielded from the residents' investments in the bond referendum, which was the largest in the state at the time it was passed. Consistent use of White Bear Lake Area Schools branding elements help us develop and maintain a strong District presence, building upon Bear Pride felt in our community.