

The We Are Norwood-Norfolk video captures the essence of the school culture and experience for students, faculty, and staff in the district. It highlights the positive, inclusive environment that fosters strong connections between students and educators. The video showcases the districts commitment to creating a supportive educational experience, where every student feels at home. The video was shared on the districts Facebook page, website and district meetings, reaching a wide audience. It features dynamic clips of students and teachers engaging in classroom learning, athletics, play, and extracurricular activities. Additionally, interviews with teachers, students, and the superintendent provide firsthand perspectives on what makes Norwood-Norfolk a special place. The target audience includes current and prospective students, families, faculty, staff, alumni, and the greater community. By portraying a thriving and welcoming school environment, the video reinforces the districts Flyer Pride sentiment reflected in the hashtag #FlyerPride, which connects viewers to the schools mascot and shared identity. As a communication tool, the video effectively conveys its message through engaging visuals and personal testimonials, making it emotionally compelling and easy to relate to. It strengthens school spirit among current students and staff, evokes a sense of pride and connection in the community, and serves as a powerful glimpse into the district for all stakeholders including families who may consider moving into the district. The videos impact was evident on social media, where it became the districts most engaging post of the 2023-24 school year after its December 17, 2024 release. The post generated 41 shares, 14 comments, and 138 likes, with heartfelt reactions from viewers expressing their deep appreciation for the school.

Sample comments: Awwww!!! Love this school so much!!! So thankful my kids go here! Absolutely a wonderful presentation!!! I am very proud of my alma mater. Forever grateful for this little school! Such an awesome staff and environment for my kids growing up! Thank you! Such an incredible school. NNCS will ALWAYS hold a special place in my heart. Beyond statistics, the video succeeded in strengthening community bonds, reinforcing pride and appreciation for the school, and celebrating the relationships that make Norwood-Norfolk a welcoming and supportive learning environment.