

**Purpose** The Archer Learning Center I Class of 2024 Senior Video shined a light on the graduating class of Archer Learning Center, which fosters a restorative community with positive relationships to overcome barriers to empower students for a lifetime of success. Archer is an alternative learning environment for students in grades 9-12. The goal of the school and video is to eliminate barriers to learning for students who struggle academically or socially. Many students come to Archer because they're behind on credits or because they struggle in a traditional high school environment. This video is a welcoming conversation for current and potential students who may need nontraditional pathways toward graduation.

**Target Audience** The target audience for this documentary was Northwest Arkansas with an emphasis on Springdale, Arkansas. Northwest Arkansas is one of the fastest growing metropolis areas in the United States. Springdale Schools is the largest school district in Arkansas with more than 3,100 staff members and an enrollment of about 23,000 Pre-K to high school students. Springdale has a population of about 101,000 people, while Northwest Arkansas is home to more than 590,000 residents.

**Supporting Effective Communication and Outcomes** Personalization was key to this video, which included images of students and staff making eye contact with the camera or interacting with the viewer by smiling and waving. The video touches on some important cultural aspects of the school, which include academics, personal relationships, community service and a sense of family. Students discuss programs like Women of Worth, which have allowed students to serve the community as they grow within the schools supportive culture. The schools support and the relationships it fosters are evident in the video as students discuss particular staff members who've positively influenced them. In addition to allowing Archer Learning Center students and staff to feel seen, the video received 439 views on YouTube, more than 18% higher than average, and made 6,500 impressions. The video doesn't shy away from some of the hard conversations or challenging circumstances that may have brought some students to Archer as well, such as teen pregnancy. The firsthand stories of the students break down perceived barriers for students who may be working through challenging life circumstances themselves and need to know they're not alone. This video is as much of an invitation to those who need additional support toward graduation and post-high school success as it is a celebration of the

featured graduating seniors and the Class of 2024.