

In addition to our traditional high schools, our district also offers enrollment at the International Academy East. This school follows the rigorous International Baccalaureate Curriculum, requiring commitment and dedication from the students who attend. These surface level details about the school can be misleading, so we produced this video to highlight the school community and capture their unique spirit. Twice every year, the IA East hosts their own version of an Olympics where students compete to earn points for their social house. From art, to trivia and sports, the opportunities for inter-grade bonding through this event are unlike any other. Published through YouTube and our social media channels, this video received thousands of views and will continue to advertise the program in greater context. Being a smaller high school with a tight-knit community, this video will help to ensure that attending the IA East will remain a popular choice.