

Videos Purpose, including where and when it was used: As a Communications department, we aim to showcase how Cobb Schools supports all students, including those in transition programs, by providing opportunities for growth, inclusion, and achievement. This video highlights the excitement and camaraderie of the 2nd Annual Transition Program Intramural Games, where students of all abilities came together to compete, celebrate, and build lifelong memories. The video was created to spotlight this inspiring event and was shared across Cobb Schools website and social media platforms to celebrate the students, educators, and community members who made the games possible. Effective Communication: This video captures the joy, determination, and teamwork displayed by the students participating in the intramural games. Rather than just describing the event, the video immerses viewers in the energy and emotion of the competition, reinforcing Cobb Schools commitment to inclusivity and student success. The powerful visuals and genuine moments of celebration resonate with audiences, creating an emotional connection that extends beyond the screen. Target Audience: The video is designed to engage parents, educators, students, and community members who value inclusivity and student-centered initiatives. By highlighting the Transition Programs impact, it also showcases Cobb Schools' dedication to fostering an environment where all students can thrive. Outcome Achieved: Thanks to the videos success at capturing the spirit of the memorable event, the video generated over 14,000 views. The high engagement reflects the communitys enthusiasm for supporting and celebrating students in the Transition Program. By amplifying awareness of the event, the video helped reinforce Cobb Schools' mission to ensure every student has the opportunity to achieve and succeed.