

This video helped us to dispel some misinformation and continue to promote one of our strategic brand pillars. Our district works hard to offer personalized opportunities to all of our students. In other words, they have hundreds of choices when choosing classes, clubs and extra-curricular activities. In contrast, the governor of Texas is pushing a state voucher program that he says gives parents choices. EMS ISD feels that parents have always had choices and this video helps them to see just how many options their students have. The video was shared through Facebook and Instagram because we know that's where our parents are communicating. We feel like the video was a success because our district continues to grow and many parents who try the private schools often come back to EMS ISD.