

Objective: Graduation is a time of joy and a celebration of significant achievement. Unfortunately, Fort Bend ISD was experiencing a challenging period due to an abrupt transition in superintendents, which created a sense of division within the community. The goal of creating this video was to inspire both the graduates and the audience at the graduation ceremony, emphasizing that graduation day is a remarkable milestone. We aimed to highlight the many positive developments across our District by producing a powerful video that showcased how FBISD, despite the challenges, remains a thriving school district where students, staff, and families can grow and succeed. Students are the core of a school districts mission, and here at Fort Bend ISD, our students are among the best not only in the region but also in the state and across the nation. The video featured all aspects of the District, including academic programs (some of which compete at the national level), athletics, fine arts, and the various extracurricular activities offered at Fort Bend ISD. We wanted to end on a BIG BANG, so we included scenes of students from across the District wearing caps and gowns, simulating their entrance into the EpiCenter. The video concluded with the voice-over reciting our mission statement and the students tossing their graduation caps into the air. This production was something that other school districts might have outsourced to an external production team. However, our producer and videographers took on the challenge of creating, filming, and editing it themselves, all without any additional budget. One of the challenges was capturing over 80 different accomplishments and condensing them into a video that effectively showcased all the great things happening across the District. Evidence of Success: YouTube: [Watch Here](#) 1.8K views 10,511 impressions The video was also posted natively on Facebook and Instagram, where all analytics exceeded typical performance levels.