

The purpose of this instructional video was to explain to drop-off and pick-up procedures to parents at a brand new school. Because the school was new, parents would not be aware of the proper pick-up and drop-off routine. The video was filmed using a drone that monitored the driver's movements from overhead and then narrated by a member of school staff. The video was viewed more than 500 times on YouTube and Facebook and helped ease first-week parking lot congestion.