

The initial research phase identified a need to promote specialty programs and how they positively impact our students and their futures. We found an opportunity to promote the Mandarin DLI program with a student that has been in the program since kindergarten. This student also happened to be a Grammy nominated drummer. The goal of this project was to raise awareness and knowledge about the Mandarin DLI program while also highlighting a student with a major accomplishment. To achieve this, we developed a strategy to create an engaging and meaningful piece of content that would resonate with a broad audience. The target audience for this video is families in our district and in our community. Our goal was for this audience to learn about how the Mandarin DLI program positively impacts our students. This video was distributed across multiple platforms, including social media, the district website, and in the monthly newsletter. This approach ensured that the video would reach a diverse audience of families in our district and community. The video received over 30k views across all platforms, indicating strong engagement. The video was shared over 400 times, received 1,400 reactions, and more than 50 comments. The analytics showed that our audience was not only receiving the information but engaging with the content through shares and comments.