

Newton County Schools developed the State of the District: Why Newton, Why Now video as a key feature of its inaugural State of the District program. This video was designed to inspire, engage, and set the stage for what lies ahead in the districts journey toward excellence. Through personal reflections from employees across multiple job classifications including teachers, bus drivers, technology staff, college and career readiness staff, and counselorsthe video captured the collective energy and commitment of the Newton County Schools team. The goal of the video was to showcase the passion and dedication of those who serve Newton County students every day while reinforcing the districts bold vision: to become the fastest-improving school district in Georgia. Rather than a traditional speech or presentation, the communications team took a storytelling approach, heading into schools and departments to hear directly from employees about what excites them about their work and where they see the district heading. The video featured a mix of interviews and narration, creating a seamless narrative that emphasized the importance of collaboration and shared purpose. Employees spoke about the impact they make, the challenges they embrace, and the pride they take in their work. Their words reflected a deep belief in Newton County Schools and a strong commitment to student success. Accompanied by engaging b-roll of students in classrooms, teachers collaborating, and community events, the video brought to life the theme of Building Our Futurea message that resonated throughout the event. The video served two key purposes. First, it energized the audience, setting an optimistic and forward-thinking tone for the State of the District program. It reinforced that Newton County Schools is not just maintaining the status quo but striving for continuous improvement and excellence. Second, it provided a natural transition to what was next in the program, ensuring that attendees were engaged and ready to hear more about the districts priorities and initiatives. After the event, the video was shared on all Newton County Schools social media platforms, extending its reach beyond the live audience. The response was overwhelmingly positive, with employees, parents, and community members engaging in conversations about the districts vision and the important work happening across schools. It became more than just a moment in the programit became a rallying point for the districts future. Through this video, Newton County Schools successfully reinforced its mission, celebrated

its employees, and inspired the community to support the journey ahead. It was a powerful reminder that every individual within the district plays a role in shaping its success, and together, the Newton County Schools team is building something extraordinary.