

Newton County Schools kicked off the 2024-25 school year with the NCS Welcome Back: 2-Week Recap video, a dynamic highlight reel showcasing the energy, excitement, and meaningful moments from the first two weeks of school. The goal of the video was to demonstrate that Newton County Schools hit the ground running and that great things are always happening across the district. From welcoming students on the first day to engaging classroom activities, athletic events, and community interactions, the video captured the momentum and enthusiasm that set the tone for a successful school year.

To create an authentic and engaging recap, the communications team spent two weeks gathering footage from schools across the district. The video included moments such as Superintendent Duke Bradley providing donuts to bus drivers on the first day of school, staff members greeting students as they arrived, classroom activities like reading clubs and science experiments, student club meetings, and fall sports media day. These scenes painted a vivid picture of the engaging learning experiences and positive culture within Newton County Schools. The video concluded with a message from Dr. Bradley, reinforcing his excitement for the school year and his well wishes to students, staff, and families.

The video premiered at the August Board of Education meeting, where it set the stage for the districts vision and priorities for the year. It was then shared widely across all Newton County Schools social media platforms, ensuring that parents, students, staff, and community members could experience the excitement of the first two weeks of school. By leveraging multiple distribution channels, the district maximized its reach, making the video accessible to all stakeholders.

As a communication tool, the NCS Welcome Back: 2-Week Recap video effectively reinforced the districts commitment to transparency, engagement, and celebration of student success. The fast-paced, engaging format made it easy to digest, while the variety of events highlighted the diverse opportunities available to students. Instead of telling stakeholders that great things were happening, the video showed them, offering an inside look at the energy and engagement taking place in schools every day. By capturing real moments from classrooms, hallways, and athletic fields, the video built trust and excitement within the community.

The video achieved several key outcomes. It set a positive tone for the year by celebrating students, teachers, and staff from day one. Parents and community members responded enthusiastically, sharing and

commenting on the video, further amplifying the districts message. Internally, it served as a morale booster for teachers and staff, reinforcing their important role in shaping the student experience. Additionally, it demonstrated the districts commitment to open and effective communication, keeping stakeholders informed and engaged in school activities from the very start of the year. By capturing and sharing these moments, the NCS Welcome Back: 2-Week Recap video showcased the vibrant and engaging environment of Newton County Schools, reinforcing that the district is not just starting another school year but building momentum for a year of learning, growth, and achievement.