

The video highlights a meaningful initiative led by the districts Family Center, which empowers Norwalk Public Schools families to self-advocate and ensure their childrens academic and social needs are met. Through its first Say Yes to A Dress event in Spring 2024, the Family Center provided hundreds of high school students with free prom dresses, generously donated by members of the Norwalk community, along with prom tickets. The purpose of the video is to showcase the districts commitment to equity, inclusion, and student well-being by ensuring all students, regardless of financial circumstances, can participate in this important high school milestone. The video captures the excitement and joy of students selecting their dresses, highlighting the districts dedication to fostering a supportive and inclusive school community. This video was strategically shared across multiple platforms, including the districts website and social media channels. It was also featured in newsletters sent to the Board of Education, district and school staff, and families to emphasize the districts ongoing efforts to support students beyond academics. Released in the spring, during prom season, the video maximized engagement by celebrating this milestone and encouraging participation in the program. The target audience includes student recipients, their peers, families, school staff, and community members. Additionally, the video serves to engage potential donors, volunteers, and local businesses that may wish to contribute or support future initiatives. Through compelling visuals and heartfelt testimonials, the video effectively communicates the importance of community support. Featuring student reactions and staff involvement, it creates an emotional connection with viewers while providing clear information on how students can benefit from the program. The videos impact extends beyond awarenessit has strengthened community partnerships, increased engagement with the Family Centers services, and laid the foundation for even greater participation in future years. By reducing financial stress for families and promoting student confidence, the initiative ensures that every student has the opportunity to fully experience prom. Additionally, the videos reach may inspire ongoing donations and support for similar programs, fostering a culture of generosity and inclusion within the district.