

The Palos Verdes Peninsula Unified School District (PVPUSD) features a robust dual immersion program at one of its elementary schools. The program includes instruction in both English and Spanish, fostering biliteracy in students from an early age. The district aimed to increase awareness of and enrollment in the program for the upcoming school year. Produced by the Donovan Group, this video included an introduction and voiceover from the superintendent, along with footage of students engaged in their learning through the program. The video has helped the district to market the dual immersion program and encourage more parents, guardians, and caregivers to enroll their students.