

Category: Marketing Materials Bethlehem Area School District BASD Viewbook 2024 By Barbara Clymer, Communications Coordinator, Bethlehem Area School District DOCUMENT LINK: <https://www.basdschools.org/domain/83> The Bethlehem Area School District (BASD) Viewbook is an engaging and comprehensive resource that captures the heart and spirit of the BASD community. Designed in-house by BASD staff and a contracted professional, the 2024 Viewbook serves as a vibrant introduction to the district's mission, values, and achievements. The Viewbook highlights BASD's 22 schools, showcasing the district's commitment to academic excellence, innovation, and community engagement. It features striking visuals and compelling content that celebrate the district's diversity, unique programs, and student success stories. Notable sections include profiles of elementary, middle, and high school academic offerings, extracurricular activities, career pathways, and partnerships with organizations like St. Luke's Health Network and ArtsQuest. This impactful publication is available as both a beautifully designed hardcopy and a digital format on the BASD website, ensuring accessibility for all stakeholders. Its dual availability enhances its reach, allowing prospective and current families, community members, and future staff to explore the district's story and opportunities wherever they are. The BASD Viewbook has become an invaluable tool in the district's outreach and marketing efforts. It serves as a testament to the district's creativity, expertise, and dedication to education. By providing an inspiring, detailed, and user-friendly resource, the Viewbook positions BASD as a leader in education and community partnership.