

This video was created to document and showcase the innovative family support center established at Ettrick Elementary School through Dr. Randi Smith's visionary leadership. The production illustrates how a \$20,000 grant was transformed into a comprehensive resource hub that addresses fundamental barriers to student attendance and family engagement. By highlighting the center's food pantry, hair salon and laundry services, the video demonstrates a holistic approach to educational support that recognizes the connection between basic needs and academic success. The video serves as an inspirational model for other schools facing similar socioeconomic challenges and demonstrates the profound impact of removing practical barriers to education. The video has been strategically shared across multiple platforms, including: -Division social media channels -The division website (oneccps.org) -Ettrick Elementary School website -School Board meeting to highlight unique use of awarded grants -School division internal and external digital newsletters The target audience of this video includes multiple stakeholders within the community. Educational leaders seeking creative solutions to attendance and engagement, potential grant providers and donors who can see a tangible impact of their financial support, CCPS staff, students and families as well as other school districts looking to implement comparable support systems. This video supports effective communication in many ways. It provides visual storytelling that illustrates the transformation of financial resources into practical support systems. It highlights the connection between basic needs and educational outcomes communicating a nuanced understanding of barriers to attendance as a highly discussed topic in the field of education. It features authentic and positive interactions between the school and families and the importance of building community. This video generated exceptional engagement across digital platforms, amassing over 60,000 views combined on YouTube, Facebook and Instagram. This remarkable viewership demonstrates the compelling nature of the content and its resonance with diverse audiences. By visually demonstrating how educational institutions can address

fundamental needs, this production has shifted perceptions about the role of schools in supporting whole-child well-being.