

Video's Purpose, including where and when it was used: The video was created to showcase the excitement and energy surrounding the first day of school in Cobb County, highlighting the successful start of the school year. It features students, teachers, and staff as they prepare for a new year of learning and growth, capturing the joyful moments that set a positive tone for the rest of the year. The video first aired during the first monthly Board of Education meeting of the new school year (August 2024). To watch is now posted on Youtube to make it easier to view for the awards submission.

Effective Communication: The video effectively showcased not only the first day of school but our educators and school leaders preparing to welcome students back for another successful year of teaching and learning. Through vibrant visuals and uplifting moments, the video created a sense of unity and excitement, not just for the opening day, but for the upcoming school year.

Target Audience: The video targets Cobb County parents, students, staff, Board members, and community members in attendance at the Board of Education meeting. The video provided a positive and inspiring start to the new school year and an uplifting time during the Board meeting.

Outcome Achieved: The video received positive feedback during the Board of Education meeting and successfully captured the excitement and energy of the first day of school.