

Video's Purpose, including where and when it was used: At Cobb Schools, our remarkable students and community are at the heart of everything we do. One of our core goals in the Communications Department is to showcase the wonderful events and successes happening around the district and share it with our Cobb family. This video was created to showcase the wide variety of engaging activities across the district during Black History Month, offering a quick snapshot of the unique ways our different schools chose to educate and inspire. The video was published to the official Cobb Schools website, YouTube channel, and our Facebook account in February of 2025.

Effective Communication: The video highlighted special moments from Black History Month, ranging from art showcases, singing and dance performances, exhibits, award ceremonies, and even a fashion show. During the month of recognition, the video spotlighted all the hard work our schools put into their distinct and diverse celebrations, sending a message to our community, reminding them of the dedication and care that each of our schools harbors for their children.

Target Audience: The video targets students, parents, and staff across Cobb. By positively showing how Cobb Schools welcomingly supports each and every student's diverse and unique background, the video contributes to our community members' confidence in the district and how it is the best place for their family.

Outcome Achieved: The video served as part of a larger piece on our district website and across our social media channels, exhibiting Cobb's numerous Black History Month events throughout the district. Viewed thousands of times, the video helped to inspire the community, highlighting how Cobb schools celebrate the contributions of Black individuals from past to present.