

First off, that's our superintendent DJing - ha! When school is called off, every PR person knows what comes next - the social media backlash from the armchair quarterbacks. We decided to switch things up a bit! The 'ICE ICE SNOW DAY' video helps communicate important information in a fun and relatable way, ensuring the community is prepared for weather-related closures. The result is better awareness, improved preparedness, and less confusion about school schedules during winter weather events. It also highlights our crazy talented students. Who doesn't remember the excitement of being a child during a snow day?