

The Cordova High School promotional video was created to address and counter negative perceptions about the school and highlight the vibrant, inclusive, and academically excellent environment it offers. There was a growing misconception in the community that Cordova High lacked the same strong academic opportunities available at other district high schools. This belief, compounded by limited awareness of CHS's diverse and unique programs, contributed to an increasing number of students leaving the area to attend schools in the more affluent Folsom community. Currently, nearly 200 students from the Cordova High attendance area are enrolled at Folsom High School. The video was designed to challenge these misconceptions and showcase the thriving, safe, and supportive culture at Cordova High. By highlighting the school's exceptional academic offerings, such as its varied and specialized courses, the video emphasizes the skills and knowledge students gain that prepare them to excel in college and career after high school. It also emphasizes the sense of belonging and the strong connections fostered among students, teachers, and staff. Through powerful student and staff testimonials, the video captures the unique stories of academic success, personal growth, and school spirit, demonstrating how Cordova High's environment nurtures students' potential and helps them achieve excellence. This initiative was carefully crafted to strengthen connections with the community, address misconceptions head-on, and promote the many opportunities available at Cordova High School. By showcasing the exceptional academic and extracurricular experiences students can access, the video underscores the school's commitment to providing a top-tier education and preparing students to be competitive in both higher education and future careers. Additionally, it promotes a sense of pride in Rancho Cordova, aiming to foster a renewed connection between the community and its local schools. Ultimately, the video serves as a reminder of the high-caliber education that Cordova High School offers to encourage families to recognize the value and opportunities available within their neighborhood schools.