

The bi-monthly Connected show aims to connect and inform our Gwinnett County Public Schools community. Each show shares the latest news and information relating to the district. This particular episode demonstrates how Connected serves as an important vehicle through which to share critical information with families, as well as celebrations of the district's recognitions. These two communication techniques relay two important district messaging priorities: two-way, responsive communication with families and community members so that they are equipped with the information they need to support their students' success; and promoting a culture of excellence and pride. In this particular episode, families are kept informed of a substantial pilot to implement weapon detectors at athletics events, a change which directly responds to families' expressed concerns for increased security measures across the district. The episode also includes a Spanish-language informational segment aimed to empower Spanish-speaking families with information to better support their students. This segment introduces families to Career, Technical, and Agricultural Education pathway programs in Gwinnett County Public Schools. The segment helps families understand what academic and personal gains students can experience through these programs. This segment was later also exported separately as its own video so that administrators could more easily share with the families in their community. The episode also includes a celebration of excellence in announcing three Team GCPS educators who earned state-wide counselor recognitions. In order to make the Connected series even more accessible to families, we began adding chapter markers to our Connected episodes so that viewers can easily and efficiently navigate or re-watch elements of the show that is best suited to their needs. This episode, like all Connected episodes, was shared broadly with district staff and community members through social media posts, newsletters, and the district website. The video was also shared on GCPS TV platforms: Vimeo, our website, our app, and our cable channel.