

Under the leadership of Superintendent Dr. Duke Bradley, Newton County Schools launched its inaugural State of the District program, a signature event designed to enhance communication, elevate recognition, and increase transparency. These priorities, set by both the superintendent and the Board of Education, guided the development of this impactful evening, where the district celebrated student and staff achievements, honored community partners, unveiled a bold new literacy initiative, and presented the first-ever Almond J. Turner Legacy Award. To capture the essence of this milestone event, the communications team created the 2025 NCS State of the District Highlights video. While the full event was recorded, this highlight video distilled the most powerful and meaningful moments, ensuring that all stakeholders could experience the excitement and significance of the night. From the announcement of major initiatives to heartfelt recognition of educators and partners, the video provided a dynamic recap of the evening's key moments. Beyond showcasing the event itself, the communications team also conducted interviews with attendees, capturing their real-time reactions and reflections. Their feedback was overwhelmingly positive, reinforcing that the program successfully engaged the community, strengthened connections, and set a strong foundation for the district's future efforts. These interviews added an authentic and personal element to the video, further emphasizing the night's impact. The highlight video was first shared at the Board of Education meeting the week following the State of the District event, extending the reach of the program to district leaders and stakeholders who may not have attended in person. It was then distributed across all Newton County Schools' social media platforms, ensuring that the broader community could witness and engage with the event's most meaningful moments. As a communication tool, the video served multiple purposes. It reinforced the district's commitment to transparency by providing an accessible summary of the program, allowing more people to connect with the key messages shared that night. It also helped sustain excitement and momentum, ensuring that the

impact of the event extended beyond a single evening. By celebrating achievements, recognizing partnerships, and highlighting the district's vision for the future, the video successfully showcased why the State of the District program will remain a signature event for years to come. The response to the video was overwhelmingly positive, with stakeholders expressing appreciation for the district's efforts to communicate openly and celebrate its successes. The excitement generated by the inaugural event, as reflected in the video, solidified its role as an essential platform for keeping the community informed and engaged. Through this production, Newton County Schools demonstrated not only its commitment to student success but also its dedication to building strong relationships with educators, families, and the broader Newton County community.