

The North Rockland Central School District (NRCSD) takes great pride in providing students with the tools to achieve their dreams. As a high school athletics powerhouse, this especially applies to student-athletes striving to compete at the next level. Since 2020, NRCSD has made strategic financial investments in athletics facilities, including the construction of a state-of-the-art weight room, a new turf field, new outdoor basketball courts, an outdoor pavilion, and a remodeled athletic trainer room - with more improvements to come. These investments allow student-athletes to experience collegiate-level training and competition environments, preparing them for the next steps in their athletic journeys.

Since joining NRCSD in 2023 as a member of the Rockland BOCES Communications Service, a key focus of my role has been the showcasing of district athletics programs to help retain students who might otherwise seek private school pathways. During the past two years, 37 student-athletes have committed to playing in college, with projections reaching 50 by the end of the 2024-25 academic year. Last year, North Rockland sent its largest-ever football class to college, celebrated its first female Division I rower and its first female collegiate wrestler. The "North Rockland Collegiate Student Athletes" production aimed to demonstrate these collegiate "firsts" and reinforce to our school community that support for annual budget passage directly impacts these opportunities. It also highlighted NRCSD's passion for helping student-athletes achieve their athletic goals, whether in high school or college.

Additionally, the video production targeted rising eighth grade students in North Rockland - as an effort to prevent these students and their parents from leaving the public school district for a private school - emphasizing that NRCSD offers superior facilities, stronger college connections and a deeper passion for student success. The video was featured at the NRCSD Grade 8 Athletics Showcase, an event during which prospective students and parents met with coaches and other NRCSD Athletics Department administrators. On YouTube, the video received 2,300 impressions and 109 unique viewers. On Instagram, it reached over 2,800 accounts, of which 37.4%

were “non-followers,” with over 6,800 plays, 301 likes, and 16 shares. It was also included in the Community Newsletter, generating 280 interactions. This campaign increased awareness of North Rockland Athletics’ commitment to student-athletes and strengthened community excitement about our programs.