

Horsemen Pride: A Spotlight on the Public Schools of the Tarrytowns The Horsemen Pride video was created to showcase the Public Schools of the Tarrytowns as a welcoming, inclusive, and supportive learning environment for all students and their families. With a student population that is culturally, racially, and ethnically diverse, the district is committed to meeting the individual educational needs of every learner. This video highlights the district's dedication to academic excellence, equity, and community engagement through the voices of students, educators, and families. Launched at the start of the 2024-25 school year, the Horsemen Pride video has been shared across multiple communication platforms, including the district's website, social media channels, and email newsletters. The primary audience includes current and prospective families, community members, and stakeholders. To ensure accessibility and inclusivity, the video includes Spanish subtitles, enabling a wider segment of the community to connect with the district's messaging. By storytelling the experiences of students and educators, this video has strengthened the district's messaging and brand identity, fostering transparency, trust, and a shared commitment to academic achievement. The video has led to increased community engagement, stronger family-school connections, and positive feedback from key stakeholders, further positioning the Public Schools of the Tarrytowns as a model of educational excellence.