

The SCPPS 2024 Holiday Message Video was created to spread joy and celebrate the holiday season with our school community. Featuring elementary students sharing their favorite parts of the holidays, the video captures the excitement, traditions, and warmth that make this time of year special. Posted right before the Christmas/New Year break, the video serves as a heartfelt send off for students, families, and staff, bringing smiles and festive spirit to all who watch. The authentic responses from students add a charming and lighthearted touch, making it a meaningful way to connect with the community. The target audience includes families, district employees, and community members, all of whom can relate to the joy and nostalgia of childhood holiday memories. As a communication tool, the video strengthens engagement by showcasing student voices in a fun, relatable way while reinforcing the district's sense of community and warmth. The video was widely shared across the district's social media and cable access channels in addition to being emailed directly to staff and parents/guardians, spreading positivity and fostering connection during the holiday season.