The purpose of this video was to share awareness on two aspects: California Arbor Week and how our very own VUSD students participate in a very special experience by camping at a national park area near Visalia known as SCICON, during that time. We have an extensive amount of data that shows our community checks in with our VUSD social media accounts very regularly since we created a very regular expectation that our accounts will post a piece of content at least once a week. When we started this department, we found that there was definite need to provide regular communication and awareness of all kinds of topics going on in our school district and community and many families are very fond of the history with students attending SCICON.