

Since 2021, the district Communication and Public Relations team has coordinated the production of High School Senior Reflection videos, which highlight the experiences of high school students leading up to graduation day. The videos serve as an emotional tribute from the school principal and select seniors and are played on the video board inside the stadium for all attendees to view. In 2024, the videos were shot and edited in partnership with Captivate Media. Videos were published on the school website home pages, district and school Facebook, X, and Instagram pages, and YouTube channels, and they are also shared in district and school e-newsletters. Student voice shines through in these videos as seniors share memories that stood out to them, what they are most proud of for the class of 2024, what they are looking forward to in the future and something that they will always remember about their time at their school. The principal reflects on the last four years with their senior class, shares memories and proud moments, and addresses the senior class in a final parting message. With five high schools sharing their own story, the district Communication and Public Relations team served as project lead to format each video and with the use of branding, the final video series is unique to each school but also represents the district as a whole. All five of the districts traditional high schools were provided a branded and professionally shot and edited video to share with their school community, live during their graduation ceremony, on their school website and social media pages. Parents/guardians, families and community members were able to get a glimpse of what their students last four years were like, hearing directly from the students themselves.