

The purpose of the Good n Green video series is to showcase the exceptional students, educators and programs at Carroll ISD. We specifically try to feature the students who may be doing exceptional work, but are often overlooked by mainstream media and adult communication channels. The video series is used in our District's Dragon E-Blast weekly e-newsletter, as well as our Superintendent's weekly e-newsletter, on our Vimeo channel, website and on all our social media sites. The target audience for our Good n Green video series is the entire Southlake Carroll ISD community, to include families, students, educators, staff and area business partners. The Good n Green series supports the effective communication efforts of our District by promoting the positive effects of our dedicated educators and the remarkable programs our District provides, as well as the talent, dedication and success of our students. It is easy for external news media to focus on the shortcomings or deficits, but this series is produced to remind the entire community of the extremely positive effects our District has on its students and, by extension, the community. The "Good 'n Green" series has had enormous success since we launched it last year. Each segment receives between 3,000 and 5,000 views on our combined social media channels.