

The Connecting with Carter video series was created to increase transparency, engagement and awareness of key district initiatives while also introducing and branding Superintendent Dr. Carter Davidson in his first year leading Litchfield Elementary School District #79. The series provides a direct, approachable way for Dr. Davidson to communicate important updates, initiatives and priorities to LESD79 families, staff and the broader community. Each episode focuses on a relevant district topic, from academic initiatives and school safety to enrollment trends and operational updates. By delivering these messages in a clear, engaging format, Connecting with Carter helps families stay informed while strengthening the connection between district leadership and the community. The title itself, emphasizing "Connecting" and "Carter" with two Cs, makes the series memorable and easily recognizable. To ensure maximum reach and accessibility, each video is strategically distributed across LESD79s communication platforms, including Facebook, Instagram and YouTube, where families and community members engage with district updates. Videos are also shared through ParentSquare, the districts primary mass communication tool, and posted on the district website and in newsletters, where they remain available as an ongoing resource. The target audience for the series includes LESD79 families, staff and community members, offering them an insiders perspective on the districts work. Additionally, the videos serve as a valuable tool for prospective families, giving them insight into the districts leadership, values and priorities. The response to Connecting with Carter has been overwhelmingly positive, with families and staff appreciating the direct, transparent updates from district leadership. The series has helped clarify complex topics, making key initiatives more relatable and reinforcing Dr. Davidsons presence as an engaged and approachable leader. By prioritizing strategic, engaging and transparent communication, LESD79 has strengthened trust, engagement and awareness among its stakeholders. The Connecting with Carter series continues to be a powerful tool for keeping families informed and fostering a stronger sense of connection between the district and the community we serve.