

We utilized members of our student advisory council to share the impact of an education in our system. We timed the release of these videos to align with upcoming tax renewal items, but we did not tie the videos to the tax. We utilized these videos on social media where they were very well received. Our target audience were those most likely to vote in the upcoming election. Our students shared how their time in our district set them up for success, what they will remember most about our their time with us, and which of our educators impacted their life the most. The videos collectively received nearly 20,000 views on social media, and the taxes passed with over 70% approval rating.