

The purpose of this video series was to engage and inform parents as they prepared for the 2024-2025 school year, ensuring that students were set up for success from day one. The series featured key district leaders, including the Director of Elementary Leadership, Director of Secondary Leadership, Director of Career and Technical Education, and the Division Superintendent, who shared valuable tips and insights to help students thrive academically and socially throughout the school year. The target audience for this video series included both students and parents, providing them with essential guidance on transitioning into the new school year with confidence. The videos were strategically released on Suffolk Public Schools social media platforms every other day, during the week leading up to the first day of school. This video series played a vital role in supporting effective communication between the district and families, reinforcing important messages about academic expectations, available resources, and strategies for success. Some of the outcomes achieved from this video series included an increase in parental engagement in back-to-school preparations, an improvement in student readiness through shared strategies and expert advice and an enhancement of communication and transparency between Suffolk Public Schools and the community. Using our social media platforms allowed the Division to have a wider reach, making the information easily accessible to all families.