

**Video's Purpose:** The video series celebrates and recognizes the achievements of the 2024 graduating seniors. As part of the Redlands Unified School District's strategic plan (RUSD 2025), which emphasizes excellence in academics, the series serves to honor and acknowledge the resilience and accomplishments of the Class of 2024, particularly highlighting their perseverance during the challenges posed by the pandemic and post-pandemic academic years.

**Where and When It Was Being Used:** The videos premiered a week after each of the schools graduations. The videos served as a meaningful addition to the commencement ceremonies, contributing to the celebratory atmosphere. Following the premieres, the videos was later promoted on social media platforms to extend its reach to a broader audience.

**Target Audience:** The primary target audience for the video series includes the graduating seniors of the Class of 2024, their families, school staff, and community members attending the commencement ceremonies at the Redlands Bowl. These videos aim to celebrate the academic achievements and resilience of the graduating class. The videos also cater to the broader community, including community members attending commencement ceremonies and those engaging with the content on social media platforms. By showcasing the accomplishments of the graduating class and creating a sense of community pride, the videos resonate with a diverse audience, reinforcing the district's commitment to academic excellence and fostering positive engagement.

**How It Is Supporting Effective Communication:** The videos effectively communicates a message of celebration, acknowledgment, and encouragement to the Class of 2024. By featuring a recap of each of the graduations, the videos create a heartwarming connection between the seniors and the attendees, symbolizing the continuity and interconnectedness of the educational journey. Premiering the video a week after the commencement ceremonies ensures a captive audience and adds a personal touch to the graduation experience. Additionally, promoting the video on social media platforms further extends its reach, fostering a sense of community pride and engagement.

**Outcomes Achieved:** The video contributes to creating a memorable and emotionally resonant graduation experience for the Class of 2024. By celebrating the seniors' achievements and acknowledging the challenges they overcame, the video reinforces the district's commitment to excellence in academics. The

subsequent promotion on social media platforms amplifies the positive narrative surrounding the Class of 2024, fostering a sense of community pride and engagement. Overall, the video serves as a powerful tool for communication and celebration, aligning with the district's academic objectives and enhancing the overall graduation experience.