

Pocantico Hills School District 2024 Budget Video Series The Pocantico Hills School District 2024 Budget Video Series was created to provide the community with a clear, engaging, and informative look at the programs and services supported by the districts proposed budget. This five-part series covered key areas of investment, including a budget overview, student support services, AI in the classroom, the Junior Pre-K program, and the districts Garden program. Designed for district families, staff, and community stakeholders, the videos were strategically released across the districts website, social media channels, and email newsletters in the months leading up to the budget vote. Each video served as a storytelling tool to illustrate the impact of budgetary decisions on student learning and district growth, ensuring transparency and fostering informed decision-making among voters. By using concise, visually engaging narratives, the series supported effective communication by breaking down complex financial topics into accessible, relatable content. The inclusion of student and educator voices further personalized the message, reinforcing the districts commitment to academic excellence and community engagement. The campaign contributed to an informed voter base and strengthened trust between the district and its stakeholders. Feedback from the community highlighted the series as an essential resource in understanding the proposed budget, demonstrating the power of video storytelling in public education communications. The 2024 budget passed successfully, with strong community support, due in part to the effectiveness of the video series in educating voters. By providing clear, accessible insights into how the budget directly impacts students, families, and staff, the videos helped foster transparency and trust in the districts financial plan. Community feedback indicated that the series played a key role in clarifying complex budget items and reinforcing the importance of continued investment in key programs. The campaigns success demonstrated the power of strategic video storytelling in shaping public understanding and engagement in school district initiatives.