

PURPOSE Cafecito + Charla con Maribel is a weekly video program that produces informative and educational videos for families and students in Spanish. Cafecito + Charla, Coffee and Chat with Maribel in English, was established in 2021 with the mission of strengthening the connection between schools, families and the community. Cafecito + Charla is hosted, produced and directed by Springdale Public Schools Communications staff member Maribel Tapia, who draws her inspiration and passion for equity in education from her immigrant parents and her personal experiences as a first-generation English language learner.

VIDEO USE Cafecito + Charla is featured as a playlist on the Springdale Public Schools YouTube channel, which has more than 21,500 subscribers. Springdale Schools Communications likewise partnered with Arkansas Telemundo, Univision and La Poderosa Spanish-language broadcast affiliates to reach statewide Spanish-speaking audiences in 2023. All three stations air weekly seven-minute episodes of Cafecito + Charla and a Springdale Schools commercial for their audiences. The video series is also shared through social media and email distribution reaching an impressive audience of over 50,000.

TARGET AUDIENCE Cafecito + Charla's target audience is Northwest Arkansas with an emphasis on Springdale. Springdale is the largest school district in Arkansas with more than 3,100 staff members and an enrollment of about 23,000 Pre-K to high school students. Springdale has a population of about 101,000 people, while Northwest Arkansas is home to more than 590,000 residents. Northwest Arkansas Hispanic/Latino population saw the largest gains of the regions diverse population growth, accounting for over 17% of the population in 2021 and forecasted to grow to 19% by 2026. More than 78% of Arkansans speak English as a second language, with 35% speaking English very well and 43% speaking English less than very well. This diversity makes creating content that's relevant to the regions Spanish-speaking population paramount. Effective

COMMUNICATIONS Cafecito + Charla effectively communicates with and inspires the community through stories that are relevant to Springdale's Spanish-speaking population. Episodes demonstrate the district's strong desire to communicate with and support its multilingual community. Cafecito + Charla is a comfortable conversation with sources and its audiences, like what could be experienced with a friend over a cup of coffee. Springdale Schools has about 12,450 students, 57%

of enrolled students, with a multilingual background. Of that number, 7,438, 34%, are currently being served for English language development. The remaining, 5,011, 23%, have a multilingual background, but are fully proficient in English and are not receiving English as a Second Language services through the district. OUTCOMES Cafecito + Charla con Maribel received 2,251 views from April 2024 to January 2025, with a 65.4 watch time. Information featured on the show reached area Spanish-speaking viewers with relevant topics that included student literacy, district career and technical education programs, inspiring district graduates, student health and well-being, bilingual school programming and district student athletes. The featured programming allowed student viewers to understand their full potential, as it features individuals they can relate to from within the Spanish-speaking community.