

TSC Senior Walks video series Background and purpose: Senior walks have become a cherished tradition in our schools, celebrating graduating seniors as they return to the elementary schools they once attended. To capture the heartfelt connections and inspire viewers, I used emotional storytelling, focusing on unique perspectives from a teacher and two graduates. Target audience: The primary audience includes district families, alumni and staff. The secondary audience consists of prospective families considering TSC schools and the broader community. Video series: Using an iPhone and wireless microphone, I captured the emotions of this tradition through three unique stories. The videos were posted on the districts Facebook page and YouTube in May 2024 (during the last week of the school year). The videos have been featured in internal newsletters and shared by community members, extending their reach. Mintonye Elementary School: Second-grade teacher Sheryl Davis reflects on her special connection with the Class of 2024. This video drew 3,700 views and responses from alumni and families. Klondike Elementary School: A Harrison High School graduate reflects on her time at Klondike as she walks through the halls one last time before demolition begins. This video garnered 2,600 views and generated excitement about the upcoming school renovations. Cole Elementary School: A McCutcheon High School senior walks through the halls of Cole Elementary School and memory lane with his classmates. This video received 1,500 views and emphasized the traditions lasting impact. The videos intentionally exclude graphics to preserve the raw emotions of the tradition. The names of those interviewed were highlighted in the video introductions on Facebook. By focusing on authentic footage and personal narratives, the series captures genuine connections and heartfelt moments. Outcomes achieved: The Senior Walk series achieved over 7,800 combined views, demonstrating significant interest in our community. By focusing on storytelling and leveraging digital platforms, the Senior Walk series effectively communicated TSCs commitment to celebrating traditions and building strong connections within the community. Viewer comments included: Assistant Superintendent Dr. Christy Fraley: Thank you for sharing! What a neat perspective and so fun to see all the emotions! The senior walks are one of my favorite things at the end of the year. Principal Brock Richardson: Mrs. Davis, you did amazing and truly embody the last-day feelings and represent teachers everywhere so well! Parent Keyla

Lane: We love Mrs. Davis! So blessed my youngest got to experience second grade with her.

Community member Cristina Olivo: So sweet! Research to support the project: The National School Public Relations Association (NSPRA) emphasizes storytelling as an effective strategy for celebrating student milestones. Videos consistently generate higher engagement than static posts on platforms like YouTube and Facebook. By combining personal narratives and visuals, the Senior Walk series effectively connects with its audience while showcasing TSC traditions.