

The video series features one student from each grade of the school sharing how their parents help them with school for promoting Family Engagement Month which is during the month of November. The video's purpose is to show, from a child's perspective, how important family is to a student's education while also showcasing a partnership between the school system and families. Sharing the videos on Facebook allows for a wide range of the community to witness how parental involvement impacts the students in a positive manner. The series not only gives our audience a chance to see how important family is to a student's education, but it also allows for those families to get some recognition and hear their child's appreciation for them. The target audience is parents and guardians, community members, and school system staff. The video series being played on Facebook allows for our target audience to be reached as well as individuals outside the target audience such as prospective families and staff looking into joining our school system. A new video was released each day during the month of November and used our hashtag #APlaceForEveryKid as well as #FamilyEngagementMonth for more reach. The videos enhance our communication strategies by deepening our relationship with families, helping them feel more connected and showing that we understand and appreciate their role in their child's education. The series even builds an emotional connection to our school system when sharing these real-life stories from the students themselves pulls at their heartstrings. The students were able to say whatever they wanted and were given the opportunity to thank their parents for all that they do to help them with school. The outcomes achieved were that the videos highlight the importance of family involvement in a child's education, strengthening our relationship with the community, and bringing awareness that November is Family Engagement month. In summary, the video series focuses on the role that families play in their child's education. Hearing from the child themselves gives a human feel, pulling at the heartstrings of our audience. The series being shared on a platform as wide as Facebook guarantees that the message reaches our audience and more which strengthens the relationship between families and the school system.