

The Superintendents Video Update series is an engaging and dynamic way to highlight the incredible programs, students, and staff within Covina-Valley Unified School District. This series provides the community with a first-hand look at the exciting opportunities available across the district while enhancing public perception of Covina-Valley USD as a place of excellence in education. Prior to the 2024-25 school year, these videos were produced by an outside agency. However, in a move to bring production in-house and provide hands-on learning opportunities for students, the district now collaborates with the Northview High School Fine Arts, Media, and Entertainment (FAME) Career Technical Education (CTE) pathway students to produce the series. This shift not only enhances the authenticity of the content but also allows students to gain real-world experience in video production, storytelling, and digital media. Each episode is filmed at a different school within the district, showcasing the diverse and outstanding pathways and programs available to students. A key feature of every video is a student from the host school who shares their personal experience, providing an authentic and engaging perspective on what makes their school unique. This student-led approach celebrates student voices and achievements while giving the community an inside look at the enriching educational experiences Covina-Valley USD offers. The purpose of the Superintendents Video Update series is to celebrate and communicate the great things happening in Covina-Valley schools, from innovative programs to student success stories. By rotating locations and featuring different schools, the series ensures that a wide variety of programs, teachers, and students are highlighted. This initiative reinforces district pride, fosters community engagement, and strengthens the connection between schools and families. By producing the videos in-house, Covina-Valley USD maximizes resources while investing in student learning and creativity. The collaboration with Northviews FAME CTE pathway not only brings high-quality production to the series but also showcases the districts commitment to career-focused education and real-world skills development. Ultimately, the Superintendents Video Update series serves as a powerful tool for communication, celebration, and engagement, ensuring that the community stays informed and inspired by the outstanding work happening in Covina-Valley Unified School District.