

Each January, we celebrate School Board Appreciation Month by recognizing the dedication and impact of our board members. This year, we wanted to go beyond traditional acknowledgments and showcase their commitment to education and student learning in an authentic and engaging way. Authenticity is one of our big communication goals this year, so we focused on capturing real, unscripted moments that highlight the true connections between board members and students. Each board member selected a class and activity to join, and we mic'd them up alongside students, allowing the learning to unfold naturally. We also interviewed each board member about their experience, and the joy they expressed was truly infectious. The result was a series of meaningful and engaging videos that resonated deeply with our community! Kimberly Moon (Board Member & Nurse) and Rose Terrell (Former Science Teacher) joined a science class during a frog dissection. With their backgrounds in health science and education, they not only participated but also guided students through the process, making the experience more engaging and meaningful. Board President Shirley Martinez jumped right into PE class, running, playing tag, and engaging with students in every activity including the classic parachute game demonstrating her enthusiasm for student engagement. Jill Grubbs read to preschoolers, bringing joy to the classroom while giving young students a chance to interact with a leader in their school community. Ken Coffee participated in an English class, working one-on-one with a student to answer questions and support their learning experience. The impact of this series goes beyond just fun videos. It highlights the invaluable contributions of our school board members as active participants in the educational journey. Their hands-on involvement provides a unique perspective on the importance of leadership in education and its direct effect on student engagement and success. For students, this initiative also demonstrated the human side of those who make crucial decisions about their education, fostering a deeper connection and sense of trust within the community. It was truly heartwarming to see how welcoming the students were toward our board members, jumping right in and making them feel part of the experience. This sense of inclusion is something we actively strive to foster, especially in a military district like ours, where new students are constantly joining. Creating an environment where everyone feels welcome and valued is at the heart of what we do. The

response from our audience was overwhelmingly positive, reinforcing the power of authentic storytelling in school communications. The video was shared to our district's Instagram, Facebook, and YouTube. On average, the videos received 2,000 views on Facebook, our most popular platform. One particularly meaningful comment stood out: 'Core memories unlocked for these kiddos.' This perfectly captured the impact these interactions had on our students and highlighted the value of bringing board members into the classroom.