

Walk In Their Shoes is a "behind the scenes" video series produced by West40 that focuses on our team members who spend their days outside of an office environment in their efforts to support students, educators, advocates, and community members. This video series is designed to show the public the "heartbeat" of West40, which is meeting people where they are and being what they need.

The four videos produced so far have focused on a building engineer, truancy liaison, Director of Support Services, and Director of ALOP Operations. Combined, the videos have received hundreds of views online and have led to a greater sense of understanding of what West40 is all about. For example, our video on the truancy liaison helps identify what the barriers are to consistent attendance and it shows how we connect students with wraparound services to help them get back to classroom. The videos are produced by recording an audio interview with a team member and then by recording video of the team member as they perform their job duties. The target audience is the general public, including our educational stakeholders, partner school districts, students, and community members. Videos are shared on YouTube and social media and have been included in West40's digital newsletters.