Principals Month, as we all know, comes around every year during the month of October. And this year, we decided to get a unique perspective by asking our elementary school students one question: What do you think it means to be principal? The resulting video evoked humor, and also showed the impact of our principals and the work they do every day.

In this video campaign, we also featured one-on-one interviews with high school students and the appreciation they have for their principal.

The goal of this campaign was to raise awareness about our principals, and to encourage our social media followers to share these videos and encourage them to create their own tributes to their principals. We saw our individual campuses sharing kudos and appreciation all month, and we believe this greatly helped increase visibility and put the spotlight on these most deserving educators.