



STEM in Action: Expanding Access & Innovation in Widefield School District 3 (WSD3)

As Widefield School District 3 (WSD3) expanded its STEM & Innovation programs through classroom innovation, competitions, higher education partnerships, and grant-funded initiatives, there was a clear need to intentionally communicate the program's growing impact to students, staff, families, and community stakeholders. Internal program growth combined with a strong community interest in hands-on, career focused learning highlighted the importance of a consistent storytelling strategy that shared student voice and equitable access to advanced STEM experiences.

In response, WSD3 launched a comprehensive STEM Communication Plan in 2024 centered around a monthly STEM video series designed to increase awareness of STEM pathways and reinforce the district's commitment to innovation and real-world learning. Each month, a focused video highlighted a specific program, classroom experience, competition, or partnership with the intention to share with students, families, business and higher education partners, staff, and the Widefield community. Videos were intentionally produced in short-form, Reel-style formats to maintain audience attention and were distributed primarily through Facebook, Instagram, and the district website to maximize reach and accessibility.

This initiative was a strong collaboration between the STEM & Innovation and Communication departments. While the STEM team coordinated interviews and captured authentic classroom footage, Communication translated that vision into strategic, cohesive videos by producing, editing, branding, and distributing each piece to maximize community reach and impact.

From January 2025 through February 18, 2026, the STEM video series generated more than **60,000 total views**, reached over **43,000 accounts**, and produced **1,800+ engagements** across Facebook and Instagram, demonstrating sustained community visibility and interest. The highest-performing video featured [Grand Mountain students designing and 3D printing therapeutic toys](#), earning 7,941 views and 473 engagements on Facebook. The [high-altitude balloon partnership](#) with the University of Alabama in Huntsville reached 2,700 accounts on Instagram and generated 138 engagements, while the [NASA RockSat-C "Sound of Crickets"](#) collaboration produced 1,674 views, reached 1,353 users, and drove additional traffic to the district's STEM webpage. Collectively, these top-performing videos—centered on community impact, advanced partnerships, and real-world innovation—validate the effectiveness of the district's consistent, short-form storytelling strategy in increasing awareness of STEM pathways, elevating visibility of grant-funded initiatives, and strengthening WSD3's brand identity around innovation and community pride.