

Founded in 1845, The Packer Collegiate Institute is the oldest independent school in Brooklyn. A co-educational, college preparatory school enrolling students from Preschool through Grade 12, Packer is located in Brooklyn Heights, one subway stop from Manhattan.

#### **Mission Statement**

Grounded in rich traditions while embracing the future, The Packer Collegiate Institute is a diverse community that balances the value of scholarship and the intellect with the importance of meaningful and sustained relationships. Guided by dedicated adults, Packer students are challenged to develop talents, pursue aspirations, and become empathetic, responsible, globallyminded individuals.

We educate students to think deeply, speak confidently, and act with purpose and heart.

## **Diversity Mission Statement**

Packer believes that healthy identity development is essential to the academic, social, and emotional growth of our students. As educators, we must create an environment in which all students feel safe, challenged, celebrated, and an integral part of Packer. It is our responsibility to engage all members of our school community in understanding multiple perspectives and participating in anti-bias work. Ultimately, our goal is to prepare students to become contributing members of a multicultural and interconnected society.

## **Upper School Overview**

Packer's Upper School faculty, over 79% of whom hold advanced degrees, are dedicated to helping students to develop strengths and interests in academic, artistic, and athletic pursuits, as well as to grow through leadership and service. Our program offers interdisciplinary and project-based learning, the integration of technology, the opportunity for study beyond the walls of the school, and a balance between core academic requirements and student-selected areas of study. Packer's Upper School provides a learning environment that supports students in developing as individuals as well as members of a community. This approach fosters their development as critical thinkers, compassionate citizens, and engaged learners who understand the connection between what is learned in the classroom and lived in the world.

## Community

Our commitment to the diversity of the people in our community encompasses every social identifier, and regarding race specifically, our student body consists of 36% students of color. More than 25 languages are spoken in the homes of Packer families. Upper School students commute from all parts of Brooklyn and Manhattan, and smaller numbers come from as far away as the Bronx, Long Island, and New Jersey. In 2019-20, 27% percent of our students received financial aid. Our community is strengthened by the inclusion of students from Prep for Prep, Oliver Scholars, A Better Chance, and other educational-access programs.

# THE PACKER COLLEGIATE INSTITUTE

# School Profile 2020-21

**Dr. Jennifer Weyburn**Head of School

Maria Nunes

Head of Upper School

Nila Fortune

College Counselor

Claudia Mendez
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## **Upper School Curriculum**

Packer does not offer AP courses. In their stead, we offer Advanced Topics (AT) classes, faculty-authored courses of equal or greater academic rigor.

AT courses are offered in English, American Government, European History, Archival Research, History of Slavery, Calculus I, Calculus I/II, Mathematical Proof and Structure, Mathematical Transformation & Symmetry, Statistics, Biology, Inorganic Chemistry, Organic Chemistry, Physics, Chinese, French, Latin, Spanish, Computer Science, Studio Art, Choreography, and Photography. (*See insert.*)

A schedule of five academic subjects is required for most students. Given the rigor of our overall program and our students' dedication to significant co-curricular endeavors, special permission is required for juniors to take more than two AT Classes or for seniors to take more than three. We also offer a three-year Independent Science Research Program (see opposite page).

In evaluating Packer transcripts, it is important to understand that while there are multiple options for underclassmen to enroll in accelerated courses in math and science, prior to Eleventh Grade, there are no such opportunities in English and history.

## **Graduation Requirements**

Students typically complete courses of study that exceed the minimum requirements noted below. They also complete a community engagement requirement.

English: 4 History/Social Science: 3 Health: 1

Mathematics: 3 Arts (Visual Arts, Dance, Physical Education: 4

World Language: **3** Music, and Theater): **2** 

Science: 3 Electives: 2

## **Grading System**

- · Semester calendar, with final exams administered in June
- · Letter grades A through F, including pluses and minuses (see grade distribution below)
- $\cdot$  Final grades for all courses excluding health and physical education are factored into an unweighted grade point average (GPA).
- · Packer does not report any type of class rank.

Packer pivoted to remote learning mid-March 2020 following our school closure due to Covid-19. Classes were held synchronously and asynchronously to continue to meet our curricular goals and provide the most robust learning experience. Through our advisory program, teachers continued daily virtual checkins with their cohorts. All students were graded on a P/F basis for the spring semester of 2019-2020.

For the 2020-2021 academic year, all students will receive letter grades.

## **Disciplinary Records**

We believe students should respond with integrity to disciplinary questions from schools to which they apply, taking the time to reflect on the ways in which they have grown as individuals and as members of the community. College counselors will disclose only those disciplinary matters that resulted in a student being placed on disciplinary probation or separated from school by suspension or expulsion.

#### **Enrollment**

Pre-Kindergarten through Twelfth Grade:

1,060 students

Upper School: 393 students Class of 2021: 92 students

#### Accreditation

New York State Association of Independent Schools (NYSAIS)

#### **Grade Distribution 2019-20**

Semester grade distribution for courses in which current juniors and seniors were enrolled during academic year 2019-20:

	Α	A-	B+	В	B-	C+	С	C-	D+	D	D-	F
English	94	60	33	13	2	1	0	1	0	0	0	1
World Language	121	61	38	22	5	3	1	0	0	0	0	0
History	51	52	46	14	1	0	0	0	0	0	0	1
Math	160	52	32	18	6	7	2	2	0	1	0	1
Science	122	48	25	6	2	0	1	0	0	0	1	0
Computer Science	22	5	4	0	0	0	0	0	0	0	0	0
Arts	257	45	6	2	0	0	0	1	0	0	0	0

## **College Board Scores for the Class of 2020**

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	Mean		Mean		Mean				
EBRW	710	English Literature	688	Math Level 1	658				
Math	696			Math Level 2	739				

Mean SAT Subject Test Scores

Mean SAT Scores

# Features of Packer's Upper School

## **The Packer Symposium**

For two weeks between first and second semester, regular classes are supplanted by an array of intensive educational experiences that extend beyond the regular classroom. The Packer Symposium is defined by creative research, study, discussion, and action that engage Packer students and faculty in meaningful collaboration and intensive learning.

The New York Experience: Freshmen participate in an extensive investigation of New York City. Students choose from several distinct strands of study, each of which explores the city's culture, history, or sustainability.

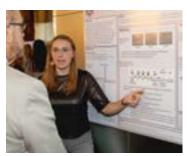
**International Program:** As sophomores, the class of 2021 travelled to Greece and Peru. In Greece, one group explores the complexities of refugees, migration and diversity in

modern Europe, while the other examines climate change, entrepreneurship and sustainability on the island of Crete. In Peru, one group offers innovative solutions to a developing rural area through a non-governmental organization, while the other will listen, observe, and work together in sustainable school-to-school partnerships. The cost of the program for all students is included as part of Packer's regular tuition.

**Individual Explorations:** Juniors and seniors select from course offerings shaped by the interests and passions of both students and teachers. Through in-depth study, discussions with scholars and experts, and field trips around the region, students explore a variety of topics, including scientific innovation, game design, the philosophy of happiness, and the intersection of physics and music.

## **Independent Science Research Program**

Packer offers a three-year sequence of study in the physical and



life sciences, leading to two school years and two summers of laboratory research with professional scientists.

Packer's Core Values

**Scholarship** 

Creativity

**Diversity** 

**Integrity** 

Jov

Respect

Students in this program have received national

recognition as well as credited publication in prominent scientific journals. They also receive college credit through the SUNY system.

#### Student Leadership

Peer Leadership and Peer Support programs offer students the opportunity to serve as mentors to younger students. Peer Leaders/Peer Supporters are selected by faculty and receive leadership training so they may provide a range of services, including tutoring and mediation, to younger students as they socialize and acclimate to Middle and Upper School life.

## **Global Opportunities**

Packer's Global Travel Programs offer students the opportunity to use the world as a classroom. These programs are mission-driven and are inspired by our commitment to expanding our curricular and co-curricular goals. We believe that stepping outside the walls of Packer gives us the unique opportunity to create bonds,

deepen learning, and spark a global perspective. Through the examinations of issues and subjects, passions, or connections with others, our Global Travel Programs develop awareness of important issues impacting our world, cultural competency and global literacy, engagement in another language, and empathy

and responsibility.

## **Independent Study** and Senior Thesis

These two programs allow students to personalize and deepen their individual interests while working one-on-one with a selected faculty mentor. All students present their research publicly and seniors are awarded academic credit for participating in the semester-long Senior Thesis program.

## **Packer in Action Program**

The National Association of Independent Schools (NAIS) has long recognized Packer for its inclusive programming and its integration of diversity learning into every aspect of community life. A committee of students and adults collaborates in preparing

an annual exploration in which the entire school participates in critical conversations about race, gender, equity, and diversity. The program includes seminars, presentations, and workshops developed and facilitated by Packer faculty and students, as well as by nationally recognized speakers, activists, and organizations.



## **College Enrollment**

Listed below are the colleges and universities to which Packer graduates have matriculated in the past five years. Listed below are the colleges and universities to which Packer graduates have matriculated in the past five years. Colleges in bold have enrolled one or more members of the class of 2020.

American University (3) Amherst College (4)

Arizona State University (1)

Bard College (2)

**Barnard College** (7)

Bates College (5)

**Binghamton University** (2)

Boston College (2)

**Boston University (2)** 

Bowdoin College (7)

**Brandeis University** (4)

Brooklyn College of the CUNY (1)

**Brown University** (12)

**Bryn Mawr College** (3)

Bucknell University (3)

California Institute of Technology (1)

Carleton College (4)

Carnegie Mellon University (2)

Claremont McKenna College (4)

Colby College (4)

Colgate University (7)

Colorado College (7) +

Columbia University (4)

Connecticut College (1)

**Cornell University** (11)

**Dartmouth College (2)** 

Davidson College (3)

Dickinson College (1)

Duke University (5) +

Emory University (13)+

Fordham University (1)

Franklin & Marshall College (1)

**George Washington University** (2)

Georgetown University (4)

Goucher College (4)

Hamilton College (4)

Harvard College (2)

Howard University (1)

Ithaca College (1)

Johns Hopkins University (5)

Kenyon College (7)

Lafayette College (1)

Lehigh University (6)

Lewis and Clark (1)

Loyola University, New Orleans (2)

Macalester College (3)

Marist College (2)

Maryland Institute College of Art (3)

Massachusetts Institute of Technology (1)

McGill University (3)

Middlebury College (8)

Morehouse College (2)

Mount Holyoke College (2)

The New School - All Divisions (1)

New York University (7)

Northeastern University (8)

Northwestern University (12) +

**Oberlin College** (15)

Occidental College (2)

Ohio State University (1)

Oxford College of Emory University (1)

Pennsylvania State University (3)

Pitzer College (3)

Point Park University (1)

Pomona College (4)

Princeton University (3) +

Purdue University (2)

Reed College (2)

Digital composite of the Class of 2020, created by Daisy Zuckerman '20 in the spring of 2020 during remote learning.

Rensselaer Polytechnic Institute (1)

Rhode Island School of Design (2)

Rhodes College (1)

Rice University (1)

Rochester Institute of Technology (1)

Royal Central School of Speech and Drama (1)

Santa Clara University (1)

Skidmore College (8)

Smith College (1)

Sophie Davis School of Biomedical Education of

the CUNY (1)

Stanford University (3)

SUNY Stony Brook (1)

SUNY College of Environmental Science and

Forestry (1)

Swarthmore College (2)

Syracuse University (7)

Trinity College (2)

Tufts University (22) +

Tulane University (8) +

Union College (2)

United States Military Academy - Army (1)

University of Arizona (1)

University of British Columbia (1)

University of California at Berkeley (3)

University of California at Santa Barbara (1) +

University of Chicago (9) +

University of Colorado, Boulder (6)

University of Connecticut (1)

University of Delaware (2)

University of Edinburgh (5)

University of Glasgow (1)

University of Maryland (2)

University of Miami (1)

University of Michigan (10) +

**University of Pennsylvania** (7)

Universitat Pompeu Fabra (1)

University of Rhode Island (1)

University of Richmond (1)

University of Rochester (1)

**University of Southern California** (9)

University of St Andrews (6)

University of Texas, Austin (4) University of Virginia (2)+

University of Wisconsin, Madison (3)

Vassar College (7)

Wake Forest University (4)

Warren Wilson College (1)

**Washington University** (6)

Wesleyan University (24)

Whitman College (2) Williams College (3)

Yale University (11) +

# Packer's Advanced Topics Curriculum

The Advanced Topics (AT) Program is defined by the following characteristics: intellectual rigor; authentic real-world work; demonstrations of mastery; performance-based learning featuring student-driven design, analysis and synthesis of varied texts, active scholarship, and original research. In accordance with Packer's mission, AT courses require students to think deeply, speak confidently, and act with purpose and heart.

#### **Advanced Topics in American Government**

(AT American Government)

This course explores the philosophical and constitutional underpinnings of the U.S. political system. Since we live in an interdependent world, an important objective of the course is to situate our government in a global context. Through an examination of politics in the U.S. and case studies of government in other countries, students will develop a vocabulary and conceptual framework that will enable them to better analyze political developments at home and abroad. As a culminating project, students will also conduct and present scholarly research on an urgent public policy issue of their choice.

#### **Advanced Topics in Archival Research**

(AT Archival Research)

In this course, students will conduct original research to gain insight into history by using materials held in The Packer Collegiate Institute's archives, located at the Brooklyn Historical Society. Students will present their research in two forms: first, in the composition of a scholarly essay suitable for submission to *The Concord Review* or comparable journals that publish high-quality work by high school students; and, second, in a public presentation at a research seminar held at the end of the year.

#### **Advanced Topics in Biology**

(AT Biology)

In this year-long course, students will develop their understanding of biology by using the framework of Claim, Evidence, and Reasoning (CER) in a collaborative classroom environment. Students will construct and communicate evidence-based models they develop either by examining historical data or by generating their own evidence. The sequence of units will parallel historical scientific thinking to provide students with an opportunity to understand how scientists come to know and build models. Grounded in evolutionary thinking, students will explore experimental methods and statistical analyses common in biology and answer questions such as: how do cells communicate on a molecular basis, how can we use our understanding of cellular communication and gene expression to engineer genes using biotechnology, and how does life use and transfer energy?

## **Advanced Topics in Chinese Conversation and Culture** (AT Chinese)

AT Chinese is taught entirely in Mandarin and is designed to be the equivalent of a second-year college-level course in content and difficulty. Working with an array of literature, authentic texts, audio, and other materials, students will engage in an exploration of both contemporary and historical Chinese culture. Students are provided with significant opportunities to practice oral skills and develop the capacity to communicate effectively and appropriately in a variety of social, cultural, and practical contexts.

#### **Advanced Topics in Choreography**

(AT Choreography)

This course provides the opportunity for the in-depth study of choreography, improvisation, performance skills, and personal creative process through advanced compositional assignments and performances. A major focus of the class is the required participation as a choreographer in the Dance Concert and other showcases, which includes a good deal of time in mandatory afterschool rehearsals. While learning the craft of composition or "dance-making" is the most obvious element of this course, students also learn about costume design, lighting, leadership, and collaborative concert production. Attendance at one performance of a professional dance company and individual conferences with the teacher are also required.

#### **Advanced Topics in Computer Science**

(AT Computer Science)

This advanced computing course will allow students to further develop the fundamental skills of computer science — such as variables, primitive data types, conditionals, and loops — and apply them to more advanced problems and applications. Students discuss advanced topics in computer science that transcend any one programming language. The course covers object-

oriented programming, including classes, encapsulation, inheritance, and polymorphism. We also address data structures and ways to measure their efficiency, as well as algorithms and when to use them.

#### Advanced Topics in Calculus I and I/II

(AT Calculus I and AT Calculus I/II)

AT Calculus I and AT Calculus I/II explore much of the content typically covered in the first semester and first year of college, respectively. Learning will be discovery-based and will emphasize a multi-representational approach to calculus, in which students learn to express concepts graphically, numerically, analytically, and verbally. Abstract thinking, mathematical modeling, and original research will be key components of the class. The accelerated pace of AT Calculus I/II allows students to explore polar and parametric functions, sequences and series, integration by parts, partial fractions, and Euler's Method, in addition to the topics covered in AT Calculus I.

#### **Advanced Topics in English**

(AT English: Conflict and Culture in Dramatic Literature; AT English: Unconventional Narratives; AT English: Time and Memory in Literature)

While all English classes at Packer are taught at a high level, AT English engages students who wish to delve into complex, nuanced, and sophisticated texts in a full-year course that encourages advanced scholarly research and the contextualization of works of literature. Conflict and Culture in Dramatic Literature focuses on antagonisms big and small between countries, between religions, and between individuals, as well as their immediate and long-term social and personal consequences. Unconventional Narratives focuses on literature that departs from the conventional with a particular attention to works that break new ground, experiment with structure and storytelling, and offer multiple perspectives. Time and Memory in Literature focuses on the ways in which concepts of time and memory shape the structure, content, and experience of exploring a text. Also, the class looks at ways in which notions of time are culturally encoded.

#### **Advanced Topics in European History**

(AT European History)

Advanced Topics in European History is a discussion-based course that tracks the evolution of Western society from the 16th century to the 21st century. In the first semester, we use primary sources—journals, letters, arts, literature, and physical remains—alongside scholarly secondary works to trace the intellectual and cultural roots of modern Europe from the Renaissance to the era of the Enlightenment and the French Revolution. In the second semester, students will explore the relationship of industrialism, nationalism, and imperialism to the cataclysmic events of the 20th century: World War I, the Russian Revolution, and World War II. As the culminating project of the course, second-semester students will undertake a long-term archive-based research paper. Advanced Topics in European History provides instruction in how to write analytical essays; interpret maps; evaluate statistical data; analyze architecture, sculpture, and painting; and assess the accuracy of literary and cinematic portrayals of historic events.

#### **Advanced Topics in French**

(AT French: "The Other" in French Literature and AT French: Revolt & Identity)

Packer offers two Advanced Topics in French courses. The first, "The Other" in French Literature is a literature and culture course in which students explore the theme of the "other" in three major texts (*Mondo* by J.M.G. LeClézio, *Les Raisins de la Galère* by Tahar Ben Jelloun, and *Pierre et Jean* by Guy de Maupassant) as well as in modern day France through the study of two marginalized groups: the Arab population living in the Parisian suburbs and the Roma. The second, Revolt and Identity, is a French language, literature, and history course focusing on two major regions of the French colonial empire: the Caribbean and North America. In both courses, which are taught exclusively in French, students further develop their communicative skills by regularly engaging in guided discussions and written reflections, and hone their linguistic base through the study of advanced grammar and vocabulary in context.

#### **Advanced Topics in the History and Literature of Slavery**

(AT History and Literature of Slavery)

This course takes as its central topic the rise of Atlantic African capitalist slavery, its life in narratives, and its continuing life in our contemporary memory. Study begins with the African slave trade and continues through the Middle Passage, which transmuted Africans into legal property. It also follows the rise and fall of African-American slavery, which provided the legal foundations for white domination and the philosophical foundation for "freedom" in the United States. The first semester culminates in a group archival research project based on the Trans-Atlantic Slave Trade database, while in the second semester, students will complete an individual archival research paper on an aspect of Atlantic slavery that they wish to investigate further

## Advanced Topics in Inorganic Chemistry

(AT Chemistry)

In this course, students will develop an understanding of the relationship between chemical structure and function in order to predict and explain patterns of reactivity for organic compounds. The curriculum addresses a range of topics typically found in a college-level organic chemistry course, such as systematic naming, molecular orbital theory, stereochemistry, various reaction mechanisms, and retrosynthetic analysis. Students will come to a better understanding of the chemistry behind physiological processes discussed in biology, learn to apply the fundamental principles of interactions between organic substances to novel situations, and gain fluency with the basic reactions that allow chemists to build new complex molecules in the laboratory. They will also explore the nexus of organic chemistry, industry, economics, politics, and public opinion.

#### **Advanced Topics in Latin**

(AT Latin: Literature of the Roman Empire and AT Latin: Vergil)

In AT Latin: Literature of the Roman Empire, students explore selections from the works of Ovid, Tacitus, Seneca, and others. They investigate the conventions, literary styles, and characteristics associated with these authors and discover the historical, cultural, and political context of the Julio-Claudian and Flavian periods. The course focuses on the various ways that historians, poets, and philosophers questioned the social, economic, and political systems of imperial Rome. In AT Latin: Vergil, students experience the epic Roman poetry of Vergil's Aeneid and discover the conventions, literary styles and characteristics associated with the genre of epic poetry. They explore the cultural and social context within which the literature was created, with an emphasis on the political perspectives and the historical events that accompanied the transition from the end of the Roman Republic to the advent of the Empire. The course is designed to provide students with the guidance, confidence, and skills necessary to read, discuss, and analyze this seminal work of Latin literature.

#### **Advanced Topics in Mathematics: Proof and Structure**

(AT Math: Proof and Structure)

Advanced Topics in Mathematics: Proof and Structure is a college-level seminar in abstract mathematical reasoning and its applications to the field of discrete mathematics. Students in this course will be challenged not only to find and explain interesting connections in mathematics, but also to subject them to the rigorous standards of mathematical proof. To that end, we will study the prose, structure, and technique of proof, subsequently applying these strategies of mathematical argumentations to problems in set theory, number theory, and combinatorics.

#### **Advanced Topics in Mathematics: Transformation and Symmetry**

(AT Math: Transformation and Symmetry)

Students will explore topics in college-level mathematics through problem-solving and proof writing. The class will begin with an overview of proof techniques and mathematical habits of mind before launching into an inquiry-based study of graph theory. Students will also investigate topics in linear algebra, including the theory of matrices, linear transformations, and vector spaces. The course will culminate in a survey of abstract algebra, including groups, rings, and fields. Applications of group theory will be emphasized.

#### **Advanced Topics in Organic Chemistry**

(AT Organic Chemistry)

In this one-semester course, students will develop a new way of thinking about and visualizing chemical structures and reactivity as we explore the relationships between organic chemistry and economics, politics, and public opinion. Students will come to a better understanding of the chemistry behind physiological processes discussed in biology, learn to apply the fundamental principles of interactions between organic substances, and gain fluency with the basic reactions that allow chemists to build new complex

molecules in the laboratory.

#### **Advanced Topics in Photography**

(AT Photography)

Through their creative efforts and their ability to "read" and analyze photographs orally and in writing, students in AT Photography are encouraged to push the limits of their creativity and conceptual understanding. Portfolios will be reviewed by a panel of professional photographers who will give formative feedback during the year as well as a summative evaluation at the end. Students will learn to read images with a more critical mind and eye by increasing their ability to observe with great care and to follow intuitive leads suggested by the content. The students' approach to photography will be multifaceted, a melding of the cognitive, visual, and emotional.

#### **Advanced Topics in Physics**

(AT Physics)

This course focuses on the development of quantitative and inductive reasoning skills through the study of physics. Working in small groups, students will conduct hands-on activities, often designing their own investigations. These investigations serve as the foundation from which students develop conceptual and mathematical models to explain a wide range of physical phenomena, from dynamics and wave mechanics to optics and electricity and magnetism. Students will also learn basic coding to generate their own computer models that simulate physical phenomena. An overarching goal for students throughout the curriculum is learning to effectively communicate scientific principles to their peers.

#### **Advanced Topics in Spanish**

(AT Spanish Language and AT Spanish Literature and Culture)

AT Spanish Language is a course in which students work to expand, refine, and put to use their advanced Spanish language skills through the study of a series of thematic units exploring the issues, ideas, and attitudes most compelling to contemporary Spanish speakers in today's world. Working with an array of authentic texts, audio, and other materials, students will focus on reading critically, investigating and questioning historical context, author bias, influences, and tone when tackling readings of various types. In addition, students will work extensively on writing essays that incorporate elements from multiple sources to support an original thesis. AT Spanish Literature and Culture introduces students to texts such as short stories, novels, poetry, and essays from across the Spanish-speaking world, with a special emphasis on Latin America. Literature is examined within the context of its time and place, as students reflect on the many voices and cultures present in the readings. The course includes a strong focus on cultural connections and comparisons, including exploration of various media such as art, film, articles, and literary criticism. Both courses are conducted entirely in Spanish.

#### **Advanced Topics in Statistics**

(AT Statistics)

Students will learn how to understand the data and statistics that are pervasive in the world today and to draw their own conclusions. By examining how data and statistics are gathered, how they are analyzed, and what conclusions can and should be made, students will become statistically literate. Students will dissect headlines touting recommendations based on research and dig deeper with careful readings of scientific studies. Students will also study the designs of classic experiments from the field of psychology and behavioral economics, and will design and implement their own statistical studies and experiments.

#### **Advanced Topics in Studio Art**

(AT Studio Art)

With an emphasis on painting, printmaking, mixed media, and drawing, this course encourages students to discover, develop, and push their creativity. Students will create a portfolio that will place a strong focus on the development of personal voice and encourage creative thinking and problem solving. Using New York City galleries and museums to inspire their own work, students will learn to be self-reflective and make connections with larger audiences.