

"With You" Eden Prairie Schools Video

Captivate Media + Consulting

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"With You" created for 2024-25 Back to School Event Eden Prairie Schools wanted to create a video to play at their all-staff kick-off event, but we were faced with a challenge: it was summer break and school buildings were empty, but we needed to film a powerful video. We used the juxtaposition of powerful voiceovers paired with slow clips of empty hallways to set the mood and engage viewers. Typically we view empty schools as lacking or not engaging, but our team used this as an opportunity to craft a dynamic message of hope and appreciation. This creative approach set the stage for a video that felt fresh and inspiring, rather than routine. The purpose of the video was to acknowledge and celebrate staff, and reinforce the brand messaging of "Inspiring each student every day." By highlighting the important role that staff plays in supporting students in a variety of ways, the video aimed to make staff feel appreciated, valued, and reinvigorated as they embark on the new school year. The video also took all staff members into account, highlighting teachers, paraprofessionals, nutrition and transportation staff etc. The video was designed to connect deeply with staff as they prepared for the opportunities of the new school year. It supported effective communication by aligning with the district's strategic communications plan, focusing on staff engagement and retention. The outcome of the video was immediate and impactful. It helped to set a positive tone for the staff kick-off event, fostering a sense of community and collective purpose. Anecdotal evidence from conversations suggested staff members were inspired and energized, entering the school year with a renewed sense of pride in their work. Ultimately, the video played an essential role in supporting the district's staff kick-off event messaging goals and overall retention and empowerment of staff, ensuring that the 2024-25 school year began with a strong foundation of positivity and support.