

Purpose This video serves as a high-impact promotional tool for AVIDs 2025 Summer Institute, a premier professional development event designed to empower educators. It generates excitement, encourages participation, and showcases the transformative experience that AVID offers. The video highlights personal and professional growth, team collaboration, and the impact of AVIDs educational strategies, while also promoting new features such as the Chicago location, an enhanced general session format, and exclusive after-hours experiences.

Where and When It Is Being Used The video is heavily used in digital and in-person promotional efforts leading up to the 2025 Summer Institute, appearing in: AVIDs website, social media, and email marketing campaigns targeting educators and school districts. Conferences, virtual events, and staff meetings to build momentum and secure registrations. Presentation materials and recruitment efforts to engage both new and returning participants. Its promotional cycle began months in advance and will continue until the event, reinforcing the benefits of attending. The video also includes captions to enhance accessibility and ensure the message reaches a broad audience.

Target Audience The video is designed for educators, administrators, and district leaders looking to enhance student engagement and achievement through AVID methodologies. It also targets professional development coordinators and decision-makers responsible for investing in high-impact training. The video appeals to both new and returning attendees, inspiring those already familiar with AVID while attracting first-time participants eager to transform their teaching practices.

How It Supports Effective Communication This video effectively conveys the energy, significance, and value of the Summer Institute through: Compelling visuals and dynamic event highlights that showcase the power of collaboration and learning. Engaging narration and strong messaging emphasizing professional growth, student success, and the AVID community. Clear information about new event features, ensuring potential attendees are aware of key enhancements while maintaining AVIDs tradition of excellence. A forward-thinking, motivational tone that positions the Summer Institute as an opportunity for transformation and impact.

Expected Outcomes As the 2025 Summer Institute approaches, the video is expected to: Drive high registration numbers by effectively communicating the events value to educators and decision-makers. Strengthen AVIDs reputation as a leader in

professional development for student-centered learning. Foster anticipation and engagement among returning attendees while attracting new participants. Build a sense of community among AVID educators, reinforcing their shared commitment to student success. Increase awareness of AVIDs impact as the organization celebrates 45 years of transforming education. By energizing and informing its audience, this video plays a critical role in ensuring the success of the 2025 Summer Institute, equipping educators with the tools, mindset, and connections needed to create lasting change in classrooms nationwide.