

In Alpine School District we recognize that many of our professionals bring knowledge, skills, and dispositions developed from their diverse military service. This past Veterans Day we wanted to acknowledge that service by producing this video. It aligned with our strategic message, "Culture of Excellence." Military service has inspired and given valuable skills to employees. It became a special installment in our weekly video series, published on our district YouTube channel. We scheduled the production for release on Monday, November 11. This is a trust-building video message. We aimed to build trust in three ways. First, many of our Veterans do not speak openly about their service. Asking them to open up gives parents and colleagues a new view of them, and fosters connection. Second, our community is very pro-military and serves many military families. We are near major Reserve military facilities and we routinely get large turnouts at military community events. Showing our support for our Veteran employees binds us more strongly to our wider community. Finally, we thought it important to align ourselves with the values and lessons that military service developed among many of our staff-teamwork, composure under pressure, courage, a mission-first attitude, and sacrifice for something bigger. Once we articulated the need and the communication objective, we determined that our video channel would be the best way to distribute the message. We then set out to identify Veterans who would be willing to share their experiences on camera. We surveyed our 10,000 employees and asked for details about their service. We looked for diversity among types of roles in our district, in school assignments, and in the branches served. Many Veterans did not want to go on camera, and we respected that. The final video features 11 Veterans-from principals to bus drivers-who were willing and available on our schedule. Our objective is to build trust with our community. The video has earned nearly 600 views and more than 3,000 impressions on YouTube. Additionally, the Facebook post was one of the best performing of the year with a reach of 2.7K and 55 interactions. We've also been able to use it in support of a program that we launched last month called "Purple Star Schools." This video is embedded on the Purple Star Schools web page. Trust is a difficult thing to measure and we continue to look for ways to do it. This video helped fill a strategic message right after the election when people were feeling divided. It contributed to our community coming together. We call that a

SUCCESS.