

Each day, Bloomington Public Schools students are empowered to Dream, Believe, and Achieve. That's the message of the district's new We Are Bloomington Public Schools video. Showcasing BPS, the video captures the essence of student life in our schools and the journey students take toward their future. With the launch of a new Dream, Believe, Achieve Strategic Plan, the timing was perfect to create a piece that reflects our vision. The Community Relations team took this project from concept to completion, writing, filming, editing, and producing it entirely in-house. We're incredibly proud of the final product. Our target audience includes all who interact with Minnesota's 11th largest school system in a community of more than 87,300 diverse residents. Current and prospective students can envision themselves thriving in our schools, while staff take pride in the impact of their dedication and talent. Families and caregivers can feel reassured knowing their students are learning in a safe and nurturing environment, and community members gain insight into the role our schools play in shaping the future. To connect with stakeholders, we crafted a clear, concise script centered around our Dream, Believe, Achieve tagline. It's narrated from a student's point-of-view, with other student voices seamlessly interwoven throughout. Visually compelling footage, a dynamic pace, and an uplifting soundtrack build energy as the video unfolds. An innovative behind-the-scenes technique we used was AI-assisted planning. While the final narration was performed by a human voice actor, we first leveraged AI-generated voices to create an audio demo of the script. By experimenting with different AI voices and music pairings, we refined the tone and pacing before recording. This allowed us to provide our voice actor with a precise reference, ensuring the final narration aligned perfectly with the vision for the video. This project reflects the heart of BPS, where students dream big, believe in themselves, and achieve their goals. The video made its debut to thunderous applause in August 2024 at an all-staff welcome-back event, serving as a powerful closing piece to the superintendent's remarks. It inspired and energized staff and set the tone for the new school year. The video was also widely shared across district communication channels, including Inside Page (staff) and Chalk Talk (community) e-newsletters, social media, and the BPS website. It also became part of the regular cable broadcast rotation on BEC-TV. Since its release, the video has garnered nearly 11,000 views, reshared across digital channels and

showcased at a host of school, district and community meetings. We can't say for certain it directly influenced enrollment, but we do know BPS saw its first increase in student numbers in three years. More than just a marketing piece, We Are Bloomington Public Schools is a reflection of who we are, and where we are going. It captures the heart of our school district, evoking pride, excitement, and a deep sense of belonging. It reminds us all why our schools are more than just classrooms. They are places where students Dream, Believe, and Achieve.