

This video showcases one of Chesterfield County's most popular fall events, the marching band expo! The purpose of this video was to highlight this year's event featuring bands from high schools across the district while both capturing performances and the overall event atmosphere. This video primarily aims to showcase the artistic excellence and technical skill demonstrated by the student musicians from across Chesterfield. It elevates student achievement in performing arts to the same level of recognition often reserved for academic or athletic accomplishments. An essential purpose of this video puts a highlight on the importance of performing arts in students' education. The expert interviews help contextualize the performance within broader educational goals. This video was distributed in the following ways: -all division social media platforms -the division website (oneccps.org) -presented at the School Board's November meeting -Shared in internal and external newsletters The target audience for this video included those who attended and performed at the event as well as other students, parents, community members and other school staff. This video supported effective communication by connecting multiple school communities, showing evidence of program success to key stakeholders and creating shareable content that extended the event's impact beyond those in attendance. Visual storytelling through dynamic editing and performance highlights communicates the energy and excellence of this event. This approach makes the content accessible and engaging to viewers regardless of their previous knowledge of marching band activities. This video was exceptionally received by our community. It has generated nearly 26,000 views across all platforms and had excellent engagement through comments and reactions.