

Chesterfield County Public Schools kicks off winter break each year with a message from the superintendent to staff, students and the community - and this year was special! For the 2024 winter break message, CCPS Creative and Media Services collaborated with students to write a script for our interim superintendent to deliver. By featuring the interim superintendent speaking in authentic teen lingo, with accompanying captions translating the message for parents, the production served multiple strategic purposes: communicating essential break information, demonstrating the administration's willingness to meet students on their own terms and creating a moment of cross-generational humor. The video aimed to transform routine messaging into a memorable, shareable experience that would generate positive engagement with staff, students and parents.

This unconventional approach to administrative communication was strategically distributed across:

- Division social media channels
- The division website (oneccps.org)
- Individual school websites
- School division internal and external digital newsletters
- Employee intranet

This video's target audience included students, staff and families. Students appreciated the authentic attempts to speak their language. This video was wildly popular among staff who shared the video enthusiastically and commented on Dr. Murray's ability to connect to the students. This video supports effective communication in many ways. It breaks through communication barriers by adopting the vernacular of our students but also translates the language so that parents understand what the message is as well. We used humor and self-awareness to create a memorable message. The inclusion of students in the video created a direct connection for both parents and students. This unconventional communication approach resonated powerfully across multiple platforms, generating exceptional engagement metrics. The views for this video total over 55,000 views with hundreds of comments and shares on social media. The substantial engagement numbers demonstrate how creative, audience-centered communication can transform routine information into viral content. Most importantly, the approach resulted in a higher student engagement with our content than we have ever seen.