Background/research/situation analysis Columbia Public Schools (CPS) is committed to ensuring the safety of all students, staff, and visitors. As part of this commitment, CPS has implemented the Raptor Visitor Management System across all 42 school buildings, replacing the previous paper sign-in process. This advanced system enhances security by verifying visitor identification and conducting background checks through the national sex offender registry and against district or court-ordered restrictions.  Research into school safety practices shows that effective visitor management systems significantly reduce potential security risks and provide peace of mind for students, staff, and families. By ensuring that every visitor is properly screened and identified, CPS is prioritizing a secure learning environment while maintaining an efficient and welcoming process for visitors.  All of that information informed our video to show all those who may enter our buildings what they can expect.   Goal  To enhance school safety and streamline visitor check-in processes through the district-wide implementation of the Raptor Visitor Management System. Increase awareness and understanding of the visitor management process while ensuring 100% compliance with the Raptor System across all school buildings.  Objective  Share the Story (Create Awareness) - A comprehensive informational video will demonstrate the step-by-step process for using the Raptor Visitor Management System. The video will feature visuals of the check-in process, from presenting identification to receiving a visitor badge, along with explanations of the system's security features. CPS staff will provide context and answer common visitor questions to ensure clarity and build trust.  This video will be shared via CPSTV, the CPS website, social media platforms, school newsletters, and during other opportunities to ensure widespread understanding and compliance.

Key Messages   1. Prioritizing Safety: The Raptor Visitor Management System enhances school safety by ensuring every visitor is properly screened and identified.  2. Efficient and User-Friendly: The system is designed to be fast, secure, and easy to use, providing a smooth visitor experience. 3. Transparency and Support: CPS is committed to clear communication and assisting visitors through every step of the process.    Strategies 1. Digital Storytelling: Produce high-quality video content including interviews with students and teachers that seamlessly blends event coverage with personal testimonials, ensuring the story is both engaging and informative. 2. Multi-Channel

Distribution: Air the video on CPS-TV and promote it through internal newsletters and encourage attending schools to share the video on owned social media channels to maximize reach.

3. Engagement: Using the CPS-TV distribution platform, capture viewership information. Evaluation Since airing on October 7, 2024, the viewing audience has watched the story 738 times. Additionally, it has been viewed 139 more times since on-demand viewing became available: The video was also shared on the Sharing the Gold internal newsletter.