

The purpose of this video was to tell the story of Ali Ridha's journey from an English Learner (EL) student to an inspiring teacher for the "Classroom Calling" series. Delving into authentic experiences, this series examines growth, triumph and illustrates the profound impact educators have on students' lives, with the hope that potential educators will see the diverse experiences of our staff and want to make a difference in our school district in the same way. The video is housed on the Classroom Calling webpage, and was also posted to Facebook, X and LinkedIn. The target audience for this video is prospective educators for Lincoln Public Schools and the Lincoln Public Schools community as a whole. For the purposes of recruiting prospective educators, we wanted to allow the voices of our teachers to tell their own stories about why they chose this profession and why they chose Lincoln Public Schools. This effectively communicates that not only does Lincoln Public Schools have a diverse workforce of teachers with lived experiences that relate to their students today, but that these educators are finding fulfillment in their calling, and they are finding it at Lincoln Public Schools. We achieved the goal of telling the story of one of our inspiring educators and putting it out into the world in the hopes of recruiting educators who want to make a difference in student's lives the same way Ali has. The video has been disseminated for recruitment purposes on both the Lincoln Public Schools main social media accounts and the LPS Human Resources social media accounts. On Facebook, this video received 2.2K views, with 1.9K accounts reached.