

The D64 Construction Update-Lincoln Phase 1A video gave the community a clear look at the renovations at Lincoln Middle School. It highlighted major changes, including the basement remodel, the transformation of the auditorium into an Industrial Arts space, and the upgrade of the broadcast classroom and studio. The goal was to show how community investment directly improves student learning spaces. The video was released on YouTube and the district website, D64.org, on February 5, 2025. It provided a timely update on the construction and now serves as a visual record for presentations. By sharing it across multiple platforms, we ensured the entire D64 community could stay informed. The Communications Department took a behind-the-scenes approach, using before-and-after photos to clearly show the progress. The video combined narration, on-camera segments, graphics, and a mix of photos and footage to create a clear and engaging story. Before-and-after visuals, construction clips, and picture-in-picture comparisons helped illustrate the scale of the work. The focus was on making the information accessible and keeping viewers engaged. The video achieved its goal because it increased community awareness of the project, showcased the new spaces, and demonstrated how students are using them. Viewership data shows strong engagement: 274 views on YouTube, 1,223 on Facebook (with over seven hours of watch time), and 579 on Instagram (with over three hours of watch time). More importantly, the video reinforced transparency and trust by keeping the community informed about how taxpayer dollars are being used. It's a strong example of how schools can use video to communicate important updates.