

The primary purpose of the video was to recognize and celebrate the invaluable contributions of PCPS teachers while reinforcing the Division's commitment to excellence in education. It serves as a powerful storytelling tool to elevate educators and showcase the positive strides within the division. The video premiered during the February 5th school board meeting and it was then shared to multiple communication channels, including the PCPS website, social media platforms, and the internal newsletter. The video has garnered over 3,200 views on social media. The video was designed for PCPS teachers and staff and families but it has also been used to showcase our Division to those who may be considering applying to PCPS. Additionally, it has helped to strengthen relationships with community partners and local organizations invested in supporting public education. The video is part of the Division's communications strategy to enhance transparency, engagement, and positive public perception. By using personal interviews, the video highlighted PCPS educators who have contributed to the Division's progress and reinforced the Division's mission to develop 21st-century learners. The video has helped position PCPS as a Division that values its educators. The recognition of outstanding teachers not only uplifts the winners but also inspires all staff members who strive for excellence. Through this video, PCPS has effectively communicated its appreciation for teachers and demonstrated its ongoing commitment to student success. The video continues to be used to maintain momentum in celebrating teachers in a meaningful and engaging way, which helps us to foster a culture of excellence and innovation within the Division.