

NSPRA Media Excellence Awards Submission - Video "Beyond the Classroom - Adventure Club"

Purpose The "Beyond the Classroom - Adventure Club" video introduces La Crosse Longfellow Middle School's new Outdoor Adventure Club, where 6th, 7th, and 8th-grade students explore the wonders of nature. The club's mission is to equip students with the skills and knowledge necessary for safe, rewarding outdoor adventures. Through hiking, camping, and exploration, the club provides a non-competitive, physically active environment that helps students build confidence, form lasting friendships, and develop a connection to the outdoors. It fosters self-discovery, belonging, and the belief that students can face any future challenge. The club emphasizes safety and preparedness while helping students build lifelong hobbies. It's about more than just outdoor activities-it's an opportunity to grow emotionally and socially, all while exploring nature. The club aims to build a community of adventurers, allowing students to learn vital skills, make friends, and feel empowered in their ability to tackle new challenges.

Where and When It's Being Used The video has been shared via eNewsletter, social media platforms (Facebook, Instagram, LinkedIn, Nextdoor, YouTube), district and school websites, and email marketing. It has also been presented to current and prospective students and families, as well as potential community partners.

Target Audience The video is targeted to school staff, families of current and prospective students, community members (especially those without children or children of school age), and local organizations interested in supporting the club.

How It's Supporting Effective Communication Our communications strategy is focused on producing content that resonates with our school community and highlights programs that make a positive impact. We listen to feedback from families, staff, and the community to ensure our messaging aligns with their interests. This video showcases the Outdoor Adventure Club's unique opportunities and the community partnerships that help make it successful. It's part of our ongoing effort to strengthen relationships within the school community and enhance support for student programs.

Outcomes Achieved The video has been well-received, generating over 10,000 views-an increase of about 25% from typical viewership. Engagement has been strong, with positive feedback from the community and an increase in student interest in the Outdoor Adventure Club.