

Purpose: The Shawnee Mission School District's mission, as outlined in the strategic plan, points everyone toward challenging learners to achieve their full potential. Each year, the Shawnee Mission Superintendent focuses work in service of this mission through a theme. The 2024 "All In" theme video reinforced this message to the community as a new school year began. The video highlights the broad "All In" community dedication and student experience that supports the creation of a bright future for every student.

Context of use: The video was scripted and storyboarded as a back-to-school kick off video, with a message that could resonate throughout the year. The video was published broadly for the community to view on multiple platforms via direct emails to parents/guardians, staff, front-page placement on the district website and individual school website, publication in a hyper-local news column, and shared on social media. It also was shown at numerous district and community events, with the majority of presentations taking place at the beginning of the year.

Target audience: The primary audience includes staff members, parents/guardians of students, and residents in the district.

Supporting effective communication: The "All In" video generates excitement for the new school year while reinforcing Strategic Plan goal messages. Specifically, in June, the Board approved new Strategic Plan strategies that are each mentioned by name in the video. The script aligns with Strategic Plan language adopted months prior by the community. The footage displays numerous opportunities provided to students. A primary goal of the Communications Team is to help build a web of support for district students and staff. The video implores all in the community to be "All In" in providing that support.

Outcomes Achieved: The video is one of the district's most viewed videos this school year with more than 4.8 thousand views. This video was shown to new educators at their first professional development session just prior to their first day of school and at numerous professional development sessions for returning educators, at the request of the Superintendent and Human Resources team. The Superintendent's office, Human Resources Team, and district education foundation staff have requested more videos of this nature. Since publication, the video has received positive feedback from parents/guardians, staff, and members of the community. They have expressed the video is inspiring as well as energizing as well as one that reminds individuals of our collective purpose.