

Purpose The Sly Park Outdoor Education Experience video is designed to inspire, inform, and encourage participation in this unique residential outdoor learning program. It highlights hands-on STEM learning, ecological exploration, and social-emotional growth, while capturing the adventure, friendships, and resilience-building experiences students gain in nature. The video excites students, reassures parents, and reinforces educators' commitment to experiential outdoor learning, showcasing why Sly Park is a transformative experience for all participants.

Where & When Its Used This video serves as a long-term recruitment and promotional tool, featured in: Schools, parent meetings, and informational sessions to introduce the program. District newsletters, social media campaigns, and educational websites to promote outdoor education. Seasonal marketing efforts aligned with program sign-ups and school planning cycles.

Target Audience The video is designed for elementary and middle school students, sparking excitement about outdoor adventure, teamwork, and hands-on learning. Parents and guardians gain reassurance about the programs safety, educational benefits, and positive developmental impact on their children. It also engages educators and administrators, reinforcing outdoor educations role in STEM learning, resilience-building, and personal growth. Additionally, **potential chaperone teachers and parents** are encouraged to participate, seeing firsthand the value of their role in supporting student experiences.

How It Supports Effective Communication The video effectively connects with its audience through:

- Compelling Storytelling** Personal testimonials from students and educators create an authentic, relatable experience.
- Emotional Connection** Highlights joy, teamwork, and the life-changing impact of outdoor education.
- Clear & Engaging Messaging** Well-paced narration, immersive footage, and a compelling narrative reinforce why Sly Park is a unique opportunity.
- High-Quality Production** Smooth transitions & editing enhance storytelling. Clear, balanced audio ensures dialogue is easily understood. Effective lighting & visuals highlight the programs natural beauty. Graphics & captions improve accessibility and reinforce key takeaways.

Outcomes Achieved The Sly Park Outdoor Education Experience video is a powerful recruitment and promotional tool, ensuring ongoing engagement and program support. It successfully:

- Increases student enthusiasm, making them eager to attend and participate.
- Reassures parents, addressing concerns about safety,

value, and impact. Encourages chaperone involvement, showcasing the importance of parent and teacher participation. Strengthens school and district commitment, advocating for continued investment in outdoor learning. Functions as a long-term marketing tool, keeping Sly Park visible, relevant, and well-supported for future generations. By capturing the adventure, joy, and lasting benefits of outdoor education, this video inspires participation, fosters community involvement, and secures lasting support for the Sly Park program.