

The 2024 Employees of the Year Video was created to celebrate the dedication and impact of district employees across multiple roles, honoring their invaluable contributions at the Staff Achievement Awards Ceremony in April. This annual event recognizes outstanding employees who go above and beyond in their service to students, schools, and the district as a whole. The video featured honorees from the following major categories: - Child Nutrition Programs - Physical Plant Services - Professional/Technical - School Administrative Support - School Support - Secretarial/Clerical - Specialist Educator - Transportation. The initial target audience for the completed video was the ceremony attendees which included the honorees, their guests, district leaders, and colleagues, all gathered to celebrate the essential work of district employees. By featuring each honoree in their work environment, the video provided an authentic and engaging look at their daily contributions-whether preparing meals, maintaining facilities, transporting students, supporting instruction, or keeping schools running smoothly. With one of the honorees not available for updated footage due to an unexpected medical leave, the video creatively uses pictures and a variety of video formats to ensure the employee was included to the same extent as the other honorees. As a communication tool, the video did more than highlight achievements; it reinforced the message that every employee plays a vital role in student success. Through dynamic visuals, workplace footage, and heartfelt testimonials, it brought attention to the dedication, expertise, and passion of these employees, ensuring they received the recognition they deserve. Beyond the ceremony, the video serves as a valuable promotional asset, shareable on the district's social media and cable access channels, further amplifying appreciation for district employees. The outcome was a strengthened sense of pride and motivation, fostering a positive workplace culture where every team member feels valued and celebrated for their contributions.