

Launched at the start of the school year, the video was strategically designed to welcome and familiarize staff, students, and families with the new leadership in the Special Education (SPED) Department. This video has been used across multiple platforms, including our school division's website, social media channels, and internal staff communications, ensuring broad visibility and engagement. The primary target audience includes SPS staff, parents, students, and community stakeholders who interact with the Special Education Department. By leveraging visual storytelling, the video enhances effective communication by fostering a sense of connection and transparency. It provides a personal and approachable introduction to the team, helping to build trust and accessibility among families and staff. As a result, the video has strengthened engagement, increased awareness of key contacts within the SPED Department, and contributed to a smoother transition for new leadership. Ultimately, it supports the division's commitment to clear and open communication, reinforcing our dedication to serving students with special needs.