

This video highlights the Police Activities League (PAL) program, a partnership between the Scottsdale Police Department and Scottsdale Unified School District. PAL teaches fourth and fifth graders leadership, conflict resolution, and teamwork. Students are selected by teachers to become mentors on the playground, helping younger students play games and work through disagreements in a positive way. The program reinforces values of respect, integrity, strength, and empowerment. The goal of this video was to showcase how PAL builds student leadership while also highlighting a unique partnership between SUSD and local law enforcement. The schools participating in PAL have faced enrollment challenges, and this program is part of the district's larger effort to strengthen school communities and attract families. The video also reinforces trust between the district and Scottsdale Police, showing how officers are involved in proactive, student-focused initiatives. The video was shared across SUSD platforms and received 3.1K impressions on YouTube. It helped generate awareness of PAL and its impact, sparking conversations about expanding the program to more schools.

How This Video Supports Effective Communication & Outcomes Achieved:

- **Showcases a Unique Partnership:** Highlights how SUSD and Scottsdale Police work together to support students.
- **Encourages Enrollment Growth:** Reinforces SUSD's commitment to meaningful programs that make a difference for students and families.
- **Strengthens Community Trust:** Shows a positive collaboration with law enforcement in a way that directly benefits students.
- **Engaging Storytelling:** Features real students and staff explaining how PAL works and why it matters.