

Now Thats What I Call Horsepower!: Marcellus Bus Driver Recruitment Video Overview/Purpose of the Campaign Like most schools across our region, the Marcellus Central School District has dealt with a shortage of bus drivers. At points, it feels like all hands on deck, as some administrators have even trained to get their license to pick up shifts. When the director of transportation reached out to see what could be done to get the word out on needing drivers, she mentioned that one of the school maintenance guys who doubled as the districts Mustang mascot started driving. So the idea began: Why not focus on the Mustang driving? We wrote the script (although the transportation director did some freestyling) and filmed it within a week. Our graphic designer then helped put together a slide for the end with information. The culmination was a brief (1:06), easily shareable video that caught peoples attention and made them aware of the issue. But it was also fun and grabbed folks attention seeing the mascot at the wheel. That post ended up being one of the most shared of the school year.

Links to the Social Media Content

<https://www.facebook.com/MarcellusCSD/videos/1135954744276731> Description of the Outcomes Achieved The video was well received by the community. It was cute and fairly short (1:06) with a simple message, which made it popular on the districts social channels. It garnered 40 shares on Facebook, the most of any post that didnt feature a single student. While its tough to tell how many bus drivers this ended up recruiting in the end, it definitely got the discussion going on social media about the need for drivers. Why This Video is Special There are so many traditional methods used when it comes to recruiting bus drivers, whether its signs on parked buses outside of schools, advertising in the local newspaper, etc. With this, we wanted to try something different. We made it cutesy to get attention, short so it was easy to share, and made our plea to the masses. The end product achieved each of those objectives.