

Background/research - In 1984, Columbia Public Schools (CPS) launched the Partners in Education (PIE) program to connect Columbias business community to its schools.. Over the past 40 years, PIE has grown to include 150 partnerships and more than 100 partnership friends, ranging from hospitals and banks to local corporations and community organizations. The program has expanded student opportunities, offering hands-on career experiences, mentorships, volunteer initiatives, and more. The partnerships are designed to be long-term, with steering committees that develop mission statements, set objectives, and plan activities that directly benefit students and schools. Research supports the value of these partnerships, showing that engaging students in real-world experiences improves academic outcomes, strengthens community ties, and fosters economic growth. The PIE program exemplifies these benefits, helping students connect classroom learning to future careers.

Goal - To celebrate the 40-year legacy of the Partners in Education program while highlighting its ongoing impact on student learning, community engagement, and economic development. Increase awareness of PIEs impact over 40 years, highlight the diverse ways businesses contribute to education, and encourage new partnerships. Objective: Share the Story (Create Awareness)-This emotionally engaging video will showcase the history, impact, and future of the PIE program. The video will feature interviews with key figures such as retired Superintendent Jim Ritter, former coordinator Jolene Schulz, current business partners, volunteers, and students. It will also highlight stories from foundational partners like Central Bank of Boone County and Metro Rotary Club, demonstrating how partnerships enrich both student learning and community involvement. The video will be shared at the annual breakfast, on CPSTV, social media, the district website, newsletters, and as needed at community events to maximize engagement. The story will celebrate four decades of meaningful connections while inspiring new partnerships that benefit future generations. Key Messages 1. 40 Years of Impact: The PIE program has connected schools and businesses for four decades, strengthening education and fostering community engagement. 2. Real-World Learning: PIE partnerships give students valuable hands-on experiences that connect classroom learning to future career opportunities. 3. Community Connection: Local businesses benefit from PIE by investing in the future workforce and building stronger community relationships.

4. Opportunities for All: PIE offers flexible ways for businesses of any size to engage, whether through mentorships, classroom activities, or long-term projects. Strategies

1. Digital Storytelling: Produce high-quality video content, including interviews with PIE partners and community leaders that seamlessly blends event coverage with personal testimonials, ensuring the story is both engaging and informative.
2. Multi-Channel Distribution: Air the video initially at the annual PIE breakfast, then on CPS-TV and promote it through internal newsletters and encourage those attending to share the video to maximize reach.
3. Engagement: Using the CPS-TV distribution platform, capture viewership information.

Evaluation - Since airing on May 10, 2024, the viewing audience has watched the story 243 times. Additionally, it has been viewed 163 more times since on-demand viewing became available. Before the switch to the on-demand viewing option, the CPS-TV Page with the video linked had 9,478 visits. The video was also shared on the Sharing the Gold internal newsletter.