

Background/research/situation analysis Columbia Public Schools (CPS) marked a significant milestone with the beam signing ceremony for the new classroom addition at Elliott Battle Elementary School. Originally built in 2015, the school was designed with future expansion in mind to accommodate Columbia's growing population. In 2022, CPS voters approved a bond issue that made this addition possible, demonstrating the community's unwavering support for educational advancement. The new addition will include 11 classrooms, expanded capacity for 650 students, and 5,000 square feet of storm shelter space to enhance safety for students and staff. Updated security features will further ensure a safe, inclusive, and nurturing learning environment. Research underscores the importance of quality educational facilities in promoting student success, community engagement, and long-term economic growth. This expansion reflects CPS's commitment to providing state-of-the-art learning environments that meet the needs of its growing student population while upholding the legacy of excellence inspired by Elliott Battle.

Goal To celebrate the progress of the Elliott Battle Elementary School expansion while highlighting the community's vital role in supporting educational infrastructure and student safety. Increase community engagement and awareness about the significance of the new classroom addition and the role of community investment in educational growth.

Objective Share the Story (Create Awareness) Our video will capture the essence of the beam signing ceremony, featuring speeches from key stakeholders, including Superintendent Dr. Brian Yearwood, Board President Suzette Waters, Principal Dr. Kyra Young, and CPS student leaders. The video will highlight the community's role in supporting the addition, the legacy of Elliott Battle, and the significance of providing safe, innovative spaces for learning. Footage will showcase key moments like student handprints on the beam, community member reflections, and visuals of the new construction. The video will be shared across CPSTV, social media platforms, the CPS website, and newsletters to maximize engagement and awareness.

Key Messages

1. Community-Supported Growth: The classroom addition reflects the strength of community investment in educational progress, made possible through voter-approved bond initiatives.
2. Enhanced Learning Environments: The new classrooms and safety features reflect CPS's commitment to providing state-of-the-art facilities for its students.

3. Legacy of Excellence: This addition honors the legacy of Elliott Battle and the districts ongoing commitment to educational excellence and student success.

Strategies

1. Digital Storytelling: Produce high-quality video content including interviews with students and teachers that seamlessly blends event coverage with personal testimonials, ensuring the story is both engaging and informative.
2. Multi-Channel Distribution: Air the video on CPS-TV and promote it through internal newsletters and encourage attending schools to share the video on owned social media channels to maximize reach.
3. Engagement: Using the CPS-TV distribution platform, capture viewership information.

Evaluation Since airing November 13, 2024, the viewing audience has watched the story 544 times. Additionally, it has been viewed 50 more times on-demand. The video was also shared on the Sharing the Gold internal newsletter.