

Background - In Columbia Public Schools (CPS), the safety of students, staff, and visitors is the highest priority. In response to growing safety concerns and in alignment with community expectations, CPS has invested in a non-invasive weapons detection system to provide an added layer of security on its campuses. Supported by the Columbia Board of Education, the Open Gate Weapons Detection System will be implemented at Battle High School, Rock Bridge High School, and Hickman High School starting in the fall of 2024. Research for this project included an analysis of national school safety trends, discussions with security experts, and community feedback through surveys and safety forums. The goal was to identify a system that enhances safety while minimizing disruptions to daily school operations. The Open Gate system, known for its fast, efficient, and non-invasive process, was selected as the optimal solution to meet these objectives. All of that information informed our video script.

Goals To enhance campus safety while ensuring a seamless and efficient entry process for students and visitors through the Open Gate Weapons Detection System. Increase awareness and understanding of the new security process while promoting safety and ease of access.

Objective - Share the Story (Create Awareness) - A comprehensive informational video will educate students, staff, and visitors about the Open Gate Weapons Detection System. The video will explain how the system operates, outline the items that need to be "passed around" during screening, and demonstrate the process of walking through the detection system. It will also provide clear instructions on how to proceed in case of an alert. This video will be shared through multiple platforms, including CPSTV, the district website, social media, and internal newsletters, ensuring that the message reaches the targeted audience. The video emphasizes the districts commitment to safety and transparency while highlighting the importance of community cooperation to keep school campuses secure.

Key Messages

1. Safety First: The safety of students, staff, and visitors is CPSs top priority. The Open Gate system is an important investment in creating safer school environments.
2. Efficient and Non-Invasive: The system is designed to be fast, non-invasive, and easy to navigate, requiring minimal disruptions to daily routines.
3. Community Cooperation: Cooperation from students, staff, and visitors is essential in ensuring the success of the system and maintaining a safe learning environment.

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 on June 20, 2024, the viewing audience has watched the story 1,126 times. Additionally, it has been viewed 259 more times since on-demand viewing became available. Prior to the switch to the on-demand viewing option, the CPS-TV Page with the video linked had 9,478 visits.