

The purpose of the Investing in Staff Growth: District 47 Teacher Vacancy Grant video is to highlight how the Teacher Vacancy Grant District 47 received from the Illinois State Board of Education (ISBE) is strengthening our schools and filling critical roles in Special Education and Dual Language. It is a recruitment tool showcasing the diversity in District 47 and providing prospective candidates with an authentic look at what it is like to work in District 47. Featuring the inspiring stories of Manuel Gonzalez and Yvonne Rhodes, both fourth-grade dual language teachers, the video demonstrates how the Teacher Vacancy Grant offered financial support and a structured path for pursuing teaching credentials. Last school year, District 47 was among 170 Illinois districts to receive the first Teacher Vacancy Grant to address the national teacher shortage. The funds helped three staff members with the cost of student teaching and earning degrees in Elementary Education with a Bilingual focus. In its second year, the district focused on Special Education and Dual Language, supporting 25 staff members with endorsements and assisting three future staff members in completing their student teaching and degree requirements in Elementary Education with a Bilingual focus. This investment strengthens District 47 while filling hard-to-staff positions. The video was shared across District 47's website, social media (Facebook, Instagram, LinkedIn, YouTube), and internal channels to promote the success of the Teacher Vacancy Grant and its role in addressing the teacher shortage. The target audience includes current staff considering a career shift, district families, community members, and the Board of Education. The video strengthens the district's image by showing active efforts to fill hard-to-staff positions, countering perceptions that the district isn't addressing the challenge. Following contentious teacher negotiations, the video highlights how District 47 maintains strong staff relationships. Gonzalez and Rhodes' stories show that staff members feel supported in their professional growth, shifting the narrative to demonstrate that District 47 remains a positive, supportive place to work. The video supports effective communication through firsthand testimonials from Gonzalez and Rhodes, offering relatable insights into how the Teacher Vacancy Grant helped them achieve their goals. The messaging reinforces the district's commitment to staff development and addressing the teacher shortage, with a positive tone reflecting the supportive environment. The video has performed exceptionally on social media,

generating high engagement. Within four days of posting, it garnered 4.3K views, 3.1K reach, and 244 interactions on Facebook 2.7 times higher than other district videos. On Instagram, it reached 455 people, collected 782 views, and had 36 interactions. It was also posted to YouTube and LinkedIn, further expanding its reach, reflecting both the effectiveness of the content and community interest in the district's efforts to address teacher shortages.