

Purpose: The purpose of this agency status update video is to introduce the new DoDEA Director to the workforce, provide an overview of the DoDEA Directors priorities moving forward, and provide a status update of how DoDEA is performing as a school system. **Where and When Used:** The video was posted on DoDEAs internal communications Sharepoint platform called DoDEA Connects as well as Youtube.com in November of 2024. **Target Audience:** The target audience is the current DoDEA workforce including all DoDEA teachers, administrators and staff. **How This Supports Effective Communication:** This video supports effective communication by showcasing DoDEAs commitment to providing an excellent education to military connected students. By outlining the DoDEA Directors priorities and providing a current status check of the organization, employees gain an understanding of the Directors vision for the agency, an update on how DoDEA is progressing in relation to long term goals, and the agencys focus moving forward. **Outcomes Achieved:** The Directors Update provided clarity of purpose for DoDEA as it outlined the Director's priorities and celebrated the progress of the agency. The video achieved high audience engagement. The video has been viewed 2,240 times since it was published on our internal communications Sharepoint platform DoDEA Connects and Youtube.com. It has received a total of 64 likes, 8 comments and was our most liked DoDEA Connects post in 2024. The video view count of 2,240 is about 2000 more than our usual views of 170-210 and our viewers watched for a total of 270.2 hours which is 267.2 hours more than usual, demonstrating high audience reach and engagement.