

PURPOSE: As part of a larger summer enrollment marketing push, the Communications and Public Relations Department was tasked with creating a video that articulated the theme of Dream Big among the schools, district, and community. The video would serve as the foundational piece for a variety of different marketing materials throughout the Summer of 2024 that all tied back to this theme and style of the video. This full length version was created to highlight a variety of young students who were dressed up in careers that they might want to pursue in the future. The careers were specifically targeted as those that are offered by the district through specialized or Career and Technical Education programs.

WHERE/WHEN ITS BEING USED: The video, in a variety of different forms and lengths, was used on websites, social media, YouTube Ads, movie theaters, streaming ads, and a variety of other avenues.

TARGET AUDIENCE: The target audience for this video was all stakeholders, but mainly targeting those in the community that might want to enroll in the district. While those who are already enrolled got reinforcement that their choice was the correct one, this video served as a selling point for those not living within our district. The goal was to help them realize that Dysart District has an incredible amount of opportunities available for students for them to realize their dreams.

HOW ITS SUPPORTING EFFECTIVE COMMUNICATION: The video is helping to support effective communication by visualizing the district in a positive way. It was important for this video to help articulate the many offerings available and showcase that no matter what a students dream might be, Dysart is the place to help achieve it.

OUTCOMES ACHIEVED: The video was seen across our district in a variety of ways, accumulating more than a million views across all platforms.