

The purpose of the video is to share a lighthearted and festive message with the Hampton City Schools community as winter break approaches. It provides an opportunity for Dr. Haynes, the superintendent who is typically reserved to showcase a more playful side of himself through a mischievous Funko Pop character. Small objects featured in the video were carefully chosen as Easter eggs for viewers to enjoy. For instance, Dr. Haynes is known for always carrying a fan, so a 3D-printed miniature fan was included. His well-known love for the Pittsburgh Steelers was also subtly incorporated by giving the Funko Pop a winter hat in the team's signature black and yellow colors. Beyond the fun details, the video conveys an important message: the need for everyone to take time to rest and recharge during the holiday season. To reinforce this, a custom holiday song was included, with lyrics written by staff and brought to life using the Suno app. The playful and engaging approach helps ensure that the video resonates with its audience while spreading holiday cheer. As part of a broader communication strategy, the video was distributed across multiple channels to maximize engagement. It was shared through Hampton City Schools social media platforms, including Facebook and X, as well as through the ParentSquare communication tool and the district's weekly e-newsletter. Its release was strategically timed to coincide with the lead-up to winter break, making it a timely and relevant message for the community. The video's target audience includes students, families, teachers, administrators, support staff, and members of the local community who are connected to Hampton City Schools. It was designed to engage and uplift those who support the district's mission while fostering a greater sense of unity and celebration during the holiday season. By featuring a direct and heartfelt message from Dr. Haynes, the video strengthens communication within the school community. His expression of gratitude and warm wishes helps reinforce appreciation for the hard work and dedication of staff and families. Additionally, the playful and mischievous elements add a unique and entertaining touch, making the video both memorable and engaging. The video successfully achieved several key outcomes: it strengthened the sense of connection within Hampton City Schools, encouraged appreciation and gratitude among staff and families, and promoted a positive and festive spirit as the holiday season approached. By blending warmth, fun, and a personal touch, the video not only entertained its

audience but also reinforced the districts values and commitment to fostering a supportive and engaged school community.