

Here in Bethel, we continuously seek creative and engaging ways to communicate with our staff and community about important initiatives. One of our key marketing objectives has been to raise awareness about open positions within our district and attract top talent to join our team. To achieve this goal in a way that was both informative and interactive, we developed a series of word games ? including a crossword puzzle, a word jumble, and a word search ? that were featured in our Bethel Pride magazine and weekly Staff News email. These puzzles provided a unique and playful approach to sharing information about job opportunities, district history, department roles, and career paths available within the district. Rather than relying solely on traditional job postings or informational articles, we used gamification to make the subject matter more accessible and engaging. Each puzzle was carefully designed to include keywords and themes related to open positions, career development, and the district's mission of excellence in education. The response from staff and the broader community was overwhelmingly positive. Employees looked forward to these challenges in their weekly updates, and many actively engaged with the content. Some even shared the puzzles with family members, expanding the reach of our messaging beyond our immediate audience. We even had dozens of people reach out for the answer keys and to learn more information. By integrating word games into our communication strategy, we not only increased awareness of job openings but also fostered a sense of fun and camaraderie among employees. Ultimately, our word game initiative demonstrated that marketing materials do not always have to be traditional to be effective. By embracing a fun and interactive method, we successfully educated and informed our audience while maintaining a high level of engagement. The enthusiastic response we received affirms that innovative communication strategies can play a crucial role in reaching marketing goals.