

**Purpose** The “Explore Your Leadership Opportunities: Shape the Future with ACPS” video was launched in September 2024, in order to highlight the diverse leadership and professional career opportunities available within Alexandria City Public Schools (ACPS). At a time when school divisions nationwide face challenges in recruiting and retaining top talent, this video serves as a dynamic and compelling recruitment tool, showcasing ACPS as a place where professionals can thrive, grow and make a lasting impact. The goal of this video is to attract highly-qualified professionals to leadership and administrative roles within ACPS. It showcases the diverse career opportunities, outside of the classroom, available in departments such as communications, finance, facilities, human resources, student services and technology. Featuring current ACPS leaders in their work environments, the video highlights the vital role they play in shaping the future of education.

**Target Audience** The video targets mid-career professionals and emerging leaders looking for career opportunities in school leadership and non-classroom administration roles in a school division, where they will be able to make a meaningful impact.

**Impact** The video attracts job seekers in a compelling and engaging way, allowing them to witness the unwavering passion, dedication and commitment of ACPS employees in supporting students, families and the broader community. It features: Authentic storytelling, showcasing current ACPS leaders in their work environments to provide a genuine, behind-the-scenes look at their roles. Clear and engaging narration by each department chief describing the professional experience. Vibrant b-roll (or visuals) to captivate the viewers. Well-balanced audio to ensure that the background music enhances the message rather than overpowering it. The branding under “Live. Impact. Grow.” which is seamlessly integrated with graphics, reinforcing that this video is part of the larger “Join Our Equity Journey” series, thereby strengthening the ACPS brand. This video is prominently featured on the ACPS employment webpage, as well as across social media channels and showcased at job fairs.

**Outcomes Achieved** Since its launch, the “Explore Your Leadership Opportunities:

Shape the Future with ACPS” video has reached and engaged a wide audience across multiple platforms. Performance metrics: Facebook: Views: 958 Reach: 918 Reposts: 13 Link to Post: <https://fb.watch/y6dkmOswY5/> Instagram: Views: 1,233 Reach: 738 Interactions: 32 Link to Post: [https://www.instagram.com/reel/DAbsPEFp6dT/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/reel/DAbsPEFp6dT/?utm_source=ig_web_copy_link) LinkedIn Views: 1,038 Impressions: 1,528 Engagements: 196 Link to Post: <https://www.linkedin.com/feed/update/urn:li:activity:7248069889754640387> YouTube: Views: 180 Link to Video: <https://www.youtube.com/watch?v=xmGvkkuKC30&list=PLOmpl-FEr01QbPw1U9EXLKgLKSfjiesVh&index=4&t=3s> These metrics demonstrate the impact the video has had in attracting job seekers, increasing visibility for ACPS career opportunities and reinforcing the division’s brand as a premier employer for division administrators and educational leaders. To begin the 2024-25 school year, we achieved a vacancy rate of less than one percent. We believe that videos such as this one contributed to attracting new talent to fill our hard-to-reach areas and the leaders to oversee the work on the school division. This was an unusual vacancy rate based on previous years.