

The video serves as a dynamic storytelling tool designed to support student and teacher recruitment while fostering a strong sense of community pride. Aimed at engaging the Shawano community, the video highlights student success, opportunities, and the district's welcoming environment. It also speaks directly to families considering open enrollment, showcasing why Shawano is an excellent choice for their children. Additionally, the video appeals to prospective educators by emphasizing the district's supportive atmosphere and dedicated staff, reinforcing why Shawano is a rewarding place to teach and work. The video is strategically placed on the district website to maximize its reach, ensuring a permanent, accessible home for prospective families and educators exploring their options. It is actively shared on social media platforms and through district newsletters, increasing visibility among current residents and those considering joining the community. Additionally, the video is played at open houses, providing prospective students and their families with a firsthand look at the district's engaging learning environment. Recognizing the broader impact of community partnerships, the district has also distributed the video to the chamber of commerce, the tourism office, and local realtors, leveraging these organizations to introduce Shawano's schools to newcomers and families considering relocation. This approach supports effective communication by offering a compelling visual representation of the district's culture and opportunities. Video storytelling is compelling because it engages audiences emotionally, helping both the community and prospective families connect with the district on a deeper level. By utilizing multiple distribution channels, the video ensures that its message reaches a diverse audience, from local stakeholders and parents to educators and potential new residents, all in an engaging and easily shareable format. As a result, the video has contributed to increased awareness and engagement, strengthening the district's reputation within the community and beyond. Families and educators have gained a clearer understanding of what makes Shawano unique, while current residents are reminded of the value and impact of their schools.

This has led to heightened interest in enrollment, more teacher applications, and a successful referendum.