

Created to inform and inspire the community about the district's strategic plan, the video Empower 2025 is a visual representation of Chesapeake Public Schools' commitment to growth, excellence, and community. The video outlines district-wide priorities and initiatives. It showcases the collective efforts of students, staff, and leadership in shaping the future of our students. The video is crafted for students, staff, parents, community members, and local leaders by highlighting the tangible ways the strategic plan guides decision-making. It was designed to communicate the core elements of our strategic plan to the entire community, ensuring everyone understands how Chesapeake Public Schools is working to achieve its goals. This video was premiered at the Superintendent's Community Engagement Council, where city leaders gained insight into the district's goals and progress. Next, it was presented at a school board meeting, featured on the district's strategic plan website, in newsletters and on our school system's TV channel and social media platforms. The video maximized its reach within the community by showcasing the video on multiple platforms. Since its release, the video Empower 2025 has increased public understanding of the district's strategic plan and is a valuable tool for engaging the community. The video has effectively bridged communication gaps, uniting staff, families, and the community to support a shared vision and mission.