The 2024–2025 school year kicked off with excitement at Battle High School, especially for the Science Club, which welcomed 35 eager students to its first meeting. The club, known for blending scientific curiosity with fun, was led by senior Sara Alvarez and a dedicated leadership team who organized an engaging first event featuring liquid nitrogen and Dippin' Dots. The strategy of combining engaging experiences with scientific exploration has been key to growing the club’s attendance and participation. Science Club sponsor and physics teacher Marsha Tyson emphasized the importance of hands-on learning, noting how the club's interactive experiments help spark student curiosity while developing essential life skills like communication and project management. Research supports that experiential, hands-on learning is one of the most effective ways to enhance student engagement in STEM fields. By providing opportunities to explore science in creative ways—like ice cream-making with liquid nitrogen and interactive experiments—the club is fostering a love of science while helping students build skills that extend far beyond the classroom. Goal To showcase student engagement in science education through hands-on, interactive learning experiences that promote curiosity, creativity, and skill development. Objective Share the Story (Create Awareness) Our video will highlight the unique approach of Battle High School’s Science Club in combining fun and education. The video will feature interviews with students like Sara Alvarez, who shared how interactive events attract and retain club members, and Marsha Tyson, who emphasized the importance of lifelong skills developed through club leadership. Footage of interactive experiments, such as using liquid nitrogen to explore physical states, will visually showcase the hands-on nature of the club. The video will be shared across CPSTV, social media, the CPS website, and school newsletters to maximize reach and engagement. It will also serve to inspire students and community members to get involved in future events. Key Messages 1.Science is Fun and Engaging: Science Club activities go beyond the classroom, offering interactive, hands-on experiences that spark curiosity and

excitement. 2. Skill Development Beyond Science: Students develop essential life skills, including communication, project management, and teamwork, preparing them for future success. 3. Community Connection: The club actively seeks partnerships with community members passionate about science and education, strengthening local connections. Strategies 1. Digital Storytelling: Produce high-quality video content including interviews with students and teachers that seamlessly blends event coverage with personal testimonials, ensuring the story is both engaging and informative. 2. Multi-Channel Distribution: Air the video on CPS-TV and promote it through internal newsletters and encourage attending schools to share the video on owned social media channels to maximize reach. 3. Engagement: Using the CPS-TV distribution platform, capture viewership information. Evaluation Since airing on August 28, 2024, the viewing audience has watched the story 605 times. Additionally, it has been viewed 83 more times on-demand. Prior to the switch to the on-demand viewing option, the CPS-TV Page with the video linked had 9,478 visits.The video was also shared on the Sharing the Gold internal newsletter.