

YouTube link: https://youtu.be/2d7c9VLt_mU Video file: https://drive.google.com/file/d/1hcxsScB_zkI3GpoZIF7K6iTAK0qwgziF/view?usp=drive_link

Target Audience The primary target audience consists of all ~1,800 Papillion La Vista Community Schools (PLCS) employees. The secondary target audience consists of parents and community members.

Purpose The goal of the video was to inspire and engage all staff for the new 2024-25 school year. The video features footage from the previous school year to celebrate the accomplishments of all staff. It was important to us that we included a variety of staff roles as well as balanced footage from all schools - 16 elementary schools, three middle schools, and two high schools. The video also launched and explained the new school year's theme, "We Are PLCS."

Use Timing and Location The video was launched at the 2024 All-Staff Kickoff event in August for all district staff, played during a formal program on the video board in the ballpark where the event was held. The video was also distributed in our weekly staff newsletter, bi-weekly parent newsletter, and posted to social media to reach its secondary audience. It lives on YouTube as well, though due to a lot of native file sharing we did not push traffic there directly.

Supporting Effective Communication The video helped launch the theme of the new school year, "We Are PLCS," which incorporates a balance of everyone essential to our district: students, staff, families, and our greater community. The video also tied the school year theme to the district brand theme of greatness. Additionally, the video served as an exciting 'wow' moment for staff at the All-Staff Kickoff event where it could reach a large percentage of its most relevant audience at one time and inspire them for the new year.

Outcomes We will assess staff ownership of the PLCS theme as well as staff knowledge of the district brand and overall mission in our annual survey, which will be conducted in May. Informally, we know the video was shared by staff who were excited that they "made the district video," indicating that this video does have impact by recognizing and celebrating the work of our staff.