

This video was created as a visual announcement of our new Strategic Plan, *Lighting the Way: A Blueprint for Innovation and Excellence 2030*. The video outlines our new priority areas of focus, highlights the collaborative planning process, and sets the stage for transformation in Allentown. This video was initially shared the night our Strategic Plan was approved by the board and has been used a number of places since. Target Audiences: Our staff - who needs to understand how their work connects to the strategic mission and vision outlined in the plan. Our families - so they can see the long-term vision of administration and how that connects to our student's learning experience. Our students - so can learn more about how adults are working to help them achieve greatness. Our community partners and external stakeholders - they can see how their businesses or personal interests can support the district and move us forward. This video was part of a multi-faceted rollout campaign that included the presentation of the plan, a press release, emails, a newsletter, and social media content. This video reached over 6,600 views on Facebook and 5,300 on Instagram. Internally, this video was shown at New Teacher Orientation, with all district and school leaders, and at our Convocation to all 2,500 staff members. It was also used at multiple large events to introduce the plan to community partners, families, students, and more. This video has helped us share our new mission, vision, core values and priority areas with our community.