

Purpose of the Series: To celebrate the honorees of the 2025 TCSS Educator Recognition Awards and to create a sense of pride within our schools and community about the work of our local educators. Where and When Used: TCSS Educator Recognition Awards Event in January 2025; distributed via district social media, district/school web sites, and district newsletter; used by Human Resources Department at educator recruitment events. Target Audience: Attendees of TCSS Educator Recognition Awards Event; TCSS Students, Families, Faculty, Staff, and Tuscaloosa County Community; Potential Faculty/Staff Members of Tuscaloosa County School System How This Video Series Supports Effective Communication: In a time when we need to recruit more quality professionals into education, and retain the ones we have, it is critically important for educators to feel celebrated and valued. Also, in a time when misinformation about education runs rampant on social media, it is vital that we share the important work our educators are doing everyday, in a compelling and memorable way. The purpose of this video is to meet those needs, and generate pride within our schools and Tuscaloosa County community about our system's dedicated educators. Before these videos were released via social media, district/school web sites, and district newsletter, they premiered at our Educator Recognition Awards Event. This helped to elevate this event into a professionally-produced awards program, further supporting the need for our educators to feel valued. Outcomes Achieved: Feedback on this year's Educator Recognition Awards Event was the best in the 10-year history of the event. School administrators also said they wanted to share the videos at their faculty meetings and school events.