

"Proud to Be NVUSD" Video Series PURPOSE The "Proud to Be NVUSD" video series celebrates the people who embody Napa Valley Unified School Districts (NVUSD) core values: centering student agency and success, fostering kindness and joy, building partnerships, and maintaining a commitment to excellence. Through diverse staff perspectives, including teachers, support staff, and administrators, the series instills pride and belonging. It highlights the dedication and joy staff bring to their roles in supporting students, inspiring viewers to feel connected to NVUSD. TARGET AUDIENCE The audience includes NVUSD staff, students, families, and community leaders, including representatives from the Napa County Office of Education, Napa Valley College, local government, and nonprofit organizations. Originally presented as a three-minute feature at the State of the District event, both in-person and via livestream, the video was later distributed more broadly. Platforms included NVUSDs website, social media channels (Facebook, YouTube, Instagram), and the Family and Staff Newsletters. To maximize reach, social media posts included calls to action encouraging engagement. Hashtags such as #ProudToBeNVUSD and #GoNVUSD reinforced the districts identity, while branded visuals ensured consistency. USAGE AND DISTRIBUTION The series debuted at the State of the District event, where a three-minute feature was shared with attendees and livestream viewers. To extend its impact, NVUSD implemented a multi-platform distribution strategy to ensure continued engagement across digital channels. The series was published on NVUSDs YouTube channel, website, Facebook, and Instagram. It was also featured in the bi-monthly Family and All Divisions Staff Newsletters. The original video was edited into 30-second clips for ongoing social media posts throughout the 2024-2025 school year and the Fall 2024 Target River Enrollment Campaign. Additional 30-second segments featuring staff not included in the initial State of the District video were produced to further highlight NVUSDs commitment to excellence and community engagement. SUPPORT FOR EFFECTIVE COMMUNICATION AND OUTCOMES Since its release, the full-length video has achieved over 40,000 views across YouTube, Facebook, and Instagram. The video has received positive feedback, particularly from staff and families who appreciated the recognition of NVUSD employees' dedication. The series has strengthened NVUSDs identity by clarifying its role within the Napa

education community and differentiating it from the Napa County Office of Education. The long-term impact is expected to strengthen NVUSDs reputation, deepen family engagement, and support recruitment efforts by showcasing staff pride and dedication. This video series is both a celebration of NVUSD and an effective tool to engage, inform, and inspire the community.