

Throughout community listening sessions and surveys, St. Louis Park Public Schools received community feedback about student achievement data. There were many questions asking about academic rigor and what high quality education looks like. It quickly became a priority of the communications department to counter this narrative, while enhancing the culture of the district. One way the team decided to accomplish this goal was to show what is happening in schools while including data as support. The communications team partnered with the assessment and research team to ask some questions including: -How do we share data that is both quantitative and qualitative? -How do we honor the work that is being done in classrooms? -What is the best medium to communicate this information? This led to the creation of the Park and Learn video series. In collaboration with New Havoc, Park and Learn was created to combat the narrative around rigor while showcasing the work that is being done by teachers every day. Videos are produced on a monthly basis, incorporating engaging narratives with impactful facts, while demonstrating the commitment to continuous improvement and student success. Primarily directed at the St. Louis Park school community, Park and Learn informs what is happening in the district while celebrating the dedication of educators and staff members who contribute to the district's progress. Using a data-driven strategy, each story is told through real-world examples of its application in classrooms. The storytelling approach ensures that the audience whether parents, staff, or community members can connect with the information in a relatable way. The narratives are structured to provide both context and impact, ensuring that viewers understand how the district's efforts turn into student outcomes. Additionally, the Park and Learn video series aligns closely with district priorities. The videos highlight efforts in equity, inclusion, and student-centered learning, showcasing how the district's strategic goals are being implemented in real time. By featuring initiatives that focus on academic achievement, social-emotional learning, and culturally responsive teaching, the series reinforces a commitment to fostering an environment where all students can thrive. The integration of data in each video supports transparency and accountability, ensuring that stakeholders remain informed about the progress being made toward district-wide improvement. The video engagement ranges between 300-600 views, but we have also taken short segments to post on social media

gaining about 2,500 views with nearly 100 likes. The feedback has been overwhelmingly positive with two of the staff highlighted being able to use the videos about them in their personal and professional ventures. This video series started in September, and it will be completed in June. We hope to continue this series or something similar into the next school year. The Park and Learn video series successfully showcases the work of St. Louis Park Public Schools staff while integrating meaningful data insights. With a strong focus on storytelling and technical quality the series serves as a valuable tool for informing and inspiring the community about the districts ongoing efforts and achievements.