

Melbye Monthly is a monthly vlog (video blog) highlighting the wonderful things happening in our schools. Initially launched as a key element of superintendent Dr. Eric Melbyes first-year communication plan, the vlog is now in its fourth year and is one of our most popular communication channels. Dr. Melbye is known throughout the district and community for his engaging interactions with students and staff. Video is a natural medium for Dr. Melbye as it complements his personable style. Each segment follows him on visits to schools and other district venues to learn and interact with our wide network of stakeholders. He rolls up his sleeves and participates in a variety of hands-on activities with students, from playing math games and music, to cooking and arts and crafts. He interviews staff about the work they do and how it impacts students. Each month, the vlog captures Dr. Melbyes knack for connecting with people of all ages and showcasing their passions and interests within the realm of education. The Community Relations team conceptualizes and creates Melbye Monthly. We use an annual content calendar to align topics and themes with district strategic priorities, and draft the monthly message for the superintendents review and to rework the content into his voice. The vlog is filmed and edited in-house by our communications specialist. Melbye Monthly has been very well received by staff, families and students, garnering Dr. Melbye's status as a rising YouTube star, at least within our community. He regularly visits our school and program sites, and students and staff frequently comment on the latest episode. With each year that passes, more and more staff reach out to the Community Relations team asking if their department or program can be featured in Melbye Monthly. Melbye Monthly can be found on YouTube, is distributed as the monthly feature of Chalk Talk, a community e-newsletter, aired on BEC-TV (local educational community cable channel), social media and distributed to staff in the Inside Page, a weekly staff newsletter.