

Following the hiring of a new principal, Estacada Middle School made significant changes to address lagging student achievement and improve culture. After implementation, a family survey indicated a lack of understanding of the adjustments. 72% of families reported confusion around student expectations. Families also gave feedback that letters from the principal were lengthy, and open rates for these communications declined each week. District communications collaborated with EMS leadership and conducted small focus groups with families to identify areas of confusion. The identified topics were utilized to create scripts for a short video series. The video series targeted all Estacada Middle School families, and were also translated into Spanish to address a large Spanish speaking population of families. The videos intentionally featured Estacada Middle School students. Previous research around district video releases identified a 31% higher viewership of videos that featured students. The students were part of a collaborative effort with the schools student leadership team. Video one addressed the most common themes of confusion identified in both a schoolwide parent survey and subsequent focus groups: school entry (a change in practice), success class, school schedules (a change in practice), lunch (a change in practice), and REID day.

The videos success was evaluated through a variety of metrics. Viewership: The video received 233 views on YouTube and over 1,200 views on Facebook. Estacada Middle School has 540 students and around 800 guardians that made up the target audience. Pulse Check Survey: Following the videos release, a short survey indicated that confusion around student expectations had dropped from 72% down to 29%. 46% of families participated in the survey. Focus Group Follow Ups: A focus group of the same families that were utilized to create the video were convened again. The focus group stated that the video was effective, and outlined ideas for a subsequent video to expand on topics of confusion. Video Two was created using feedback from focus groups and parent survey data. It featured the Big Five which are behavior expectations and rules at Estacada Middle School. The videos success was evaluated through a variety of metrics. Viewership: The video received 80 views on YouTube and over 700 views on Facebook. Pulse Check Survey: Following the videos release, a short survey indicated that confusion around student expectations had dropped from 29% down to 27%. 32% of families participated in the survey.

Focus Group Follow Ups: A focus group of the same families were convened again. The focus group stated that they felt that all core expectations had been explained, and suggested releasing subsequent videos on an as-needed basis when new changes occurred. The videos were a success, as indicated by survey data, focus group feedback, and high viewership. The first video was even shared organically to neighborhood Facebook groups, where the feedback was overwhelmingly positive. The series will continue on an as-needed basis, and incoming families of new 6th graders will be a target.