

Moments that Matter: Superintendent Spotlight Recognition Series Submitted by Papillion La Vista Community Schools, Nebraska Admin - <https://youtu.be/0BFDp-NPzsg> Teacher - <https://youtu.be/fr5L-FIFc-0> Classified (Para) - https://youtu.be/_zn2x9d7Qpk Classified (Warehouse) - <https://youtu.be/KA9y1RKKdpq> Admin - <https://youtu.be/mOgbDPgDhKo> Target Audience The primary target audience consists of all ~1,800 Papillion La Vista Community Schools (PLCS) employees. The secondary target audience consists of parents and community members.

Purpose This video series is the primary storytelling method for reporting on the Superintendents monthly surprise recognition visits to staff to celebrate the regular everyday ways they show up in their jobs. The videos reflect the Superintendents visibility in the schools (through b-roll of each presentation) while keeping the focus on the staff member. They additionally serve the purpose of celebrating staff commitment to real, everyday work so staff members can see themselves in recognition of each other.

Use Timing and Location The videos are distributed in the bi-weekly superintendent newsletter that is sent to all staff and parents, which is the most highly engaged newsletter. The videos are also posted to social media. The videos are distributed following the awards - twice per month for one classified staff member and one certified staff member, and an additional video per quarter honoring a principal.

Supporting Effective Communication The Superintendent Spotlights are pulled from a districtwide peer-to-peer gratitude program called Moments that Matter. While the spotlights stand alone as a more formal version of recognition, the videos feature the recognized staff member ruminating on what moments matter to them, which call back to the overall program while perpetuating an attitude of gratitude. The bite-size videos are short and digestible to serve as uplifting content that will hopefully foster more peer-to-peer gratitude and wellbeing among staff while celebrating the everyday commitment of staff members districtwide. Staff are very accustomed to the award frequency and purpose, so this is not re-explained in each video.

Outcomes Staff recognition posts on social media receive our highest volume of engagement through likes, comments, and shares. Staff, families, and community members with historic touchpoints with the honoree all pour into the comments with enthusiasm for the honoree. Every spring we also conduct a staff survey to measure the degree to which staff members feel recognized

and appreciated by the district. This survey takes place in May, but from past surveys we know that this program of recognition contributes to high feelings of appreciation.