

The PCPS Teacher Appreciation Month series celebrated the dedication, passion, and impact of PCPS educators. All eight videos can be found on the PCPS YouTube channel. Through a series of eight videos, the series highlighted teacher excellence and the inspiring work of PCPS educators. Each video featured heartfelt testimonials of inspiration, reinforcing the essential role teachers play in shaping students' lives. The primary goal of the series was to recognize PCPS teachers, boost morale, and reinforce the Division's appreciation for their hard work. While the target audience was PCPS teachers and staff, the videos also allowed external audiences to hear personal stories about how teachers make a difference every day. The series was strategically released twice a week, on Tuesdays and Thursdays, throughout Teacher Appreciation Month. The videos were shared across multiple social media platforms, which maximized visibility and engagement, ensuring that teachers felt valued by the entire community. The video series was designed to target PCPS teachers and staff but was shared broadly as well. For teachers, it served as a well-deserved recognition of their efforts. For students and parents, it provided an opportunity to hear from educators who have made a difference in the lives of their children. For administrators and community partners, the series reinforced the Division's commitment to teacher appreciation and staff retention. The Teacher Appreciation series was part of PCPS's communications strategy to strengthen internal communications as well as engage the community through digital storytelling. The series focused on authentic, personal narratives provided the opportunity to build emotional connections between teachers and the community. Additionally, the use of video as a medium made the series more engaging and shareable, allowing the Division to reach a broad audience and create memorable moments of recognition for teachers. The series helped improve PCPS's public image by highlighting the dedication and excellence of its educators. Through this initiative, PCPS effectively communicated its appreciation for teachers, thus strengthening relationships between educators and parents.