

The Superintendent Video Newsletter Series was developed to enhance internal communication at Saginaw ISD, ensuring staff members receive timely, engaging, and accessible updates. Previously, Saginaw ISD utilized a traditional email newsletter featuring leadership messages from Superintendent Dr. Jeffrey Collier. However, the engagement metrics indicated a need for change; on average, only 200 out of 725 employees opened the email, with a click-through rate below 30%. Individual links within the newsletter were rarely clicked, often receiving fewer than ten interactions per link. Using the RPIE (Research, Planning, Implementation, and Evaluation) process, we identified that staff preferred shorter-form videos that were dynamic, engaging, and focused on people-centered storytelling. Instead of relying solely on written updates, we transitioned to a video-based format that features different staff members, program highlights, and key organizational updates, all presented in a concise and engaging manner by Dr. Collier. The purpose of the video newsletter is to increase engagement, foster transparency, and create a stronger connection between leadership and staff while reinforcing Saginaw ISD's mission to serve, innovate, and empower. The video format allows for a more personal and relatable communication approach, ensuring that staff feel informed and valued. The series is shared monthly via direct email to all staff, posted on internal communication platforms, and strategically distributed on social media to extend its reach to external audiences, including district partners, the Saginaw ISD Board of Education, and the broader community. This multi-channel approach has allowed us to maximize visibility and engagement beyond just internal stakeholders. Since launching the new video format, the series has seen significant improvements in engagement:

- Email open rates increased to 319 employees (a notable improvement over the previous format).
- Click-through rates jumped to 201 out of the 319 who opened it, demonstrating that staff are not only opening the message but actively engaging with the content.
- Audience retention increased, with staff spending an average of 2-5 minutes per video, compared to low interaction with written newsletters.

By making the newsletter more visually compelling, interactive, and people-focused, we have successfully transformed it into an effective communication tool that keeps staff informed, engaged, and connected with leadership and organizational updates. The series exemplifies how intentional, data-driven communication

strategies can enhance engagement, improve information retention, and strengthen organizational culture within an educational service agency.