

"Trading Spaces with Terry Connor" is a video series from Sarasota County Schools that brings together leadership and district employees in a unique, immersive way. Featuring Superintendent Terry Connor as he job-shadows or "trades spaces" with staff members, the series highlights often-overlooked but essential roles that contribute to the smooth operation of our school system. Launched in the spring of 2024, during Superintendent Connors first year, the series has received positive feedback from the community, with staff regularly submitting recommendations for future episodes. Mr. Connor has gained valuable insights into the daily experiences of district employees, using this firsthand knowledge to advocate for meaningful changes and the protection of key roles within the schools. The series is shared across multiple platforms, including the districts website, social media channels (Facebook, Instagram, YouTube, X, LinkedIn), and through direct email and text messaging to staff and families. Episodes are also featured during Sarasota County School Board meetings and may appear in the SCS In Touch digital newsletter (launched spring 2025). "Trading Spaces" has shown strong engagement, with most episodes maintaining a 55-60% view rate and generating solid interaction across social media, averaging 50+ likes, comments, shares, and follows per post. Beyond being a video series, it fosters community connections, recognizes the contributions of district employees, and highlights Superintendent Connors hands-on leadership approach.

Full

playlist:

<https://www.youtube.com/playlist?list=PLQM-L68fNvtGlfWQUk5in8XtOPTJ9IG5w>