

The employee recognition video series celebrates the contributions of employees across all job classes, including teachers and support personnel. Each video features interviews that highlight the impact employees have on the districts success in a personal and relatable way. These videos are strategically used on the district website, social media, and recruitment-related webpages to recognize the difference they are making and to show they are appreciated. They are released on the relevant recognition day for specific job classes aligning with national recognition days. The videos are also integrated into recruitment related webpages to help showcase the districts culture and commitment to valuing employees, offering potential hires a sense of the community and positive work environment. The primary target audience for the videos includes current employees, prospective employees, students, parents, and the broader community. The videos also serve as a tool for positive messaging, helping to strengthen relationships between our district and all of our stakeholders. By focusing on the personal impact of our STPPS team, the series conveys our commitment to working as a team with all of our stakeholders to achieve student success and ultimately the success of our entire community. The series supports effective communication by having employees be the voice of the communication by describing their personal experiences and feelings. This humanizes the message of appreciation more than saying STPPS appreciates our employees. The outcomes of this series have been impactful in several ways. It has enhanced employee morale by publicly acknowledging their hard work and dedication. The series is new this year so we do not have analytics, but we anticipate they will help with recruitment efforts, especially leading into our teacher hiring season. The positive and engaging content has generated increased engagement on social media and the district website.