

Employee of the Month Surprise Video Series Purpose: The Employee of the Month Surprise Video Series was created to celebrate our staff, boost morale, and strengthen retention through meaningful appreciation. Each month, staff and parents nominate outstanding employees, and we select two classified and two certificated winners. Instead of a routine announcement, we take a high-energy, surprise approach ambushing the winners in their workspace, Publishers Clearing House-style. These unscripted, joy-filled moments capture the authentic emotion of appreciation as colleagues and students cheer for their well-deserving coworkers. Where & When Its Used: We film each surprise in the employees natural work environment to ensure a heartfelt and authentic reaction. The videos are then posted individually on social media, where parents, students, and staff can join in the celebration. The comment sections fill with congratulatory messages, personal anecdotes, and heartfelt appreciation, extending the recognition far beyond the initial moment.

Target Audience: Staff: To foster a workplace culture where employees feel valued and celebrated. Parents & Families: To highlight the dedication of our educators and support staff, reinforcing trust and appreciation for the people shaping their childrens education. Supporting Effective Communication: The series serves as a powerful internal and external communications tool. Internally, it reinforces a culture of recognition and positivity, creating an environment where employees feel seen and appreciated. Externally, it provides a public showcase of excellence in education, strengthening the connection between the school district and the community. Unlike polished, corporate-style videos, we embrace the spontaneity of real-life reactions, prioritizing emotion over production value. This approach ensures that each video resonates with genuine warmth and enthusiasm, making them highly engaging for our audience.

Outcomes Achieved: The series has had a measurable impact on staff morale and retention. According to recent staff climate surveys: 99% of classified staff and 94% of certificated staff look forward to coming to work each day. Turnover remains minimal each year, indicating strong employee satisfaction and commitment. Additionally, the series has become a highly anticipated tradition within the district, with employees and parents eagerly awaiting each new video. The overwhelming positive engagement on social media demonstrates that these moments of recognition extend beyond the workplace, reinforcing a

shared culture of appreciation within the broader community. By turning recognition into a joyful, public celebration, the Employee of the Month Surprise Video Series has become a cornerstone of our districts efforts to retain top talent, celebrate excellence, and cultivate a workplace where employees truly feel valued.