

Strategic Plan Video Series: Bringing Our Vision to Life These videos highlight each of the divisions four strategic priorities Future Ready Graduates, Highly Effective Talent, Supportive Culture, and Collective Commitment and showcase the experiences we create for our students, staff, and families through our Strategic Plan. We originally created these videos to support scheduled departmental School Board meeting reports. While the reports include the strategies, tactics and data related to each of our strategic plan reports, they lacked the impact of storytelling. The videos now serve a broader purpose. They are featured on the divisions website, YouTube account, and public access television channel, and have been shared across social media platforms to engage families, staff, and community members. By providing a clear and accessible look at how the strategic plan comes to life, the series fosters transparency and reinforces the divisions mission: Ensure every student is valued, supported, and challenged through learning experiences, which prepare them for a successful future. The power of storytelling is evident in how these videos are used across the division: The Collective Commitment video has become an asset for the Career Connections team, helping to build partnerships with businesses and volunteer organizations, expanding opportunities for students beyond the classroom. The Highly Effective Talent video has inspired multiple schools to implement Learning Walks, fostering collaboration and continuous improvement among educators. The Future Ready Graduates video has helped new teachers understand thinking-based classrooms, setting the stage for deeper student engagement and critical thinking. The success of this series is measured not just in views, likes and shares, but in its ability to provide concrete examples of our Strategic Plan in Action in a way that resonates with a wide range of audiences, cultivates meaningful conversations, and, most importantly, drives progress. As we continue producing new videos, we remain focused on elevating voices, showcasing impact, and ensuring every student, educator, and community member sees themselves in the stories of YCSD.